BioSpectrum the business of Bio & Health Sciences ASIA EDITION

Cognizant acquires Cadient Group

October 9, 2014 | News | By BioSpectrum Bureau

Cognizant acquires Cadient Group



Singapore: Tech-giant Cognizant Technology Solutions Corp has acquired US-based Cadient Group for an estimated $30 million. Cadient offers services to a broad spectrum of life sciences companies in the pharmaceutical, biotechnology, consumer health and medical device industries.

The acquisition will help Cognizant in strengthening its digital marketing capabilities as Cadient has a significant expertise in that area. Cognizant's Healthcare and Life Sciences Practice group will manage the acquired company.

With the acquisition, more than 100 digital specialists will be a part of Cognizant along with their assets and intellectual property including Reveal, an insights and analytics platform; Immerse, an experiential marketing platform; and OneVoice, an advocacy campaign management platform.

Mr Shankar Narayanan, vice president, Cognizant, said, "The acquisition of Cadient Group will complement Cognizant's digital and interactive solutions capability. Mr Stephen Wray, president and CEO, Cadient Group, said,"Becoming a part of Cognizant uniquely positions us to deliver integrated solutions to life sciences marketing and sales teams around the world."

Ã?Â