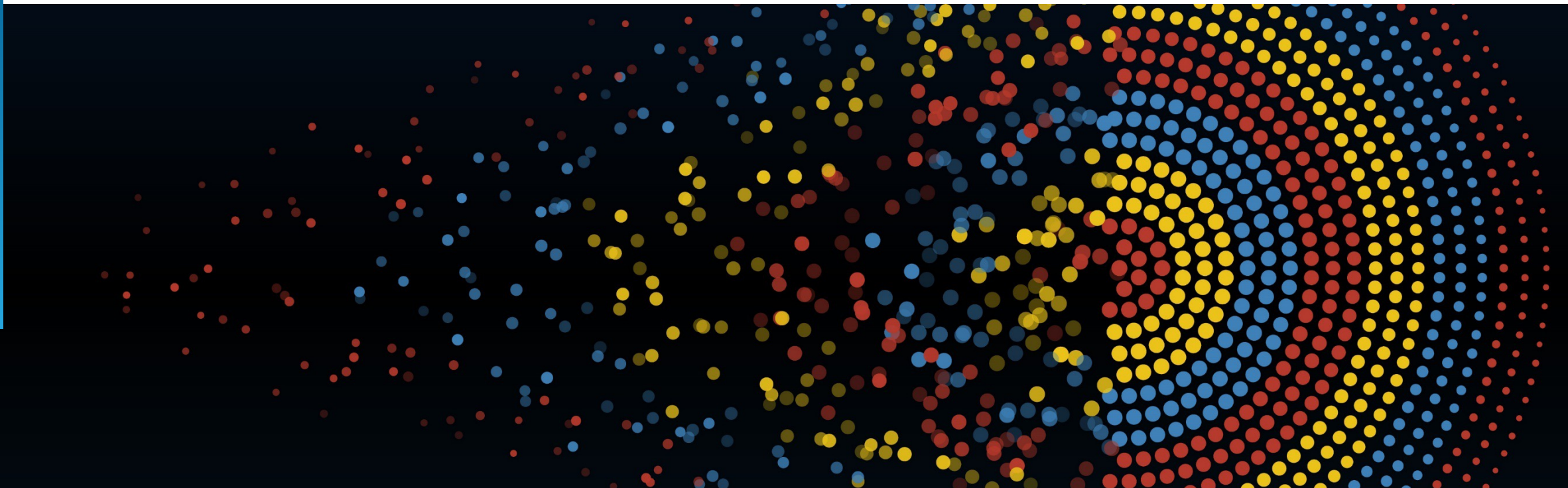


Data and Analytics (D&A) Services for Mid-market Enterprises – Provider Compendium 2023

December 2023: Complimentary Abstract / Table of Contents



Our research offerings

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

Data and analytics

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- ▶ Life Sciences Information Technology
- ▶ Locations Insider™
- ▶ Marketing Services
- ▶ Market Vista™
- ▶ Microsoft Azure
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- ▶ Modern Application Development (MAD)
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- ▶ 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)

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Locations: costs, skills,
sustainability, portfolios

Contents

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

Vishal Gupta, Vice President

Mansi Gupta, Senior Analyst

Yukta Sharma, Analyst

Rashi Garg, Senior Research Specialist

1. Introduction and overview	6
• Research methodology	7
• Key information on the report	8
• Background and scope of the research	9
• Selection criteria for the research	10
• Focus of the research	11
2. D&A service provider landscape for mid-market enterprises	12
• D&A services landscape	13
• Key demands of mid-market enterprises	15
• Enterprise imperatives and challenges	16
– Priorities when selecting the service provider	16
– Challenges and future outlook	17
3. D&A services for mid-market enterprises PEAK Matrix® characteristics	18
• PEAK Matrix framework	19
• Everest Group PEAK Matrix for D&A services for mid-market enterprises	21
• Characteristics of Leaders, Major Contenders, and Aspirants	22
• Provider capability summary dashboard	23
4. Enterprise sourcing considerations	28
• Leaders	28
– Cyient	29

Contents

• Leaders (continued)	
– Mphasis	34
– Persistent Systems	39
– Zensar	44
• Major Contenders	49
– Aspire Systems	50
– Cigniti	55
– Coforge	60
– Datamatics	65
– FPT Software	70
– HARMAN Digital Transformation Solutions	75
– HTC Global Services	80
– Indium Software	85
– Infinite Computer Solutions	90
– Infogain	95
– Innova Solutions	100
– Innover Digital	105
– Jade Global	110
– Marlabs	115
– Mastek	120

Contents

• Major Contenders (continued)	
– Orion Innovation	125
– ValueMomentum	130
– Visionet Systems Inc	135
– West Monroe	140
– Xebia	145
• Aspirants	150
– Innominds	151
– JK Tech	156
– Searce	161
– TechMobius	166
– TO THE NEW	171
5. Appendix	176
• Glossary	177
• Research calendar	178

Background and scope of the research

Mid-market enterprises are at a pivotal juncture, trying to strengthen their D&A foundation while simultaneously exploring fresh frontiers through cutting-edge technologies such as generative AI. In an ever-evolving market landscape, these enterprises want to engage with a provider capable of not just superior technical implementations but also serving as a true strategic partner. While these enterprises want to focus on excellence and innovation when selecting their service provider, they also do not want to be lost in a sea of deals when engaging with larger providers. In their pursuit, mid-market enterprises want partners that are relationship-driven, cost-efficient, agile, nimble, and committed to delivering business impact and Return on Investment (RoI) at every step of the transformation. Service providers with inventive solutions, accelerators, and strong advisory capabilities can efficiently guide these enterprises through the dynamic D&A landscape.

In this research, we present an assessment and detailed profiles of 29 service providers featured on the [Data and Analytics \(D&A\) Services for Mid-market Enterprises PEAK Matrix® Assessment 2023](#). Each provider profile provides a comprehensive picture of its strengths and limitations. The assessment is based on Everest Group’s annual RFI process for the calendar year 2023, interactions with 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 29 leading D&A service providers featured on the D&A services for mid-market enterprises PEAK Matrix®:

- **Leaders:** Cyient, Mphasis, Persistent Systems, Zensar
- **Major Contenders:** Aspire Systems, Cigniti, Coforge, Datamatics, FPT Software, HARMAN Digital Transformation Solutions, HTC Global Services, Indium Software, Infinite Computer Solutions, Infogain, Innova Solutions, Innover Digital, Jade Global, Marlabs, Mastek, Orion Innovation, ValueMomentum, Visionet Systems Inc, West Monroe, Xebia
- **Aspirants:** Innominds, JK Tech, Searce, TechMobius, TO THE NEW

Scope of this report



Geography
Global



Providers
29 D&A service providers



Services
D&A services

Overview and abbreviated summary of key messages

This report examines the Data and Analytics (D&A) services for mid-market enterprises 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:

D&A services for mid-market enterprises market overview

- Despite recessionary pressures in the global market, enterprises remain steadfast in implementing D&A initiatives. The D&A services market is expected to continue in its growth trajectory in the upcoming years
- Mid-market enterprises form a meaningful part of the overall D&A services market. These enterprises are focused on generating business impact and appropriate Return on Investments through D&A initiatives
- As the D&A services investments continue to grow in the future, there is an opportunity for service providers to step up and help enterprises in addressing the challenges being faced in scaling the adoption of D&A initiatives
- Price competitiveness, quality of PoCs, and domain expertise are the key parameters which mid-market enterprises evaluate before selecting a service provider for D&A engagements

Service provider characteristics

- Cyient, Mphasis, Persistent Systems, and Zensar are the current leaders in the D&A services for mid-market enterprises 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, strong relationships with clients and partners, and robust D&A solutions.
- 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, next-gen technologies, IP building, and a partnership ecosystem to enable the same
- Aspirants are pro-actively investing in upgrading their flagship proprietary offerings to drive D&A engagements, increasing the breadth and depth of their partnerships, and growing in scale to capture a larger market

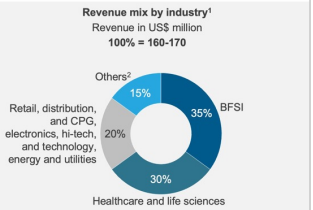
The Data and Analytics (D&A) Services for Mid-market Enterprises – Provider Compendium 2023 has 29 provider profiles

Data and Analytics (D&A) Services for Mid-market Enterprises – Provider Compendium 2023

Provider 1 profile (page 1 of 5) Overview

Company overview
Provider 1 is a digital engineering and enterprise modernization and finance, insurance, healthcare and life sciences, telecom and xxx people spread over North and Central America, Europe, Asia

- Headquarters:** Pune, India
- Key leaders**
- **Leader 1**, Chief Executive Officer and Executive Director
 - **Leader 2**, Senior Vice President Sales, Data & Analytics
 - **Leader 3**, Senior Vice President Delivery, Data & Analytics



¹ All the revenue components add up to a total of 100%
² Others include travel & transport, telecom, media and entertainment

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Data and Analytics (D&A) Services for Mid-market Enterprises – Provider Compendium 2023

Provider 1 profile (page 2 of 5) Solutions, IPs, investments, and

Proprietary IP/solutions/frameworks/accelerators/tools del

Solution name	Solution type
Product 1	Framework / accelerator
Product 2	Product
Product 3	Product
Product 4	Product
Product 5	Framework / accelerator
Product 6	Product

Other investments to enhance D&A services capabilities, e.g

Development	Details
Innovation labs	<ul style="list-style-type: none"> • Invested in digital innovation labs to have in this engineering lab • Launched a CoE to implement cloud-b
Acquisitions	<ul style="list-style-type: none"> • Acquired XYZ company to leverage its • Acquired ABC company to assist custo
Technology	Provider 1 leveraged its expertise in the s is available on Provider 1's website, cons

Partnership ecosystem (logos)

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Provider 1 profile (page 3 of 5) Case studies

Case study 1 Cigniti transformed risk managemer

Business challenge
The client wanted to establish a one-stop view of drug verification different cohorts, locations, phases, and specialties.

Solution
Provider 1 provided a business solution with an Azure-based d processing and Clinical Trial Operations Reporting (CTOR). It i and other sources and enabled the creation of informative dash metrics across project lifecycle, financial management, resour

- Impact**
- 3,000+ trials' data consolidated
 - Consolidated report views
 - Improved TTM

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Provider 1 profile (page 4 of 5) Key delivery locations



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Provider 1 profile (page 5 of 5) Everest Group assessment – Leader

Market impact				Vision & capability				
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Talent and delivery footprint	Overall
Low	Low	Low	Low	Low	Low	Low	Low	Low

Measure of capability: Low High

Strengths

- Provider 1 has developed an accelerator-led approach with a core value position of faster speed-to-market. Data Foundry is their collection of pre-built accelerators such as clinical trial analytics and Q&A chatbot. Referenced clients have highlighted its solution-led approach as a top strength for Persistent
- Provider 1 has doubled down on its investments in next-generation technologies as well. For example, it has instituted dedicated AI labs for co-creation with customers as well as aggressively upskilling its workforce in the emerging technologies such as generative AI
- Provider 1 has significantly enhanced its cloud capabilities with all three hyperscalers. It also acquired Data Glove in 2022, a Microsoft cloud modernization services partner, to further strengthen its Azure capabilities. Referenced clients specifically highlighted its expertise in Azure as a key differentiator

Limitations

- Provider 1' delivery footprint is heavily offshore-centric, with limited nearshore and onshore presence. Referenced clients have highlighted that this causes challenges in adapting to the client's time zone and limits Provider 1's ability to engage local client staff in a better way
- While Provider 1 has invested in domain-specific solutions, referenced clients are unsure of its domain expertise and have highlighted the need for handholding in initial days to help it understand the industry and organizational context
- Some of the referenced clients have also highlighted commercial models as an area of potential improvement. They stated that Provider 1 has room for improvement in providing more competitive pricing constructs

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Research calendar

Data and Analytics

■ Published
 ■ Planned
 ■ Current release

Reports title	Release date
The War for Talent in Data, Analytics, and AI (DAAI): Finding the Ideal Operating Model for Organizations	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
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 and Analytics (D&A) Services PEAK Matrix® Assessment 2023	September 2023
Data Observability: Unleashing the True Potential of Data	September 2023
The Dichotomy in the D&A Market: Finding the Balance Between Value Realization and Experimentation	September 2023
Data and Analytics (D&A) Services for Mid-market Enterprises PEAK Matrix® Assessment 2023	November 2023
Data and Analytics (D&A) Service Provider Compendium 2023 – Update	November 2023
Data and Analytics (D&A) Services for Mid-market Enterprises – Provider Compendium 2023	December 2023
Data Modernization: Enable Real-time Data-driven Decisions at a Faster Speed	Q4 2023
Data & Analytics (D&A) Services for Mid-Market Enterprises – Provider Compendium 2023	Q4 2023
Cloud Data Modernization – What’s Next?	Q1 2024
Data Observability Technology Provider PEAK Matrix® Assessment 2024	Q1 2024

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



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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

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