

Advanced Analytics and Insights (AA&I) Services PEAK Matrix® Assessment 2022

December 2021: Complimentary Abstract / Table of Contents



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Background and scope of the research

Democratization and enterprise-wide scaling of analytics and insights has taken the front seat, with enterprises becoming digitally mature and investing heavily in D&A initiatives in recent years. The pandemic further emphasized the need for agile, data-driven decision-making, and placed analytics as an essential navigation tool, marking the shift in enterprise priorities toward analytics transformation, to improve speed to insights and solutions that drive operational and cost efficiencies. D&A service providers including IT/BPO firms, consulting players, and pure-play analytics providers offering a rich set of AA&I capabilities, domain expertise, and off-the-shelf accelerators, can help enterprises reduce time-to-value and achieve business outcomes through coherent and enterprise-wide and data-driven decision-making.

In this context, we present an assessment of 32 service providers featured on the AA&I services PEAK Matrix® 2022. Each service provider profile provides a comprehensive picture of its services focus through a snapshot of its relative capabilities across assessment parameters, key strengths, and areas of improvement, as assessed by Everest Group. The assessment is based on Everest Group's annual RFI process for the calendar year 2020, interactions with leading AA&I service providers, client reference checks, and ongoing analysis of the AA&I services market (refer to page 8 for key sources of information).

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

- Service provider should have a separate team and dedicated leadership for its AA&I services
- With reference to our AA&I Services Framework (slide 10), the service provider should have meaningful presence across all value chain segments.
- The service provider must have substantial annual revenue from its AA&I services practice
- Only broad-based players have been included in this report; analytics specialists have been excluded from this assessment and have been covered as a part of a separate PEAK assessment

This report includes the profiles of the following 32 leading AA&I service providers featured on the AA&I PEAK Matrix:

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

Scope of this report:



Geography
Global



Service providers
32 leading AA&I service providers



Services
AA&I services (refer to page 10 for scope of the research)

Overview and abbreviated summary of key messages

This report examines the global Advanced Analytics and Insights services 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:

AA&I services market trends

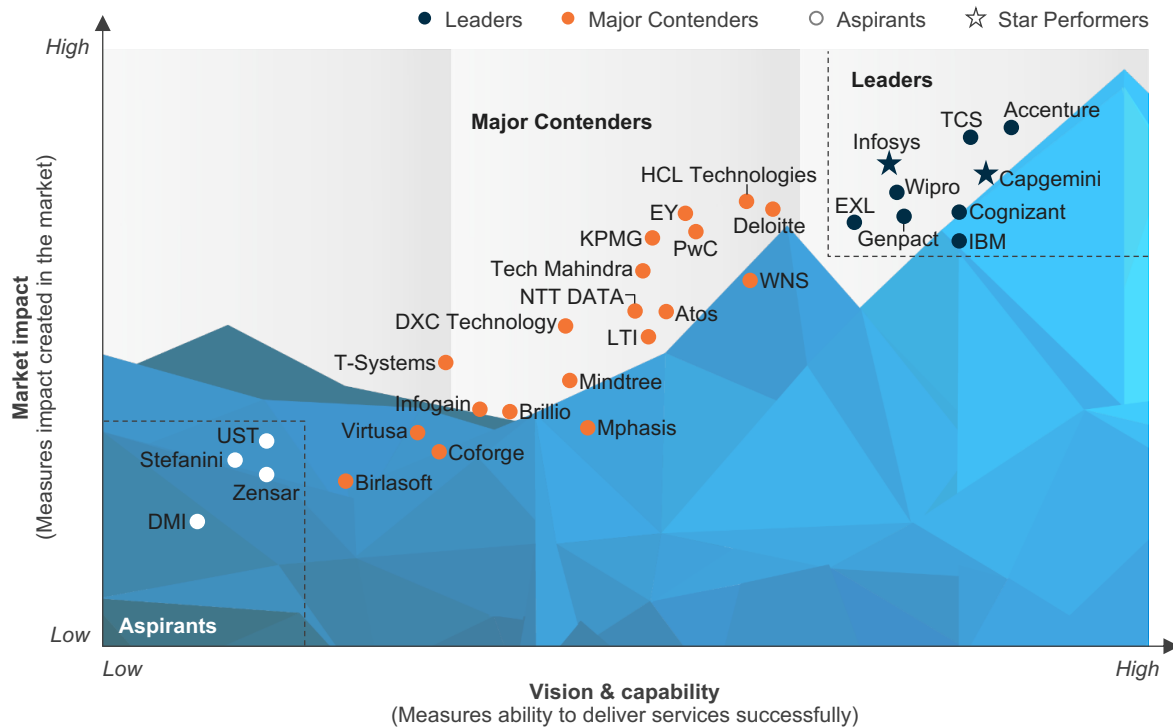
- Enterprises across industries and geographies have started scaling their AI initiatives beyond the Proof of Concept (PoC) stage to enterprise-wide adoption, with technology-intensive and customer-sensitive verticals such as BFSI and communication & technology leading the pack.
- Enterprises are focusing on data strategy for successful AI implementation and are proactively seeking opportunities of leveraging third-party data through data marketplaces and synthetic data to effectively handle the rapidly evolving market dynamics, especially during the pandemic
- AA&I service providers are investing heavily in assets across the AA&I value spectrum to meet the demand for end-to-end, customizable, and scalable AA&I solutions and to accelerate value creation is resulting in service providers proactively investing in IP

Service provider characteristics

- Based on the extent of capability development and service providers' sweet spots within the integrated approach, we see four segments of AA&I service providers (further examined in the full report)
- Accenture, Capgemini, Cognizant, EXL, Genpact, IBM, Infosys, TCS, and Wipro are the current leaders in the global AA&I services market, with several other service providers emerging as major contenders and aspirants
- Leaders have displayed a vision that is focused on driving business outcomes through process-embedded analytics and next-generation services for their customers
- Major Contenders have shown high confidence in their areas of strength within the AA&I stack. They have a strong base of satisfied clientele within these areas
- Aspirants have strengthened their capabilities in specific focus areas including advanced services such as IoT analytics and AI; they aim to focus on creating solutions beyond niche areas, however, most engagements are based on flagship tools and solutions

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

Advanced Analytics and Insights (AA&I) Services PEAK Matrix® Assessment 2022^{1,2}



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 AA&I 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 AA&I. 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 complete.

2 Atos, Brillio, Coforge, Infogain, Mindtree, Stefanini, and T-Systems are new entrants on the AA&I 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 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) Service Provider Compendium 2021 – Update	September 2021
Analytics and AI Services Specialists PEAK Matrix® Assessment 2021	November 2021
Advanced Analytics and Insights (AA&I) Services PEAK Matrix® Assessment 2022	December 2021
Analytics and AI Services Specialists Compendium 2022	Q1 2022
Data and Analytics (D&A) Services State of the Market Report 2022	Q1 2022

Thematic 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
Data Modernization – The Backbone of a Future-ready Enterprise	July 2021
Augmented Data Management: Leveraging the Power of Artificial Intelligence to Handle the Data Deluge	October 2021
Driving Enterprise Business Transformation with Next-generation Data Management	Q1 2022

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