Enterprise Immersive Experience Services PEAK Matrix® Assessment 2024

April 2024: Complimentary Abstract / Table of Contents

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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

Everest Group®

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

Illustrative example

**Everest Group Enterprise Immersive Experience Services PEAK Matrix®
Assessment 2024[1]**

- ● Leaders ● Major Contenders ○ Aspirants
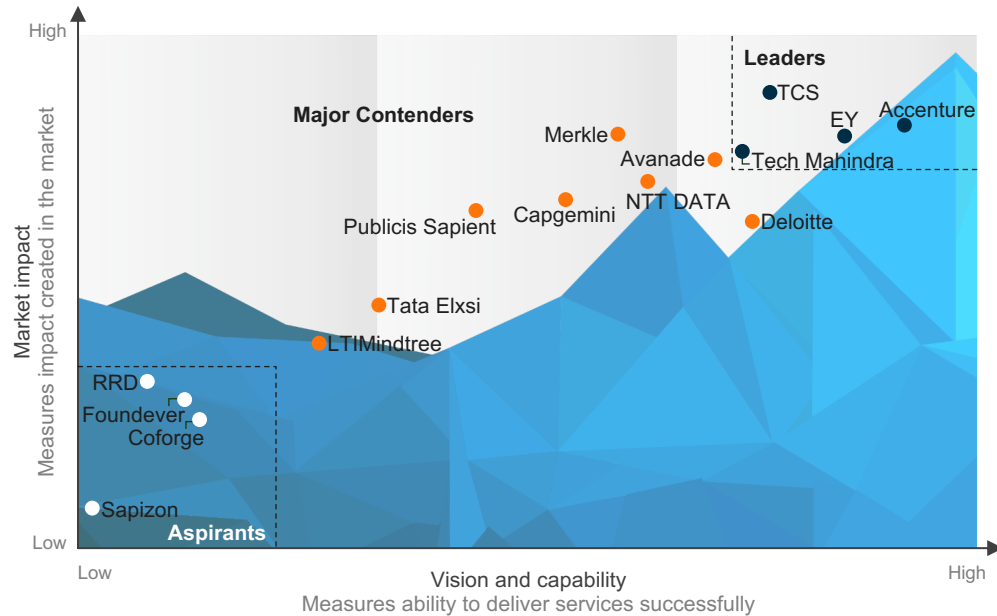
1 Assessments for Accenture, Capgemini, Coforge, Deloitte, EY, LTIMindtree, Publicis Sapient, and Sapizon exclude service
provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, provider public disclosures,
and Everest Group's interactions with insurance buyers
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

<div align="right">Published   Current release   Planned</div>

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

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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

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