

Cognizant Launches Cognizant Activate to Bring Enterprise AI Transformation for Emerging Enterprises

New business unit designed to deliver enterprise-grade AI transformation to emerging enterprises that generate \$1 billion to \$5 billion in annual revenue, building toward Global 2000 scale, through a dedicated, right-sized operating model built for speed

TEANECK, N.J., Oct. 5, 2026 /PRNewswire/ -- Cognizant (Nasdaq: CTSH), a leading AI builder and technology services provider, today announced the launch of Cognizant Activate, a new business unit designed to help emerging enterprises harness AI and accelerate transformation. Cognizant Activate brings the depth of Cognizant's AI Builder capability, proven with the world's largest companies, together with a purpose-built operating model tailored to the speed, priorities and decision-making dynamics of emerging enterprises.

Emerging enterprises with high growth face many of the same pressures as large enterprises, including legacy technology, rising cybersecurity risk and the need to adopt AI ahead of competitors, but they require solutions that are faster to deploy and right-sized for their scale.

Cognizant Activate is expected to deliver platform-aligned, pre-configured solution kits spanning data and AI, cybersecurity, enterprise applications, cloud modernization and managed services. The business unit will operate with vertically integrated teams and a single engagement lead accountable from the first conversation through delivery. It will launch with an initial focus on financial services, healthcare, manufacturing and retail/CPG sectors, where Cognizant has deep domain expertise and an established presence serving emerging enterprises. Cognizant Activate will also draw on Cognizant's ecosystem partnerships to accelerate time-to-value for clients.

"The companies shaping tomorrow's economy are moving fast and thinking boldly, and they need a partner who will treat their transformation as consequential, not incremental," said Ravi Kumar S, Chief Executive Officer of Cognizant. "Cognizant Activate brings the same AI Builder capability that is helping to transform some of the world's largest enterprises to emerging enterprises, right-sized for their speed and scale. This is how our clients activate growth with AI."

Cognizant Activate is built around the idea that emerging enterprises aren't looking for a scaled-down version of an enterprise engagement. They want a partner that can build AI into how they operate today, not add it as a future roadmap item. Cognizant's approach combines pre-built AI accelerators, compressed implementation timelines and commercial models designed for high-growth economics.

"Emerging enterprises with high growth want enterprise-grade capability without enterprise-level complexity and cost," said Mohammad Haque, Global Head of Intelligent Enterprise Platforms and Large Deals of Cognizant. "Cognizant Activate gives them access to our global delivery network, platform certifications and decades of industry expertise, delivered through a model built specifically for their speed and ambition."

About Cognizant

Cognizant (Nasdaq: CTSH) is an AI builder and technology services provider, building the bridge between AI investment and enterprise value by building full-stack AI solutions for our clients. Our deep industry, process and engineering expertise enables us to build an organization's unique context into technology systems that amplify human potential, realize tangible returns and keep global companies ahead in a fast-changing world. See how at www.cognizant.ai or @cognizant.

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