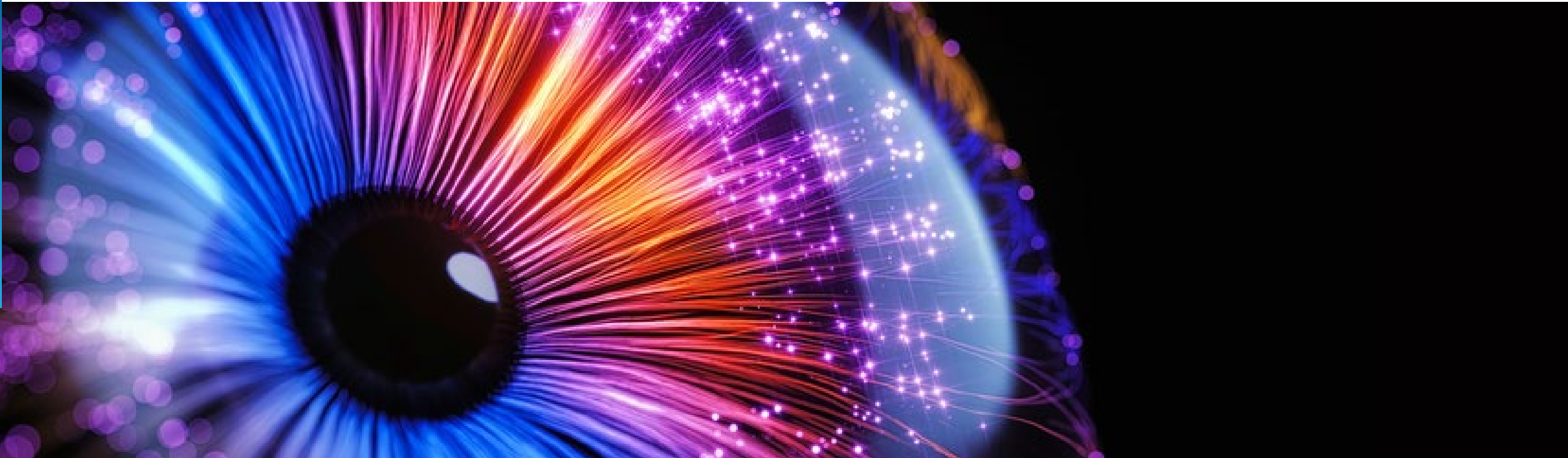


Adobe Services Provider Compendium 2023

November 2022: Complimentary Abstract / Table of Contents



Our research offerings

This report is included in the following research program(s):

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- ▶ Application Services
- ▶ Artificial Intelligence (AI)
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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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For more information on this and other research published by Everest Group, please contact us:

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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

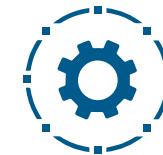
Scope of this report



Geography
Global



Providers
24



Services
Interactive Experience (IX)
Services

Adobe services PEAK Matrix Assessment | scope of the research

NOT EXHAUSTIVE

Adobe services

Adobe Creative Cloud

Solutions enabling breakthrough design and collaboration processes to deliver engaging customer experiences for any device or touchpoint and organize-and-share assets to work faster and help ensure brand consistency.

Adobe Experience Cloud

Connected suite of cross-channel, digital interactive experience solutions enabling enterprises to build lasting customer relationships through solutions catering to the entire sales and marketing journey.

Adobe Document Cloud

Enabling digital document management to accelerate the customer life cycle, improve employee productivity, and reduce costs.

Use-cases

Data insights and audiences	Customer journey mapping and orchestration	Campaign design, execution, optimization, and measurement	Media planning and buying	Lead generation and management	Customer life cycle automation
Engaging brand experiences	Content production, personalization, and performance	Commerce enablement	Marketing workflows	Creative asset security	Digital forms and signatures

The assessment will evaluate participants across the end-to-end adoption journey:

<h3>Strategy and planning</h3> <p>Strategy and roadmap formulation, product(s) selection, feasibility, and readiness assessments, integration strategy, governance, program management, and change management advisory and planning support</p>	<h3>Design, implementation, & activation</h3> <p>Requirements gathering technical and functional design, configuration design, workload migration, platform setup, customizations, application development and testing, integration, deployment, and activation</p>	<h3>Run and operate</h3> <p>Continuous updates to the implementation based on client and industry requirements. Services related to data migration, content creation, translation, new feature addition, and minor and major usability enhancements.</p>	<h3>Measurement, maintenance, and support</h3> <p>Performance measurement of solutions through lead generation effectiveness, marketing effectiveness etc. Help desk management, incident management, and compliance and regulatory support.</p>
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Custom solution development in collaboration with Adobe (joint GTMs / partnerships for products built on top of the Adobe platform)

The report includes detailed profiles of 24 Adobe services providers

Adobe Services Provider Compendium 2023

Provider | Adobe services profile (page 1 of 5)

Everest Group assessment – Level 1

Market impact

Market adoption	Portfolio mix	Value d

Strengths

- Provider has strengthened its existing Adobe platform capabilities, such as XYZ, that have contributed to the growth of Adobe Commerce, and Workfront capabilities for Provider.
- It has made significant investments in building robust digital experiences.
- Provider's XYZ framework leverages design thinking to create specific journeys to drive business impact.
- Its strong focus on talent is helping it remove barriers to entry in the Adobe ecosystem through several initiatives.
- Provider has demonstrated market proof points across various industries for Adobe product suite, with client testimonials.

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Adobe Services Provider Compendium 2023

Provider | Adobe services profile (page 2 of 5)

Overview

Vision for Adobe services: Provider has a vision of delivering digital experiences that strengthen the partnership with Adobe in terms of technology and business diversity initiatives.

Current partnership status with Adobe: Platinum

Number of Adobe certifications: XYZ

Delivery footprint

Region	Very Low (<10%)	Low (10-20%)
North America		
Europe		

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Adobe Services Provider Compendium 2023

Provider | Adobe services profile (page 3 of 5)

Case studies

Case study 1 Built globally consistent digital experiences

Business challenge
The client wanted to build a globally consistent digital engagement strategy.

Solution

- Provider built the multisite system on Adobe Experience Manager with a simplified design that leveraged a responsive design framework.
- To facilitate internal adoption of AEM, Provider also created content templates to streamline the content delivery process.
- Provider also built a digital asset library and designed a governance model for content across the client's digital ecosystem.

Impact

- Launched XYZ websites and delivered a consistent global experience across multiple languages.
- Improvement in content accessibility with integration services.
- Improved customer satisfaction.

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Adobe Services Provider Compendium 2023

Provider | Adobe services profile (page 4 of 5)

Solutions

Proprietary solutions (representative list)

Solution	Details
Solution 1	This solution provides a digital asset management system that leverages pre-built integrations with Adobe Experience Manager.
Solution 2	This solution enables a multisite system that allows users to manage content across multiple languages and regions.
Solution 3	This solution helps manage content across multiple languages and regions.
Solution 4	This solution has been used to build a full customer journey that leverages Adobe Experience Manager.
Solution 5	This is a connector for Adobe Experience Manager.
Solution 6	This solution leverages Adobe Experience Manager for content management.
Solution 7	This asset is a toolkit for managing content across multiple languages and regions.

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Adobe Services Provider Compendium 2023

Provider | Adobe services profile (page 5 of 5)

Investments

Key investment (representative list)

Investment	Details
Acquisitions	<ul style="list-style-type: none"> In XYZ year, acquired XYZ an Adobe Workfront consulting unit and assets, to further enhance its hybrid cloud and AI strategy. In XYZ year, acquired XYZ to help improve the online presence for XYZ & Adobe. In XYZ year, acquired XYZ a digital agency based out of Berlin. The company is present in German and European markets, and in addition to its digital offerings, it also brings relevant technical expertise in Adobe platforms.
Partnerships	<ul style="list-style-type: none"> Partnered with Adobe and XYZ company for delivering personalized experiences in customer journeys and for driving engagement, profitability, and loyalty. Partnered with XYZ, an Provider business for AI-powered weather data on Adobe Experience Platform. Partnered with XYZ for creating Provider Design Systems as a Service offering using Adobe XD, Adobe's experience design platform, to make it easier for global organizations to implement and manage a design system and help establish an enterprise operating model focused on driving collaboration across the organization. Built the XYZ framework in collaboration with Adobe for helping creative teams in managing image cataloging, versioning, language localization, and staying up to date with licensing terms and conditions. Technology collaboration with XYZ for an offering of Adobe Experience Manager on Provider Cloud for Financial Services for digital experience management with one of the first financial-services-ready public cloud.
Talent	<ul style="list-style-type: none"> XYZ program for students is an initiative by Provider in collaboration with Adobe to provide them with no-cost online coursework and digital badge credentials in the Adobe suite of products. Provider has partnered with Adobe for its XYZ program to empower women researchers and scientists in the fields of STEM (science, technology, engineering, and math).

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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 – Service Provider Compendium	March 2022
Emergence of CDPs: Charting the Path to Data-driven Personalization	July 2022
Adobe Services PEAK Matrix® Assessment 2023	September 2022
Adobe Services Provider Compendium 2023	November 2022
Customer Journey Orchestration	Q4 2022
Digital Commerce Platform PEAK Matrix® Assessment 2022	Q4 2022
Experience Management	Q4 2022

Note: [Click](#) to see a list of all of our published Interactive Experience (IX) Services reports



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