Digital Transformation Consulting Services PEAK Matrix® Assessment 2023

March 2023: Complimentary Abstract / Table of Contents

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Introduction

The COVID-19 pandemic has accelerated digital transformation considerably. Enterprises are investing heavily to drive customer experience, process and cost optimization, growth, and sustainability across organizations. Historically, enterprises have received subdued returns from digital transformation initiatives. Consulting emerged as a key aspect of the digital transformation value chain as enterprises understood that a clear vision and strategy are quintessential for the success of digital transformation initiatives. Amid huge demand and the involvement of technology in the transformation journey, enterprises have started looking beyond traditional consulting offerings. Now, enterprises are searching for service providers that can guide them to outline a digital vision and roadmap along with being able to drive innovation with actual value realization.

This research presents an assessment of 14 service providers featured on the Digital Transformation Consulting 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 RFI process for the calendar year 2023, interactions with leading Digital transformation consulting services providers, client reference checks, and ongoing analysis of the Digital transformation consulting services market.

This report includes the profiles of the following 14 leading services providers featured on the Digital Transformation Consulting Services PEAK Matrix:

- **Leaders:** Accenture, Capgemini, IBM, Infosys, and TCS
- **Major Contenders:** Atos, Cognizant, Globant, HCLTech, LTIMindtree, NTT DATA, and Tech Mahindra
- **Aspirants:** Birlasoft and SoftServe

Scope of this report

Geography
Global

Providers
14 leading Digital transformation consulting services providers

Services
Digital services

Overview and abbreviated summary of key messages

This report examines the digital transformation consulting services provider landscape. It focuses on service provider position, assessment of the provider capabilities, and key strengths and limitations of these service providers. It also identifies the key implications of the research findings for buyers and service providers.

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

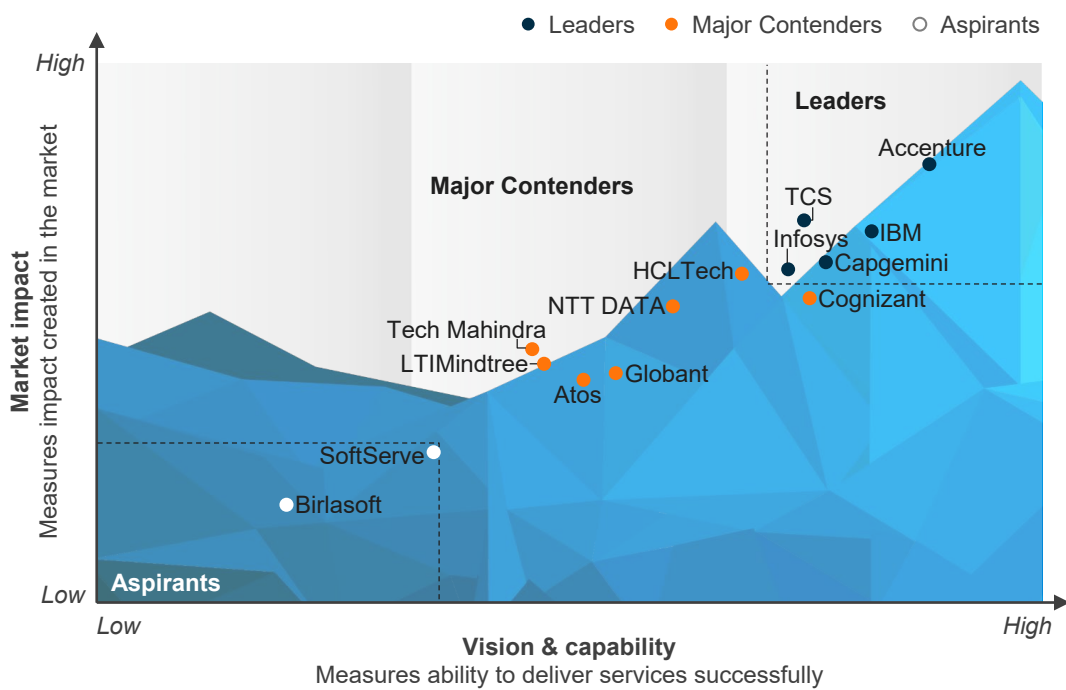**Digital transformation consulting service provider capability**

- Digital transformation consulting service providers can be classified into Leaders, Major Contenders, and Aspirants on a capability-market-share matrix
- Accenture, Capgemini, IBM, Infosys, TCS are the Leaders in this digital transformation consulting services PEAK Matrix assessment with several IT service providers emerging as Major Contenders

Service provider characteristic

- Leaders display a strong consulting capability to successfully navigate through complex transformation and deliver services across the digital transformation consulting value chain underpinned by their strong global footprint
- Leaders have a quality talent pool that is experienced and versatile, and they invest heavily in talent development and management initiatives
- Leaders have a matured, monetizable, and diverse set of solutions, IPs, and frameworks across the consulting value chain to accelerate time-to-market for their clients
- Major contenders are making continued investments in building consulting-specific proprietary tools, solutions, and accelerators across the value chain and leveraging them across industries to enhance their services delivery capabilities
- Major contenders are taking a balanced organic and inorganic approach to fill the gaps across their digital transformation consulting services portfolio and to further improve their global delivery footprint
- Major contender have a strong focus on developing talent, investing in building consulting culture across the organization, and on a consulting-focused go-to-market strategy
- Aspirants are either focused on a certain region(s) or vertical(s) or currently have a relatively small digital transformation consulting practice
- Aspirants have developed a diverse set of consulting-focused IPs, solutions, and assessment frameworks across verticals and technologies
- Aspirants are investing in talent upskilling and cross-skilling and through the certification of their talent to build robust consulting capabilities
- Aspirants adopted an organic growth strategy to grow their consulting practice by setting up new practice lines, CoEs, and innovation labs

This study offers three distinct chapters providing a deep dive into key aspects of digital transformation consulting services market; below are three charts to illustrate the depth of the report

Digital Transformation Consulting Services PEAK Matrix® Assessment 2023[1,2,3]

Illustrative example

● Leaders   ● Major Contenders   ○ Aspirants

Market impact
Measures impact created in the market

High

Low

Leaders

Accenture

TCS

Infosys   ●IBM

HCLTech   Capgemini

NTT DATA   Cognizant

Major Contenders

Tech Mahindra

LTIMindtree

Atos   Globant

SoftServe

Birlasoft

Aspirants

Low   High

Vision & capability
Measures ability to deliver services successfully

1. Assessments for Accenture, IBM, and Capgemini exclude 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 Atos 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
3. Assessment reflects the digital transformation consulting capabilities of IT services providers

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

- Provider 1, has a strong partner ecosystem, underpinned by its alliance with hyperscalers, technology vendors, academic institutions, and start-ups, which helps it deliver complex client-specific solutions
- It has developed monetizable consulting-focused tools aligned to different industries, technologies, and accelerators to expedite the time-to-market for the solution

Limitations

- Provider 1 can further improve documentation, knowledge, and skills transfer with the client and enhance the digital preparedness of client beneficiaries involved in the engagements
- It can tap more market share by expanding its offerings across the energy and utilities and travel & transport sectors

Research calendar
Digital Services

Reports title	Release date
Metaverse Primer: What Is It and Where Can It Be Used?	March 2022
Moving Toward Scaled, Successful, and Sustained Digital Transformation	May 2022
Technology as a Strategic Differentiator in an Organization's Growth	June 2022
Digital Twin Services PEAK Matrix® Assessment 2022	July 2022
Systems of Growth – Building a Platform-based Operating Model to Innovate and Differentiate at Enterprise Speed and Scale	July 2022
Digital Twin Services Provider Compendium 2022	August 2022
Web 3.0 Trailblazers – the Top Start-ups Building the Next Generation of the Internet	October 2022
Exponential Technology Radar 2023: Picking the Right Battles	February 2023
Digital Transformation Consulting Services PEAK Matrix® Assessment 2023	**March 2023**
Enterprise Services Blockchain PEAK Matrix® Assessment 2023	Q1 2023
State of the Market – Digital Services	Q1 2023
Digital Twin services PEAK Matrix® Assessment 2023	Q2 2023
Tech Radar 2023 – Technology and Trends Shaping the Future of Supply Chain	Q2 2023
Enterprise Extended Reality & Metaverse Services PEAK Matrix® Assessment 2023	Q3 2023
Enterprise Extended Reality & Metaverse Services Providers Compendium	Q3 2023

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