



Enterprise Immersive Experience Services PEAK Matrix[®] Assessment 2024

April 2024: Complimentary Abstract / Table of Contents

PEAK
MATRIX[®]

Multiple Research Areas

 Everest Group[®]

Our research offerings

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

Digital Services, Engineering Research and Development, Interactive Experience (IX) Services, and Software Product Engineering Services

- ▶ 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
- ▶ Cyber Threat Detection and Response
- ▶ 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 Crime and Compliance Operations
- ▶ Financial Services Technology (FinTech)
- ▶ Forces & Foresight
- ▶ 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
- ▶ Price Genius – AMS Solution and Pricing Tool
- ▶ Pricing Analytics as a Service
- ▶ Process Intelligence
- ▶ Process Orchestration
- ▶ Procurement and Supply Chain
- ▶ Recruitment
- ▶ Retail and CPG IT Services
- ▶ 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

4	Introduction and overview	24	Major Contenders
5	Research methodology	25	Avanade
6	Key information on the report	26	Capgemini
7	Introduction	27	Deloitte
8	Focus of the research	28	LTIMindtree
		29	Merkle
11	Enterprise Immersive Experience Services PEAK Matrix® characteristics	30	NTT DATA
12	PEAK Matrix framework	31	Publicis Sapient
14	Everest Group PEAK Matrix for enterprise immersive experience services	32	Tata Elxsi
15	Characteristics of Leaders, Major Contenders, and Aspirants	33	Aspirants
16	Provider capability summary dashboard	34	Coforge
		35	Foundever
19	Enterprise sourcing considerations	36	RRD
19	Leaders	37	Sapizon
20	Accenture	38	Appendix
21	EY	39	Glossary
22	TCS	40	Research calendar
23	Tech Mahindra		

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

Suseel Menon, Practice Director

Parul Trivedi, Practice Director

Ankur Jain, Senior Analyst

Vaani Sharma, Senior Analyst

Krishna Zawar, Senior Analyst

Introduction

Adapting to an experience-first mindset is increasingly becoming inevitable for enterprises across the globe. As the immersive experience landscape evolves from a pioneering phase to a full realization stage, it promises to redefine both consumer and enterprise experiences in the digital realm. Despite its nascent stage, enterprises perceive its value and plan to scale up investments. Maturing technologies such as extended reality, cloud and edge computing, 5G networks, and the increasing digitization of social and work interactions are paving the way for the immersive experience's acceptance and growth.

At the same time, successful immersive experience adoption hinges on the careful assessment of infrastructure requirements, understanding business value, and effectively managing user adoption risks.

In this research, we present an assessment of 16 service providers featured on the Enterprise Immersive Experience Services PEAK Matrix®, a comprehensive matrix that evaluates and categorizes service providers in terms of their capabilities.

The assessment is based on Everest Group's annual Request for Information (RFI) process for the calendar year 2024, interactions with leading immersive experience service providers, client reference checks, and an ongoing analysis of the immersive experience services market.

This report includes the profiles of the following 16 leading immersive experience service providers featured on the Enterprise Immersive Experience Services PEAK Matrix:

- **Leaders:** Accenture, EY, TCS, and Tech Mahindra
- **Major Contenders:** Avanade, Capgemini, Deloitte, LTIMindtree, Merkle, NTT DATA, Publicis Sapient, and Tata Elxsi
- **Aspirants:** Coforge, Foundever, RRD, and Sapizon

Scope of this report

Geography: Global

Services: Digital services, engineering services, and interactive experience services

Use cases: Only publicly available information (~150+ distinct use cases) has been used for the entire analysis in this report

Enterprise immersive experience services PEAK Matrix® characteristics

Leaders

Accenture, EY, TCS, and Tech Mahindra

- Leaders display a strong ability to deliver end-to-end immersive experience engagements with robust offerings and market proof points across design/consulting, implementation, and managed services
- Strong vision and narrative around stakeholder experience that includes customers, employees, partners, and the society
- Strong focus on next-generation technologies such as AI, edge computing, blockchain, IoT, computer vision, and AR/VR to deliver enhanced immersive experience services
- Strong global delivery and client footprint supplemented by a well-distributed network of experience labs or studios

Major Contenders

Avanade, Capgemini, Deloitte, LTIMindtree, Merkle, NTT DATA, Publicis Sapient, and Tata Elxsi

- Major Contenders have a strong narrative around the underlying role of technology and platforms to orchestrate scalable immersive experiences
- Strong partnership ecosystem with leading immersive experience players across the value chain including design and consulting, implementation, and managed services
- Focus on investments in innovation hubs and design studios to enhance the delivery footprint
- Strong investments in frameworks and solutions to enable faster value realization for their clients

Aspirants

Coforge, Foundever, RRD, and Sapizon

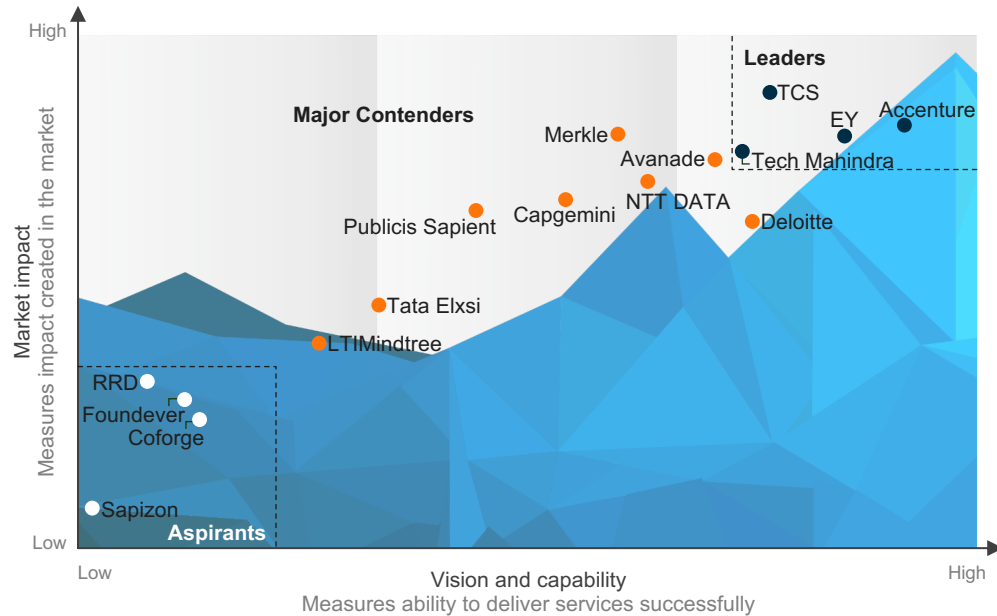
- Aspirants are focused on specific industries, service areas, or markets
- Have the technical capabilities and talent to serve as technology enablers in the immersive experience journey of enterprises

This study offers 16 distinct chapters providing a deep dive into key aspects of immersive experience services market; below are three charts to illustrate the depth of the report

Everest Group PEAK Matrix® Assessment 2024

Everest Group Enterprise Immersive Experience Services PEAK Matrix® Assessment 2024¹

● Leaders ● Major Contenders ○ Aspirants



¹ Assessments for Accenture, Capgemini, Coforge, Deloitte, EY, LTIMindtree, Publicis Sapient, and Sapizon exclude service provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, provider public disclosures, and Everest Group's interactions with insurance buyers
Source: Everest Group (2024)

Capability assessment

Illustrative example

Measure of capability: ○ Low ● High

Providers	Market impact				Vision and 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	○	○	●	○	●	○	○	●	○

Everest Group's remarks on providers

Illustrative example

Measure of capability: ○ Low ● High

Market impact				Vision and 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 well-balanced portfolio of clients spread across key geographies – North America, Europe (including the UK), and ROW, including APAC
- Its cross-disciplinary design approach integrates data capabilities with AI for immersive experiences

Limitations

- Provider 1 needs to strengthen its cybersecurity capabilities and stay updated with data privacy regulations to maintain client trust and protect sensitive information
- While it has a strong presence across BFSI; retail and CPG; and telecom, media, and entertainment, it has limited play in key verticals such as manufacturing, energy and utilities, and travel and transport

Research calendar

Digital Services

Published **Current release** Planned

Reports title	Release date
Enterprise Immersive Experience Services PEAK Matrix® Assessment 2024	April 2024
Enterprise Immersive Experience Services – Provider Compendium 2024	Q2 2024
Tech Radar – Emerging Technology Themes for 2024	Q2 2024
Digital Transformation Consulting PEAK Matrix® Assessment 2024 – North America	Q2 2024
Digital Transformation Consulting PEAK Matrix® Assessment 2024 – Europe	Q3 2024
Enterprise Immersive Expérience Services State of the Market	Q3 2024
Change Management Services PEAK Matrix® Assessment 2024	Q3 2024
Digital Transformation Services for Mid-market Enterprises PEAK Matrix® Assessment 2024	Q4 2024
Digital Twin Tech – Provider Compendium 2024	Q4 2024
Blockchain Tech Providers PEAK Matrix® Assessment 2024	Q4 2024
Enterprise Blockchain Services PEAK Matrix® Assessment 2024	Q2 2025

Note: [Click](#) to see a list of all of our published Digital Services reports

Research calendar

Engineering Research and Development

	Published	Current release	Planned
Reports title	Release date		
Engineering Research and Development (ER&D) Outlook for 2024: Key Macroeconomic and Technological Trends Shaping the ER&D Industry			January 2024
Engineering Services CXO Insights: Key Issues Report 2024			January 2024
Interlude to Triumph: 5G Engineering Services State of the Market			February 2024
Navigating the Future of the Automotive Landscape: ACES Automotive Engineering State of the Market			February 2024
Webinar Deck: Engineering Services in 2024: Market Outlook and Commercial Trends NEW			March 2024
Enterprise Immersive Experience Services PEAK Matrix® Assessment 2024			April 2024
Connected Product Engineering Services PEAK Matrix® Assessment 2024			Q2 2024
Connected Product Engineering Service – Provider Compendium 2024			Q2 2024
Enterprise Pulse Report			Q2 2024
Connected Product Engineering Services State of the Market Report 2024			Q2 2024
Semiconductor Engineering Services PEAK Matrix® Assessment 2024			Q3 2024
Semiconductor Engineering Service – Provider Compendium 2024			Q3 2024
Industry 4.0 Services PEAK Matrix® Assessment 2024			Q4 2023
Industry 4.0 Service – Provider Compendium 2024			Q4 2023
5G Engineering Services PEAK Matrix® Assessment 2025			Q1 2025

Note: [Click](#) to see a list of all of our published Engineering Research and Development reports

Research calendar

Interactive Experience (IX) Services

	Published	Current release	Planned
Reports title	Release date		
Customer Data Platform (CDP) State of the Market 2024			February 2024
Talent Demand Trends India IT Services – H2 2023			February 2024
Enterprise Immersive Experience Services PEAK Matrix® Assessment 2024			April 2024
Enterprise Immersive Experience Services – Provider Compendium 2024			Q2 2024
Digital Experience Platform (DXP) State of the Market 2023			Q2 2024
Adobe Services PEAK Matrix® Assessment 2024			Q2 2024
Adobe Services State of the Market			Q2 2024
Adobe Services – Provider Compendium 2024			Q3 2024
Media and Gaming Report			Q3 2024
Digital Commerce Platforms PEAK Matrix® Assessment			Q3 2024
Digital Commerce Mid-market Services State of the Market			Q3 2024
Digital Commerce Services Mid-market – Provider Compendium 2024			Q4 2024
Customer Data Platform PEAK Matrix® Assessment			Q4 2024
Digital Commerce Platform – Provider Compendium 2024			Q4 2024
The Rise of Analytics in Marketing Operations			Q4 2024

Note: [Click](#) to see a list of all of our published Interactive Experience (IX) Services reports

Research calendar

Software Product Engineering Services

	Published	Current release	Planned
Reports title	Release date		
Engineering Research and Development (ER&D) Outlook for 2024: Key Macroeconomic and Technological Trends Shaping the ER&D Industry			January 2024
Engineering Services CXO Insights: Key Issues Report 2024			January 2024
Talent Demand Trends India IT Services – H2 2023			February 2024
Navigating the Platform Odyssey: Software Product Engineering Services PEAK Matrix® Assessment 2024			March 2024
Webinar Deck: Impact Sourcing: Empowering Communities, Transforming Business, and Creating Long-term Impact			March 2024
Enterprise Immersive Experience Services PEAK Matrix® Assessment 2024			April 2024
Software Product Engineering Service – Provider Compendium 2024			Q2 2024
Software Product Engineering Services State of the Market 2024			Q2 2024
Software Product Engineering Services Enterprise Pulse Report 2024			Q2 2024
Software Product Engineering Services PEAK Matrix® Assessment 2024 – Key Verticals			Q2 2024
Metaverse / Web 3.0 Engineering – Provider Compendium 2024			Q2 2024
Software Product Engineering Services PEAK Matrix® Assessment 2024 – Digital Engineering			Q2 2024
Engineering Services Top 50 – 2024			Q3 2023
Software Product Engineering Services PEAK Matrix® Assessment 2024 – Nearshore Delivery Capabilities			Q3 2023
Leading the Pack: Trends for the Top 200 Engineering Research & Development (ER&D) Enterprises 2024			Q3 2025

Note: [Click](#) to see a list of all of our published Software Product Engineering Services reports

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

Blog
everestgrp.com/blog

Follow us on



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.

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.