

## **Cognizant Recognized as a Leader in ISG Provider Lens™ Salesforce Ecosystem Partners 2024 Study – US & UK**

April 12, 2024 - Cognizant has been recognized as a Leader in ISG's annual Provider Lens™ Salesforce Ecosystem Partners 2024 Study – US & UK. The report recognizes Cognizant's performance in the Multicloud Implementation and Integration Services for Large Enterprises, Implementation Services for Marketing Automation, Managed Application Services for Large Enterprises, and Implementation Services for Industry Clouds quadrants.

In the area of Multicloud Implementation and Integration Services for Large Enterprises, ISG noted Cognizant to have an "impressive library of best practices, core processes, and underlying technologies tailored to each function within client organizations". "With its fast-growing Salesforce practice, Cognizant is an excellent choice as a Salesforce implementation partner, specifically for large enterprise customers." - Rainer Suletzki, ISG.

ISG highlighted Cognizant's focus on data-oriented services and sophisticated predefined solutions as strengths contributing to a leader position in the Implementation Services for Marketing Automation quadrant.

In the Managed Application Services for Large Enterprises quadrant, ISG rated Cognizant a Leader, citing its operational excellence and strong delivery model as key strengths. "Based upon a balanced delivery model, Cognizant offers top-level managed application services for Salesforce-related applications on a global scale." - Rainer Suletzki, ISG.

In the Implementation Services for Industry Clouds quadrant, ISG recognized Cognizant's "rich experience with industry-specific applications...offer[ing] excellent consulting and implementation services for Salesforce Industry Clouds." The report also highlights Cognizant's mature commercial model and commitment to co-responsibility for implementation results.

Read the full US report [here](#).

Read the full UK report [here](#).

### **About ISG Provider Lens™**

The ISG Provider Lens™ Quadrant research series is the only service provider evaluation of its kind to combine empirical, data-driven research and market analysis with the real-world experience and observations of ISG's global advisory team. Enterprises will find a wealth of detailed data and market analysis to help guide their selection of appropriate sourcing partners, while ISG advisors use the reports to validate their own market knowledge and make recommendations to ISG's enterprise clients. The research currently covers providers offering their services across multiple geographies globally. For more information about ISG Provider Lens™ research, please visit this [webpage](#).

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