

Cognizant



“Cognizant leads North America’s TME strategy space by delivering GenAI-driven data clean rooms and ad-sales modernization, anchored in Neuro® AI-driven advisory and TM Forum-aligned modernization framework for compliant business outcomes.”

Yash Jethani

Overview

Cognizant is headquartered in New Jersey, U.S. It has more than 343,800 employees across over 50 countries. In FY24, the company generated \$19.7 billion in revenue, with Health Sciences as its largest segment. Cognizant enables TME enterprises to modernize and monetize through Neuro® AI, cloud-native transformation and strategic ecosystems comprising hyperscalers, TM Forum and digital engineering partners. In North America, the firm blends consulting, data-driven strategy and design-led transformation for telcos, studios and OTTs, aligning AI innovation, GenAI governance and 5G modernization to business outcomes and supporting converged telco-media groups in scaling platform-led growth.

Strengths

AI-governed transformation strategy:

Cognizant’s Neuro® AI platform offers an enterprise-grade framework for AI and GenAI governance. It helps telcos and media clients define operating models, assess maturity and build responsible AI guardrails. The platform accelerates ROI measurement and ethical GenAI deployment across strategy, monetization and network automation.

Media and ad-tech transformation strategy:

Cognizant’s Ad Elevate 2.0™ and FAST Channel Advisory Framework™ help North American studios and networks adapt to the streaming economy. They support pricing, alternate currency adoption and audience 360 strategies with Snowflake and Google Cloud migrations common across M&E clients.

5G, edge and network monetization

advisory: Cognizant’s Network Modernization Blueprint and NetOps.ai™ support planning and architecture design for private 5G and edge ecosystems. These offerings are integrated with cloud platforms to enable scalable enterprise services.

Partner-led transformation with hyperscalers and industry bodies:

Cognizant co-innovates with Microsoft (Azure OpenAI and Synapse™), AWS (Media2Cloud™ and Elemental™) and Google Cloud to guide clients through cloud-native modernization. Collaboration with TM Forum under ODA and Open APIs ensures standards-based transformation for telecom clients, particularly in 5G and BSS/OSS redesign initiatives.

Caution

While Cognizant’s strategy alignment with hyperscalers is strong, its cross-practice integration between advisory and engineering delivery may slow time to value in large, multidomain telecom programs. Full ecosystem benefits require tighter coordination and execution discipline.