Leader

"Cognizant turns complex media estates into scalable operating platforms, combining proven OTT and supply chain engineering with the observability, automation and delivery discipline required for reliable operations."

Yash Jethani

Cognizant

Overview

Cognizant is headquartered in New Jersey, U.S. It has more than 357,600 employees across over 50 countries. In FY25, the company generated $21.1 billion in revenue. It provides cloud-native engineering and managed operations across OTT backends, content supply chains and multi-screen video platforms. Its capabilities include cloud migration, microservices, DevOps, SRE, AIOps, observability, quality engineering and FinOps. Assets include Skygrade, Flowsource, Neuro AI Engineering, Neuro IT Operations and Cognizant Video Insights. Reference engagements demonstrate large content migrations, event-driven workflows, DRM abstraction, video monitoring and cross-device application engineering.

Strengths

Cloud-native supply chain engineering: Cognizant replaced a monolith with more than 40 event-driven microservices, automated infrastructure and zero-downtime CI/CD for a B2B media platform. Reported outcomes included more than 99 percent availability, over 200 percent asset delivery growth and expansion into 26 additional countries.

OTT modernization at scale: Cognizant migrated an APAC video provider serving more than 45 million subscribers in 150 countries, moving 5 PBs of content, 120 services and 25 serverless functions to Azure. The engagement integrated cloud migration with live/VOD delivery, CMS, DRM, identity, subscriptions, payments and operations.

Media-aware platform engineering: Cognizant combines video observability and multi-screen engineering across packaging, DRM abstraction, analytics and deployment automation. Its Video Insights correlates player, device, advertising and infrastructure telemetry to improve QoS/QoE, while a shared SDK accelerates development across smart TVs, gaming consoles and streaming devices.

Industrialized modernization and operations: Cognizant's Skygrade™, Flowsource™, Neuro AI™ Engineering, Neuro IT Operations and Agent Foundry Ops support migration, product engineering, AIOps and governed remediation. These assets support platform modernization, cloud optimization and feature development.

Caution

Cognizant should provide workload-level FinOps and multi-CDN outcomes, production references for newer AI assets and broader evidence in gaming, publishing, FAST and live production. It should also market its DAI/SSAI depth, engineering continuity, licensing dependencies, DRM and anti-piracy controls, and device certification coverage.

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