

# Digital Interactive Experience (IX) Services PEAK Matrix® Assessment 2022

February 2022: Complimentary Abstract / Table of Contents



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## Background of the research

The experience design ecosystem is at the cusp of change, with increased customer awareness, data privacy regulations, touchless experiences, data-powered experiences, emerging technologies (such as AI, AR/VR) and a focus on sustainability compelling enterprises to rethink their investment priorities. Enterprises are increasingly turning to technology to power personalized, scalable, and sustainable experiences. Technology's increased role in orchestrating scalable and personalized experiences has elevated the role of IT service providers in the space. They have doubled down their focus on building relevant capabilities through organic and inorganic routes and are enhancing their technology capabilities through partnerships with leading platform and technology vendors in the space.

In this research, we present an assessment of 16 IT service providers featured on the Interactive Experience (IX) Services PEAK Matrix®, a comprehensive matrix that evaluates and categorizes providers in terms of their capabilities. The assessment focuses on the integrated capabilities that these IT service providers offer to the experience ecosystem.

The study is based on Everest Group's annual Request for Information (RFI) process for the calendar year 2021, interactions with leading IX service providers, client reference checks, and an ongoing analysis of the IX services market.

**This report includes the profiles of the following 16 leading digital IX service providers featured on the Digital IX services PEAK Matrix:**

- **Leaders:** Accenture Interactive, Cognizant Digital Experience, IBM iX, TCS Interactive, Wipro
- **Major Contenders:** Brillio, Capgemini, Infogain, Mastek, Mindtree, Mphasis, Tech Mahindra, UST, Zensar
- **Aspirants:** Datamatics, Stefanini

### Scope of this report



**Geography**  
Global



**Digital IX vendors**  
16



**Services**  
Digital interactive experience services

## Overview and abbreviated summary of key messages

This report examines 16 IT service providers/digital agencies in delivering Digital Interactive Experience (IX) Services. It focuses on service provider position and growth, changing market dynamics and emerging service provider trends, assessment of service provider delivery capabilities, and key service provider profiles.

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

### Service provider delivery capability

- Digital IX service providers can be categorized into leaders, major contenders, and aspirants
- Accenture Interactive, Cognizant, IBM iX, TCS Interactive, and Wipro are the current leaders in the space

### Emerging service provider trends

- Leaders display a strong ability to deliver end-to-end experience transformation engagements with robust offerings and market proof points across design, strategy, and technology services
- Leaders also have an enhanced play in high growth segments of IX that include commerce services and the emerging segment of media services
- Leaders are investing in orchestrating data-driven experiences leveraging AI-led solutions

### Changing market dynamics

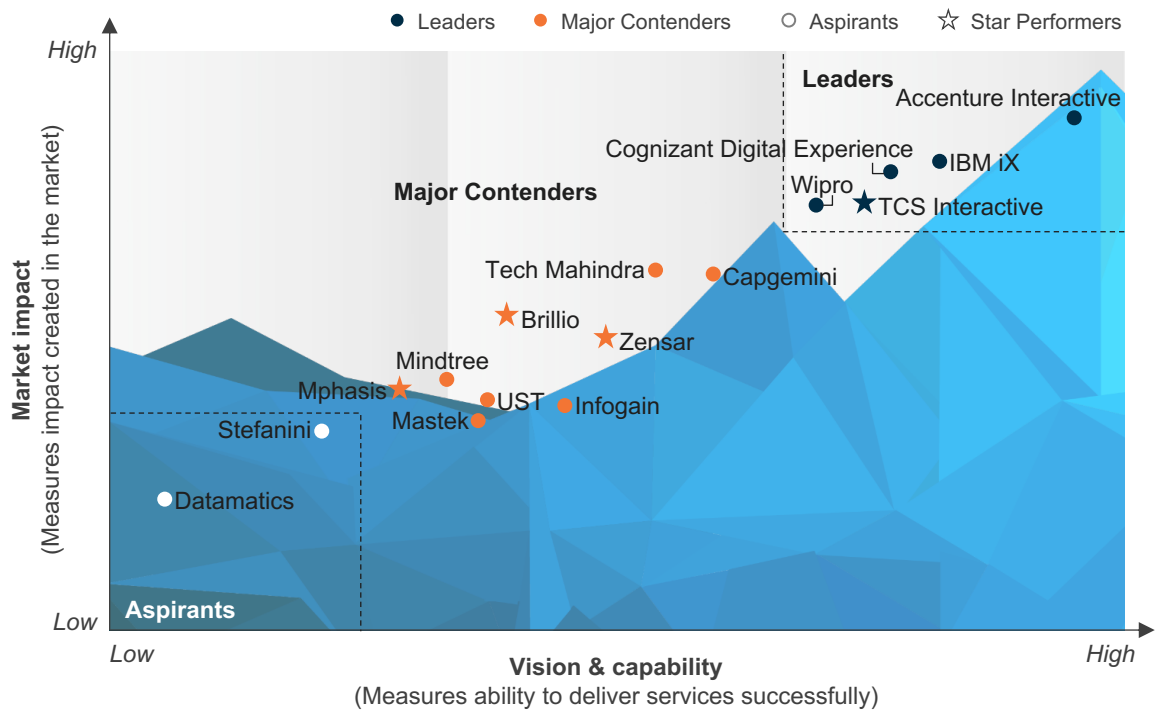
- Customer experience is becoming a key differentiator for enterprises to increase and retain their customer-base
- Experience services are being led by data-driven strategy underpinned by robust technological infrastructure

### The way forward

- Increasing customer awareness around sustainability will lead the enterprises to adopt more responsible experience designs
- The increasing regulations pertaining to data privacy will lead the enterprises to invest in first-party data led solutions

# This report examines 16 IT service providers/digital agencies in delivering Digital Interactive Experience (IX) Services. It focuses on service provider position and growth, changing market dynamics and emerging service provider trends, assessment of service provider delivery capabilities, and key service provider profiles.

## Digital Interactive Experience (IX) Services PEAK Matrix® Assessment 2022<sup>1,2</sup>



1 Assessments for Accenture Interactive, IBM iX, and Capgemini excludes service provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, service provider public disclosures, and Everest Group's interactions with buyers.  
 2 Assessment of Cognizant Digital Experience includes partial inputs from the service provider and is based on Everest Group's estimates that leverage Everest Group's proprietary data assets, service providers public disclosure, and interaction with buyers.  
 Confidentiality: Everest Group takes its confidentiality pledge very seriously. Any contract-specific information collected will only be presented back to the industry in an aggregated fashion.

Source: Everest Group (2022)

## Capability assessment

Illustrative example

Measure of capability: ☐ Low ● High

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
Provider 1	☐	☐	☐	☐	☐	☐	☐	☐	☐
Provider 2	☐	☐	☐	☐	☐	☐	☐	☐	☐
Provider 3	☐	☐	☐	☐	☐	☐	☐	☐	☐
Provider 4	☐	☐	☐	☐	●	☐	☐	☐	☐
Provider 5	☐	☐	☐	☐	☐	☐	☐	☐	☐
Provider 6	☐	☐	☐	☐	☐	☐	☐	☐	☐
Provider 7	☐	☐	☐	☐	☐	☐	●	☐	☐
Provider 8	☐	☐	☐	☐	☐	☐	☐	☐	☐
Provider 9	☐	☐	☐	☐	☐	☐	☐	☐	☐

## Everest Group's remarks on 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

- It has a strong partnership ecosystem with Adobe having won three Partner of the Year Awards in 2021. It also has a strong partnership ecosystem with IBM, Oracle, and SAP
- It has a well-distributed network of digital studios and a strong delivery footprint supplemented by the acquisitions of leading agencies.

### Limitations

- It is viewed as a premium player, with potential buyers not convinced on its price-value linkage
- It should look to educate the market on the value proposition of acquired design agencies in order to remove inhibitions around the dilution of its brand value

# Research calendar

## Interactive Experience (IX) Services

Published Planned Current release

### Flagship reports

### Release date

Digital Interactive Experience (IX) Services State of the Market Report 2021 – Moving from Persuasive to Purpose-driven Experiences	February 2021
<b>Digital Interactive Experience (IX) Services PEAK Matrix® Assessment 2022</b>	<b>February 2022</b>
Interactive Experience (IX) Service Providers Profiles Compendium	Q1 2022
Adobe Services PEAK Matrix® Assessment 2021	Q2 2022
State of the Market - Adobe Services	Q2 2022
Adobe Service Providers Profiles Compendium	Q2 2022

### Thematic reports

### Release date

Thematic Report on Next - generation Data Management For Marketing Operations	Q1 2022
Trailblazers on Commerce Solutions	Q1 2022
Report on Customer Journey Orchestration	Q2 2022
Report on Experience Management	Q2 2022

Note: For a list of all of our published Interactive Experience (IX) service reports, please refer to our [website page](#).





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