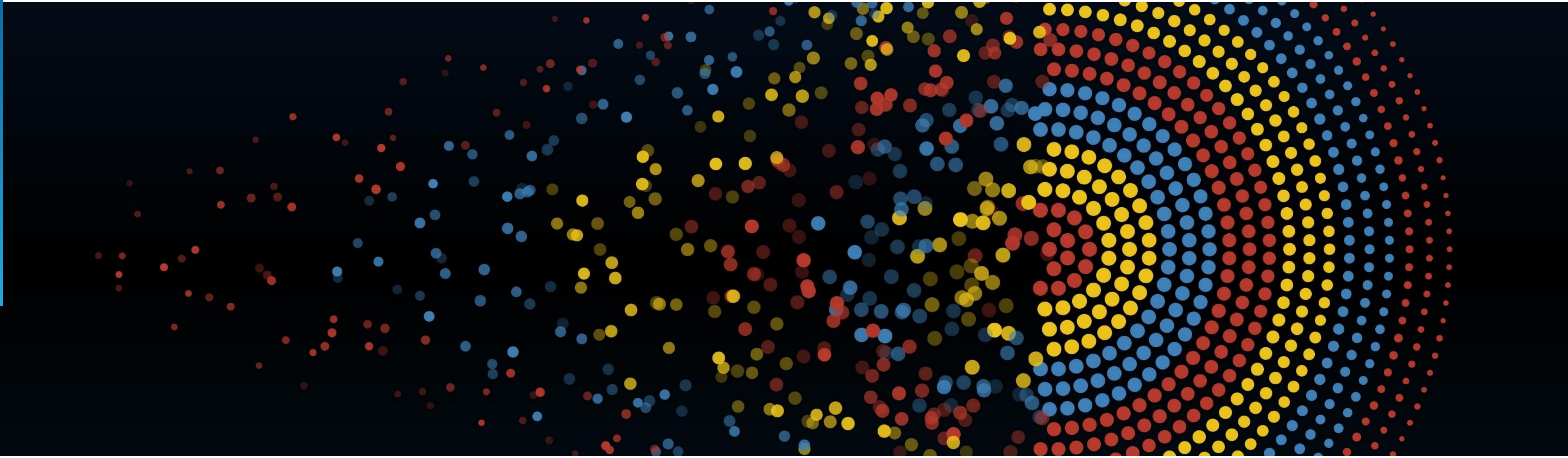
Everest Group®

Provider Compendium | Data and Analytics

Data and Analytics (D&A) Services – Provider Compendium 2023 – Update

November 2023: Complimentary Abstract / Table of Contents



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For more information on this and other research published by Everest Group, please contact us:

Vishal Gupta, Vice President

Arpit Mehra, Practice Director

Rohit Gupta, Senior Analyst

Pravina Jayaraman, Senior Analyst

Rashi Garg, Senior Research Specialist

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Introduction

Enterprises are struggling to strike the right balance between value realization and experimentation through their D&A investments. While RoI and direct business outcomes from D&A initiatives are becoming key priorities for enterprises, the emergence of technologies such as generative AI is pushing enterprises to experiment and build a solid data foundation to enable these technologies. Service providers with their recent investments in next-generation technologies and transition toward driving direct business value for clients can help enterprises navigate the dichotomy in the market successfully.

In this research, we present an assessment and detailed profiles of 27 service providers featured on the D&A services PEAK Matrix®. Each provider profile provides a comprehensive picture of its strengths and limitations. The assessment is based on Everest Group's annual RFI process for calendar year 2023, interactions with leading D&A service providers, client reference checks, and an ongoing analysis of the D&A services market.

This report includes the profiles of the following 27 leading D&A service providers featured on the D&A services PEAK Matrix®:

- **Leaders:** Accenture, Capgemini, Cognizant, Deloitte, IBM, Infosys, TCS, and Wipro
- **Major Contenders:** DXC Technology, EPAM, Eviden – an Atos business, EXL, EY, Genpact, HCLTech, KPMG, Kyndryl, LTIMindtree, Mphasis, NTT DATA, Persistent Systems, PwC, Tech Mahindra, and WNS
- **Aspirants:** Stefanini, UST, and Virtusa

Scope of this report

Geography
Global

Providers
27 leading D&A service providers

Services
D&A services (refer to page 10 for scope of the research)

Overview and abbreviated summary of key messages

This report examines the global Data and Analytics (D&A) services market and evaluates the positioning of the 27 providers featured on D&A services PEAK Matrix® 2023. It provides a comprehensive view of geography focus, industry focus, buyer size, delivery locations, key intellectual property (IP), partnerships, investments, and case studies of each provider

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

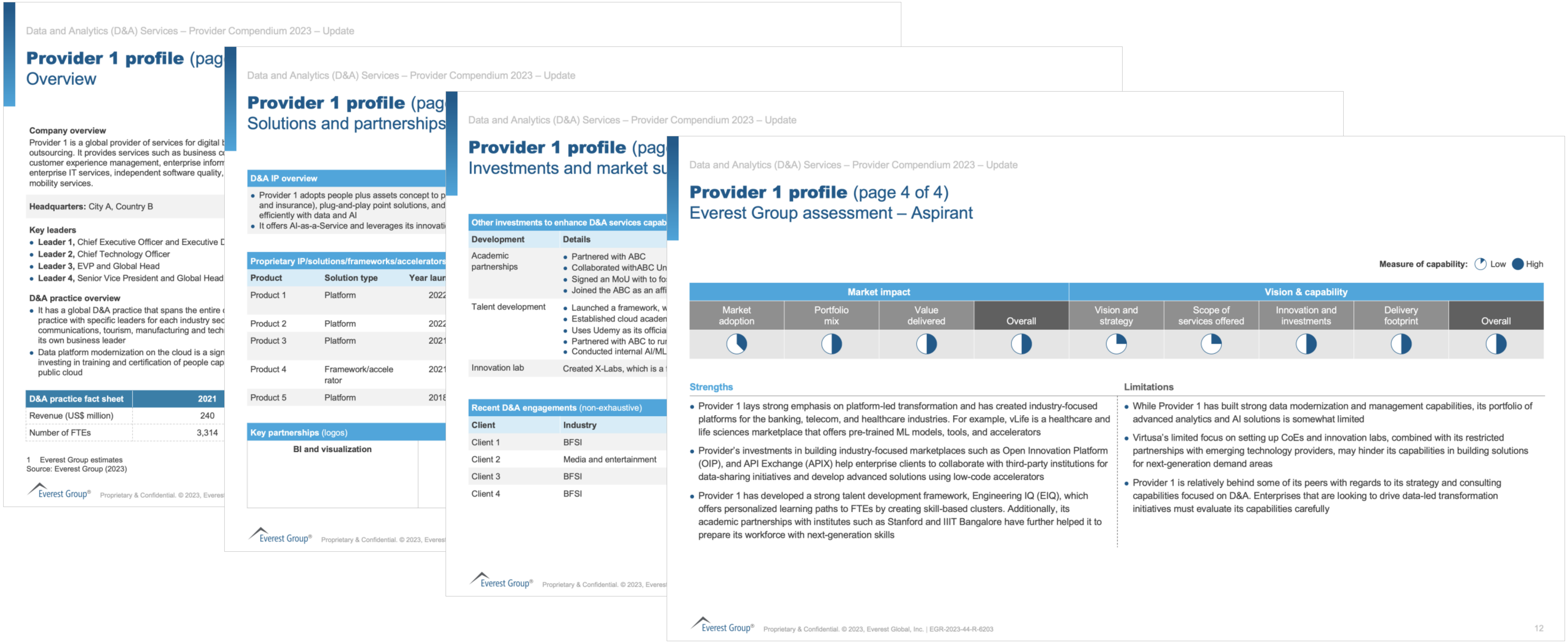
D&A services market overview

- Based on the extent of capability development and service providers' sweet spots within the integrated approach, we see five segments of D&A service providers (further examined in the full report)
- With D&A services growth outpacing the broader IT services market, it is becoming a key contributor to the overall revenue for global System Integrators (SI)
- Despite challenges in the market, enterprises remain steadfast in allocating ample budgets for D&A initiatives. The D&A services market is expected to continue in its strong double-digit growth trajectory in the upcoming years
- Prior experience working with service providers, domain or business expertise, and price competitiveness are the top parameters that enterprises are taking into consideration while selecting a service provider

Service provider characteristics

- Accenture, Capgemini, Cognizant, Deloitte, IBM, Infosys, TCS, and Wipro are the current leaders in the global D&A services market, with several other service providers emerging as major contenders and aspirants
- Leaders are at the forefront of innovation and driving change with organic and inorganic investments, thought leadership, and partnerships. They have also invested in building structured internal talent development programs to ensure the availability of skilled talent
- Major Contenders have shown high confidence in their sweet spots within the D&A stack. They also 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 focusing on creating solutions beyond their niche areas of expertise and pro-actively investing in upgrading their flagship proprietary offerings to drive D&A engagements

The Data and Analytics (D&A) Services – Provider Compendium 2023 has 27 provider profiles



Research calendar

Data and Analytics

Published | Planned | Current release

Reports title	Release date
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
Data and Analytics (D&A) Provider Compendium 2023	November 2022
The Era of Multi-cloud and Associated Data Challenges	November 2022
The War for Talent in Data, Analytics, and AI (DAAI): Finding the Ideal Operating Model for Organizations	November 2022
The Success Formula In a Maturing BFS D&A Market – A Guide to How BFS Firms Are Building Data-driven Intelligent Operations	May 2023
Data Observability: Unleashing the True Potential of Data	September 2023
Data and Analytics (D&A) Services PEAK Matrix® Assessment 2023	September 2023
Data and Analytics (D&A) Service – Provider Compendium 2023 – Update	**November 2023**
Modern Data Platforms (MDPs) – Fueling the Next Phase of Digital Transformation	Q4 2023
Hot Trends in Data and Analytics (D&A) – State of the Market 2023	Q4 2023
Data and Analytics (D&A) Services for Mid-market Enterprises PEAK® Matrix Assessment 2023	Q4 2023
Cloud Data Modernization – What is Next?	Q4 2023
Data Observability Technology Provider PEAK Matrix® Assessment 2024	Q1 2024

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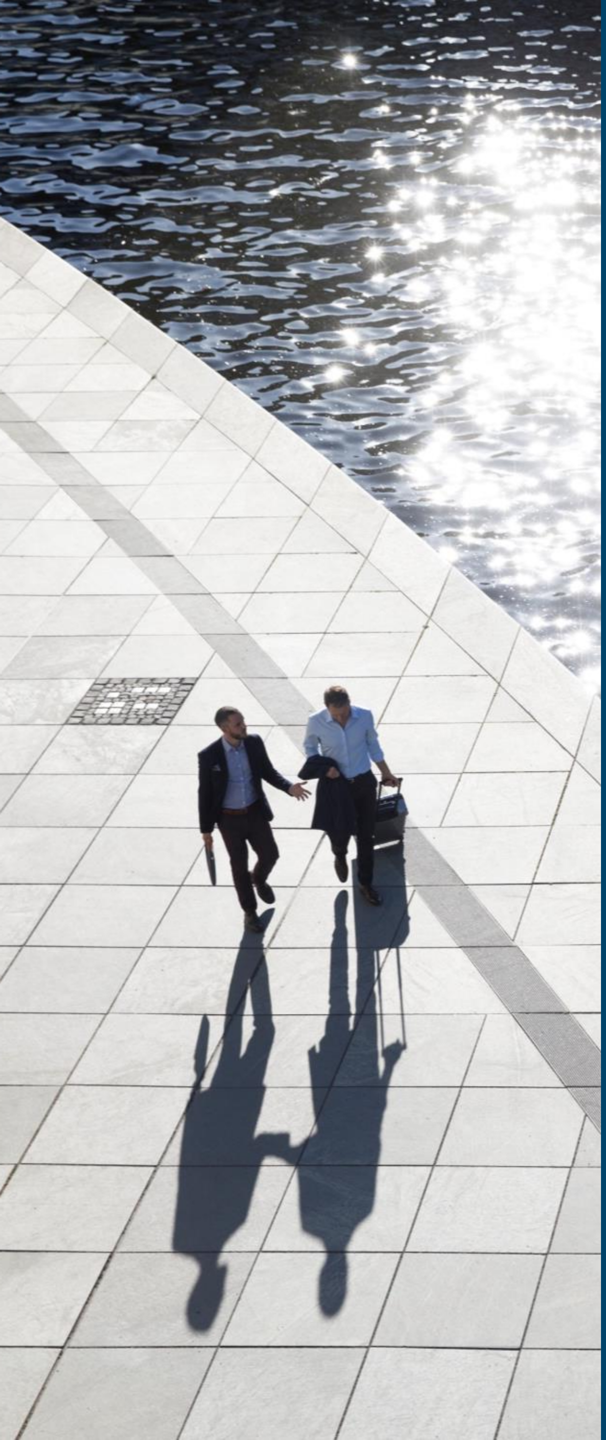

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Stay connected

Dallas (Headquarters)
info@everestgrp.com
+1-214-451-3000

Bangalore
india@everestgrp.com
+91-80-61463500

Delhi
india@everestgrp.com
+91-124-496-1000

London
unitedkingdom@everestgrp.com
+44-207-129-1318

Toronto
canada@everestgrp.com
+1-214-451-3000

Website
everestgrp.com

Social Media
@EverestGroup
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