

Cognizant Launches Two AI-Powered Solutions to Supercharge SMB Growth Across APAC

These offerings bring enterprise-grade digital marketing and contact center services to small and medium businesses in Australia, New Zealand, and India.

Sydney, Australia, October 14, 2025 –Cognizant (Nasdaq: CTSH) today announced the launch of two transformative “as-a-service” offerings designed to empower small and medium businesses (SMBs) across the Asia-Pacific (APAC) region, including Australia, New Zealand, and India. Leveraging Cognizant’s deep domain expertise and Salesforce’s advanced technology, the offerings aim to help SMBs overcome the limitations of budget constraints and legacy systems, unlocking enterprise-grade capabilities with agility, scalability, and intelligence.

The offerings, Cognizant® Managed Contact Center Services for SMBs and Cognizant® Managed Marketing Services for SMBs, are delivered under a flexible managed services subscription model, designed to improve access to enterprise-grade innovation and cost-efficiency for growing businesses.

Cognizant® Managed Contact Center Services for SMBs is a managed, cloud-native solution, designed to reimagine the contact center experience for SMBs. It aims to enable businesses to deliver personalized, omnichannel customer service while minimizing infrastructure and license management needs.

Key benefits:

- **Faster deployment and higher productivity:** Businesses may see up to 30% faster time-to-market and up to 2x productivity gains with deeper insights.
- **Enhanced performance and efficiency:** AI-driven insights, coaching and predictive analytics could lead up to a 15% improvement in agent efficiency.
- **A flexible, utility-tailored platform:** Omnichannel communication, intelligent routing with real-time analytics and remote agent enablement.

Cognizant® Managed Marketing Services for SMBs is designed to simplify and scale digital marketing. This intelligent, always-on solution aims to help SMBs cut through the noise with hyper-personalized campaigns powered by data and optimized in real time.

Key benefits:

- **Highly personalized and adaptive marketing:** Real-time campaign optimization, personalized content delivery and precision targeting can help make marketing more relevant and responsive.
- **Efficiency and ready-made tools:** Outcome-focused automation with unified dashboards, from strategy to execution, with ready-to-use templates and flexible add-ons, designed to reduce setup time and simplify implementation.
- **Cost-effective and scalable model:** An AI-powered marketing engine with consumption-based pricing can help lower operational overheads while supporting scalability.

Built on Salesforce and delivered by Cognizant, both offerings leverage Salesforce’s data cloud personalization capabilities to support enhancements across sales, service, and marketing clouds, with the aim to bring enterprise-grade innovation to SMBs through a cost-efficient, scalable model.

“These offerings mark a pivotal shift from traditional outsourcing to outcome-driven service delivery. SMBs can now leapfrog legacy constraints and embrace digital transformation with confidence,” said Ben Wiener, Global Head of Cognizant Moment.

“As businesses accelerate towards AI-driven transformation, Cognizant is proud to deepen our partnership with Salesforce, supporting SMBs to compete and grow no matter their size or budget. Combining Cognizant’s deep industry expertise with Salesforce’s advanced CRM platform, demonstrates our continued commitment to driving growth and success for our SMB partners,” said Rob Marchiori, Cognizant ANZ CEO.

Arundhati Bhattacharya, CEO and President, Salesforce South Asia, said, “This partnership is fundamentally about democratizing innovation. By combining the enterprise-grade power of Agentforce Service and Agentforce Marketing with Cognizant’s deep solution and outsourcing delivery expertise, we are providing hyper-growing small and medium businesses with a cost-efficient, scalable model to deliver personalized sales, service, and marketing experiences. It’s about leveling the playing field and empowering the true engines of our economy to grow and thrive.”

About Cognizant:

Cognizant (Nasdaq: CTSH) engineers modern businesses. We help our clients modernize technology, reimagine processes and transform experiences so they can stay ahead in our fast-changing world. Together, we’re improving everyday life. See how at <http://www.cognizant.com> or @cognizant.

For more information about Cognizant and for media inquiries, please contact: globalpr@cognizant.com.

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