

# COGNIZANT CULTIVATES THOUGHT LEADERS AND TECH GIANTS IN GREATER KL

The global IT professional services market was valued at US\$821.58 billion in 2022 and it is expected to expand at a compound annual growth rate of 9.1% from 2023 to 2030. According to the IT Professional Services Market Size, Share & Trends Analysis Report 2023-2030, the rise of automation to eliminate mundane tasks and radical shifts in customer demand, such as customised pricing and enhanced customer experience, are pushing enterprises to implement technology services worldwide. In addition, the rapid expansion in technology services worldwide has made cybersecurity measures even more critical, as companies prioritise protecting their digital assets and sensitive information from evolving cyber threats.



“To help speed clients’ journeys toward becoming digital, we bring our digital capabilities and industry expertise together into horizontal offerings and industry solutions that accelerate essential leaps that today’s technology makes possible and complement those solutions with consulting and services built for the speed of business today.”

— Effendi Azmi Hashim, General Manager, Cognizant Malaysia



## About Cognizant

Cognizant works with clients to modernise technology, reimagine processes and transform experiences. With expertise across 20 industries, the company creates compelling experiences and innovative products pulled together by automated processes and built on agile and flexible platforms. Hence, clients stay relevant to their customers in a fast-changing world.

### Technology focus

- Internet of Things
- Artificial intelligence
- Software engineering
- Cloud computing

### Business segments

- Financial services
- Health sciences
- Products and resources
- Communications, media and technology

### Clusters

- Digital services and solutions
- Consulting
- Application development
- Systems integration
- Quality engineering and assurance
- Application maintenance
- Infrastructure and security
- Business process, services and automation

- Headquarters: **New Jersey, the US**
- Founded: **1994**
- Headcount: **345,600**
- Global presence: **270 countries**
- Delivery centres: **100+**
- Listed: **Nasdaq**
- Fortune’s World’s Most Admired Companies in 2022: **No 5 in IT Services**
- 2022 financial performance: **US\$19.4 billion in revenue**

## About Cognizant Malaysia

Cognizant began its operation in Malaysia in 2010 and it has grown into a regional hub that builds global solutions and localised offerings. It is also home to the first Asean Innovation Experience Lab, Global Quality Engineering and Assurance Centre of Excellence and Amazon Web Services Centre of Excellence for Cognizant Asean.



**Headcount**  
**>2,000**  
(>75% local; >50% women)



**Offshore development centres (ODCs)**  
**17** teams that perform the services

### ■ First Asean Innovation Experience Lab

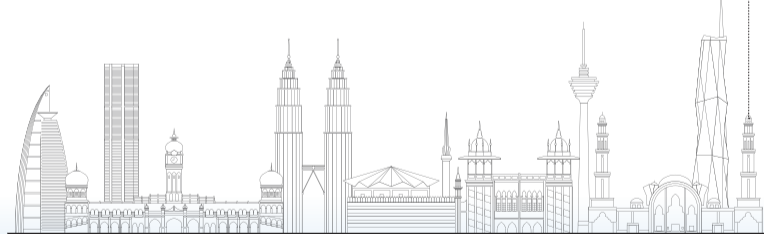
Features multi-industry themes such as banking and financial services, insurance, life sciences and healthcare while showcasing technologies in quality engineering & assurance (QE&A), robotic process automation and the Internet of Things

### ■ Global Quality Engineering and Assurance (QE&A) Centre of Excellence

Cognizant chose Kuala Lumpur to be the QE&A Centre of Excellence regional hub to increase the proximity of its leadership expertise to clients globally

### ■ Amazon Web Services Centre of Excellence for Cognizant Asean

A dedicated Centre of Excellence for cloud technologies powered by Amazon Web Services, the world’s most comprehensive and broadly adopted cloud, offering more than 240 fully featured services. Cognizant intends to drive better cloud transformation in Malaysia and regionally while building and training certified resources with proven methodologies and best practices.



## Clients supported from Greater KL

**4**

- of the world’s largest insurance companies
- of the world’s largest oil majors
- of Asean’s largest local and regional banks

**3**

- of the world’s largest social media companies

**2**

- of the world’s largest financial institutions
- of the world’s largest FMCG companies in the world

**1**

- of the world’s largest pharmaceuticals

## Plans

- To become an alternate delivery/nearshore centre
- To set up innovative Centres of Excellence (COEs)
- Accelerate digital agenda in digital engineering, Internet of Things, cloud, artificial intelligence and analytics by working with key strategic alliances
- To continue working with local tier 1 universities to onboard and nurture talents with digital skills
- Committed to hiring 200 graduates in the next four years

## WHY GREATER KL

A good location for delivery centres because of its infrastructure, affordable cost, time-zone advantage, talent pool and diverse culture

## ESG initiatives



Cognizant Malaysia supports students in learning cloud skills and building tech solutions



Partnered with Teach for Malaysia to mentor public school teachers in 2022



Improved career readiness and digital skills among youths across Asean via a bootcamp



Collaborated with Amazon Web Services to facilitate Build On Asean hackathon in 2021



Partnered with Microsoft to improve the employability of persons with disabilities via a three-month mentoring programme



Empowered non-profit organisations with digital skills, tools and technologies



Supporting clients in their transition to a low-carbon economy. Using tech to help clients solve problems and improve their environmental profile.

## Talent engagement and development

- A 12-month development programme for fresh graduates.
- Working with local colleges and universities and engaging with final-year students.



“Leaders from the government, business, civil society, academia and others have the opportunity to drive initiatives aimed at propelling Malaysia into a digitally driven, high-income nation with inclusive growth. I firmly believe that Cognizant’s remarkable growth and success are powerfully supported by Malaysia’s dynamic and burgeoning digital hub, which provides a fertile ground for innovation and transformative opportunities.”

— Datuk Muhammad Azmi Zulkifli, CEO of InvestKL

