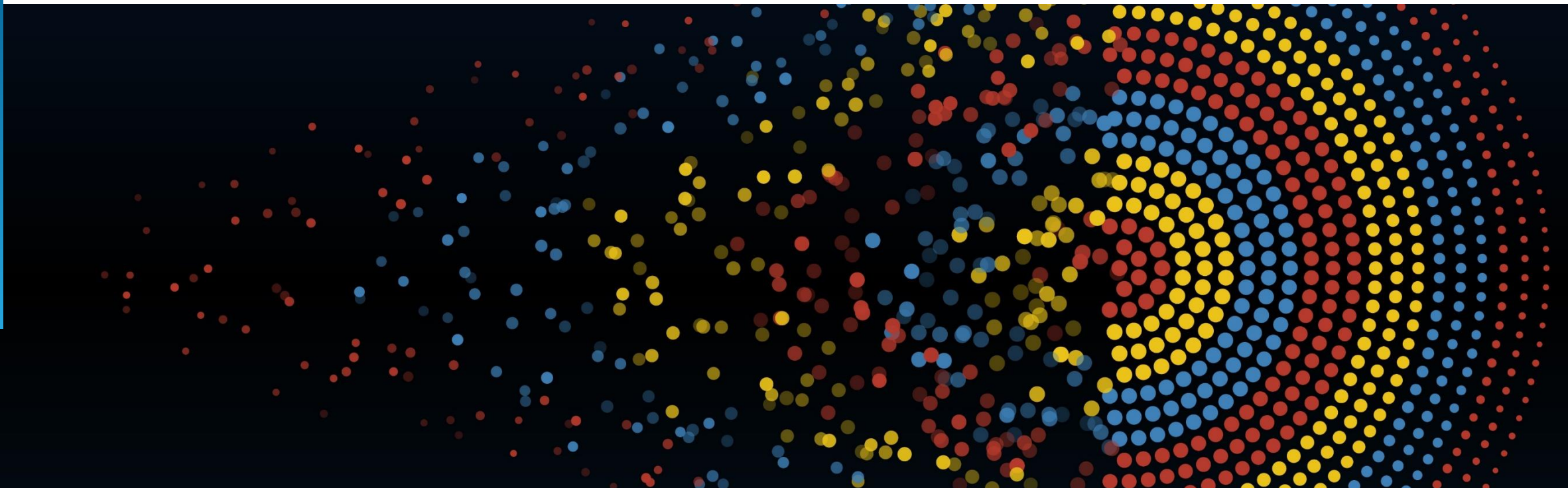


Data and Analytics (D&A) Services – Provider Compendium 2023 – Update

November 2023: Complimentary Abstract / Table of Contents



Our research offerings

This report is included in the following research program(s):

Data and Analytics

- ▶ Amazon Web Services (AWS)
- ▶ Application Services
- ▶ Artificial Intelligence (AI)
- ▶ Asset and Wealth Management
- ▶ Banking and Financial Services Business Process
- ▶ Banking and Financial Services Information Technology
- ▶ Catalyst™
- ▶ Clinical Development Technology
- ▶ Cloud and Infrastructure
- ▶ Contingent Staffing
- ▶ Contingent Workforce Management
- ▶ Customer Experience Management Services
- ▶ CX Excellence
- ▶ CXM Technology
- ▶ Cybersecurity
- ▶ Data and Analytics
- ▶ Digital Adoption Platforms
- ▶ Digital Services
- ▶ Digital Workplace
- ▶ Employee Experience Management (EXM) Platforms
- ▶ Employer of Record (EOR)
- ▶ Engineering Research and Development
- ▶ Enterprise Platform Services
- ▶ Exponential Technologies
- ▶ Finance and Accounting
- ▶ Financial Services Technology (FinTech)
- ▶ GBS Talent Excellence
- ▶ Global Business Services
- ▶ Google Cloud
- ▶ HealthTech
- ▶ Human Resources
- ▶ Insurance Business Process
- ▶ Insurance Information Technology
- ▶ Insurance Technology (InsurTech)
- ▶ Insurance Third-Party Administration (TPA) Services
- ▶ Intelligent Document Processing
- ▶ Interactive Experience (IX) Services
- ▶ IT Services Excellence
- ▶ IT Talent Excellence
- ▶ Life Sciences Business Process
- ▶ Life Sciences Commercial Technologies
- ▶ Life Sciences Information Technology
- ▶ Locations Insider™
- ▶ Marketing Services
- ▶ Market Vista™
- ▶ Microsoft Azure
- ▶ Microsoft Business Application Services
- ▶ Modern Application Development (MAD)
- ▶ Mortgage Operations
- ▶ Multi-country Payroll
- ▶ Network Services and 5G
- ▶ Oracle Services
- ▶ Outsourcing Excellence
- ▶ Payer and Provider Business Process
- ▶ Payer and Provider Information Technology
- ▶ Pricing Analytics as a Service
- ▶ Process Intelligence
- ▶ Process Orchestration
- ▶ Procurement and Supply Chain
- ▶ 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
- ▶ Trust and Safety
- ▶ Value and Quality Assurance (VQA)

If you want to learn whether your organization has a membership agreement or request information on pricing and membership options, please contact us at info@everestgrp.com

Learn more about our
custom research capabilities

Benchmarking

Contract assessment

Peer analysis

Market intelligence

Tracking: providers, locations,
risk, technologies

Locations: costs, skills,
sustainability, portfolios

Contents

1. Introduction and overview	06
• Research methodology	07
• Key information on the report	08
• Introduction	09
• Focus of the research	10
2. D&A services provider landscape	12
• D&A service provider ecosystem	13
• Enterprise imperatives and challenges	16
• Future outlook	17
• Implications for enterprises	18
3. D&A services PEAK Matrix® characteristics	19
• PEAK Matrix framework	20
• Everest Group PEAK Matrix for D&A services	21
• Characteristics of Leaders, Major Contenders, and Aspirants	24
• Star Performer summary	25
• Provider capability summary dashboard	28
4. Enterprise sourcing considerations	32
• Leaders	32
– Accenture	33
– Capgemini	38

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

Contents

• Leaders (continued)	
– Cognizant	43
– Deloitte	48
– IBM	53
– Infosys	58
– TCS	63
– Wipro	68
• Major Contenders	73
– DXC Technology	74
– EPAM	79
– Eviden – an Atos business	84
– EXL	89
– EY	94
– Genpact	99
– HCLTech	104
– KPMG	109
– Kyndryl	114
– LTIMindtree	119
– Mphasis	124
– NTT DATA	129

Contents

- Major Contenders (continued)
 - Persistent Systems 134
 - PwC 139
 - Tech Mahindra 144
 - WNS 149
- Aspirants
 - Stefanini 155
 - UST 160
 - Virtusa 165
- 5. Appendix 170**
 - Glossary 171
 - Research calendar 172

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

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

Provider 1 profile (page 1 of 4) Overview

Company overview
 Provider 1 is a global provider of services for digital transformation outsourcing. It provides services such as business process outsourcing, customer experience management, enterprise information management, enterprise IT services, independent software quality, mobility services.

Headquarters: City A, Country B

Key leaders

- Leader 1, Chief Executive Officer and Executive Director
- Leader 2, Chief Technology Officer
- Leader 3, EVP and Global Head
- Leader 4, Senior Vice President and Global Head

D&A practice overview

- It has a global D&A practice that spans the entire customer experience, communications, tourism, manufacturing and technology sectors.
- Data platform modernization on the cloud is a significant focus, investing in training and certification of people capabilities.

D&A practice fact sheet	2021
Revenue (US\$ million)	240
Number of FTEs	3,314

1 Everest Group estimates
 Source: Everest Group (2023)

Everest Group® Proprietary & Confidential. © 2023, Everest Group, Inc.

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

Provider 1 profile (page 2 of 4) Solutions and partnerships

D&A IP overview

- Provider 1 adopts people plus assets concept to provide services (e.g., cloud and insurance), plug-and-play point solutions, and efficiently with data and AI
- It offers AI-as-a-Service and leverages its innovation capabilities.

Proprietary IP/solutions/frameworks/accelerators

Product	Solution type	Year launched
Product 1	Platform	2022
Product 2	Platform	2022
Product 3	Platform	2021
Product 4	Framework/accelerator	2021
Product 5	Platform	2018

Key partnerships (logos)

BI and visualization

Everest Group® Proprietary & Confidential. © 2023, Everest Group, Inc.

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

Provider 1 profile (page 3 of 4) Investments and market success

Other investments to enhance D&A services capabilities

Development	Details
Academic partnerships	<ul style="list-style-type: none"> Partnered with ABC Collaborated with ABC University Signed an MoU with top 100 universities Joined the ABC as an affiliate
Talent development	<ul style="list-style-type: none"> Launched a framework, with a focus on upskilling and reskilling Established cloud academy Uses Udemy as its official learning platform Partnered with ABC to run a talent development program Conducted internal AI/ML training
Innovation lab	Created X-Labs, which is a platform for innovation and experimentation

Recent D&A engagements (non-exhaustive)

Client	Industry
Client 1	BFSI
Client 2	Media and entertainment
Client 3	BFSI
Client 4	BFSI

Everest Group® Proprietary & Confidential. © 2023, Everest Group, Inc.

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

Provider 1 profile (page 4 of 4) Everest Group assessment – Aspirant

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 lays strong emphasis on platform-led transformation and has created industry-focused platforms for the banking, telecom, and healthcare industries. For example, vLife is a healthcare and life sciences marketplace that offers pre-trained ML models, tools, and accelerators
- Provider's investments in building industry-focused marketplaces such as Open Innovation Platform (OIP), and API Exchange (APIX) help enterprise clients to collaborate with third-party institutions for data-sharing initiatives and develop advanced solutions using low-code accelerators
- Provider 1 has developed a strong talent development framework, Engineering IQ (EIQ), which offers personalized learning paths to FTEs by creating skill-based clusters. Additionally, its academic partnerships with institutes such as Stanford and IIT Bangalore have further helped it to prepare its workforce with next-generation skills

Limitations

- While Provider 1 has built strong data modernization and management capabilities, its portfolio of advanced analytics and AI solutions is somewhat limited
- Virtusa's limited focus on setting up CoEs and innovation labs, combined with its restricted partnerships with emerging technology providers, may hinder its capabilities in building solutions for next-generation demand areas
- Provider 1 is relatively behind some of its peers with regards to its strategy and consulting capabilities focused on D&A. Enterprises that are looking to drive data-led transformation initiatives must evaluate its capabilities carefully

Everest Group® Proprietary & Confidential. © 2023, Everest Global, Inc. | EGR-2023-44-R-6203

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

Note: [Click](#) to see a list of all our published Data and Analytics reports



Everest Group is a leading research firm helping business leaders make confident decisions. We guide clients through today's market challenges and strengthen their strategies by applying contextualized problem-solving to their unique situations. This drives maximized operational and financial performance and transformative experiences. Our deep expertise and tenacious research focused on technology, business processes, and engineering through the lenses of talent, sustainability, and sourcing delivers precise and action-oriented guidance. Find further details and in-depth content at www.everestgrp.com.

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

This document is for informational purposes only, and it is being provided "as is" and "as available" without any warranty of any kind, including any warranties of completeness, adequacy, or fitness for a particular purpose. Everest Group is not a legal or investment adviser; the contents of this document should not be construed as legal, tax, or investment advice. This document should not be used as a substitute for consultation with professional advisors, and Everest Group disclaims liability for any actions or decisions not to act that are taken as a result of any material in this publication.

Website
everestgrp.com

Social Media
 @EverestGroup
 @Everest Group
 @Everest Group
 @Everest Group

Blog
everestgrp.com/blog

NOTICE AND DISCLAIMERS

IMPORTANT INFORMATION. PLEASE REVIEW THIS NOTICE CAREFULLY AND IN ITS ENTIRETY. THROUGH YOUR ACCESS, YOU AGREE TO EVEREST GROUP'S TERMS OF USE.

Everest Group's Terms of Use, available at www.everestgrp.com/terms-of-use/, is hereby incorporated by reference as if fully reproduced herein. Parts of these terms are pasted below for convenience; please refer to the link above for the full version of the Terms of Use.

Everest Group is not registered as an investment adviser or research analyst with the U.S. Securities and Exchange Commission, the Financial Industry Regulatory Authority (FINRA), or any state or foreign securities regulatory authority. For the avoidance of doubt, Everest Group is not providing any advice concerning securities as defined by the law or any regulatory entity or an analysis of equity securities as defined by the law or any regulatory entity.

All Everest Group Products and/or Services are for informational purposes only and are provided "as is" without any warranty of any kind. You understand and expressly agree that you assume the entire risk as to your use and any reliance upon any Product or Service. Everest Group is not a legal, tax, financial, or investment advisor, and nothing provided by Everest Group is legal, tax, financial, or investment advice. Nothing Everest Group provides is an offer to sell or a solicitation of an offer to purchase any securities or instruments from any entity. Nothing from Everest Group may be used or relied upon in evaluating the merits of any investment. Do not base any investment decisions, in whole or part, on anything provided by Everest Group.

Products and/or Services represent research opinions or viewpoints, not representations or statements of fact. Accessing, using, or receiving a grant of access to an Everest Group Product and/or Service does not constitute any recommendation by Everest Group that recipient (1) take any action or refrain from taking any action or (2) enter into a particular transaction. Nothing from Everest Group will be relied upon or interpreted as a promise or representation as to past, present, or future performance of a business or a market. The information contained in any Everest Group Product and/or Service is as of the date prepared, and Everest Group has no duty or obligation to update or revise the information or documentation. Everest Group may have obtained information that appears in its Products and/or Services from the parties mentioned therein, public sources, or third-party sources, including information related to financials, estimates, and/or forecasts. Everest Group has not audited such information and assumes no responsibility for independently verifying such information as Everest Group has relied on such information being complete and accurate in all respects. Note, companies mentioned in Products and/or Services may be customers of Everest Group or have interacted with Everest Group in some other way, including, without limitation, participating in Everest Group research activities.