Cognizant Recognized by Avasant as a Leader in the Global Competency Center (GCC) Services 2025 RadarView™

August 22, 2025 - Cognizant has been recognized as a Leader in Avasant's inaugural Global Competency Center (GCC) Services RadarView™, earning the highest rating—5 out of 5 stars—for Practice Maturity. The Avasant report highlights Cognizant's differentiated approach to GCC transformation, stating *"Cognizant's investments in GCC-focused AI capabilities, strong partner ecosystem, and proven ability to deliver innovation have positioned it as a Leader."*

The report also notes the company's focus on AI is strengthened by strategic acquisitions such as Thirdera and Belcan, offerings such as Cognizant Ignition, Flowsource, WorkNEXT, and Neuro AI, and a $1 billion Gen AI investment. Furthermore, Cognizant has also established the Cognizant AI Research Lab and AI Innovation Studios to accelerate advancements in artificial intelligence and support GCC transformation.

"Cognizant is tapping into the GCC market by offering comprehensive GCC services, from strategy to transformation across various global locations, including North America, Europe, Asia-Pacific, Latin America, the Middle East, and Africa," said **Praveen Kona, Industry and GCC Research, Avasant** "To meet GCC talent needs, it provides the Talent Pipeline as a Service solution, and is expanding into emerging hubs such as Bhubaneswar, Indore, and GIFT City, Ahmedabad, while strengthening its presence with the opening of a new campus in Hyderabad. Its partnerships with Google Cloud, Microsoft, AWS, and IBM, along with its in-house programs such as Synapse, which aims to train one million people in digital skills by the end of 2026, have further enhanced its GCC proposition."

According to the report, GCCs have undergone a rapid transformation over the past few years, evolving from service delivery engines to hubs of innovation. Strong demand for digital, engineering, and R&D talent, combined with collaborations with service providers is enabling enterprises to scale quickly and build long-term capabilities. With over 3,500 enterprises operating GCCs globally, significant untapped potential exists, representing a vast growth opportunity for large-scale transformation. Avasant notes that Cognizant's in-house capabilities combined with specialized talent development programs recognized by NASSCOM and the Brandon Hall Group, help ensure smooth operations, innovation, and future-ready teams.

"We are honored to be recognized by Avasant as a Leader in the Global Competency Center Services RadarView™ Report," **said Sailaja Joysula, SVP and Global Head, GCC Service Line, Cognizant.** "This recognition is a testament to the strength and differentiation of our GCC expertise powered by deep domain expertise, advanced AI capabilities, future-ready talent, and our global footprint."

Read the full report here: Report PDF

Additional assets available online: Photos (1)

https://news.cognizant.com/2025-08-21-Cognizant-Recognized-by-Avasant-as-a-Leader-in-the-Global-Competency-Center-GCC-Services-2025-RadarView-TM