



## GTMA Partnership Supports Cognizant's GTA Expansion

A two-year-long partnership between Cognizant Technology Solutions and the Greater Toronto Marketing Alliance (GTMA) is paying off for the high tech company.

"Despite its relatively small size, the GTMA brings a lot of value to the table for foreign investors," said William Mougayar, Vice President, Corporate Marketing and Communications for Cognizant in Canada. "It was a key factor in our choice to locate here, and remains an important asset to us as we grow."

Cognizant produces and maintains software applications, and provides knowledge services, to industries from the full spectrum of financial services to manufacturing, retail and health services. The creation of Dun and Bradstreet in the mid-1990s as an internal link to offshore software development, the company was spun off in 1996 to pursue a broader corporate marketplace.

Cognizant's Toronto "near shore" development centre is one of more than 40 such facilities operating around the world from India and China to Argentina and the U.S.

"Toronto mixes very well with our DNA," said Samarendra Bhattacharya, Director (Projects) for Cognizant's Canadian Development Centre. "It is the Canadian centre for most of the business sectors we serve, and it is well connected to markets around the world. We like its multicultural environment, large talent pool and ability to support our international client base."

Providing exceptional support for its client base is a critical success factor for Cognizant. "We take a partnership approach to building our business," Mougayar noted. "We limit our market to a select group of companies interested in forming long term strategic partnerships. This links our growth to our clients' growth, and provides us with a significant incentive to help them succeed."

Cognizant's approach has paid dividends for its Canadian arm. Focusing on serving the banking and insurance sectors, the Toronto development centre now has a staff of 50, with plans to double this number over the next year as project development needs expand. Some employees will be hired locally and some assigned temporarily from other centres. "As a knowledge company, our principal assets are our people," Bhattacharya said. "We deploy our workforce as a flexible resource, moving people where to centres where their expertise is needed. This adds value for our clients by keeping our expertise close to their operations."

Cognizant's active relationship with the GTMA began in 2005, when the Alliance was asked to link the software developer with the GTMA partner network. Since then, the partnership between the two organizations has grown, as Cognizant has drawn upon the GTMA to help establish business contacts and raise its profile.

In the summer, Cognizant validated the GTMA's value by signing on as a GTMA corporate partner.

### [About the Greater Toronto Marketing Alliance \(GTMA\):](#)

The GTMA is a public-private partnership between the 29 municipalities and regions in the GTA, together with the Provincial and Federal governments, other non-profit organizations and a broad cross section of private sector corporations.

The Greater Toronto Marketing Alliance (GTMA) is the key point of contact for exploring business opportunities in the GTA. With the resources of its public and private sector partners, the GTMA provides essential business information and site selection services to facilitate investment in the Greater Toronto Area.

### **For more information, please contact:**

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