Cognizant Recognized as a Leader in the IDC MarketScape: Worldwide Adobe Experience Cloud Professional Services 2024-2025 Vendor Assessment

March 19, 2025 - Cognizant has been recognized as a Leader in IDC MarketScape: Worldwide Adobe Experience Cloud Professional Services 2024-2025 Vendor Assessment (doc # US51741024, December 2024). We believe this placement reflects the power of Cognizant's overall strategy and builds on previous recognitions including winning Adobe's Digital Experience Partner Award for Central Europe in 2021 and the appointment of four Cognizant experts onto the Adobe Partner Advisory Board.

The IDC MarketScape evaluated 23 Adobe Experience Cloud professional services providers and conducted 64 calls with reference clients of Adobe Experience Cloud professional services vendors in all three of IDC's macro regions to conduct their assessment. To be considered in the assessment, providers are required to have Platinum Partner status, over 100 certified employees, over 100 certifications, over 300 credentials, and over 3 specializations. Cognizant is an Adobe Platinum Partner and has 984 Adobe-certified employees, 1,440 Adobe certifications, 2,550 Adobe credentials, 8 Adobe Solution Partner Specializations, and 2 Adobe Accredited Partner Solutions.

According to the report, "Cognizant is a worldwide services provider with a broad and deep portfolio of offerings." The report went on to say, "Based on conversations with Cognizant's clients, its three main strengths are value for money, pragmatic creativity, and willingness to challenge clients."

"With a global network of client-facing innovation facilities, including AI Innovation Studios and Collaboratories, and multiple intellectual property assets, Cognizant is well positioned to help clients think creatively and drive value from Adobe technology," said Douglas Hayward, Senior Research Director at IDC.

"We believe this IDC MarketScape recognition highlights our ability to deliver value, creativity, and innovation, validating our approach of forming strong client partnerships for joint, long-term success. We provide unique insights and expertise, balancing strategic vision with a practical mindset. We are committed to empowering clients to achieve customer experience excellence in the AI era," said Gerhard Gerner, Global Head of Cognizant Adobe Practice.

Cognizant's partnership with Adobe began in 2007 and evolved into a Global Platinum Partnership, first established in 2014. Since then, Cognizant enhanced their position by acquiring Netcentric, which rebranded to Cognizant Netcentric in 2022. Cognizant Netcentric is the trusted advisor for hundreds of leading brands, delivering outstanding customer experience excellence that enables brands to thrive in the AI era. As we move into 2025 Cognizant Netcentric is strengthening its leading position as part of Cognizant Moment, dedicated to redefining experiences in an AI-enabled world.

Building on this momentum, Cognizant Moment is proud to be a Diamond Sponsor of the upcoming Adobe Summit 2025 in Las Vegas, NV. Cognizant Moment leaders Benjamin Weiner and Gerhard Gerner will present "New Minds, New Markets." Cognizant has been named a finalist for Adobe's global Adobe Experience Manager Rockstar award, with Scott Simmer presenting live.

Learn more about Cognizant's Adobe Practice HERE.

About IDC MarketScape:

IDC MarketScape vendor assessment model is designed to provide an overview of the competitive fitness of technology and service suppliers in a given market. The research utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each supplier's position within a given market. IDC MarketScape provides a clear framework in which the product and service offerings, capabilities and strategies, and current and future market success factors of technology suppliers can be meaningfully compared. The framework also provides technology buyers with a 360-degree assessment of the strengths and weaknesses of current and prospective suppliers.

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