

# Application Automation Services PEAK Matrix® Assessment 2023

May 2023: Complimentary Abstract / Table of Contents



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- ▶ Google Cloud
- ▶ Healthcare Business Process
- ▶ Healthcare Information Technology
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- ▶ Insurance Business Process
- ▶ Insurance Information Technology
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- ▶ Multi-country Payroll
- ▶ Network Services and 5G
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- ▶ Process Mining
- ▶ Process Orchestration
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- ▶ Recruitment
- ▶ Retail and CPG Information Technology
- ▶ Retirement Technologies
- ▶ Revenue Cycle Management
- ▶ Rewards and Recognition
- ▶ SAP Services
- ▶ Service Optimization Technologies
- ▶ Software Product Engineering Services
- ▶ Supply Chain Management (SCM) Services
- ▶ Sustainability Technology and Services
- ▶ Talent Genius™
- ▶ Technology Skills and Talent
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## Background of the research

Application automation has become an essential means for enterprises looking to not only enhance their technology stack but also to stay competitive in today's market. As enterprises become technologically mature, they have realized the potential of application automation to increase productivity and efficiency spans the entirety of the application development life cycle, be it requirement gathering, application development & modernization, testing, application management, or DevOps. With a renewed focus on application automation, enterprises are looking for service providers who can help them cut through the clutter and achieve their automation goals.

To be effective, service providers need to understand enterprise aspirations and guide them through the automation journey from the current state to the desired state in a sequential, yet effective manner. This requires a proactive approach to identifying opportunities and proposing solutions that align with the enterprise's complex technology landscape and development practices.

In this research, we present an assessment of 25 application automation service providers featured on the application automation service PEAK Matrix®. The assessment is based on Everest Group's annual RFI process for the calendar year 2022, interactions with leading application automation service providers, client reference checks, and ongoing analysis of the application automation services market.

**This report includes the following 25 leading application automation services providers featured on the PEAK Matrix:**

- **Leaders:** Accenture, Capgemini, Cognizant, Infosys, TCS, and Wipro
- **Major Contenders:** Atos, Coforge, DXC Technology, Genpact, LTIMindtree, Marlabs, Mphasis, NTT DATA, SLK Software, Softtek, Tech Mahindra, Trianz, UST, and ValueMomentum
- **Aspirants:** 3i Infotech, Damco Solutions, Dexian IT Solutions, Trigent, and Wizeline

### Scope of this report



**Geography**  
Global



**Providers**  
25 leading application  
automation service providers



**Services**  
Application automation  
services

## Overview and abbreviated summary of key messages

Enterprises face intense competition in today's market, making it even more challenging to stand out. To enhance their technology stack and maintain competitiveness in the modern business environment, many organizations are investing in application automation. Consequently, these enterprises are actively seeking service providers who can assist them in automating their application development and management processes. In this research, we present an assessment and the detailed profiles of 25 application automation service providers featured on the application automation services PEAK Matrix® Assessment 2023.

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

### Application Automation Service providers

- Leading service providers have a strong delivery capability and a proven track record of delivering successful application automation projects across different industries and geographies. They have well-defined delivery models, processes, and tools to ensure efficient and effective project execution
- Service providers in the category of major contenders and aspirants have developed meaningful solutions, but their service portfolios and delivery capabilities are not as comprehensive and balanced as those of Leaders. They need to invest in enhancing their partnership with technology providers and focus on talent development initiatives to build a strong resource pool with advanced skillsets

### Key Drivers of Application Automation

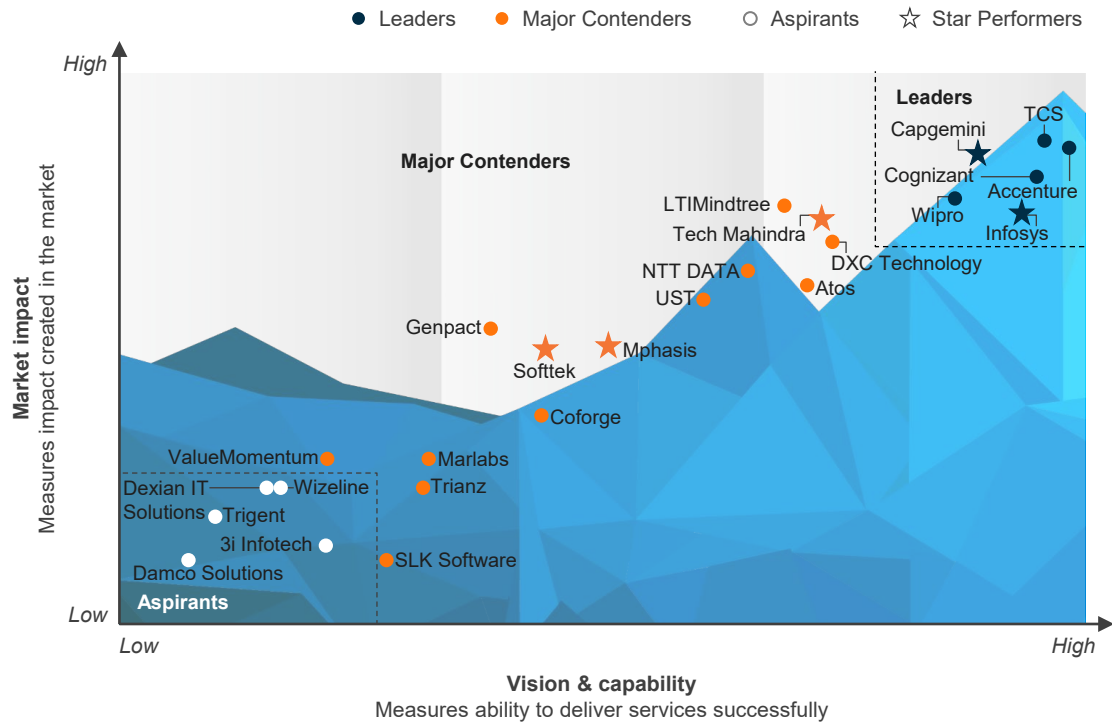
- The shift towards cloud computing has had a significant impact on the application automation market. Cloud-based platforms and tools provide scalability, flexibility, and cost-effectiveness for automation initiatives
- Service providers are capitalizing on this trend by offering cloud-based automation solutions and helping organizations migrate their applications to the cloud for seamless automation

### Leveraging technology providers

- Service providers are leveraging their partnerships with technology providers to augment their service capabilities by tapping onto multiple use cases solved by the technology platforms in the areas of requirement gathering, application development & modernization, testing, application management, and DevOps
- The market for application automation is continuously evolving with advancements in technologies such as generative AI, machine learning (ML), Low-Code No-Code (LCNC), and observability. Service providers are leveraging technology providers to adopt these technologies

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

Everest Group Application Automation Services PEAK Matrix® Assessment 2023



- 1 Assessments for Atos, Coforge, Damco Solutions, DXC Technology, Infosys, NTT DATA, SLK Software, Softek, Trianz, ValueMomentum, and Wipro 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 Analysis for Accenture includes partial inputs from the service provider, and is based on Everest Group's estimates that leverages its proprietary data assets, service provider public disclosures, and interaction with buyers
- Source: Everest Group (2023)

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**

- Clients will benefit from provider's comprehensive solution portfolio in the application automation services space; this is further enhanced by provider's continued investments in solutions and systems as well as its strong partnership network
- Enterprise clients have highlighted provider's technical expertise and domain knowledge as key strengths

**Limitations**

- Provider can better optimize its onshore-offshore mix as majority of its resources are highly concentrated in offshore locations thus leading to less client proximity
- Some clients have highlighted that the provider can improve its resource management by having an optimum mix of people with expertise in both legacy and modern technologies

# Research calendar

## Application Services

■ Published
 ■ Planned
 ■ Current release

Reports title	Release date
Future of Enterprise Quality	January 2023
Webinar Deck: Sustainability in the New Year: Follow Through on Resolutions for People and the Planet	February 2023
Hitting the Bullseye: Getting Multi-cloud Application Development Right	April 2023
Low-code Application Development Services PEAK Matrix® Assessment 2023	April 2023
<b>Application Automation Services PEAK Matrix® Assessment 2023</b>	<b>May 2023</b>
Sustainability in Software - Paving the Way for a Greener IT Landscape	Q2 2023
Agile Consulting Trailblazers 2023	Q2 2023
Application Automation Services – Provider Compendium 2023	Q2 2023
Low-code Application Development Services – Provider Compendium 2023	Q2 2023
Design and Prototyping Platforms Trailblazers	Q2 2023
Application Services State of the Market 2023	Q2 2023
Quality Engineering (QE) Specialist Services PEAK Matrix® Assessment 2023	Q3 2023
Next-Generation Quality Engineering (QE) Services PEAK Matrix® Assessment 2023	Q3 2023
Quality Engineering (QE) Services – Provider Compendium 2023	Q3 2023
Low-code Application Development Platforms PEAK Matrix® Assessment 2023	Q3 2023
Quality Engineering (QE) State of the Market 2023	Q4 2023
Application Transformation Services PEAK Matrix® Assessment 2023	Q4 2023

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