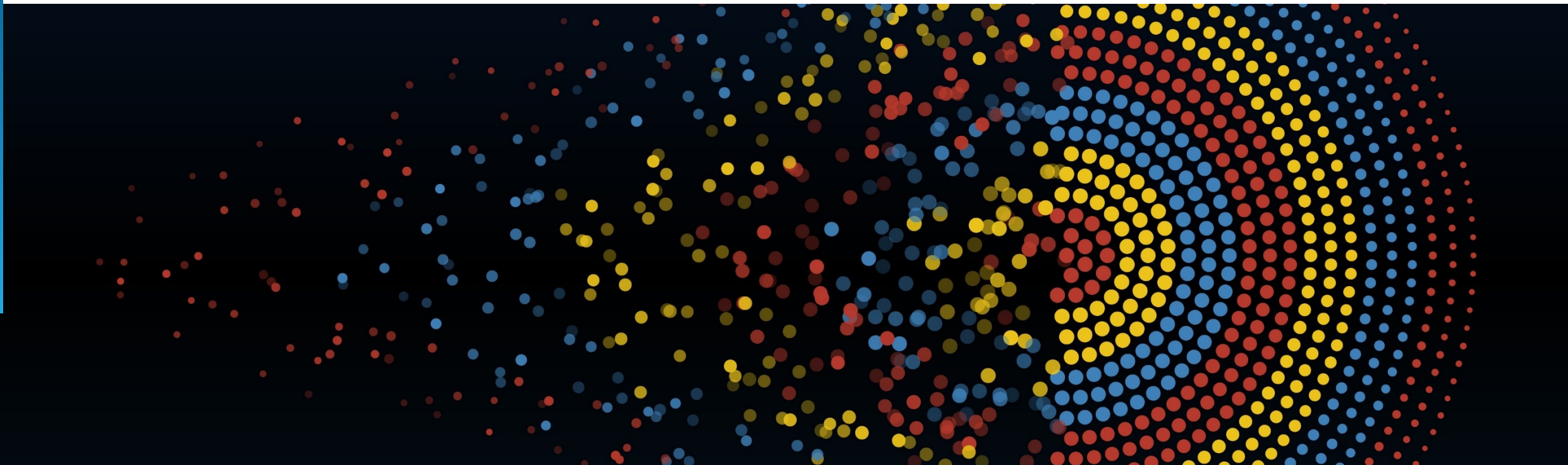


Advanced Analytics and Insights (AA&I) Services PEAK Matrix® Assessment 2023

February 2023: Complimentary Abstract / Table of Contents



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Introduction

Global macroeconomic conditions indicate the rising probability of a recession. Despite the resulting cost pressures, enterprise demand for AA&I services is rising as enterprises realize that data-driven solutions focused on cost optimization and building competitive advantage are critical to tackle and survive the slowdown. The need for agile, data-driven decision-making has placed advanced analytics as an essential navigation tool. D&A service providers including IT/BPO firms and consulting players offering a rich set of AA&I capabilities, domain expertise, and off-the-shelf accelerators, can help enterprises reduce time-to-value and achieve business outcomes through coherent and enterprise-wide data-driven decision-making.

In this context, we present an assessment of 31 service providers featured on the AA&I services PEAK Matrix® 2023. Each service provider profile provides a comprehensive picture of its services focus through a snapshot of its relative capabilities across assessment parameters, key strengths, and areas of improvement, as assessed by Everest Group. The assessment is based on Everest Group's annual RFI process for the calendar year 2021, interactions with leading AA&I service providers, client reference checks, and ongoing analysis of the AA&I services market (refer to page 8 for key sources of information).

Everest Group has employed the following exclusion criterion before assessing service providers in the AA&I PEAK Matrix® assessment:

- The service provider should have a separate team and dedicated leadership for its AA&I services
- With reference to our AA&I Services Framework (page 10), the service provider should have meaningful presence across all value chain segments
- The service provider must have substantial annual revenue from its AA&I services practice
- Only broad-based players have been included in this report; analytics specialists have been excluded from this assessment and have been covered as a part of a separate PEAK assessment

This report includes the profiles of the following 31 leading AA&I service providers featured on the AA&I services PEAK Matrix®:

- **Leaders:** Accenture, Capgemini, Cognizant, Deloitte, EXL, Genpact, IBM, Infosys, TCS, and Wipro
- **Major Contenders:** Atos, Brillio, Coforge, DXC Technology, EY, HCLTech, Infogain, KPMG, LTI, Mindtree, Mphasis, NTT DATA, PwC, Tech Mahindra, Virtusa, WNS, and Zensar
- **Aspirants:** Birlasoft, DMI, Stefanini, and UST

Scope of this report



Geography
Global



Providers
31 leading AA&I service providers



Services
AA&I services (refer to page 10 for scope of the research)

Overview and abbreviated summary of key messages

This report examines the global Advanced Analytics & Insights (AA&I) services market and evaluates the positioning of service providers on the Everest Group PEAK Matrix®. It provides insights into the changing market dynamics, service provider delivery capabilities, and Everest Group's remarks on service providers' key strengths and limitations.

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

Introduction and overview

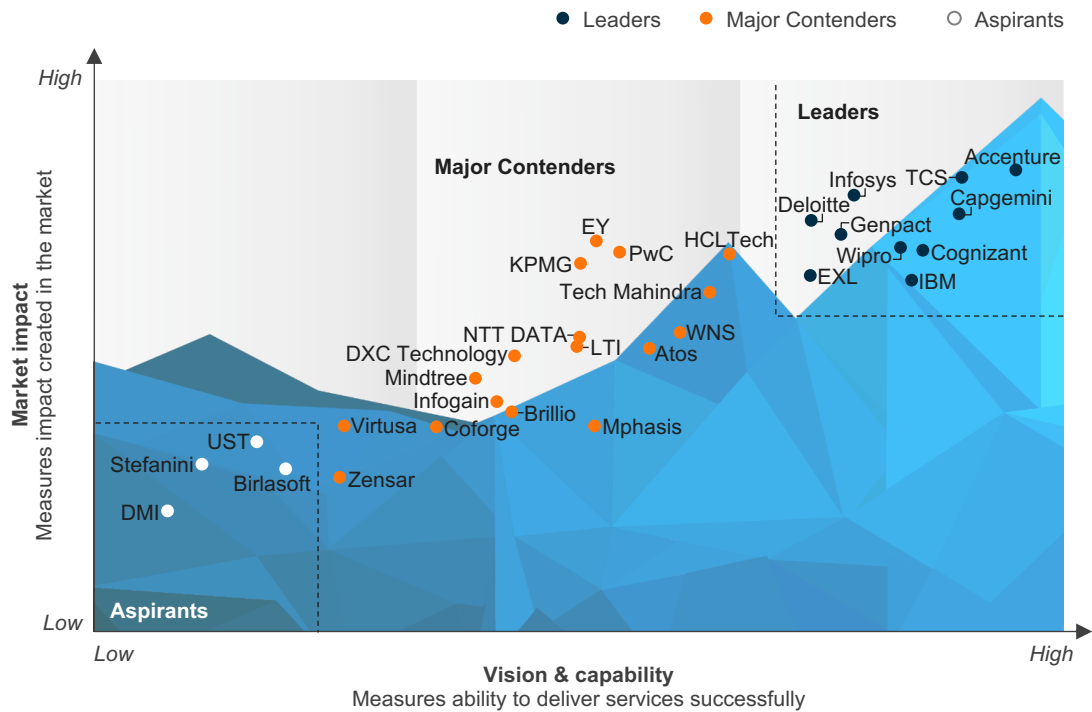
- Global macroeconomic conditions indicate the rising probability of a recession. Despite the resulting cost pressures, enterprise demand for AA&I services is rising as enterprises realize that data-driven solutions focused on cost optimization and building competitive advantage are critical to tackle and survive the slowdown
- The need for agile, data-driven decision-making has placed advanced analytics and insights as an essential navigation tool

Service provider characteristics

- Accenture, Capgemini, Cognizant, Deloitte, EXL, Genpact, IBM, Infosys, TCS, and Wipro are the current leaders in the global AA&I services market, with several other service providers emerging as major contenders and aspirants
- Leaders have displayed a vision focused on driving business outcomes through AA&I services for their customers. They are at the forefront of innovation and driving change with thought leadership, partnerships, and internal investments in emerging themes such as MLOps, responsible AI, edge cloud computing, no-code/low-code solutions, and data marketplaces
- Major Contenders have shown high confidence in their sweet spots within the AA&I stack. They have a strong base of satisfied clientele within these areas. They have the vision to develop full services play and are investing in talent development programs, acquisitions, IP building, and a partnership ecosystem to enable the same
- Aspirants are aiming to focus on creating solutions beyond niche areas; most engagements are based on flagship tools and solutions

This study offers two distinct chapters providing a deep dive into key aspects of AA&I services market; below are three charts to illustrate the depth of the report

Everest Group AA&I Services PEAK Matrix® Assessment 2023^{1,2,3,4}



1 Assessments for DMI, Deloitte, DXC Technology, EY, IBM, Infosys, KPMG, NTT DATA, and PwC exclude service provider inputs on this study, and are based on Everest Group's estimates that leverage its proprietary Transaction Intelligence (TI) database, ongoing coverage of service providers' public disclosures, and interaction with buyers. For these companies, Everest Group's data for assessment may be less complete

2 Assessment for Atos is based on partial inputs provided by service providers and is also based on Everest Group's estimates that leverage its proprietary Transaction Intelligence (TI) database, ongoing coverage of service providers' public disclosures, and interaction with buyers. For these companies, Everest Group's data for assessment may be less complete

3 Analysis for LTI and Mindtree is based on capabilities before their merger

4 Everest Group takes its confidentiality pledge very seriously. Any information we collect that is contract specific will only be presented back to the industry in an aggregated fashion

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

- Provider 1 leverages its technology-led suite of IP portfolio, domain expertise, and outcome-based pricing constructs to offer stand-alone and embedded analytics services to its clients
- Referenced clients appreciate the flexibility that it offers in contracting and pricing and also cite that it was a key reason for them to avail its services

Limitations

- Referenced clients suggest that provider 1 has not taken upfront measures to anticipate technical difficulties and plan its resource deployment accordingly
- Enterprises engaging with provider 1 typically bear a premium in prices and there is a lack of transparency in commercial terms when compared with its peers

Research calendar

Data and Analytics

■ Published
 ■ Planned
 ■ Current release

Reports title	Release date
Data and Analytics (D&A) Services PEAK Matrix® Assessment 2022	August 2022
Machine Learning Operations (MLOps) – Technology Provider Landscape with Products PEAK Matrix® Assessment 2022	September 2022
Reimagining Data Sourcing and Consumption to Maximize Business Value	October 2022
The War for Talent in Data, Analytics, and AI (DAAI): Finding the Ideal Operating Model for Organizations	November 2022
The Era of Multi-cloud and Associated Data Challenges	November 2022
Decoding the Data Privacy Regulatory Landscape	November 2022
Data and Analytics (D&A) Provider Compendium 2023	November 2022
Analytics and AI Services Specialists PEAK Matrix® Assessment 2022	December 2022
Advanced Analytics and Insights (AA&I) Services PEAK Matrix® Assessment 2023	February 2023
Analytics and AI Services Specialists Compendium 2023	Q1 2023
Data Fabric and Mesh: New Paradigms in Enterprise Data Management	Q1 2023
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