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RESEARCH

Internet of Things (IoT) Services PEAK Matrix™ Assessment 2019

Digital Services
Market Report – November 2018: Complimentary Abstract / Table of Contents

Everest Group®
PEAK MATRIX™

EGR-2018-33-CA-2871

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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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Background of the research

As enterprises witnessed positive returns from investments in IoT pilot projects, many are now embarking on the idea of transformation with connected ecosystems and large scale rollouts. However, lack of clear visibility and quantified benefits in the form of Return-on-investment (ROI) continue to be a major roadblock in securing management buy-in.

In such a scenario, service providers' role as an orchestrator for IoT becomes increasingly critical. Enterprises expect them to not only support in building capabilities across the IoT stack, but also enable long-term strategic sustenance in the form of value-based managed services delivery. Additionally, interoperability of disparate IoT systems, deployment on multi-cloud environments, and adoption of advanced capabilities such as, Blockchain, AI, and edge computing are expected to continue increasing IoT ecosystem complexity. Service providers, therefore, are expected to be proactive in addressing and futureproofing the enterprises for these challenges.

In this research, we present an assessment and detailed profiles of 19 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 2018, interactions with leading IoT service providers, client reference checks, and an analysis of the IoT services market

Scope of this report

- **Services:** IoT services
- **Geography:** Global
- **Service providers:** 19 leading IoT service providers

This report includes the profiles of the following 19 leading IoT service providers featured on the IoT services PEAK Matrix:

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

Overview and abbreviated summary of key messages

This report examines the global IoT service provider landscape and its impact on the IoT market. It focuses on service provider position and growth in the IoT market, assessment of service provider delivery capabilities, and key IoT service provider profiles. 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:

Changing market dynamics

- Enterprises have witnessed positive returns from IoT pilot project investments and are now ready to embark on the transformation journey with connected systems. However, lack of clear visibility and quantified benefits continue to be major road-blocks in securing management buy-in

Emerging service provider trends

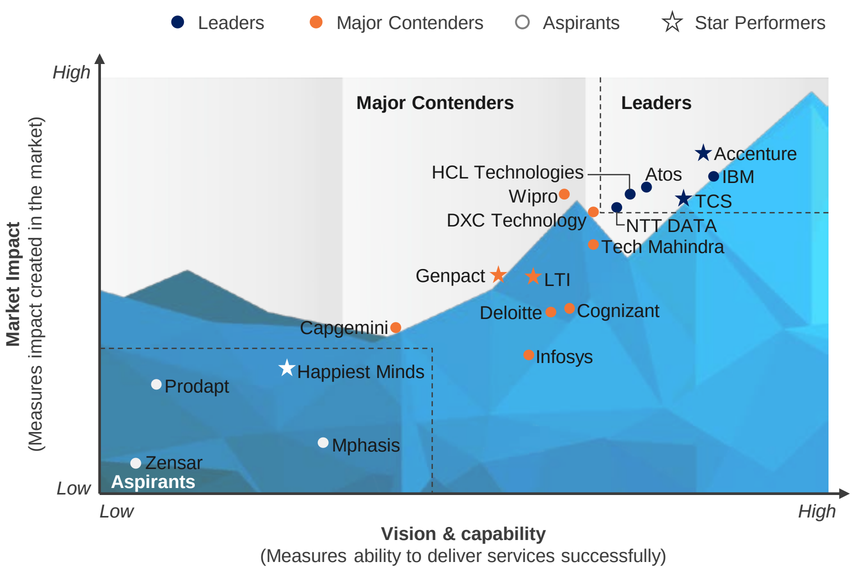
- Major service providers are maturing as orchestrators in engagement by utilizing blend of in-house technologies and partner ecosystem to provide solutions
- Evolution of service providers to service partners ensuring skin in the game and innovation in pricing models to gain management confidence should be the way ahead

Service provider delivery capability

- IoT service providers can be categorized into Leaders, Major Contenders, and Aspirants on a capability-market-share matrix
- Accenture, Atos, IBM, HCL Technologies, NTT DATA, and TCS are the current leaders in the global IoT market. However, several service providers are emerging as major contenders

This study provides an assessment of the leading providers of IoT services

Everest Group PEAK Matrix™ for IoT Services 2019



Note 1: Assessment for Capgemini includes partial inputs from the service provider, and is based on Everest Group's estimates that leverages its proprietary data assets, service provider public disclosures, and interaction with buyers

Note 2: Assessment for Cognizant, Deloitte, Infosys, and Prodapt excludes service provider inputs on this particular study, and is based on Everest Group's estimates that leverage its proprietary Transaction Intelligence (TI) database, ongoing coverage of the service provider, public disclosures, and interaction with buyers

Confidentiality: Everest Group takes its confidentiality pledge very seriously. Any information that is contract-specific will be presented back to the industry only in an aggregated fashion

Capability assessment

Illustrative example

Measure of capability: High Low

	Market impact				Vision & capability				
Service provider	Market adoption	Portfolio mix	Value delivered	Overall	Scope of services offered	Innovation and investments	Delivery footprint	Vision and strategy	Overall
Service provider 1	3/4	3/8	3/4	5/8	5/8	3/8	5/8	5/8	1/2
Service provider 2	1/4	1/2	1/2	3/8	1/4	3/8	3/4	1/2	3/8
Service provider 3	3/8	3/4	3/4	5/8	7/8	1/2	3/8	1/2	5/8
Service provider 4	3/8	1/2	5/8	5/8	full	3/8	3/4	1/2	5/8
Service provider 5	5/8	3/4	1/2	5/8	5/8	5/8	1/4	1/2	1/2
Service provider 6	1/2	3/8	5/8	1/2	5/8	1/4	3/8	5/8	3/8
Service provider 7	1/2	3/8	3/4	1/2	3/4	3/8	full	5/8	5/8
Service provider 8	1/2	1/4	5/8	1/2	3/8	3/8	1/4	5/8	3/8
Service provider 9	1/4	1/2	3/4	3/8	3/4	3/8	5/8	5/8	1/2

Everest Group's remarks on service providers

Illustrative example

Measure of capability: High Low

Market impact				Vision & capability				
Market adoption	Portfolio mix	Value delivered	Overall	Scope of services offered	Innovation and investments	Delivery footprint	Vision and strategy	Overall
3/4	7/8	full	7/8	full	3/4	7/8	3/4	7/8

Strengths

- Service provider 1, has a robust delivery presence in Asia Pacific with multiple delivery centers in India, Australia, the Philippines, and China, enabling it to service client requirements efficiently
- It has a good number of multi-country as well as single-country clients across the world

Areas of improvement

- Service provider 1 should increase offerings of value-added services such as employer branding, talent communities and workforce planning
- It should try to expand into larger multi-country deals and also scout for engagements in other Asia Pacific markets to strengthen its presence in the region

Research calendar – Digital Services

Published | Planned | Current release

Flagship Digital Services reports	Release date
Digital Interactive Agencies – Market Report 2018: Digital Marketing in the Cognitive Era	December 2017
Enterprise Digital Adoption in Retail | Pinnacle Model™ Analysis 2018	March 2018
Enterprise Digital Adoption in Manufacturing | Pinnacle Model™ Analysis 2018	April 2018
Digital Services – Annual Report 2018: Future Operating Model to Scale Digital	July 2018
IoT Services Annual Report 2018	August 2018
Internet of Things (IoT) Services PEAK Matrix™ Assessment 2019	**November 2018**
Digital Services PEAK Matrix™ Assessment and Market Trends 2018	Q4 2018
Customer Experience | Pinnacle Model™ Analysis 2018	Q4 2018

Thematic Digital Services reports	
Design Thinking: Innovation Catalyst for Digital Transformation	July 2017
Enterprise Bots Adoption	July 2017
BigTech Battle: Leading Internet of Things (IoT) Platforms Assessment – A Selection Guide	October 2018
CX Trailblazers	Q4 2018
Big Tech Wars: Digital Marketing Platforms	Q4 2018

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

Additional IoT services research references

The following documents are recommended for additional insight into 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. **Internet of Things (IoT) Market Update 2018: Taming IoT Ecosystem Complexity – A Survival Guide** (EGR-2018-33-R-2758): The IoT services market is expected to be worth US$22 billion by 2021, as the number of IoT devices across the globe crosses the 30 billion mark. As IoT adoption gathers steam, we are witnessing a large number of players develop different solutions for similar use cases using varying connectivity protocols, different cloud platforms, and different data models. These factors magnify the IoT complexity, which we believe stands in the way of IoT adoption in the future. In this research, we look at how the market is growing, the existing complexity challenges, case studies addressing complexity, drivers of the rising complexity, and how enterprises and service providers can hit the ground running to tackle this complexity conundrum.

2. **BigTech Battle: Leading Internet of Things (IoT) Platforms Assessment – A Selection Guide** (EGR-2018-33-R-2817): As enterprises witness positive returns from their investments in pilots and Proofs-of-Concept (POCs), they have started shifting gears to scaling up the IoT projects. To support deployments at such a large scale and for complex use cases, enterprises need robust middleware capabilities and should approach IoT platform selection carefully. This report evaluates leading industrial IoT platforms and identifies nine of them based on overall capability assessment and market traction witnessed across industries. The report also focuses on demystifying the key technology focus areas for IoT platforms and associated market trends, in line with the enterprise demand for next-generation capabilities across IoT platforms.

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

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