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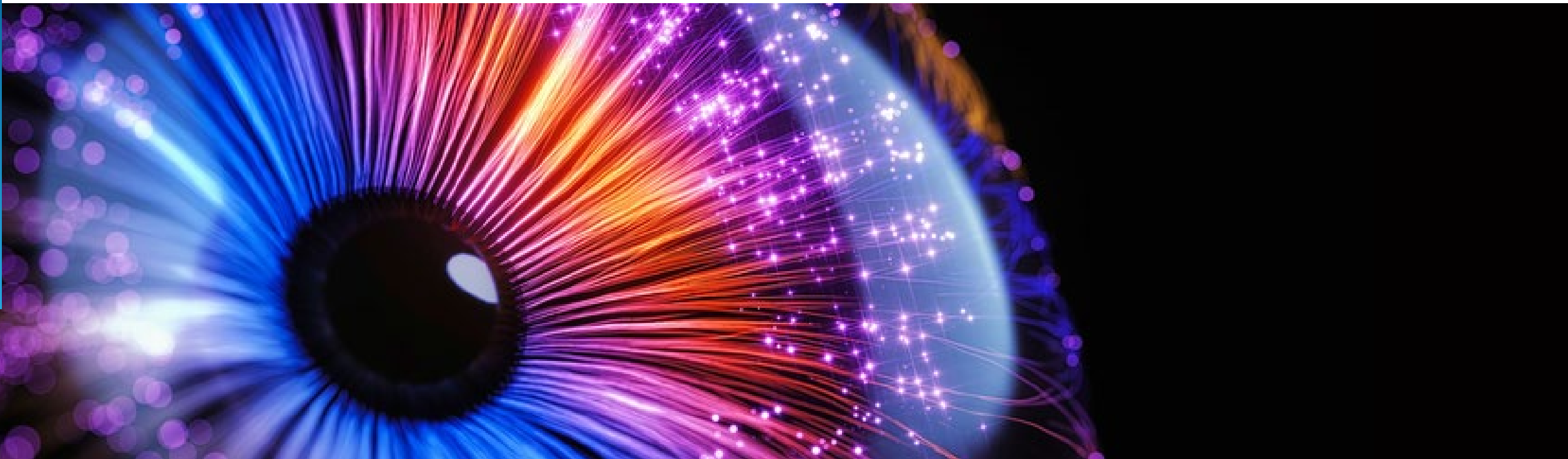# Digital Interactive Experience (IX) Service Provider Compendium 2022

March 2022: Complimentary Abstract / Table of Contents

EGR-2022-64-CA-5060

Our research offerings

This report is included in the following research program(s):
Interactive Experience (IX) Services

- Application Services
- Banking and Financial Services Business Process
- Banking and Financial Services Information Technology
- Catalyst™
- Clinical Development Technology
- Cloud and Infrastructure
- Contingent Staffing
- Contingent Workforce Management
- Conversational AI
- Customer Experience Management Services
- Cybersecurity
- Data and Analytics
- Digital Adoption Platforms (DAP)
- Digital Engineering Services
- Digital Services
- Digital Workplace
- Engineering Services
- Enterprise Platform Services
- Finance and Accounting

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- Global Business Services
- Healthcare Business Process
- Healthcare Information Technology
- Human Resources Outsourcing
- Insurance Business Process
- Insurance Information Technology
- Insurance Technology (InsurTech)
- Insurance Third-Party Administration (TPA) Services
- Intelligent Document Processing (IDP)
- Interactive Experience (IX) Services
- IT Services Executive Insights™
- Life Sciences Business Process
- Life Sciences Information Technology
- Locations Insider™
- Marketing Services
- Market Vista™
- Mortgage Operations
- Multi-country Payroll

- Network Services and 5G
- Outsourcing Excellence
- Pricing-as-a-Service
- Process Mining
- Procurement
- Recruitment
- Retirements Technologies
- Rewards and Recognition
- Service Optimization Technologies
- Software Product Engineering Services
- Supply Chain Management (SCM) Services
- Sustainability Technology and Services
- Talent Excellence GBS
- Talent Excellence ITS
- Technology Skills and Talent
- Trust and Safety
- Work at Home Agent (WAHA) Customer Experience Management (CXM)

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Benchmarking

Contract assessment

Peer analysis

Market intelligence

Tracking: providers, locations, risk, technologies

Locations: costs, skills, sustainability, portfolios

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

The Digital IX service provider compendium report has 16 provider profiles

Provider | digital I
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Market adoption	Portfolio

Strengths

- Provider has strong market proo digital experience transformation
- It has a well-distributed network supplemented by the acquisition Kings James Group, and the Bio
- Clients appreciate and acknowle led play
- It has a strong partnership ecosy Awards in 2021. It also has a str
- Provider has an evolved play in it ahead of its competitors on the

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Provider | digital I
Overview

Vision

Provider is part business consultancy, pa delivers value and growth to its clients th customers and employees.

Digital IX services revenue[1]

<US$100 million	US$100-25

Digital IX services revenue[1]

Strategy and consulting

1 Based on Everest Group's estimates.

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Provider | digital I
Case studies

Case study 1	Enhanced custom Dutch Flower Gro

Business challenge

The client wanted a platform that could customer experience.

Solution

Provider, partnering with its client, desig Cloud Version 2, which enabled custom used to collect feedback from wholesale

Impact

Optimized catalog and category manage easy navigation through the products. S platform. Through Enterprise Resource matter of minutes.

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Provider | digital I
Solutions

Proprietary solutions (representative list

Solution name
Provider solution A
Provider solution B
Provider solution C
Provider solution D

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Provider | digital IX services profile (page 5 of 5)
Investments and partnerships

Digital interactive investments (representative list)

Investment theme	Details
Acquisitions	- In June 2021, provider acquired XYZ, a firm that specializes in helping brands launch new products - In June 2021, the company also acquired XYZ, one of the digital experience companies in Asia. The move will help provider to drive commerce and the growth of the region's clients through the use of experience-led technologies - In September 2021, the company acquired XYZ, which is a creative agencies in Africa. The creative capabilities and scale of the acquired company will help provider meet the client's need for transformative experiences. The move will also help provider to expand in the African market
Investment	In February 2021, provider made strategic investments in XYZ, the virtual experience company. The move will strengthen provider's experience portfolio. XYZ is also a part of provider's project, which aims to connect start-ups with global clientele for resolving business problems.
Design studio	Provider's design help the clients to adapt to the new technology world by providing them with design thinking, rapid development, and prototyping of applications and digital services. Provider has XX global Liquid studios that provide its clients with rapid technological development. Provider has XX studios worldwide that provide its clients with design innovation.

Digital interactive partnerships (representative list)

Partner name	Type of partnership	Details
Adobe	Technology	Partnered with Adobe to leverage its experience cloud, a connected suite of cross-channel digital marketing solutions.
SAP	Technology	Leveraged SAP for end-to-end solutions ranging from product innovation to development and delivery.
Salesforce	Technology	Partnered with Salesforce to leverage its solutions for designing, implementing, and driving transformational experiences.
Microsoft	Technology	Has been named Global SI Partner of the Year for the 16th time in 2021; recognized for its excellence in innovation and in the implementation of customer solutions based on Microsoft technology.

Recent awards and recognitions (representative list)

Awards

In 2021, provider received three Partner of the Year awards from Adobe. The awards were a result of building a robust pipeline of customer experiences in collaboration with Adobe, increasing the client base through joint marketing programs with Adobe, and investing to help the clients transform their people, processes, and technologies.

Research calendar
Interactive Experience (IX) Services

Flagship reports	Release date
Digital Interactive Experience (IX) Services State of the Market Report 2021 – Moving from Persuasive to Purpose-driven Experiences	February 2021
Digital Interactive Experience (IX) Services PEAK Matrix® Assessment 2022	February 2022
Digital Interactive Experience (IX) Service Provider Compendium 2022	**March 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	Q2 2022
Trailblazers on Commerce Solutions	Q2 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.

Everest Group®

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