Everest Group®

Data and Analytics (D&A) Services PEAK Matrix® Assessment 2021

July 2021: Complimentary Abstract / Table of Contents

Everest Group PEAK MATRIX®

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Tracking: service providers, locations, risk, technologies

Locations: costs, skills, sustainability, portfolios

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Contents

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Contents

Contents

Background and scope of the research

The ecosystem of D&A players has succeeded in educating the market on the supremacy of evidence-based decision-making over traditional gut-based and thumb rule-based approaches. The pandemic further emphasized the need for agile, data-driven decision-making and placed D&A as an essential navigation tool to achieve improved business outcomes and customer and employee experience. However, organizations are still unable to achieve the full benefit of scaled D&A initiatives owing to the adoption of D&A programs in pockets, lack of data skills across the enterprise, inefficient/unoptimized data management practices, and lack of uptake of advanced technologies. In this regard, service providers can help enterprises formulate a central vision for D&A, modernize the data landscape, and upskill enterprise users to achieve business outcomes through coherent and enterprise-wide data-driven decision-making.

In this context, we present an assessment of 29 service providers featured on the D&A services PEAK Matrix® 2021. Each service provider deep-dive provides a comprehensive picture of its services focus through a snapshot of its key strengths and limitations, as assessed by Everest Group. The assessment is based on Everest Group's annual RFI process for the calendar year 2020, interactions with leading D&A service providers, client reference checks, and ongoing analysis of the D&A services market (refer to slide 8 for key sources of information).

Everest Group has employed following exclusion criterion before assessing service providers in the D&A PEAK Matrix assessment:

- Service provider should have a separate team and dedicated leadership for its D&A services
- With reference to our D&A Services Framework (slide 10), the service provider should have meaningful presence across all D&A value chain segments.
- The service provider must have substantial annual revenue from its D&A services practice

This report includes the profiles of the following 29 leading D&A service providers featured on the D&A PEAK Matrix® :

- **Leaders:** Accenture, Capgemini, Cognizant, Deloitte, IBM, Infosys, TCS, and Wipro
- **Major Contenders:** Atos, Birlasoft, Brillio, Coforge, DXC Technology, EY, HCL Technologies, KPMG, LTI, Mindtree, Mphasis, NTT DATA, PwC, Stefanini, Tech Mahindra, T-systems, and Virtusa
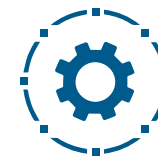- **Aspirants:** DMI, Infogain, UST, and Zensar

Scope of this report:

Geography
Global

Service providers
29 leading D&A service providers

Services
D&A services (refer to page 10 for scope of the research)

Overview and abbreviated summary of key messages

This report examines the global Data and Analytics (D&A) market and evaluates the positioning of service providers on the Everest Group PEAK Matrix®. It provides insights into the changing market dynamics, service provider delivery capabilities, and Everest Group's remarks on service providers' key strengths and limitations.

Some of the findings in this report, among others, are:
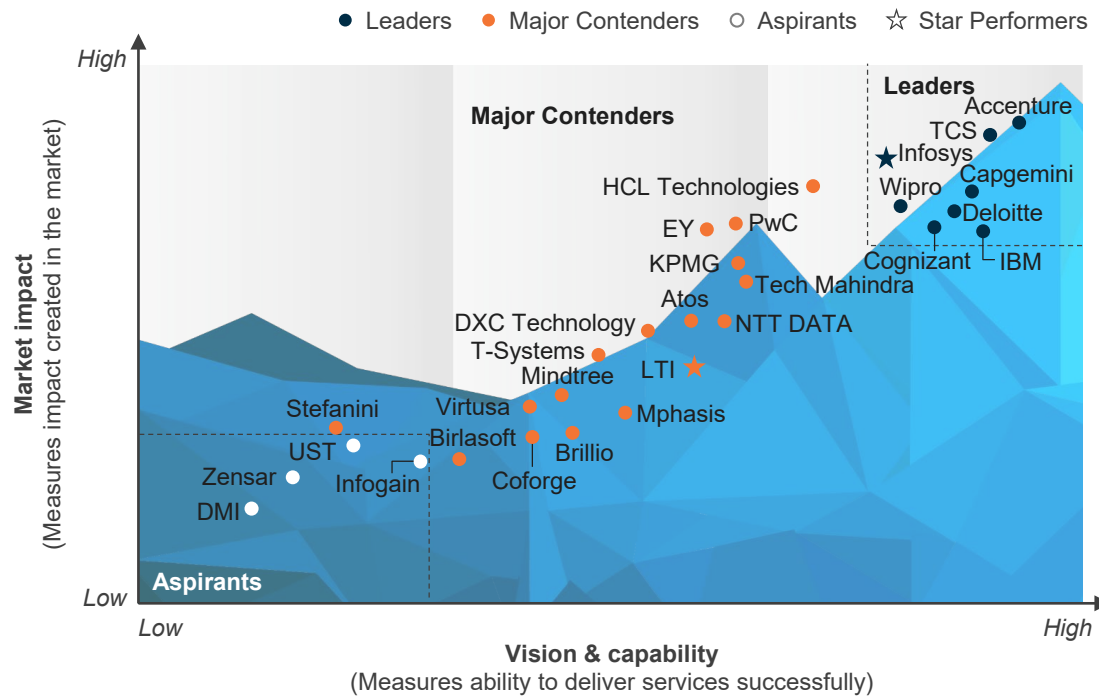
D&A services market growth	• The D&A services market continued to grow at a healthy rate of 7-9% despite the pandemic and outpaced the broader IT services market growth. The pandemic has in fact further accelerated digitalization with high demand coming for cloud migration within the D&A space
	• Enterprises across industries and geographies are looking to maximize their data usage and democratize data. This has led to an increasing demand for AI-enabled data management, as enterprises focus on improving productivity of data professionals
	• Enterprises across industries and geographies have started scaling their AI initiatives beyond the POC stage to enterprise-wide adoption, with technology-intensive and customer-sensitive verticals such as BFSI and communication & technology leading the pack

Service provider characteristics	• Based on the extent of capability development and service providers' sweet spots within the integrated approach, we see four segments of D&A service providers (further examined in the full report)
	• Accenture, Capgemini, Cognizant, Deloitte, IBM, Infosys, TCS, and Wipro are the current leaders in the global D&A services market, with several other service providers emerging as major contenders and aspirants
	• Leaders have displayed the ability to support enterprises as a strategic partner and help derive business outcomes; they have exhibited sustained investments to bridge the portfolio gaps to achieve end-to-end services play
	• Major Contenders have a strong base of satisfied clientele within their sweet spots in the D&A stack. They have the vision to develop full services play and are making both organic and inorganic investments to enable the same
	• Aspirants are focusing on creating solutions beyond their niche areas of expertise. While they are limited by scale to cater to the requirements of large global players, they have been pro-actively investing in upgrading their flagship proprietary offerings to drive D&A engagements

This study offers three distinct chapters providing a deep dive into key aspects of D&A market; below are three charts to illustrate the depth of the report

Everest Group D&A Services PEAK Matrix® Assessment 2021[1,2]

Illustrative example

● Leaders ● Major Contenders ○ Aspirants ☆ Star Performers

Market impact (Measures impact created in the market)

High

Low

Low — Vision & capability — High

Vision & capability (Measures ability to deliver services successfully)

Leaders
- Accenture
- TCS
- ★ Infosys
- Wipro
- Capgemini
- Deloitte
- Cognizant
- IBM

Major Contenders
- HCL Technologies
- EY
- PwC
- KPMG
- Tech Mahindra
- Atos
- DXC Technology
- NTT DATA
- T-Systems
- ★ LTI
- Mindtree
- Virtusa
- Mphasis
- Stefanini
- Birlasoft
- Brillio
- Coforge

Aspirants
- UST
- Zensar
- Infogain
- DMI

Capability assessment

Illustrative example

Measure of capability: ◔ Low ● High

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: ◔ Low ● High

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
- Through a combination of organic and inorganic investments, service provider 1 has built a wide portfolio of D&A offerings over the years – with strength in technology implementation services as a key differentiator
- The company has long-established partnerships with technology vendors providing horizontal capabilities across the entire IT services stack

Limitations
- Service provider 1 lacks a well-rounded brand perception in D&A. While it brings strong technical expertise, its market recognition for domain/business capabilities is low
- It is still struggling with effectively maintaining consistency of its technical talent, while it makes efforts to integrate its various acquisitions

1 Assessments for DMI, Atos, Deloitte, DXC Technology, EY, IBM, Infosys, KPMG, NTT DATA, PwC, and Zensar exclude service provider inputs on this study, and are based on Everest Group's estimates that leverage its proprietary Transaction Intelligence (TI) database, ongoing coverage of service providers' public disclosures, and interaction with buyers. For these companies, Everest Group's data for assessment may be less completes

2 Brillio, Infogain, Mindtree, and T-systems are new entrants on the D&A PEAK Matrix and have therefore not been considered for the Star Performer title

Source: Everest Group (2021)

Research calendar
Data & Analytics

  Published   Planned   Current release

Flagship Data & Analytics reports	Release date
Artificial Intelligence (AI) Services – State of the Market Report 2021 | Scale the AI Summit Through Democratization	January 2021
Data and Analytics (D&A) Services PEAK Matrix® Assessment 2021	**July 2021**
Data and Analytics (D&A) Services State of the Market Report 2021	Q3 2021
Data and Analytics (D&A) Service Provider Compendium 2021	Q3 2021
Advanced Analytics & Insights (AA&I) Services PEAK Matrix® Assessment 2021	Q3 2021
Healthcare Analytics – PEAK Matrix® for Services Assessment 2021	Q3 2021
Analytics Specialists PEAK Matrix® for Services Assessment	Q3 2021

Thematic Data & Analytics reports	Release date
Recalibrating for Resiliency – 2021 Key Issues in Global Sourcing – Enterprise IT Perspective	January 2021
From Dissatisfaction to Delight: Sustaining Client Satisfaction in the Post-pandemic World	March 2021
Customer Data Platform Trailblazers: Top 15 Startups Redefining Hyper-personalization	March 2021
Analytics Accelerating Industry 4.0: The Quest for Operational Resilience and Agility in Manufacturing	May 2021
Acquisitions Galore – Everest Group PoV on rising M&A activity in D&A services space	Q3 2021
Data Modernization - The Backbone of a Future-Ready Enterprise	Q3 2021
Augmented Data Management – How AI is Transforming the Way an Enterprise Capture, Store, and Manage Data	Q3 2021

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

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