

Cognizant Recognized as a Leader in the 2024 ISG Provider Lens™ Telecom, Media, and Entertainment Industry Services Report

Jan. 8, 2025 – Cognizant (NASDAQ: CTSH), a leading global technology company, today announced it has been recognized as a Leader in 2024 Information Services Group (ISG) Provider Lens™ Telecom, Media, and Entertainment Industry Services Report. **ISG** (Nasdaq: **III**), a leading global technology research and advisory firm aims to understand key industry challenges and assess service provider capabilities to address unmet enterprise needs.

In the study this year, leaders are noted to have a comprehensive product and service offering, a strong market presence and established competitive position. Leaders also represent innovative strength and competitive stability.

"We are honored to be recognized by ISG as a leader in Telecom, Media and Entertainment, Managed and Next Gen IT services, and Intelligent BPM services," said **Anurag Sinha, Senior Vice President and Head of Communications, Media, and Technology (CMT) for Americas at Cognizant**. "This recognition underscores our commitment to being a leader at the intersection of industry and technology. By infusing our industry expertise with an AI-led approach, our innovative solutions have helped our clients reimagine their operating models to deliver an enhanced customer experience and achieve greater business value."

Telecom Managed and Next-Gen IT Services

In the Telecom Managed and Next-Gen IT Services quadrant, ISG evaluates providers offering managed and next-gen IT services to telecom customers. These providers manage the critical network infrastructure and applications to lower TCO, build automated solutions and enhance CX. The report highlights that Cognizant aims to create definitive experiences that drive growth and facilitate software-driven network transformation via management consulting, digital integration and personalized business services. "Cognizant's robust cloud solutions, from video insights on AWS to AI-driven media planning on Salesforce, optimize media operations," said Yash Jethani, ISG Principal Analyst. "Cognizant uses its CODA™ telco architecture and AppLens™ AI platform to empower telcos with information to help to boost efficiency. Finally, as part of Cognizant's efforts to strategically integrate GenAI into its delivery processes where it adds the most value, Cognizant aims to enhance its accelerators, capabilities and solutions, driving business and IT transformation via human-machine collaboration."

Media and Entertainment Managed and Next-Gen IT Services

Enterprises in the Media and Entertainment industry face significant challenges with data silos, compounded by a lack of tools and expertise to manage and analyze large volumes of data. Providers offer data strategies, data modernization approaches and comprehensive management capabilities with the goal of optimizing data practices and driving better performance for their customers.

Intelligent Business Process Management (iBPM) Services

This quadrant assesses providers that offer intelligent business process management (iBPM) services to telecom, media and entertainment (TME) enterprises. The iBPM services are driven by automation and analytics and include customer services, sourcing and procurement, HR, finance and accounting, regulatory and compliance, knowledge services, master data management, field workforce services, network operations, operational business intelligence and supply chain management. These services enable enterprises to improve efficiency and productivity. Cognizant emerges as a Leader in this quadrant and is noted to offer advanced, industry-specific solutions that are designed to enhance client performance and integration using automation, AI and GenAI.

Learn more about Cognizant's Telecom, Media, and Entertainment Services [here](#).

About ISG Provider Lens™

The ISG Provider Lens™ Quadrant research series is the only service provider evaluation of its kind to combine empirical, data-driven research and market analysis with the real-world experience and observations of ISG's global advisory team. Enterprises will find a wealth of detailed data and market analysis to help guide their selection of appropriate sourcing partners, while ISG advisors use the reports to validate their own market knowledge and make recommendations to ISG's enterprise clients. The research currently covers providers offering their services across multiple geographies globally.

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Media,-and-Entertainment-Industry-Services-Report](https://news.cognizant.com/2025-01-08-Cognizant-Recognized-as-a-Leader-in-the-2024-ISG-Provider-Lens-TM-Telecom--Media,-and-Entertainment-Industry-Services-Report)