

CASE STUDY

# Cognizant Expands Global Reach with **Global Expansion**

**GLOBAL  
EXPANSION**



**cognizant**<sup>®</sup>

## EXECUTIVE SUMMARY

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Cognizant (Nasdaq-100: CTSI) transforms businesses by modernizing technology, reimagining processes, and enhancing experiences, helping clients stay ahead in a rapidly changing world.

During an internal audit, the client assessed upcoming deliverables in locations beyond their 24 entities. They had to decide whether to open new entities, walk away from clients outside their footprint, or use an Employer of Record (EOR) to support skilled professionals.

Cognizant chose to use an EOR and conducted a thorough RFP and procurement process.

CASE STUDY

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# 01

## INTRODUCTION

Given Cognizant's strict internal guidelines, policies, procedures, and values, it was crucial for their EOR partner to have equally stringent standards.

Cognizant had specific requirements when choosing a global EOR partner.

**To fulfill the criteria, Global Expansion (GX) demonstrated our ability to meet and exceed the following requirements:**

- ✓ **Corporate and Strategic Fit**  
Align with the client's mission, policies/procedures, and values.
- ✓ **Technical Competencies**  
User-friendly UI tool, robust reporting, compliance metrics, and data security.
- ✓ **Client and Employee Support**  
Global time zone support with dedicated points of contact and in-house expertise.



# 02

## PROBLEM STATEMENT

The main challenge is to merge the criteria, create a new EOR process, and implement it across multiple business units. Management aims to enhance Cognizant's employee experience.

Cognizant's multi-unit HR team needs a specialized EOR company to lead the global strategy and ensure expertise in every aspect of the process worldwide.





# 03

## APPROACH & METHODOLOGY

After a thorough RFP process, GX was chosen as Cognizant's EOR provider for meeting key criteria. We aligned with Cognizant's corporate strategy, demonstrated technical expertise, and excelled in client and employee support.

Using our GX<sup>1</sup> platform, we ensure a positive employee experience and provide the client with full visibility of their global EOR population.

We will develop a communication strategy for stakeholders and employees to launch the change management plan successfully. Our service delivery will reflect Cognizant's values, making GX an extension of its support to employees.



# 04

## ANALYSIS

With GX's global EOR experience, we manage each country's labor laws to ensure compliance. However, our top priority is the employee experience.

We schedule individual meetings and town halls within Cognizant's environment to ensure successful onboarding. GX's people-first approach is key to our advisory EOR solution and sets us apart in the marketplace.

### Results and Outcomes

GX co-developed a roadmap with the client to analyze each location's requirements and specific project needs.

#### This includes:

- ✓ Ensuring compliance
- ✓ Auditing local employment laws
- ✓ Maintaining employee experience through meetings
- ✓ Creating uniform communications
- ✓ Using proprietary technology to ease the admin burden

The roadmap ensures a phased approach to onboarding, accounting for immigration, PTO requirements, and year-end tax considerations for each country.

GX focused on the best way to onboard each employee, creating a phased timetable to ensure a smooth experience. We chose a steady onboarding process to align with Cognizant's values, prioritizing their employees' interests and client deliverables.

# 05

## LESSONS LEARNED & BEST PRACTICES

GX adopts a co-branded approach for all advisory EOR solutions, recognizing that prioritizing service and putting employees first leads to service excellence.

We use project management tools to minimize email traffic and consolidate communications, ensuring visibility across multiple business units for timely responses and notifications.

Our extensive library of policies and procedures aligns with the strict guidelines of IT/Tech companies, demonstrating our commitment to meeting their standards.



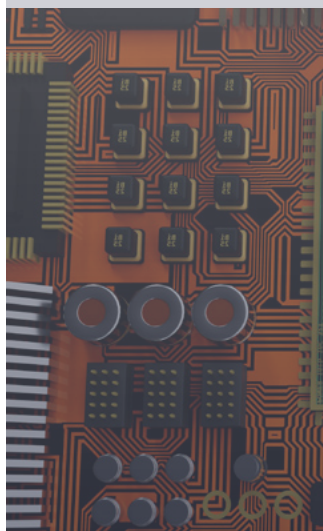
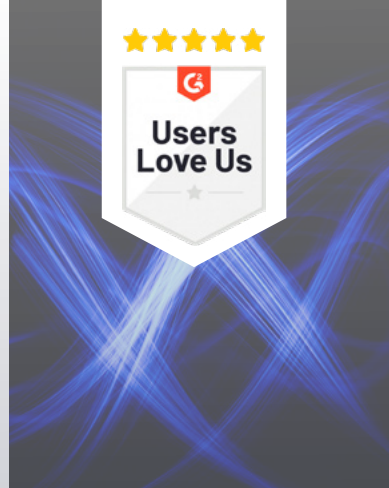
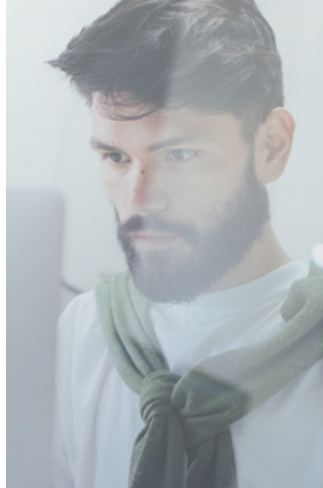


# 06

## COGNIZANT PARTNERS WITH GX FOR INTERNATIONAL EXPANSION

Cognizant chose GX as their EOR supplier due to our experience and expertise. As a result, Cognizant has initiated two client project teams with GX and plans to deploy four additional teams in new jurisdictions this year, each needing 5-20 professionals.

GX's dedicated team holds biweekly calls and collaborates closely with Cognizant from hiring to retirement needs. Both Cognizant and GX highly value this partnership.





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