



The changing paradigm of Business Assurance

The growing need for Business Assurance

Technology is evolving at an unprecedented rate, leaving key stakeholders across industries in a continuous state of flux. On one hand, we see a wave of application-level transformations like core system modernization [through adoption of Enterprise software as a service (SaaS) platforms, commercial-off-the-shelf (COTS) products, bespoke apps with modern tech stack etc.], network and integration layer overhauls [through API/Microservices based architectures, new-age gateways, sensors, 5G implementations etc.], data and infra modernizations [through next-gen databases, third-party data access, cloud becoming mainstream etc.]; on the other hand, we are seeing more fundamental enterprise-level application agnostic changes like AI-led reimagination of business processes, adoption of federated models, advent of newer regulatory mandates etc.

However, in spite of this peripheral dynamism, one thing which remains unchanged is the core business in each industry. For example, banks still accept deposits and disburse loans, insurers still settle claims and retailers continue to provide a marketplace between wholesalers and small consumers. Therefore, the need to assure those core business functions is still very relevant and critical. In fact, in the wake of these rapid technological shifts, it has become more important than ever to ensure that the changes don't disrupt the seamless delivery of the core products and services to the end consumers.

This intuitive understanding is backed by market research data as well. A recent report published by **Coherent Market Insights** shows the 2025 Business Assurance market size at **USD 200.78 billion**, with a projected reach of **USD 348.59 billion by 2032**, growing at a **CAGR of 8.2%**. This indicates an expanding market for services and solutions that ensure business processes are reliable, efficient and compliant.



The voice of customers

Cognizant works with leading global players in every industry. During our strategic discussions with the decision-makers at more than a **100 client organizations** across sectors, the following key expectations were voiced:



Shift of focus from application-centric modular functional testing approach to **business process-centric end-to-end assurance approach**

Comprehensive assurance of core business transactions in the wake of **AI/Automation led business process re-imagination** and ever-changing technology landscape

Assuring **compliance** with all applicable global/regional regulatory mandates

Our Business Assurance offering portfolio

To align with evolving client expectations, Cognizant has restructured its Business Assurance portfolio. This section outlines our core service offerings and showcases representative success stories from diverse industry verticals, demonstrating how we deliver confidence, compliance and business value in a rapidly changing landscape.

1. Front-to-back Business Process Assurance (BPA)

The key goal of this service is to ensure that the core business process workflows perform as intended and deliver expected outcomes. It involves assessing and validating the business rules, the controls to mitigate risks, and ensuring compliance with policies, procedures and regulations. BPA often integrates with other disciplines such as risk management, quality management and compliance to provide a holistic approach to business assurance.

Case in point: Cognizant has assured the E2E Pharmacovigilance (PV) process for a leading British pharmaceutical and biotechnology company. Client's original PV case processing system was getting replaced by Oracle's COTS product—ARGUS 7. Our team designed a robust suite of more than 300 E2E scenarios on case processing, reporting, compliance mandates from the Committee for Advanced Therapies (CAT) under the European Medicines Agency (EMA), ensuring dedupe, right coverage and validation of acceptance criteria.

2. COTS Product Assurance

COTS product and enterprise platform implementations are on the rise. Their growth is faster than bespoke applications mainly because of standardization drive across the globe. Cognizant takes care of the comprehensive assurance for such implementations, with specific focus on client-specific customizations done beyond out-of-the-box (OOTB) features. This includes validation of configurations and parameterizations, core business transactions, reports, integrations with upstream/downstream applications and channels, localization aspects etc. Non-functional validation aspects like performance, security, accessibility are also often required based on customer asks. The breadth of our services ranges from pre-release testing to validation of greenfield implementations, version upgrades, cloud migrations, global rollouts, production support and maintenance.

Case in point: Cognizant has assured a large-scale Guidewire implementation for a leading global provider of Property and Casualty (P&C) Insurance, Life Insurance, Banking & Real Estate products. The client embarked on a policy management modernization journey with cloud-based Guidewire PolicyCenter (headless) implementation in SAFe agile model. We assumed complete ownership of business-aligned quality assurance, non-functional testing and data certification. End-to-end execution, including test data setup, was fully automated, leading to cycle time optimization by 40%.

3. Regulatory Compliance Assurance

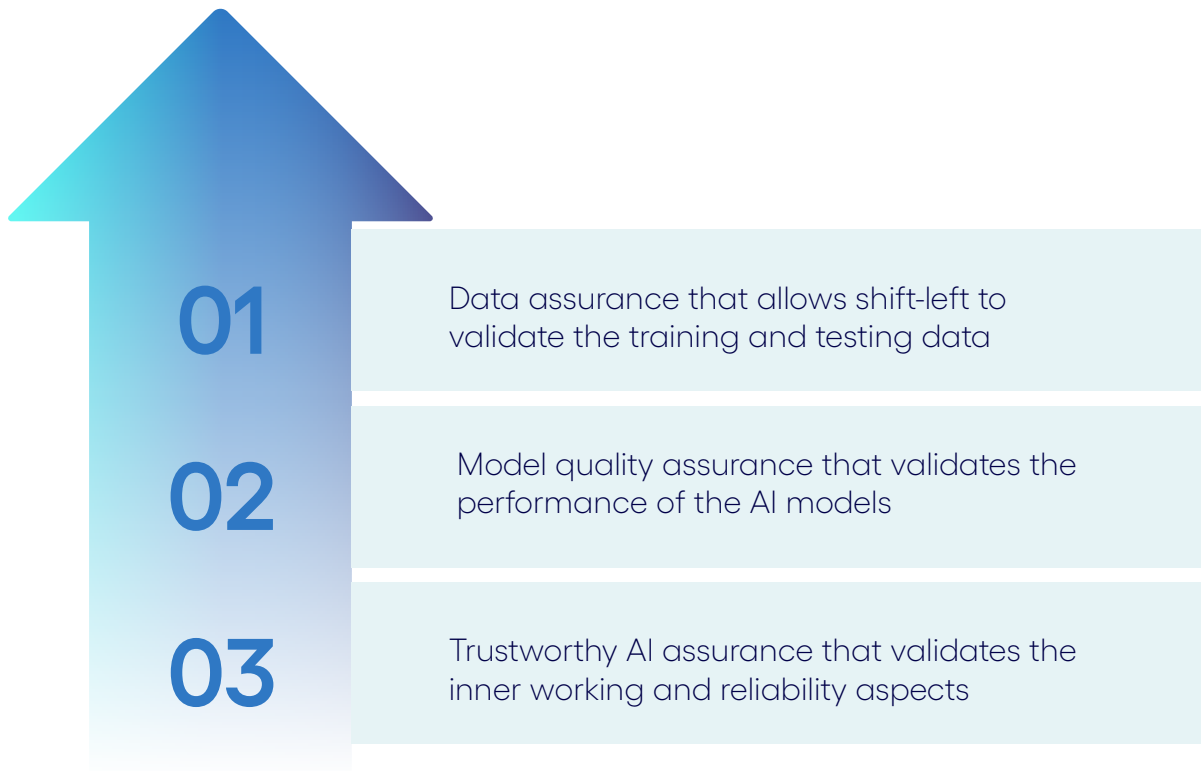
Every industry has a separate set of compliance requirements mandated by the respective regulatory authorities, and this list keeps evolving in the wake of new technological developments. We ensure that clients' applications, data handling practices and operational procedures are compliant to such global and regional regulations and industry standards. This reduces the risk of non-compliance, avoids legal penalties and improves the overall cybersecurity posture. This is more critical in areas like financial services and health sciences. GDPR, HIPAA, PCI DSS, SOX and ISO 27001 are just a few names from the long list of mandates that we help our clients navigate.

Case in point: In the Healthcare industry, beginning Jan 1, 2025, Medicare Part D sponsors are required to offer all Part D enrollees the ability to opt in to the Medicare Prescription Payment Plan (M3P). Cognizant partnered with a large healthcare payer in the US Midwest region to perform end-to-end validation for M3P implementation. Nearly 40K members were enrolled in M3P and more than 35K claims were validated without any instance of negative customer experience being reported.

4. Assurance of AI-led industry use cases

As AI becomes integral to decision-making across industries, assurance frameworks are essential to mitigate risks and build stakeholder trust. Cognizant's AI Assurance service offering has structured processes and mechanisms that ensure AI systems are trustworthy, ethical, safe and compliant with regulatory and societal expectations.

Our framework has three pillars:



Trustworthy AI assurance includes validation of the data for bias, coverage, drift, consistency and reliability of model outputs for diverse scenarios and model explainability. It also involves detection and mitigation of algorithmic bias across demographic variables in the model and compliance with emerging AI laws across different geographies.

Case in point: Our team has partnered with a leading US-based international financial services company to implement an NLP-powered AI Assurance automation framework aimed at democratizing the leverage of AI across the enterprise. This platform has already enabled over 20 AI solutions across unique business use cases and helped in effective capturing of defects.

5. User Acceptance Testing (UAT)

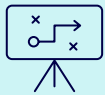
UAT is the most traditional service under our Business Assurance umbrella. As part of UAT services, we perform the last-mile testing in a production-like environment, wherein applications are validated from an end-user perspective to check if they meet business requirements and are ready for deployment. Essentially, our SMEs double up as surrogate business users and perform role-based user journey orchestration to validate them against predefined acceptance criteria and provide go/no-go decisions for production movement. There is a conscious effort to focus on E2E scenarios to ensure that UAT does not turn out to be SIT 2.0.

Case in point: Cognizant has delivered comprehensive UAT services for multiple initiatives for a leading US-based multinational telecommunications conglomerate. These include strategic programs across customer and product management, service fulfilment, billing, provisioning and activation like non-standalone (NSA) migration for 5G deployment, full-scale 5G rollout, AI chatbot implementation, customer experience platform (CXP) implementation, etc. The engagements were powered by ATDD methodology and delivered through an in-house custom-built platform that facilitated AI/ML based defect analysis and Gen AI- based test case and automation script creation. We were able to achieve >90% regression automation, leading to 10% YoY productivity gains and <1% production defect leakage.



Delivering business assurance with our unique SEV framework

Cognizant's Business Assurance approach is a forward-looking evolution of traditional quality assurance, designed to align IT quality functions with broader business goals. We have a well-defined three-step construct, with Intelligent Quality Engineering (IQE) at the core, that drives an AI and automation first approach. Our unified engineering platform (Flowsource™) has built-in AI and automation capabilities which expedites our three-step delivery methodology, as explained below.



Strategizing

Cognizant's Business Assurance approach starts with the identification and documentation of the L0 user journeys in scope. These include core functional / product use cases, geo-aligned use cases as well as customer-specific adoptions. Gen AI can be leveraged as an effective tool to create these user journeys from the requirement documents in different forms like BRD, product release notes etc. This is followed by prioritization of the identified user journeys based on business criticality, risk and functional inter-dependencies.



Engineering

The prioritized L0 journeys are componentized into sub-processes (L1/L2/L3) and test cases and test data are mapped to them. Next, E2E test cases for all applicable scenarios (happy-path, negative, exception, regulatory compliance etc.) are formed by stitching the component-level test cases. Re-usable test cases are leveraged for the components wherever feasible and Gen AI is used to create the residual test cases / feature files. The feature files are further converted to step definition files (automation scripts) and strung together to generate E2E automated scenarios using Gen AI.

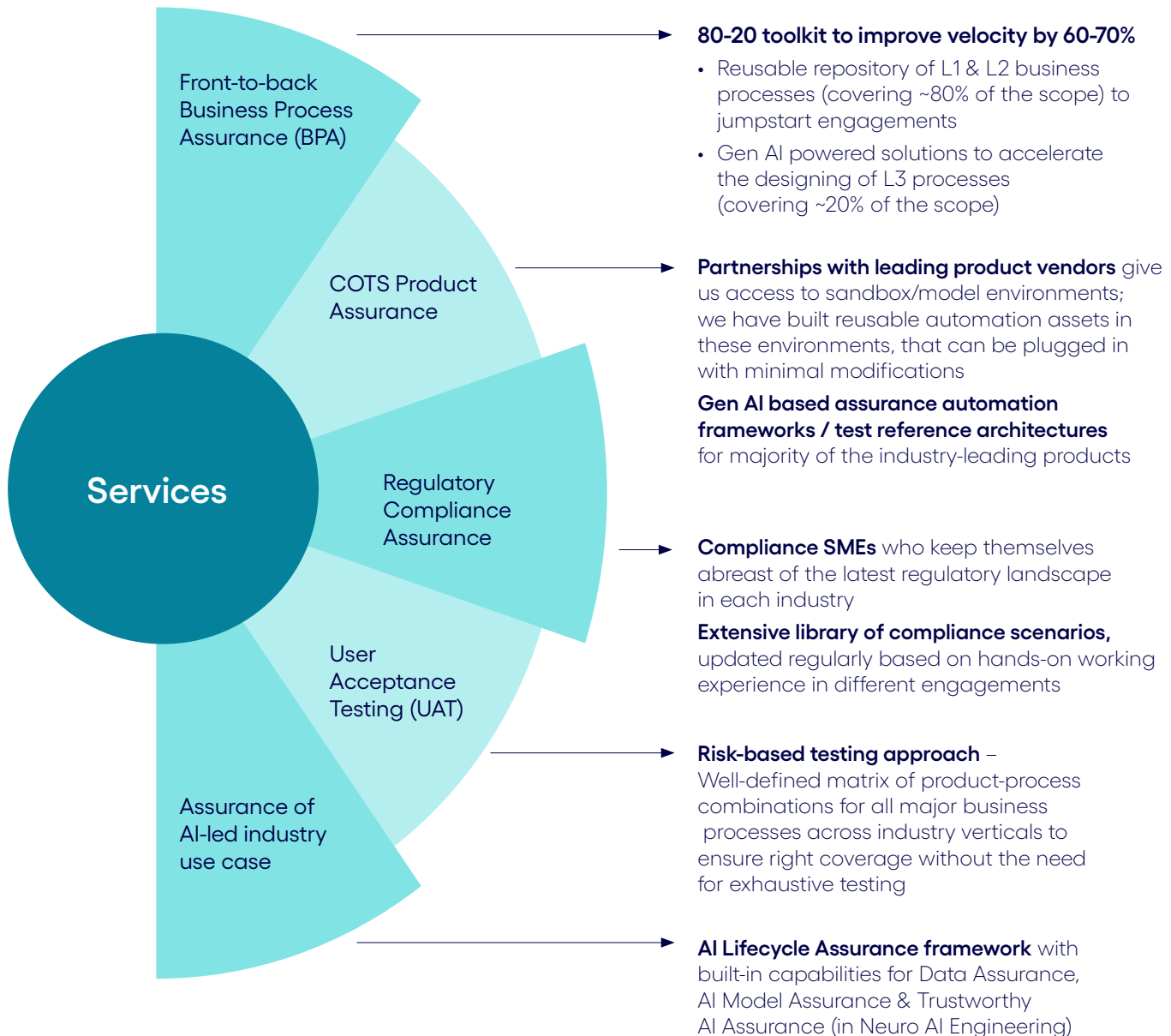


Validating Business outcomes

E2E scenarios are automatically triggered with the right data combinations using CI tools and the outcomes are validated against pre-defined acceptance criteria. While typical project delivery metrics like test coverage, automation coverage, defect leakage and others are measured, industry-specific business KPIs are also simultaneously tracked (e.g., reduction of false positives for anti-money laundering, improvement of auto adjudication rates for healthcare payers, improvement of app store ratings/ CSS for retail players etc.). Besides these, business change velocity, business change failure rate, mean time to recovery (MTTR) and more, are also closely monitored to improve the quality of delivery and velocity-to-market.

Our value propositions

Key Value propositions



Key enablers

Strong pool of SMEs – Cognizant SMEs can free up clients' SME bandwidth, can double up as surrogate business users and can facilitate 'human in the loop' to review AI generated assets

Repository of reusable assets – Cognizant has a large pool of reusable assets that include process flows diagrams for key business functions, test cases and scenarios for major COTS products, key regulatory compliance scenarios for all industries etc. A large share of these assets is hosted on Cognizant network and can be used to jumpstart new engagements; rest are hosted on client networks and can be replicated for new engagements with the help of our SMEs

Domain Accelerators – Cognizant, through its huge experience of working with leading players across all industries, has developed many domain-specific tools / accelerators / utilities, over and above the industry-agnostic AI & automaton solutions.

Examples include Gen AI based automation solutions for Temenos and Guidewire, Test Reference Architecture for Netcracker, comprehensive suite of utilities for TriZetto Facets testing, AI/GenAI/Agentic AI -based platform (Smart V&V) for real-time GxP regulatory compliance across the Life Sciences lifecycle, E2E validation and automation frameworks for multiple use cases across industries like Network Assurance, Connected Vehicle Ecosystems, Warehouse Management Systems, Store Assurance, Supply Chain Assurance, Hyper-Personalization etc.



Author Bio:



Jayati Chatterjee – Global Practice Head – QE&A

Jayati Chatterjee leads the Quality Engineering & Assurance in Software & Platform Engineering Practice at Cognizant. Her role involves building capabilities and AI-led offerings for QE&A Services. With more than two and a half decades of Cognizant experience, she has been a trusted partner for many marquee clients across the globe in the Banking and Financial Services industry to transform their business, processes and capabilities.



Arpan Sarkar – Business Assurance Offering Leader, QE&A Practice

Arpan is a seasoned industry professional with nearly 2 decades of multi-dimensional experience across IT & Banking. He has been a part of Cognizant QE&A since early 2013, playing multiple roles in Consulting, Presales, Solutioning and Delivery Leadership. Currently he leads the Business Assurance offering, wherein he is responsible for evangelizing domain-aligned assurance solutions across multiple industry verticals.

Conclusion

With AI becoming mainstream, every industry is experiencing tectonic shifts, and every company is becoming a technology company. Thus, the realm of opportunities for IT services organizations is expanding thick and fast. At the core of all next-gen technologies, however, lie real industry use cases that are getting reimaged. Therefore, the time is ripe for us to embrace the evolving domain trends and build robust capabilities on related disciplines like business assurance. The future will belong to those who can think beyond technology and ride this curve.



Cognizant (Nasdaq-100: CTSH) engineers modern businesses. We help our clients modernize technology, reimagine processes and transform experiences so they can stay ahead in our fast-changing world. Together, we're improving everyday life. See how at www.cognizant.com or [@cognizant](https://twitter.com/cognizant).

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