

The background of the cover is a dark blue gradient with numerous diagonal streaks of light in shades of blue and green, creating a sense of motion and digital energy. The text is white and positioned on the left side of the page.

# Cognizant<sup>®</sup>

Corporate Overview

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Helping  
clients  
**win with  
digital**

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Cognizant (NASDAQ-100: CTSH) is one of the world's leading professional services companies, transforming clients' business, operating and technology models for the digital era. Our unique industry-based, consultative approach helps many of the best-known organizations in every industry and geography envision, build and run more innovative and efficient businesses.

Founded in 1994 as a technology development arm of The Dun & Bradstreet Corporation, we were spun off as an independent company in 1996, and have worked closely with large organizations to help them build stronger businesses ever since. Today, Cognizant specializes in helping some of the world's most established companies to stay the most loved brands in today's fast-changing technology landscape by advancing every aspect of how they serve their customers: digitizing their products, services and customer experiences; automating their business processes; and modernizing their technology infrastructures.

Put simply, we help clients get digital done at scale and speed—the *scale* needed to transform their complex organizations to capitalize on the tremendous opportunities the latest technologies make possible, and the *speed* expected by their customers, partners and owners.

Organizing our horizontal capabilities into Cognizant Digital Business, Cognizant Digital Operations and Cognizant Digital Systems & Technology, we have made it easier for clients to approach us for solutions they require. Cognizant Digital Business helps clients redesign their business models, reinventing existing businesses and creating new ones by innovating products, services and experiences with digital. Cognizant Digital Operations helps clients reinvent their operating models, achieving hyper-agility in core business processes by harnessing automation and intelligent, on-demand platforms and utilities. Cognizant Digital Systems & Technology helps clients refresh their technology models, matching their business' capabilities with its ambitions by simplifying, modernizing and securing enabling systems. Because today, creating value by leveraging technology is very industry-specific, we continue to deepen our expertise in 20 different industries, including banking and financial services, healthcare, manufacturing and retail. And to help speed clients' journeys toward becoming digital, we bring our digital capabilities and industry expertise together into horizontal offerings and industry solutions that accelerate the most essential leaps that today's technology makes possible, and complement those solutions with consulting and services built for the speed of business today.

With headquarters in the U.S. and a rapidly-expanding footprint that extends from India and China to Europe, North America, South America, and the Middle East, we work around the globe—securely, quickly—while collaborating locally with clients, in person and in their local languages.

We consider it our responsibility to make people feel at home in the future, no matter how technology-enabled it becomes. So, we are committed to helping to solve some of humankind's most difficult challenges in a way that is beneficial and comfortable for people through the work we do, and through investing in training people around the world in the digital skills that will be needed to do that work.

We believe that the opportunity presented by technology has never been greater, and because of that opportunity, Cognizant will continue to be one of the fastest-growing companies in our industry.

# Recognized as a leader

Ranked #87 in **Forbes Top 100 Digital Companies** (Sept 2018)

Ranked #74 in **Forbes Best Employers for Women** (July 2018)

Ranked #573 in **Forbes Global 2000** (June 2018)

Ranked #195 on the **Fortune 500** (May 2018)

Named among **World's Most Admired Companies by Fortune** (Jan 2019)

Ranked #16 in **Barron's 100 Most Sustainable Companies** (Feb 2018)

Named a **Top 100 Global Tech Leader by Reuters** (Jan 2018)

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## The Cognizant difference

Cognizant is designed to help get digital done across large, established organizations—one of the few companies with the breadth of capabilities needed to do it:

- **Deep technology and industry expertise at the scale required** to transform the world's most complex and critical enterprises
- **Long-term, trusted relationships helping to design and manage our clients' most essential business processes**, giving us the ability to spot opportunities and understand the complexities of how organizations can take advantage of them
- **An agile, diverse, born-global team** that combines a massive supply of technical capabilities in India with a network of digital hubs and other development centers in North America, Europe, Latin America and Asia able to partner locally with clients
- **A client-first culture** of flexible ways of working, entrepreneurialism and empowerment that enables us to collaborate seamlessly with clients
- **A sound management track record** of shifting ahead of shifting client needs, building new capabilities and delivering industry-leading growth to investors

# How digital gets done

## Cognizant Digital Business

Reshaping business models, modernizing products and services, and enhancing customer experiences to drive growth

- Digital Strategy
- Connected Products
- Artificial Intelligence
- Interactive
- Softvision | Digital Engineering

## Cognizant Digital Operations

Reinventing and managing an organization's most essential business processes with new ways of working

- Industry & Platform Solutions
- Intelligent Process Automation
- Enterprise Services

## Cognizant Digital Systems & Technology

Simplifying, modernizing and securing the IT infrastructure and applications that are the backbone of every business

- Legacy Transformation
- Core Modernization
- Cloud Enablement
- Digital Engineering
- Security

## Cognizant Consulting

Working across these digital practice areas, and across industries, to help clients define their path to becoming digital.

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## Building specialized expertise

Digital is important to Cognizant because it's important to our clients. When we say digital, we're not talking just about user interfaces or digital marketing. To us, digital means industry-specific solutions that are woven deeply into our clients' businesses to create new levels of value, enterprise-wide. That's why we've aligned and branded our horizontal capabilities into our three digital practice areas (Cognizant Digital Business, Cognizant Digital Operations, Cognizant Digital Systems & Technology): to collaborate closely with our industry businesses in partnering with every part of our clients' organizations from front to back, at scale.

We therefore continue to invest in deepening our expertise in the latest:

- **Technology areas**, training 134,000 of our associates in AI, automation, cloud and cloud applications, cognitive computing, cybersecurity, IoT, data science, digital engineering, enterprise content management, and machine learning
- **Industry and domain knowledge** in 20 industries including banking, capital markets, insurance, healthcare, life sciences, manufacturing, logistics, retail, communications, media and technology

We regularly add experienced professionals in key sectors, such as doctors, nurses, bankers, research scientists and engineers, to our team. These experts understand current regulations and business processes, and use that understanding to help shape the strategy, design thinking and technology work we do to improve those processes for our clients and their customers.

We bring our expertise to our clients through:

- **An expanding global delivery platform**, offering an agile, diverse team around the world available 24/7, and local consultants available in person to collaborate with clients
- **Horizontal offerings and vertical solutions** that accelerate a client's path to becoming more digital by efficiently addressing common challenges and opportunities

## Strategic capabilities

When we do digital for clients, we systematically rethink how they create value in their organizations with six key capabilities:

Cognizant  
Core  
Modernization

Cognizant  
Artificial  
Intelligence

Cognizant  
Intelligent Process  
Automation

Cognizant  
Industry &  
Platform Solutions

Cognizant  
Softvision | Digital Engineering

Cognizant  
Interactive

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## A culture focused on client needs

It's paramount to our culture to be truly focused on our clients, and we believe it's that culture that both sets us apart from our competitors and sets our way forward. That's why one of our most meaningful measures of success is the reach and longevity of our client relationships. So many of our Global 2000 clients rely on us to help build and run their most important business processes, as well as to help adapt their organizations to succeed in the future. These clients recognize us for our:

- **Client Focus:** Our clients are our true north, and we are completely dedicated to meeting their needs and accomplishing their goals, going above and beyond whenever necessary. We value our clients' satisfaction above all.
- **Empowerment:** We're all doers who live by "can do." Whatever our role, we are all responsible for advancing the ambitions of our clients and our company, and we take the initiative to find the best ways to get the job done.
- **Passion:** We love technology, and we're optimistic about what it can do for our clients and the people they serve. We are called to contribute to solving some of the world's most challenging problems, and we do it by seeing possibilities as easily as limitations.
- **Collaboration:** We work closely with our clients and each other, bringing diverse skillsets, communities and ideas together around common goals, working from places around the world as if we were together, and in whatever way is best for each of our clients.
- **Transparency:** We work in an environment of open sharing—of information, positive or negative, and of ideas.
- **Integrity:** We never compromise our integrity. We acknowledge and fix our mistakes, respect our clients' and associates' needs, and keep everyone's best interests in mind.

**More than 90% of our annual revenue comes from returning clients**

# The client company we keep



## HEALTHCARE & LIFE SCIENCES

30 of the top 30 Global Pharmaceutical Companies  
16 of the top 20 U.S. Healthcare Plans  
3 of the top 5 US PBM Companies  
9 of the top 10 Biotech Companies  
12 of the top 15 Medical Device Companies

## COMMUNICATIONS

7 of the top 10 Communications Service Providers & Equipment Vendors  
Top 3 cable providers



## INSURANCE

7 of the top 10 Global Insurers  
33 of the top 50 U.S. Insurers



## TECHNOLOGY

4 of the top 5 OEMs  
5 of the top 10 Information Service Companies Worldwide



# Cognizant

## BANKING & FINANCIAL SERVICES

17 of the top 20 NA Financial Institutions  
10 of the top 10 European Banks



## INFORMATION, MEDIA & ENTERTAINMENT

10 of the top 10 Global Media Companies  
4 of the top 6 major U.S. Movie Studios  
5 of the top 10 Information Service Companies Worldwide  
13 of the top 15 Publishers



## MANUFACTURING, LOGISTICS, ENERGY & UTILITIES

9 of the top 10 Automotive OEM  
8 of the top 15 Industrial Manufacturers  
5 of the top 15 Chemical Manufacturers  
5 of the top 15 Logistics Providers  
5 of the top 10 Utilities in NA  
5 of the top 10 Electric Utilities in Europe  
4 of the Top 6 Oil & Gas Super Majors



## RETAIL, TRAVEL & HOSPITALITY

9 of the top 30 Global Retailers  
3 of the leading U.S. Airlines  
3 of the World's Leading Restaurant Chains  
2 of the top 4 Global Distribution System Companies





“ I see Cognizant as a preeminent builder of the global digital economy and a partner of choice for the leading institutions that advance the world. We are also a powerful force for the positive role technology can play in society. ”

**Brian Humphries**  
CEO, Cognizant

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