

Horizon 3 Market Leader

Driving growth and unlocking new sources of value through ecosystem transformation

HFS Horizons

The Best Service Providers for Commercial Banks, 2025



Driving enhanced CX and cost optimization in commercial banks through tech modernization

**HORIZON 3 –
Market Leader**



**HORIZON 2 –
Enterprise Innovator**

HORIZON 1 – Disruptor

Access the report at www.hfsresearch.com

Value proposition: Cognizant helps commercial banks enhance CX and cost optimization through technology modernization and innovation, yielding new business models that help the firm expand into markets.

Growth proof points: Cognizant's \$1 billion GenAI investment has produced NEURO, a modular AI platform, now skinned for commercial and mid-tier banks. Nearshore investments (Canada, Mexico, and Eastern Europe) enhance its ability to offer cost-effective engineering talent. The firm is expanding in Europe and APAC through deeper partnerships and co-innovation with Temenos. It is also enabling new banking models such as Chello with its platform approach.

Key differentiators: Cognizant's focus on ecosystem partnerships delivers platform-based capabilities and assets that enhance CX and cost optimization for commercial banks needing digital hygiene. With its strong BPO expertise, especially in lending, and as a trailblazer for digital, the firm drives operational and experience-led transformation. Its domain consulting supports modernization in areas such as supply chain finance and SMB offerings.

Outcomes: Notable outcomes include a 30% revenue increase for a Japanese bank's supply chain finance segment through new products such as dynamic discounting. A leading US Midwest bank cut the loan processing time from weeks to days through an end-to-end loan origination and servicing platform.

Customer kudos: Customers value Cognizant's partnership, accountability, flexibility, culture, and global reach.