

## Cognizant Recognized by Avasant as a Leader in the High-Tech Industry Digital Services 2024–2025 RadarView™

**April 23, 2025** - Cognizant has been recognized as a Leader in the *High-Tech Industry Digital Services 2024-2025*

*RadarView™ Report* conducted by leading management consulting firm Avasant. As part of their research, Avasant evaluated 56 service providers recognizing 23 that brought the most value to the market over the past 12 months. The report highlights that Cognizant “drives digital transformation with product engineering, Gen AI solutions, and ESG services, leveraging AI studios, proprietary platforms, and acquisitions,” including the practice maturity, partner ecosystem, investments and innovation as key drivers.

When profiling Cognizant, Avasant rated the service provider’s practice maturity as a 5 out of 5 stars highlighting that “Cognizant has experience delivering end-to-end product engineering services to high-tech customers, enabling transformation from chip to cloud. It provides offerings such as smart products, connected mobility, intelligent operations, and smart field services developed on an integrated engineering foundation.” Cognizant helps hi-tech clients realize faster time to value by utilizing its tools and frameworks, including CoreART, IDEATE, iDATS, and Neuro® Edge.

Cognizant delivers GenAI solutions to high-tech enterprises by leveraging its AI Innovation Studios in New York, Dallas, London and Bangalore; these studios bring clients and associates together to identify and collaborate on new business solutions. Cognizant has also launched an Advanced AI Research Lab in San Francisco, CA to build innovative AI solutions in collaboration with research institutions, customers, and startups to provide high-tech clients access to the latest advancements in AI technology. In addition to its AI Innovation Studios and Research Lab, Cognizant also has an innovation hub in Malaysia to provide high-tech companies in the ASEAN region with access to its technical and business capabilities.

Beyond its investment in the development of innovation facilities, “Cognizant’s acquisition of specialized companies such as Belcan and Mobica has enhanced its digital engineering proficiency and IoT software engineering expertise. Additionally, through innovation centers set up with firms such as Salesforce, Pega, and Qualcomm, it accelerates co-innovation in next-generation AI solutions, sustainable operations, and cybersecurity, securing its classification as a leader in Avasant’s High-Tech Industry Digital Services 2024–2025 RadarView” said Jyotika Jain, Lead Analyst, Avasant.

When reviewing Cognizant’s Partner Ecosystem, Avasant highly praised the company for its collaboration with ecosystem partners including its [enhancement of the WorkNEXT™ platform with ServiceNow](#), its [partnership with Palo Alto Networks](#) to deliver AI-driven cybersecurity services, and its strategic alliance with Google Cloud which aims to train 25,000 Cognizant professionals and clients on Google Cloud AI technologies through [Google Cloud AI University](#).

“We are honored to be recognized by Avasant as a Leader in the High-Tech Industry Digital Services RadarView™ Report,” said Anurag Sinha, Senior Vice President and Americas Communications, Media and Technology Business Unit Leader, of Cognizant. “This recognition highlights our dedication to innovation with our partner ecosystem, lab investments and strategic acquisitions. We continue to support our clients with generative AI technologies such as Cognizant Neuro® Edge and Flowsource, edge computing, IoT software engineering, and 5G, with a focus on facilitating transformation from chip to cloud.”

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