IoT Services – PEAK Matrix Assessment and Market Trends 2017: Have you Taken the Plunge in IoT Yet?

Digital Services

Market Report – December 2017: Complimentary Abstract / Table of Contents

Copyright © 2017, Everest Global, Inc.
EGR-2017-4-PD-2435

Our research offerings for global services

- ▶ **Market Vista™**
  Global services tracking across functions, sourcing models, locations, and service providers – industry tracking reports also available

▶ **Application Services**	▶ **Human Resources**
▶ **BPS | Banking Financial Services**	▶ **ITS | BFSI***
▶ **BPS | Healthcare & Life Sciences**	▶ **ITS | Healthcare & Life Sciences**
▶ **BPS | Insurance**	▶ **IT Services Forecaster™**
▶ **Catalyst™**	▶ **Locations Insider™**
▶ **Cloud & Infrastructure**	▶ **PricePoint™**
▶ **Contact Center**	▶ **Procurement**
▶ **Digital Services**	▶ **Recruitment & Talent Acquisition**
▶ **Engineering Services**	▶ **Service Optimization Technologies**
▶ **Finance & Accounting**	▶ **Transaction Intelligence**

Subscription information

- The full report is included in the following subscription(s)
  – **Digital Services**
- In addition to published research, a subscription may include analyst inquiry, data cuts, and other services
- **If you want to learn whether your organization has a subscription agreement or request information on pricing and subscription options, please contact us**

* Banking, financial services, and insurance

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

Corporate Headquarters
Office: +1-214-451-3000
info@everestgrp.com

European Headquarters
Office: +44-207-129-1318
unitedkingdom@everestgrp.com

Delhi Office
Office: +91-124-284-1000
india@everestgrp.com

Copyright © 2017, Everest Global, Inc.
EGR-2017-4-PD-2435

Table of contents (page 1 of 2)

Copyright © 2017, Everest Global, Inc.

Table of contents (page 2 of 2)

Everest Group® RESEARCH

Copyright © 2017, Everest Global, Inc.
EGR-2017-4-PD-2435

Background of the research

Background of the research

- IoT is fast becoming a strategic priority for large enterprises and is being viewed as a lever to achieve the desired digital transformation and business growth. With the anticipation of high return on investment (ROI) and quantified benefits from IoT, the expectation from service providers have also increased manifold. Enterprises expect a partnership-based engagement from service providers. They expect them to bring in innovation proactively, keep them updated with the changing technology landscapes, and guide them in achieving their business objectives
- Accordingly, service providers have stepped up their investments to deliver a holistic IoT engagement. Advanced verticalized solutions leveraging next generation technology capabilities, a strategic partnership ecosystem, and continued investment in R&D are some of the mechanisms adopted for value delivery to enterprises
- In this research, we present an assessment and detailed profiles of 18 IoT service providers featured on the IoT services PEAK Matrix. Each service provider profile provides a comprehensive picture of its service focus, key Intellectual Property (IP) / solutions, domain investments, as well as two case studies
- The assessment is based on Everest Group's annual RFI process for the calendar year 2017, interactions with leading IoT services providers, client reference checks, and an analysis of the IoT services market

Scope of this report

- **Services:** IoT services
- **Geography:** Global
- **Service providers:** 18 leading digital service providers

This report includes the profiles of the following 18 IoT service providers featured on the IoT services PEAK Matrix:

- **Leaders:** Accenture, Atos, DXC Technology, IBM, HCL Technologies, and NTT DATA
- **Major Contenders:** Cognizant, Genpact, Infosys, TCS, Tech Mahindra, LTI, Virtusa, and Wipro
- **Aspirants:** Happiest Minds, Luxoft, Prodapt, and Syntel

Source: Everest Group (2017)

Copyright © 2017, Everest Global, Inc.

Overview and abbreviated summary of key messages (page 1 of 2)

This report examines the emerging trends in IoT services, changing market dynamics, increasing enterprise's investment in IoT, and its impact on the service providers. It provides a comprehensive analysis of key service providers offering IoT services and calibrates them on their delivery capabilities and resultant market success. It also identifies the key implications of the research findings for buyers and service providers.

Some of the findings in this report, among others, are:

IoT services market

- The IoT services market is growing at a rapid pace of 21-23% and is expected to reach US$22 billion by 2021. Application development, system integration, and data analytics contribute significantly to this market as enterprises turn to service providers for developing innovative solutions and deriving meaningful insights from the connected things.

Changing market dynamics

- Enterprises are rapidly progressing from POCs to implementation of IoT projects. Many have realized quantified business benefits by adopting a data driven decision making approach facilitated by IoT
- Enterprise are now looking for transformational engagements, address organizational change management concerns, and explore next generation technologies to derive higher order returns

Copyright © 2017, Everest Global, Inc.

Overview and abbreviated summary of key messages (page 2 of 2)

Emerging service provider trends

Service providers have increased their investment on IoT services to address growing customer expectations. Partnership based engagement with risk-sharing constructs and advanced managed service capabilities are witnessed to deliver continuous improvement in IoT engagements

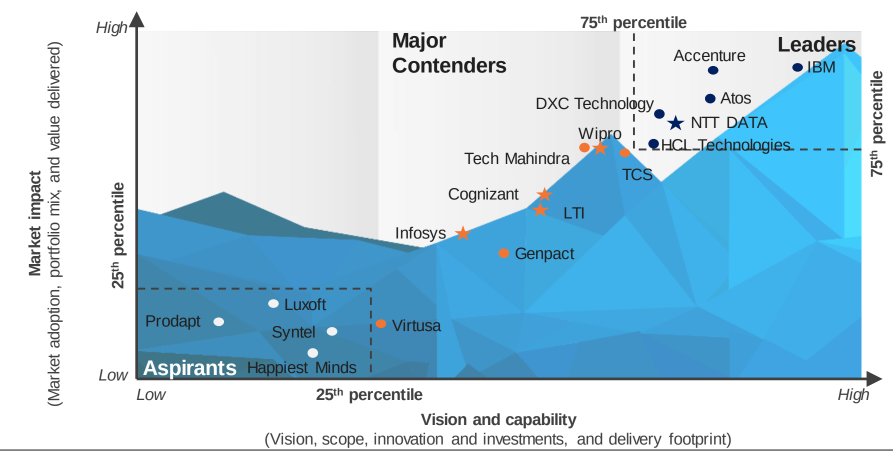
Service provider delivery capability

Leading service providers have adopted a consultative approach for IoT engagements. Co-investment with partners and enterprises have enabled them to develop vertical-focused IP and innovative use cases. Service providers are making active investments and leveraging next generation capabilities such as AI, cognitive, blockchain, machine learning, and NLP to deliver actionable insights from IoT data

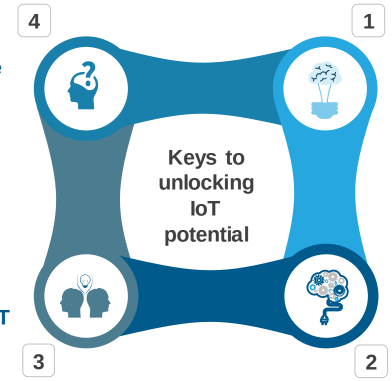
Copyright © 2017, Everest Global, Inc.

This study offers IoT services distinct chapters providing a deep dive into key aspects of IoT market; below are four charts to illustrate the depth of the report

Everest Group PEAK Matrix™ for IoT services



Four key takeaways



1. IoT – perceived as a pivot to attain the next level of growth with an enterprise wide view
2. Convergence of next generation technologies with IoT to create more business value
3. Industries leverage IoT to uncover hidden efficiencies and drive greater business productivity
4. Organizational change management is at the core of true IoT enablement

Leverage of next generation technologies with IoT

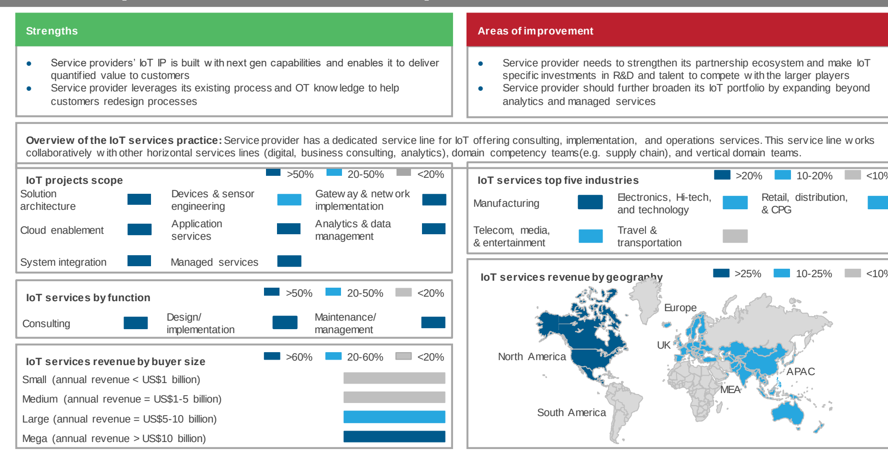
XX%

of the enterprises have either adopted or plan to adopt next generation technologies along with IoT

Expected benefits of using next generation technologies with IoT

- **Blockchain + IoT** (to enable low power secure network)
- **AR/VR** (digital twin for real time remote management)
- **NLP** (to enable voice controlled IoT devices)
- **ML/AI** (for edge analytics and to derive meaningful insights)

Service provider IoT services profile



Source: Everest Group (2017)

Copyright © 2017, Everest Global, Inc.

Research calendar – digital services

Published | Planned | Current release

Flagship Digital Services Reports	Release date
IoT Services PEAK Matrix™ Assessment and Market Trends – IoT: Bigger than the Hype	December 2016
Beware of the Digital Dip	March 2017
Digital Services – PEAK Matrix™ Assessment and Market Trends 2017: "Redefining Customer Experience with Digital"	October 2017
Enterprise Digital Adoption | Pinnacle Model™ Assessment 2017	November 2017
IoT Services PEAK Matrix™ Assessment and Market Trends 2017: Have You Taken the Plunge in IoT Yet?	**December 2017**
Digital Interactive Services market report	December 2017

Thematic Digital Services Reports	
Customer (Dis)Satisfaction: Why Are Enterprises Unhappy with Their Service Providers?	January 2017
Internet of Things (IoT) in Medical Devices	March 2017
Top 20 IoT Trailblazers: Startups Crossing the Chasm	May 2017
Betting Big: Amazon Leveraging Digital to Transform the Grocery Industry	June 2017
Quality Orchestration: QA in the Digital Era	July 2017
Design Thinking: Innovation Catalyst for Digital Transformation	July 2017
Enterprise Bots Adoption	July 2017
DevOps Best Practices	Q1 2018

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

Copyright © 2017, Everest Global, Inc.
EGR-2017-4-PD-2435

Additional digital services research references

The following documents are recommended for additional insight on the topic covered in this report. The recommended documents either provide additional details on the topic or complementary content that may be of interest:

1. **Digital Services – PEAK Matrix assessment and Market Trends 2017: "Redefining Customer experience with Digital"** (EGR-2017-4-R-2351); 2017. Digital adoption has moved from being an IT agenda to an organization-wide agenda, and enterprises are increasingly investing in digital technologies for achieving organizational goals such as driving customer loyalty, improving brand image, combating competition, and staying relevant in the market. Service providers too, are realigning their portfolio, acquiring design capabilities, and revisiting their talent strategy to keep pace with the enterprise demand for improved customer experience. This research presents an assessment and detailed profiles of 22 IT service providers featured on Everest Group's PEAK Matrix for digital services for 2017

2. **Top 20 IoT Trailblazers: Startups Crossing the Chasm** (EGR-2017-4-R-2171); 2017. Some of the key issues hindering IOT adoption pertain to lack of platform standardization, connectivity & network constraints, complexity in big data analysis, and threat of security & privacy breach.These gaps in the ecosystem are being worked on by startups that are innovating new solutions and platforms. In this research, we present an assessment of IOT startups primarily in the enterprise IOT landscape. The report contains detailed profiles of 20 IOT startups across data analytics, platforms, security, and network provisioning

3. **Internet of Things (IoT) in Medical Devices** (EGR-2017-12-V-2112); 2017. The presence of advanced sensors in connected medical devices enables generation of large amounts of data and information making them ripe for disruption by suite of technologies popularly known as the Internet-of-Things (IoT). The report analyses the disruptive potential of IOT in the medical devices space and the wider healthcare industry

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

Chirajeet Sengupta, Partner: chirajeet.sengupta@everestgrp.com
Yugal Joshi, Practice Director: yugal.joshi@everestgrp.com
Gunjan Gupta, Practice Director: gunjan.gupta@everestgrp.com
Alisha Mittal, Senior Analyst: alisha.mittal@everestgrp.com
Koshika Sood, Senior Analyst: koshika.sood@everestgrp.com

Website: www.everestgrp.com | Phone: +1-214-451-3000 | Email: info@everestgrp.com

Copyright © 2017, Everest Global, Inc.

About Everest Group

Everest Group is a consulting and research firm focused on strategic IT, business services, and sourcing. We are trusted advisors to senior executives of leading enterprises, providers, and investors. Our firm helps clients improve operational and financial performance through a hands-on process that supports them in making well-informed decisions that deliver high-impact results and achieve sustained value. Our insight and guidance empower clients to improve organizational efficiency, effectiveness, agility, and responsiveness. What sets Everest Group apart is the integration of deep sourcing knowledge, problem-solving skills and original research. Details and in-depth content are available at www.everestgrp.com.

Dallas (Headquarters)
info@everestgrp.com
+1-214-451-3000

Bangalore
india@everestgrp.com
+91-804-276-4533

Delhi
india@everestgrp.com
+91-124-496-1000

London
unitedkingdom@everestgrp.com
+44-207-129-1318

New York
info@everestgrp.com
+1-646-805-4000

Toronto
canada@everestgrp.com
+1-416-388-6765

Stay connected

Website
www.everestgrp.com

Social Media
@EverestGroup
@Everest Group

Blog
Sherpas In Blue Shirts
www.sherpasinblueshirts.com