Cognizant Named a Salesforce Cloud Services Leader by ISG

Cognizant Achieves Salesforce Global Strategic Partner Status for Industry and Cloud Expertise

TEANECK, N.J., May 30, 2019 /PRNewswire/ -- Cognizant (Nasdaq: CTSH) has been recognized as a market Leader in the Salesforce Ecosystem Quadrant Report for 2019 by Information Services Group (ISG), a leading independent global technology and research advisory firm. Cognizant has also recently been recognized by Salesforce as a Global Strategic Partner based on Cognizant's expertise across industries and client satisfaction with its Salesforce implementations.

The ISG Provider Lens™, *Salesforce Ecosystem Quadrant Report*, examines the capabilities of 23 U.S. professional services providers for companies using or implementing Salesforce Sales Cloud and Service Cloud main functionalities: Contact Management, Opportunity Management, Lead Management, Workflow and Approvals, Sales Forecasting, E-Mail Integration, Reports and Dashboards and Salesforce Mobile.

Cognizant is recognized as a Leader in the report for its services spanning the Salesforce value chain, including strategy, platform advisory and the build-test-run lifecycle. Cognizant has among the largest number of Salesforce-trained experts in the world. In 2018, Cognizant further bolstered its service offerings through the Salesforce Platform with acquisitions of SaaSfocus and Advanced Technology Group (ATG).

The ISG report highlighted strengths of Cognizant, including:

- **A Salesforce-specific implementation methodology:** With its PureForce methodology, Cognizant provides an implementation that is specifically developed for Salesforce. It also operates a dedicated Center of Excellence for large client implementations with complex landscapes. Cognizant is engaged mainly in outcome-based projects and works to further reduce the already low share of time and materials-based engagements.
- **Comprehensive global resources:** Cognizant's global delivery, with centers in the U.S., and more than 2,000 certified Salesforce resources, offers Fullforce solutions for the banking, insurance, retail and consumer goods verticals.

"Companies today must work with the right partners, like Salesforce, to drive innovation through digital platform transformation," said Esteban Herrera, Partner and Global Leader, ISG Research. "Cognizant was named a Leader because it remains a highly competitive provider of Salesforce-related services and works closely with them to provide the expertise, technical skills and resources needed to overcome today's most pressing business and IT challenges."

"Modern and adaptive digital platforms are essential for companies to build relevance, improve customer experience and enable business process transformation," said Harish Dwarkanhalli, Senior Vice President and Global Head of the Salesforce Practice at Cognizant. "We've made investments in our Salesforce service offerings and we work closely with Salesforce to help our clients transform their sales, marketing and service automation, as well as to enhance their stakeholder engagement including customers, partners and employees."

To view the ISG Provider Lens for Salesforce Ecosystem 2019, click here.

Learn More:
Cognizant Enterprise Application Services: https://www.cognizant.com/cognizant-digital-systems-technology/enterprise-application-services
Cognizant Digital Systems and Technology: https://www.cognizant.com/cognizant-digital-systems-technology
Cognizant/Salesforce Partnership: https://www.cognizant.com/cognizant-digital-systems-technology/enterprise-application-services/salesforce

About ISG
ISG (Information Services Group) (Nasdaq: III) is a leading global technology research and advisory firm. A trusted business partner to more than 700 clients, including more than 70 of the top 100 enterprises in the world, ISG is committed to helping corporations, public sector organizations, and service and technology providers achieve operational excellence and faster growth. The firm specializes in digital transformation services, including automation, cloud and data analytics; sourcing advisory; managed governance and risk services; network carrier services; strategy and operations design; change management; market intelligence and technology research and analysis. Founded in 2006, and based in Stamford, Conn., ISG employs more than 1,300 digital-ready professionals operating in more than 20 countries—a global team known for its innovative thinking, market influence, deep industry and technology expertise, and world-class research and analytical capabilities based on the industry's most comprehensive marketplace data. For more information, visit www.isg-one.com.

About Cognizant
Cognizant (Nasdaq-100: CTSH) is one of the world's leading professional services companies, transforming clients' business, operating and technology models for the digital era. Our unique industry-based, consultative approach helps clients envision, build and run more innovative and efficient businesses. Headquartered in the U.S., Cognizant is ranked 193 on the Fortune 500 and is consistently listed among the most admired companies in the world. Learn how Cognizant helps clients lead with digital

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For further information: U.S., Jodi Sorensen, +1-201-294-5358, jodi.sorensen@cognizant.com; Europe, Grazia Valentino-Boschi, + 33 (0)6 07 85 80 63, grazia@cognizant.com; Asia-Pac, Harsh Kabra, +91-855-188-2111, harsh.kabra@cognizant.com

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