Cognizant Named a Leader and Star Performer in the Everest Group Retail Services PEAK Matrix® Assessment 2025

October 10, 2025 -- Cognizant has been recognized by Everest Group as a Leader in the Retail Services PEAK Matrix Assessment. In its report, Everest Group evaluated 33 service providers based on market impact and vision & capability. Leaders in the report are characterized by their ability to demonstrate strong capabilities in orchestrating end-to-end business and IT transformations across physical and digital value chains and bring a balanced portfolio of consulting, technology and operations services tailored to retail subsegments. Leaders are also noted to have established deep partnerships with major commerce, cloud and CX platform vendors such as Salesforce, Adobe, Microsoft, AWS, Oracle Retail and SAP while actively collaborating with emerging technology firms.

"Retail enterprises are embracing modernization to address ongoing cost pressures, digital disruption, and shifting consumer expectations - all while navigating global economic uncertainty. As AI-enabled solutions, connected experiences, and real-time data become core to operations, enterprises are turning to partners that can integrate technology, domain knowledge, and scaled delivery to drive transformation," says Abhilasha Sharma, Practice Director, Everest Group.

The report recognizes Cognizant as a Star Performer, for its strengthened positioning in the Leaders category and highlights its "expanded retail portfolio with multiple client wins, improved client satisfaction, continued investment in developing IP, and enhanced technology capabilities through acquisitions." In the report, Everest group notes that "clients value Cognizant's strong technical expertise rooted in its technology heritage, along with its ability to scale talent effectively and adapt teams to client-specific processes." Cognizant's strong suite of retail-focused IP and accelerators such as Cognizant® Stores 360, Cognizant® Store Assist, Cognizant® Digital Twin Platform, Cognizant OrderServ® and Cognizant® Customer Concierge were also noted to be a strength contributing to the Leader recognition.

"Cognizant offers a robust suite of retail-focused IPs, especially in store modernization, and partnerships across commerce, supply chain and analytics. Its proven ability to deliver large-scale transformation and deep technical heritage further strengthens its market position. Collectively, these capabilities have helped position Cognizant as a Leader and Star Performer on Everest Group's Retail Services PEAK Matrix® Assessment 2025."

"This recognition by Everest Group reflects our commitment to helping retailers modernize with speed and scale. With our expanding suite of retail IPs, partnerships and deep domain expertise, we are now embedding Agentic AI into every layer of the retail value chain, empowering retailers to unlock autonomous decision-making, intelligent operations and adaptive customer experiences." - Sushant Warikoo, SVP and Business Unit Head, Retail, Cognizant

Read the full report HERE.

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