

Digital Interactive Experience (IX) Service Provider Compendium 2021

October 2020: Complimentary Abstract / Table of Contents



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- Data cuts
- Pinnacle Model® reports
- PriceBook
- Virtual Roundtables
- Workshops

Custom research capabilities

- Benchmarking | Pricing, delivery model, skill portfolio
- Peer analysis | Scope, sourcing models, locations
- Locations | Cost, skills, sustainability, portfolio plus a tracking tool
- Tracking services | Service providers, locations, risk
- Other | Market intelligence, service provider capabilities, technologies, contract assessment



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For more information on this and other research published by Everest Group, please contact us:

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Background of the research

- Enterprises are increasingly focusing on experience as the key to building a sustainable growth strategy. While earlier, the narrative around delivering great experiences was primarily viewed from the lens of customer experience, the recent pandemic has put a spotlight on employee experience
- Moreover, the lines between digital and physical have blurred, leading to the emergence of "phygital" experiences aided by advances in technologies such as computer vision, edge computing, and touchless payments. This is also leading to the rise of "invisible experiences"
- COVID-19 has resulted in emergence of new use cases to enhance "at home experiences." It has also led to a sudden acceleration of digital transformation, pushing companies to embark on their digital journeys by jumping on the bandwagon of mobile e-commerce
- Given the role that experience plays in evolving a differentiated value proposition for enterprises, service providers have made significant investments to help companies deliver on their experience mandate
- In this research, we present an assessment of 18 service providers featured on the IX services PEAK Matrix®, a comprehensive matrix that evaluates and categorizes service providers in terms of their capabilities

The assessment is based on Everest Group's annual Request for Information (RFI) process for calendar year 2020, interactions with leading IX service providers, client reference checks, and an ongoing analysis of the IX services market.

This report includes the profiles of the following 18 leading Digital IX service providers featured on the Digital IX Services PEAK Matrix:

- Leaders: Accenture Interactive, Cognizant, Deloitte, IBM iX, Isobar, and Publicis Sapient
- Major Contenders: Brillio, Digitas, Infogain, Ogilvy, PwC, TCS Interactive, UST Global, VMLY&R, Wipro, and Zensar
- Aspirants: Mphasis and Stefanini

Scope of this report:



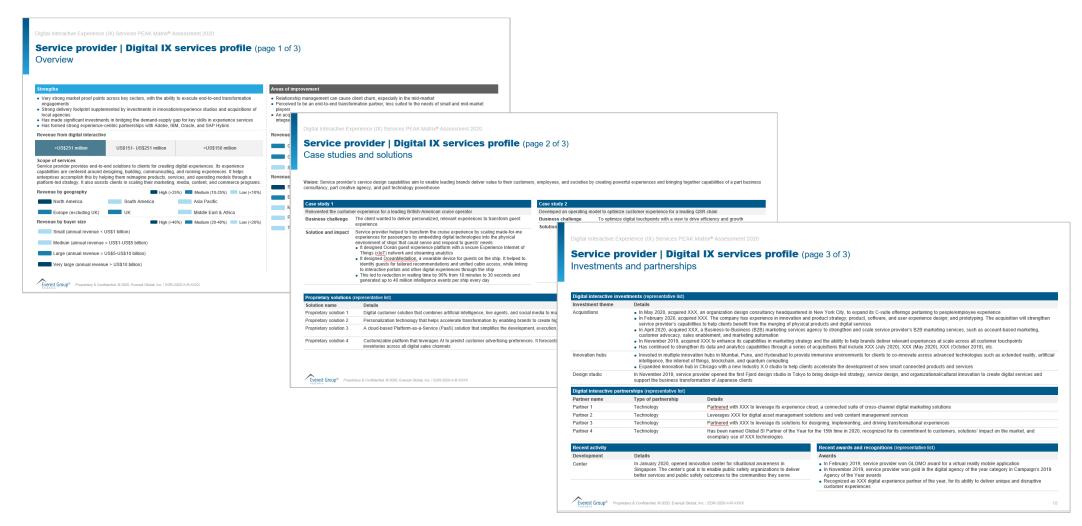


Service providers18 leading IX service providers





The digital IX services report has profiles and buyer case studies for 18 service providers





Research calendar - Digital Services

	Published Planned Current release
Flagship Digital Services reports	Release date
Digital Services – Market Report 2020: Digital Transformation: Triumph Beyond Technology Adoption	May 2020
IoT Services State of the Market Report 2020 Driving Impact Beyond the Horizons of Operational Efficiency	July 2020
Digital Interactive Experience (IX) Services PEAK Matrix® Assessment 2020	September 2020
Digital Interactive Experience (IX) Service Provider Compendium 2021	October 2020
Artificial Intelligence (AI) Services PEAK Matrix® Assessment 2020	Q4 2020
Artificial Intelligence (AI) Service Provider Compendium	Q4 2020
Digital Interactive Experience (IX) Services State of the Market Report 2020	Q4 2020
Artificial Intelligence (AI) Services State of the Market Report 2020	Q4 2020
Thematic Digital Services reports	
Customer Experience Trailblazers – Experience Spearheading the Digital Economy	February 2019
BigTech Battle: Digital Experience Platforms Assessment – Rise of the Digital Experience Platform	June 2019
AI Masterclass Recalibrate Your AI Impact – Insights from 230 AI Use Cases Across Industries	October 2019
Experience Design: Re-architecting the Trust Equation Through a Human-centered Design Approach	June 2020
Trailblazer: Customer Data Platforms	Q4 2020
BigTech Battle: MarTech	Q4 2020
BigTech Battle: Edge Computing Platforms	Q4 2020

Note: For a list of all of our published digital services reports, please refer to our website page







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