

# Digital Transformation Consulting Services – Provider Compendium 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® Assessment 2023](#), 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

# The Digital Transformation Consulting Services Provider Compendium – 2023 report has over 14 provider profiles

Digital Transformation Consulting Services – Provider Compendium 2023

## Provider 1 | digital transformation consulting services profile (page 1 of 4)

### Overview

#### Digital transformation consulting services vision

Provider 1 combines deep industry expertise, advanced analytics capabilities, and consulting support for enterprises to navigate this reinvented industry expertise, unparalleled insights, actionable recommendations, and unlock 360° value across organizations.

#### Overall digital transformation consulting services revenue

<US\$100 million	US\$100-200 million	US\$200-500 million	>US\$500 million
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#### Overview of services

Provider 1 is structured to provide effective digital transformation consulting services through a combination of cross-functional teams, a global delivery network, innovative expertise. Provider 1 provides end-to-end digital consulting services, including strategy consulting, technology consulting, operating model transformation, and change management.

Digital Transformation Consulting Services PEAK Matrix® Assessment 2023

## Provider 1 | digital transformation consulting services profile (page 2 of 4)

### Case studies and partnerships

#### Case study 1 First-class ticket to tomorrow

**Business challenge**  
The client wanted to address the increasing expectations of customers for personalized experiences. The client was building a vision of a digital transformation strategy, operations, and enterprise.

**Solution**  
Defined the program dimensions, building the business case, and developed a focus on customer experience. Provider 1 suggested Adobe's suite of Experience Cloud was also identified as a key component of the transformation. Included Adobe Target for testing and personalization, Adobe Campaign for Experience Manager for efficient creation of engaging content.

- Impact**
- Delivered 15% year-on-year digital sales growth
  - New business processes now enable rapid prototyping and user testing
  - New operating model for digital marketing leveraging Adobe Campaign for effective email marketing campaigns and year-on-year sales growth

#### Partnerships (representative list)

Partners	Details
Partnership 1	Partnered with start-ups to strengthen digital marketing capabilities
Partnership 2	Collaborated with hyperscalers to enhance cloud capabilities
Partnership 3	Partnered with ERP platforms to optimize business processes

Digital Transformation Consulting Services PEAK Matrix® Assessment 2023

## Provider 1 | digital transformation consulting services profile (page 3 of 4)

### Capabilities and investments

#### Proprietary solutions/IP (representative list)

Solution	Details
Solution 1	Provides a suite of tools and services to provide a comprehensive view of customer experience
Solution 2	Provider 1 MyWizard is designed to streamline the customer journey
Solution 3	SynOps orchestrates the optimization of customer experiences
Solution 4	Tool to collect mission, business goals, and customer insights
Solution 5	Provider 1 Real-time Analytics provides insights and decision-making capabilities

#### Recent investments (representative list)

Investment	Details
Funding	It invested in Pixxel to offer the best customer experience. Provider 1 has made a strategic investment in Pixxel.
Acquisition	Provider 1 acquired The Beach Group. Provider 1 acquired MacGregor. Provider 1 expanded its supply chain. Provider 1 acquired leading capabilities in the industry.

Digital Transformation Consulting Services PEAK Matrix® Assessment 2023

## Provider 1 | digital transformation consulting services profile (page 4 of 4)

### Everest Group assessment – Leader

Measure of capability:

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 and has invested heavily in building pre-configured, industry-specific solutions to expedite time-to-market and offer deep domain capabilities
- It is a relevant service provider for large enterprises (annual revenue >US\$5 billion) seeking end-to-end digital transformation consulting services for complex, multi-continent engagements
- It has invested heavily in acquiring firms to enhance its offerings in sustainability, supply chain, and manufacturing
- Provider 1 has a strong global footprint with an optimized split between onshore, offshore, and nearshore resources

#### Limitations

- Enterprises view Provider 1 as a premium player, which restricts its ability to serve small to midsize buyer segments and cost-conscious clients
- Its buyer spread is skewed toward North America, Europe, and the APAC regions; enterprises in the LATAM and the Middle East regions are advised to further evaluate its delivery capabilities

# Research calendar

## Digital Services

■ Published
 ■ Planned
 ■ Current release

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
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
<b>Digital Transformation Consulting Services – Provider Compendium 2023</b>	<b>March 2023</b>
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 2023	Q3 2023

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