Everest Group®

Everest Group PEAK MATRIX® | Interactive Experience (IX) Services

Adobe Services PEAK Matrix® Assessment 2022

September 2022: Complimentary Abstract / Table of Contents

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Background of the research

Adapting to an experience–first mindset is increasingly becoming inevitable for enterprises across the globe. To gain sustainable competitive dominance, brands need to make sure that this definition of experience design is not just limited to customers. Today's customer is inclined toward brands that operationalize the experience-first approach across their employees, partners, and the environment. Therefore, to remain relevant in the long run, brands need to broaden their horizon for holistic experience design implementation. There are several technology vendors that enable brands in achieving their experience design goals but Adobe, with its endless offerings across Creative, Experience, and Document Cloud, is a clear leader in this space. In order to assess the overall experience design capabilities of service providers, we have delivered an in-depth analysis of their Adobe services capabilities across the value chain of consult, implement, run and operate, and support services.

In this research, we present an assessment of 24 service providers featured on the Adobe Services PEAK Matrix®, a comprehensive matrix that evaluates and categorizes service providers in terms of their capabilities.

The assessment is based on Everest Group's annual Request for Information (RFI) process for the calendar year 2022, interactions with leading Adobe services providers, client reference checks, and an ongoing analysis of the Adobe services market.

This report includes the profiles of the following 24 leading Adobe services providers featured on the Adobe services PEAK Matrix:

- **Leaders:** Accenture, Capgemini, Deloitte Digital, Dentsu, IBM, TCS, and WPP
- **Major Contenders:** EPAM, HCL Technologies, Infosys, LTI, Mindtree, Omnicom, Rightpoint (Genpact company), Tech Mahindra, Virtusa, Wipro, Zensar, Cognizant, and Publicis Groupe
- **Aspirants:** Brillio, Infogain, RRD, and Stefanini

Scope of this report

Geography
Global

Providers
24

Services
Interactive Experience (IX) Services

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Overview and abbreviated summary of key messages

This report examines 24 IT service providers/design agencies in delivering Adobe 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

- Adobe service providers can be categorized into leaders, major contenders, and aspirants
- Accenture, IBM, TCS , Deloitte Digital, Dentsu, WPP, and Capgemini are the current leaders in the space

Emerging service provider trends

- Leaders display a strong ability to deliver end-to-end Adobe services with robust offerings and market proof points across consulting, design, implementation, run-and-operate services, and support services
- Leaders have nurtured their partnership with Adobe by acquiring global specializations and awards
- Leaders have offerings across the Creative, Experience, and Document clouds of Adobe
- Leaders have a strong vision around emerging technologies, Adobe product suite expansion, verticalization, and assetization

Changing market dynamics

- The definition of experience design is evolving with an extended focus on customers, employees, partners, environment
- Service providers are building novel design capabilities whereas design agencies are expanding operations in Adobe implementation and support services

The way forward

- Service providers with robust Adobe product demand assessment capabilities and perceptibility to change will sustain the competition in the Adobe services ecosystem
- In order to re-engage clients, service providers need to mitigate challenges pertaining to Talent in Adobe services implementations

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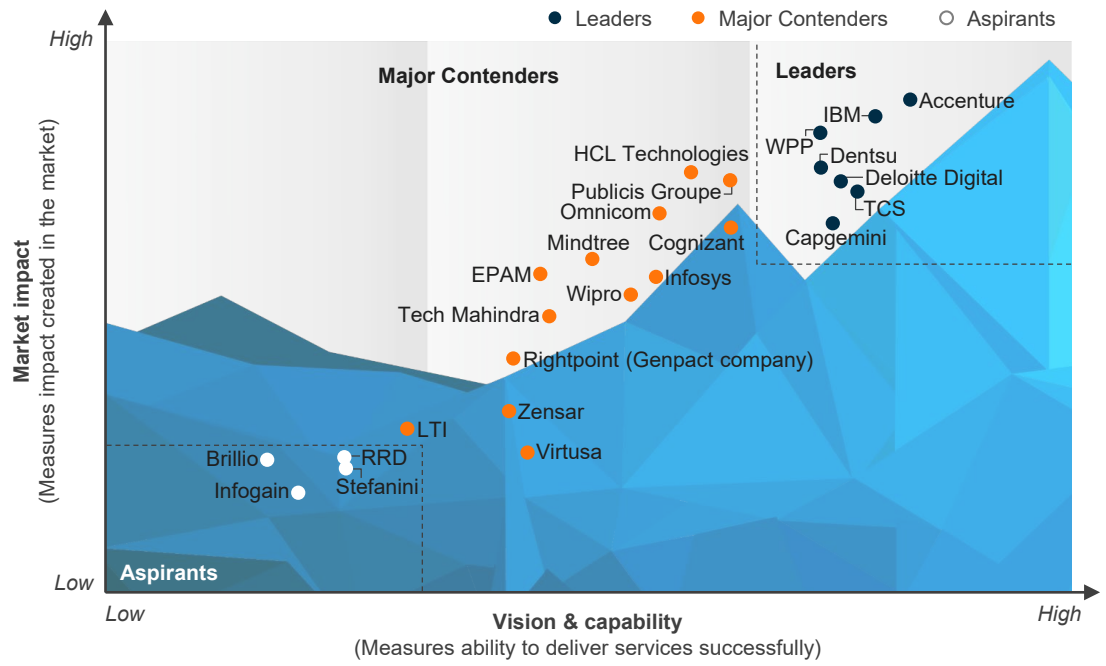
This report assesses the capabilities of 24 IT service providers/design agencies in delivering Adobe Services; below are three charts to illustrate the depth of the report

Adobe Services PEAK Matrix® Assessment 2022[1,2]



1 Assessment for Accenture, Publicis Groupe, WPP, Deloitte Digital, Omnicom, Wipro, Infosys, Tech Mahindra, Brillio, Stefanini, and Infogain 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 IBM, Cognizant, Dentsu, Capgemini, and RRD 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

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Source: Everest Group (2022)

Capability assessment

Illustrative example

Measure of capability: ◔ Low ● High

Providers	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

- Its client portfolio is evenly spread across all the major industries such as BFSI, manufacturing, retail, and healthcare
- It is a platinum partner with a global specialization in Adobe Experience Manager – sites
- Provider 1 has strong market proof points for delivery of Adobe transformations across all enterprise sizes

Limitations

- It needs to build a strong verticalization strategy by creating industry-specific propriety solutions for segments such as healthcare, retail, and BFSI
- It needs to take stronger client stories to the market to improve its branding in terms of Adobe capabilities

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Research calendar

Interactive Experience (IX) Services

Published | Planned | Current release

Reports title	Release date
Digital Experience Platform (DXP) Products PEAK Matrix® Assessment 2021	August 2021
Digital Experience Platform (DXP) Products Compendium 2021	September 2021
Digital Marketing's Reckoning with Privacy	October 2021
Digital Interactive Experience (IX) Services PEAK Matrix® Assessment 2022	February 2022
Digital Commerce Platform Trailblazers: Top 15 Start-ups Redefining Shoppable Experiences	March 2022
Digital Interactive Experience (IX) Services PEAK Matrix® Assessment 2022	February 2022
Digital Interactive Experience (IX) Service Provider Compendium 2022	March 2022
Emergence of CDPs: Charting the Path to Data-driven Personalization	July 2022
Adobe Services PEAK Matrix® Assessment 2022	**September 2022**
Digital Interactive Experience Services State of the Market report 2022	Q3 2022
Customer Journey Orchestration	Q3 2022
Digital Commerce Platform PEAK Matrix® Assessment 2022	Q4 2022
Experience Management	Q4 2022

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