

Forbes India: Inside Brian Humphries' Strategy Plan for Cognizant India



“The story of Cognizant will be the return to growth,” says CEO Brian Humphries. “We have always been the bellwether of the services industry and our great ambition is to re-accelerate Cognizant’s growth rate and once again be the bellwether of the industry.”

Excerpts from Forbes India’s article:

“The biggest opportunities at Cognizant are two-fold. One, further embrace digital technologies: ‘Where we have been in digital, we have outgrown the industry, but our mix of services in digital isn’t yet as strong as it can be. Cognizant has a huge opportunity to embrace digital even faster,’ says the CEO, adding that the more it embraces digital, the more Cognizant’s growth rate will increase. Also, the company will be exposed to faster growing categories.

The second opportunity relates to international expansion. North America has always been Cognizant’s strength, accounting for three quarters of its revenue. But international markets, and Europe, in particular, is quite small for the company. It needs to make those a significant contributor to its revenue.

To this end, Humphries has charted a two-fold strategy for Cognizant. The first is to protect and expand its traditional strengths in IT services outsourcing which entails improving efficiency, reducing the cost of delivering services, winning renewals aggressively and expanding into markets other than North America.

The second is around ‘winning in key digital battlegrounds’, including cloud computing, digital engineering—which involves building cloud-first applications—data analytics and IoT (Internet of Things). IoT is set to explode in 3-5 years with advances in electronics as well as the adoption of 5G wireless technologies.”

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