



# Vendor Profile

Salesforce Services

## Cognizant

### Report Abstract

February 2024

Kishore Gorti

Principal Analyst

NelsonHall

20 pages

### Contents of Full Report

1. Foreword
2. Background
3. Revenue Summary
4. Key Offerings
5. Delivery Capabilities
6. Target Markets
7. Strategy
8. Strengths & Challenges
9. Outlook

## Who is this Vendor Assessment for?

---

NelsonHall's vendor profile on Cognizant is a comprehensive assessment of Cognizant's offerings and capabilities, designed for:

- Sourcing managers monitoring the capabilities of existing IT services suppliers of Salesforce
- Vendor marketing, sales, and business managers looking to benchmark themselves against their peers
- Financial analysts and investors specializing in the IT services sector and examining growth areas within IT services.

## Key Findings & Highlights

---

Cognizant's revenue guidance for 2023 is in the range of \$19.3-19.4bn. Its headcount at the end of September 30, 2023 was 346.6k.

Cognizant has grouped its Salesforce expertise, including MuleSoft, in a separate service line with P&L responsibility. This Salesforce practice is a delivery organization and is a horizontal line within Cognizant's Enterprise Application Services (EAS) unit. All the sales and marketing aspects of all platforms including Salesforce (along with Oracle, Pega, SAP, and Workday) are handled by the wider CX & CRM practice which is also present under EAS.

Cognizant has quickly emerged as a tier-one Salesforce vendor. We estimate that the company was the most acquisitive in the space. More importantly, it specialized its capabilities around emerging Salesforce products such as Revenue Cloud and Marketing Cloud.

An example is acquiring ATG, which brought presence in the rising quote-to-cash/Revenue Cloud space and provided a high-tech and manufacturing client base in the U.S. Another example is the Lev acquisition that brought some scale to the emerging Marketing Cloud product. Thanks to its next-gen Salesforce capabilities, Cognizant often complements the expertise of the professional services arm of Salesforce.

Cognizant has also made its space in the Salesforce industry having a well-defined IP strategy. Overall, the company works with Salesforce on identifying functionality gaps and creating semi-products, filling those functional white spaces. The company acknowledges that Salesforce's intense M&A and new product/feature activity leads to two-year solution opportunities and is ready to move on to new functional gaps.

The company wants to be #1 in its bets.

Overall, Cognizant follows a commercial strategy to increase its share of wallet with existing clients. The company focuses on cross-selling its Salesforce capabilities and on multi-cloud opportunities. As a result, it wants to have multiple certifications and domain training.

Cognizant aspires to grow by 20% annually. The company intends to generate ~50% of its revenues from solutions and offerings and the other half from application management and staff augmentation services. The company aspires to become Salesforce's third-largest partner by headcount and number by IP.

## Scope of the Report

---

The report provides a comprehensive and objective analysis of Cognizant's Salesforce capabilities, market, and financial strengths, including:

- Identification of the company's strategy, emphasis, and new developments
- Analysis of the company's strengths, challenges, and outlook
- Revenue estimates
- Analysis of the profile of the company's customer base, including the company's targeting strategy and examples of current contracts
- Analysis of the company's offerings and key service components
- Analysis of the company's delivery organization, including the location of delivery centers.

## Salesforce Services Vendor Assessments also available for:

---

- Apexon
- Coforge
- EPAM Systems
- Grazitti
- Infosys
- LTIMindtree
- Mastek
- NTT DATA
- TCS
- Tech Mahindra
- Wipro.

## About The Author

Kishore is a Principal Analyst and a member of NelsonHall’s IT Services research team along with Dominique Raviart, John Laherty, Eric Levine, and Mike Smart.

Kishore focuses on application services related to cloud-based/SaaS platforms.

Kishore can be contacted at:

- Email: [kishore.gorti@nelson-hall.com](mailto:kishore.gorti@nelson-hall.com)
- Twitter: @KishoreG\_NH



## About NelsonHall

NelsonHall is the leading global analyst firm dedicated to helping organizations understand the “art of the possible” in digital operations transformation. With analysts in the U.S., U.K., Continental Europe, and Asia, NelsonHall provides buy-side organizations with detailed, critical information on markets and vendors (including NEAT assessments) that helps them make fast and highly informed sourcing decisions. For vendors, NelsonHall provides deep knowledge of market dynamics and user requirements to help them hone their go-to-market strategies. NelsonHall’s conducts rigorous, primary research and is widely respected for the quality, depth, and insight of its analysis.

We would be pleased to discuss how we can bring benefit to your organization. You can contact us via the following relationship manager: Guy Saunders at [guy.saunders@nelson-hall.com](mailto:guy.saunders@nelson-hall.com)

### Boston

Riverside Center, 275 Grove Street, Suite 2-400, Newton Massachusetts 02466  
Phone: +1 857 207 3887

### London

29 Rose Hill  
Binfield  
Bracknell, RG42 5LH  
Phone: +44(0) 208 638 7282

### Paris

115 rue de Reuilly,  
75020 Paris  
Phone: +33 (0)6 23 81 17 54

Copyright © 2024 by NelsonHall. All rights reserved. No part of the publication may be reproduced or distributed in any form, or by any means, or stored in a database or retrieval system, without the prior written permission of the publisher. The information provided in this report shall be used only by the employees of and within the current corporate structure of NelsonHall’s clients, and will not be disclosed to any other organization or person including parent, subsidiary, or affiliated organization without prior written consent of NelsonHall. NelsonHall exercises its best efforts in preparation of the information provided in this report and believes the information contained herein to be accurate. However, NelsonHall shall have no liability for any loss or expense that may result from incompleteness or inaccuracy of the information provided.