



Internet of Things (IoT) Services PEAK Matrix® Assessment 2020

Digital Services

Market Report – April 2020: Complimentary Abstract / Table of Contents

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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

- IoT is increasingly becoming the core of an enterprise’s broader digital transformation efforts. Enterprises are investing in IoT to achieve operational efficiencies, enhance customer experience, and create new revenue opportunities. With the IoT market evolving, its adoption is extending beyond the industrial sector to consumer-facing verticals. This unlocks opportunities for IoT adoption beyond improvements in operational efficiency to enhanced stakeholder experience and newer revenue streams
- However, the gap between intended and realized outcomes, difficulty in generating optimal Return on Investment (RoI), and the IT/OT divide continue to impede IoT adoption
- Service providers thus need to leverage next-generation technologies such as edge computing, blockchain, and digital twins to improve existing use cases and develop innovative and unique use cases. Moreover, with the increasing relevance of security in the connected ecosystem, enterprises expect providers to ramp up IoT security and support IT/OT integration to successfully scale up their IoT initiatives
- In this research, we present an assessment of 18 service providers featured on the IoT 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 2019, interactions with leading IoT service providers, client reference checks, and an ongoing analysis of the IoT services market

Scope of this report



Services
IoT services



Geography
Global



Service providers
18 leading IoT service providers

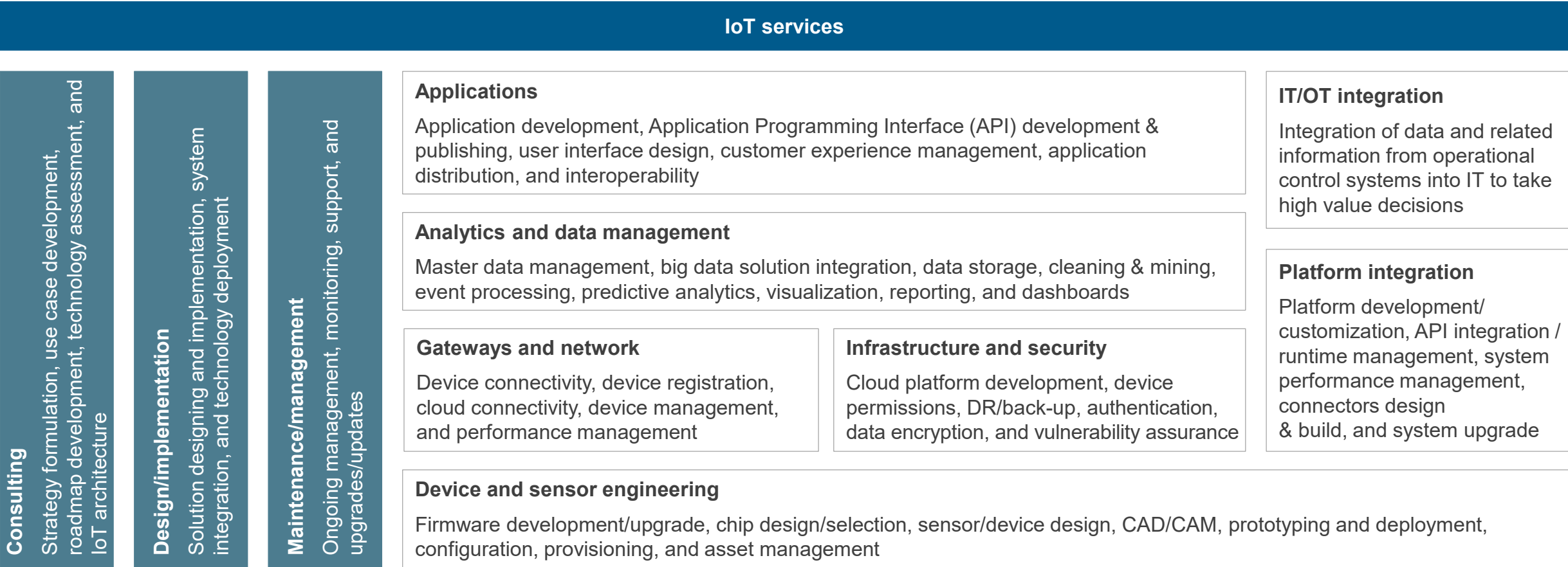
We have assessed the following 18 service providers on the IoT services PEAK Matrix:

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

Everest Group’s definition of scope of IoT services

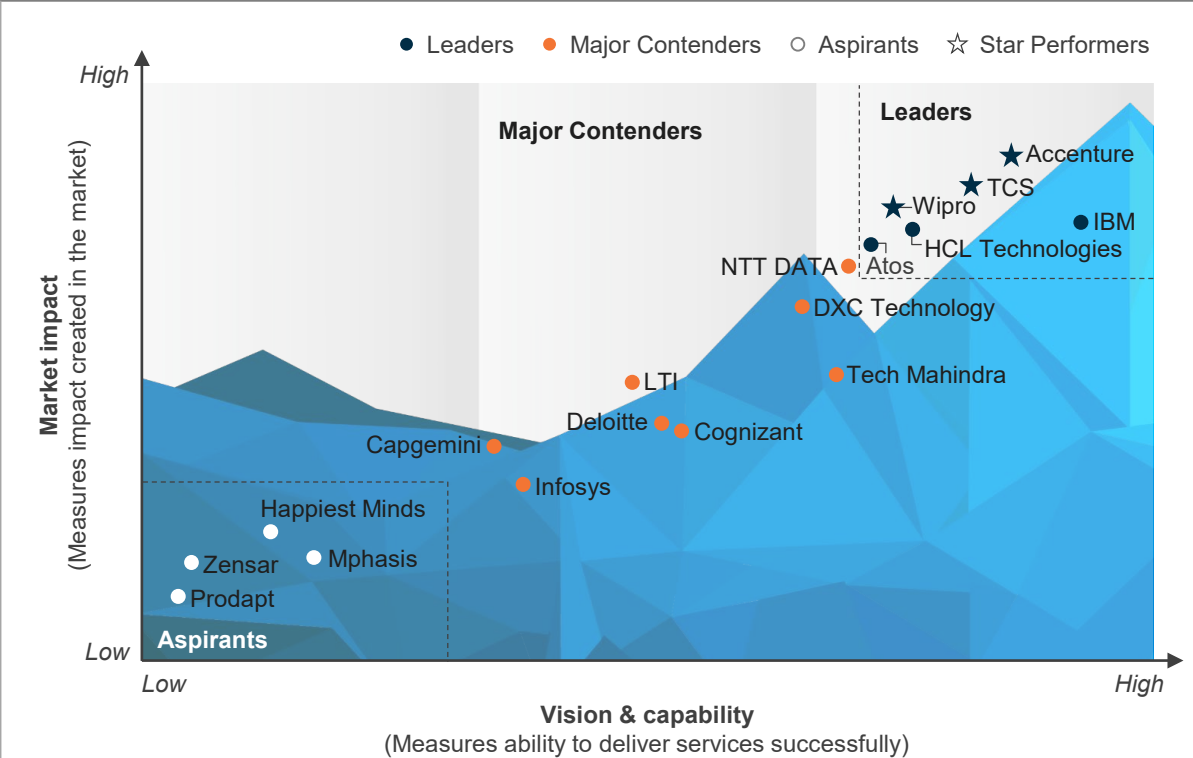
NOT EXHAUSTIVE

IoT is the concept of creating an ecosystem of connected machines, processes and people, by transforming physical objects into virtual elements and enabling smarter business decisions and actions. In effect, it entails gathering relevant data from interconnected thing(s) of interest, to generate actions or take business decision based on the insights generated.



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

Assessment of IoT Service Providers 2020



Capability assessment

Illustrative example

Measure of capability: ● High ○ Low

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

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	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
○	○	●	○	○	○	○	○	○

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 vertical specific solutions to aid enterprises in their journey

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

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

Note 2: Assessment for Cognizant, Deloitte, Happiest Minds, IBM, Infosys, Prodapt, Tech Mahindra, and Zensar 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 contract-specific information will be presented back to the industry only in an aggregated fashion

Source: Everest Group (2020)

Research calendar – Digital Services

Published
 Planned
 Current release

Flagship Digital Services reports

Release date

Digital Services – Market Report 2019: Moving from Digital Readiness to Effectiveness	June 2019
Digital Interactive Services PEAK Matrix™ Assessment and Market Trends 2019	November 2019
Blockchain Services PEAK Matrix™ Assessment and Market Trends 2020	December 2019
Internet of Things (IoT) Services PEAK Matrix® Assessment 2020	April 2020
IoT Services PEAK Matrix® Assessment 2020 – Service provider compendium	Q2 2020
Digital Services – Market Report 2020	Q2 2020
State of the Market - IoT Services	Q2 2020
Digital Interactive Services PEAK Matrix® Assessment 2020	Q2 2020

Thematic Digital Services reports

BigTech Battle: Leading Internet of Things (IoT) Platforms Assessment – A Selection Guide	October 2018
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	Q2 2020
BigTech Battle: Enterprise Data Platforms	Q3 2020
Making IT-OT integration work	Q3 2020

Note: For a list of all of our published DS reports, please refer to our [website page](#)

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 or complementary content that may be of interest

- 1. Enterprise IoT Services – PEAK Matrix™ Assessment 2019** ([EGR-2018-33-R-2871](#)): As enterprises have 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. Now, role of service providers as orchestrators for IoT becomes increasingly critical, enterprises expect them to not only support in building capabilities, but also enable long-term strategic sustenance in the form of value-based managed services delivery. Service providers are expected to proactively address challenges pertaining to infusion of next-generation technologies and rising inclusion of disparate IoT systems. In this research, we present the assessment and detailed profiles of 19 IT service providers featured on the IoT services PEAK Matrix
- 2. Internet of Things (IoT) Market Update 2018: Taming IoT Ecosystem Complexity – A Survival Guide** ([EGR-2018-33-R-2758](#)): As IoT adoption gathers steam, we are witnessing a large number of market participants developing different solutions for similar use cases using varying connectivity protocols, different cloud platforms, and various 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 the complexity, drivers of the rising complexity, and how enterprises and service providers can hit the ground running to tackle this complexity conundrum
- 3. BigTech Battle: Leading Internet of Things (IoT) Platforms Assessment – A Selection Guide** ([EGR-2018-33-R-2817](#)): 2018 As enterprises witness positive returns from their investments in pilots and Proofs-of-Concept (POCs), they have started shifting gears to scaling up 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

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