

# Cognizant Recognized as a Leader in Generative Enterprise™ Services by HFS Research



*Cognizant earns Horizon 3 Leader status in the inaugural edition of the HFS Horizons Report “Generative Enterprise™ Services, 2023”*

November 11th, 2023 – Cognizant was named a leader among 35 service providers evaluated in the HFS Horizons: Generative Enterprise™ Services, 2023 report. This report is the industry’s first competitive analysis of professional services firms and the value they create with enterprise clients adopting and experimenting with generative AI (GenAI) technologies.

HFS evaluated firms based on their [Generative Enterprise capabilities and service offerings](#). The report highlights Cognizant’s ability to offer enterprise-ready GenAI technology and experience fusing AI and software engineering to deliver creative human-machine collaboration. It also noted the firm’s expected \$1 billion investment in scaling GenAI throughout the business, including Cognizant’s Neuro AI platform, which is recognized as first-of-its-kind to market, and 200 early client engagements.

“Cognizant has determinedly grasped the emerging Generative Enterprise with its keen focus on GenAI and the foundational elements of AI, including data readiness, privacy, security and responsible AI,” said Phil Fersht, CEO of HFS. “With Cognizant’s expected investment of approximately \$1 billion in its generative AI capabilities over the next three years, combined with Ravi Kumar’s vision for a Jagged Frontier of AI capabilities, this is opening up many discussions with enterprise customers. Cognizant is impressively building the generative foundations, now it needs to prove to the world it can deliver AI services at scale.”

Read more about why HFS named Cognizant a Horizon 3 Leader in their [highlight report](#).

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