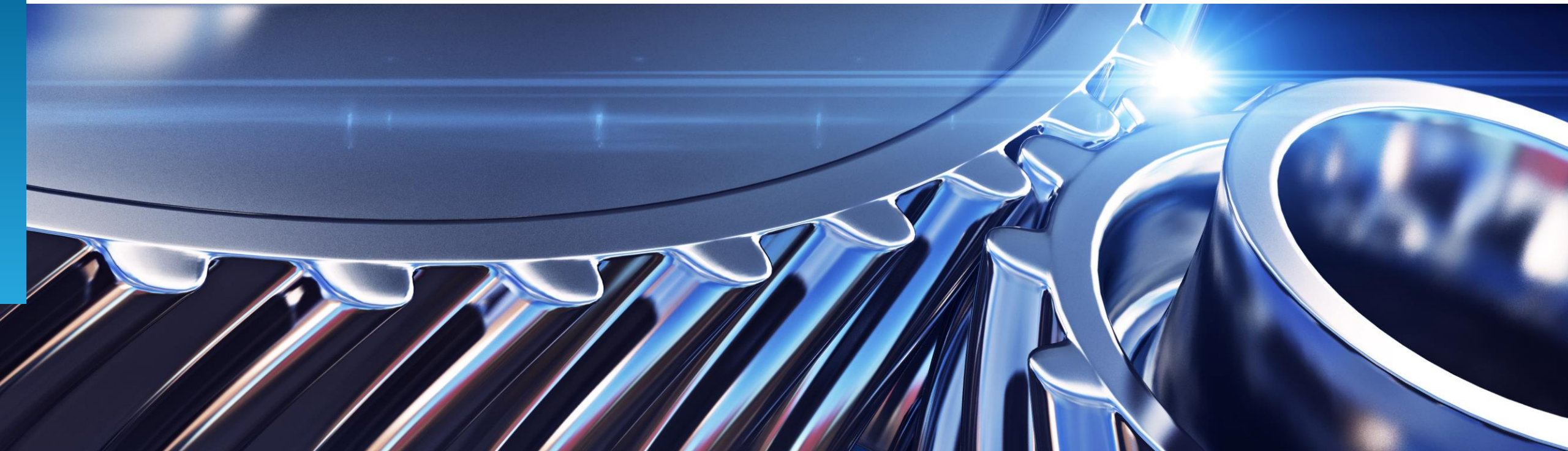


Reaching New Frontiers in Experience-centricity and Resilience: Software Product Engineering Services PEAK Matrix[®] Assessment 2021

March 2021: 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 and introduction of the research

The proliferation of software into products, platforms, and processes across all domains has helped unlock new horizons of experience-centricity. Enterprises' software products and platforms are experiencing constant evolution that has led to a multitude of challenges, primarily:

- Developing robust and secure products that are resilient against vulnerabilities and uncertainties such as the COVID-19 pandemic
- Ensuring speed-to-market and differentiation, with user-experience-centered software products
- Keeping pace with ever-evolving software products and changing customer expectations and demand
- Leveraging data to generate new revenue streams and drive efficiency in software product engineering

These challenges have fueled the need to establish a compelling ecosystem of partners, and engineering service providers are actively enhancing their capabilities and offerings to help enterprises tackle these challenges in their software product engineering journey to create experience-centric, secured, and resilient next-generation software products-

This research, the third edition of Everest Group's Software Product Engineering PEAK Matrix® Assessment, evaluates 31 engineering service providers, features them on the PEAK Matrix®, and shares insights on enterprise sourcing considerations. The study is based on RFI responses from service providers, interactions with their software product engineering leadership, client reference checks, and an ongoing analysis of the engineering services market.

The report assesses the following 31 leading engineering service providers featured on the Software Product Engineering PEAK Matrix®:

- **Leaders:** Accenture, Capgemini, Cognizant, HCL Technologies, Infosys, TCS, Tech Mahindra, and Wipro
- **Major Contenders:** Aspire Systems, Brillio, Cybage, EPAM, GlobalLogic, Globant, Happiest Minds, HARMAN Connected Services, Incedo, Infogain, Innominds, Itransition, Mindtree, Mphasis, Persistent Systems, Sonata Software, UST, and Virtusa
- **Aspirants:** Daffodil Software, Dextra Technologies, eInfochips, Intellias, and TO THE NEW

Scope of this report:



Geography
Global



Service providers
31 leading broad-based and pure-play engineering service providers



Services
Software product engineering services

Overview and abbreviated summary of key messages

This report examines the global software product engineering services landscape and assesses 31 leading engineering service providers. It focuses on service provider capabilities and market impact in helping enterprises create experience-centric, secured, and resilient next-generation software products. It also identifies the key implications of the research findings for enterprises and service providers.

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

Service provider position and delivery capability

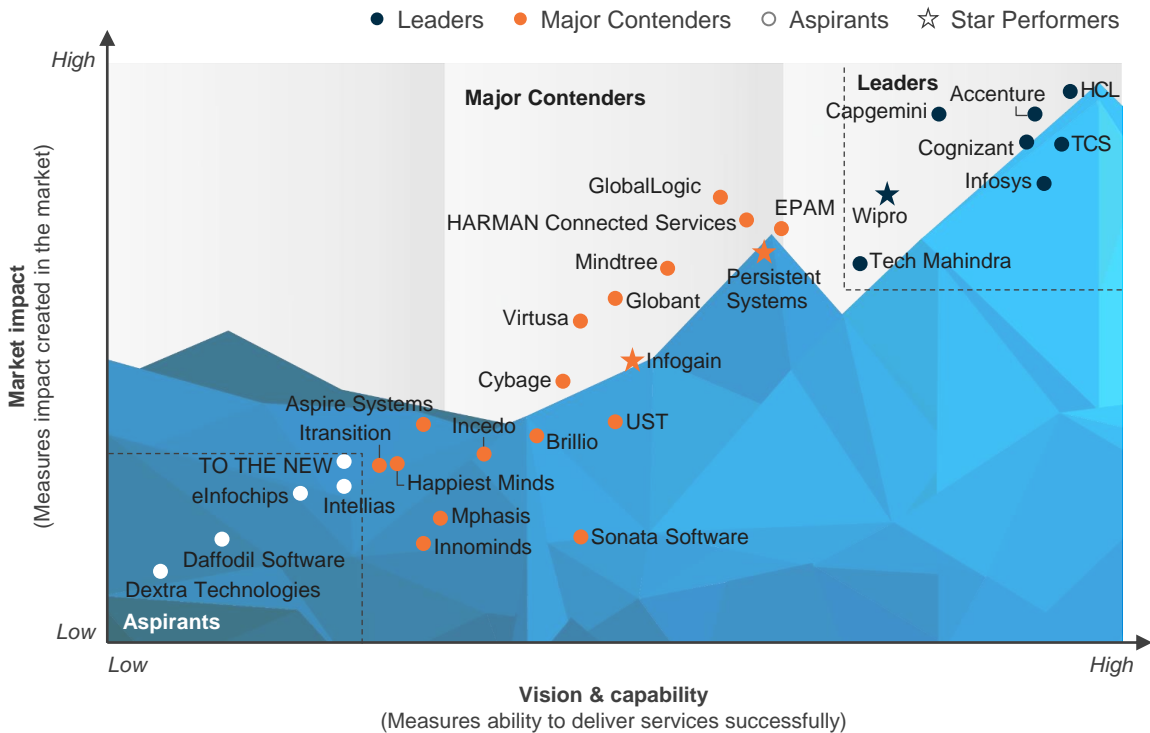
- Service providers can be categorized into leaders, major contenders, and aspirants on a capability-market-share matrix for software product engineering services
- Accenture, Capgemini, Cognizant, HCL Technologies, Infosys, TCS, Tech Mahindra, and Wipro are the current leaders in the global software product engineering services market. However, several service providers are emerging as major contenders

Service provider characteristics

- The Leaders segment comprises broad-based IT-heritage engineering service providers who have made considerable investments and have effectively traversed both organic and inorganic growth trajectories to develop strong competence across all the elements of software product engineering value chain
- Leaders are extensively focusing on putting their skin in the game and shifting beyond traditional outsourcing models toward emerging engagement constructs, primarily product carve-outs and legacy product management, IP partnerships, and revenue sharing models
- Major Contenders comprise both IT-heritage firms as well as pure-play engineering service providers, who are actively enhancing expertise in cloud engineering, AI/ML, data & analytics, and agile & DevSecOps through talent enhancement initiatives to develop differentiated offerings and compete with Leaders
- Aspirants possess strong capabilities in specific technology areas and value chain elements, however, their global presence and ability to serve projects with wider scopes is limited. They are making focused investments for enhancing their solutions portfolio, improving service enablement capabilities, and expanding their footprint and client-base to enter the Major Contenders segment

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

Everest Group Software Product Engineering Services PEAK Matrix® Assessment 2021^{1,2}



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	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	Innovation and investments	Delivery footprint	Overall
○	○	●	○	●	○	○	○	○

Strengths

- Robust portfolio of internal assets and frameworks that are extensively leveraged for serving clients and accelerating their speed-to-market
- Market-recognized rapid talent onboarding ability as well as quick identification and resolution of gaps in skillsets
- Perceived as a highly flexible service provider that exhibits high level of responsiveness and dedication toward timeline adherence

Areas of improvement

- Needs to enhance its domain knowledge, especially in terms of geo-specific laws, to deliver greater value to customers
- Client portfolio is skewed toward small-sized enterprises. Should consider increasing engagement with large-sized enterprises to further strengthen its position in this space
- Needs to invest in nearshore and onshore locations for better client proximity

1 Assessments for Dextra Technologies, EPAM, Globant, and Virtusa exclude service provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, service provider public disclosures, and Everest Group's interaction with buyers
2 Assessment of Capgemini is inclusive of Altran (part of Capgemini) and reflects their joint capabilities and market impact

Source: Everest Group (2021)

Research calendar

Engineering Services

Published
 Planned
 Current release

Flagship Engineering Services reports

	Release date
Verification & Validation Engineering Services PEAK Matrix® Assessment	January 2020
Industry 4.0 Services PEAK Matrix® Assessment: the Transformational Leap in Cyber-physical Convergence	September 2020
Reaching New Frontiers in Experience-centricity and Resilience: Software Product Engineering Services PEAK Matrix® Assessment 2021	March 2021
Semiconductor Engineering Services PEAK Matrix® Assessment	Q1 2021
State of the Market – Industry 4.0 Services PEAK Matrix® Assessment	Q2 2021
Automotive Engineering Services PEAK Matrix® Assessment	Q2 2021
5G Engineering Services PEAK Matrix® Assessment 2021	Q3 2021

Thematic Engineering Services reports

	Release date
Engineering the 5G World	June 2020
Engineering Services Skills Handbook: Preparing for Next Wave of Growth in Global ER&D	July 2020
Leading the Pack: Trends for the Top 200 Engineering Research & Development (ER&D) Enterprises 2020	January 2021
ER&D in 2021	February 2021
Digital Twins and their adoption across industries	February 2021
The Role of Global Business Service (GBS) Organizations in the Automotive Industry: What Lies Ahead?	March 2021
Enterprise Pulse Report	Q2 2021
Engineering Services Top 50	Q2 2021
Engineering Services Talent Handbook – APAC	Q2 2021

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