Cognizant Recognized as a Horizon 3 Leader in the HFS Horizons: Generative Enterprise Services 2025 Report

March 11, 2025 - The **Generative Enterprise™ Services, 2025 report by HFS Research** assesses the capabilities of service providers in leveraging generative AI (GenAI) technologies to drive enterprise transformation. The report evaluates 40 providers based on their value propositions, execution and innovation capabilities, go-to-market strategies, and market impact.

In the 2025 Edition of the HFS' Generative Enterprise Services Report, Horizon 3 Leaders are recognized for enabling the Generative Enterprise by leveraging AI and GenAI to redefine how work gets done and drive co-creation with ecosystem partners. HFS underscores the transformative potential of GenAI technologies in driving enterprise-wide innovation and value creation. The report highlights the necessity for enterprises to embrace comprehensive transformation, leveraging GenAI to reimagine customer experiences and make intelligent decisions at scale.

In this report, Cognizant stands out for its significant investments in platforms like Neuro® AI, extensive training programs, and strong partnerships, positioning it as a leader in the GenAI space. "Cognizant is taking a strong, strategic approach to scaling GenAI with its 'Rewire business for AI' initiative and tackling the complex last-mile engineering over the existing technology" said HFS Executive Research Leader, David Cushman. "It has built an impressive AI platform Cognizant Neuro®- a suite of AI and automation solutions and is actively trying to bridge the gap between technical implementation and real business impact."

Cognizant is also recognized for combining innovation, ethical governance, and industry-specific solutions to transforming operations and deliver measurable outcomes. Significant investments in platforms like Neuro-AI and partnerships with hyperscalers, data and AI companies, and startups have solidified its leadership in generative AI. When speaking conducting their research, HFS found that "clients value Cognizant's partnership approach, accountability, and global reach, while partners value its geographic footprint and focus on innovation and customer-centricity."

Learn more about why HFS named Cognizant a Horizon 3 LeaderHERE.

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