



# Enterprise Immersive Experience Services – Provider Compendium 2024

July 2024: Complimentary Abstract / Table of Contents

Provider Compendium  
Multiple Research Areas



# Our research offerings

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

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- ▶ Application Services
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- ▶ Network Services and 5G
- ▶ Oracle Services
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- ▶ Payer and Provider Business Process
- ▶ Payer and Provider Information Technology
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- ▶ Pricing Analytics as a Service
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- ▶ Process Orchestration
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- ▶ Retirement Technologies
- ▶ Revenue Cycle Management
- ▶ Rewards and Recognition
- ▶ SAP Services
- ▶ Service Optimization Technologies
- ▶ Software Product Engineering Services
- ▶ Supply Chain Management (SCM) Services
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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 through a comprehensive methodology 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:**

Accenture, Avanade, Capgemini, Coforge, Deloitte, EY, Foundever, LTIMindtree, Merkle, NTT DATA, Publicis Sapient, RRD GO Creative<sup>SM</sup>, Sapizon, and Tata Elxsi, TCS, and Tech Mahindra,

## Scope of this report

**Geography:** Global

**Industry:** 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

# Overview and abbreviated summary of key messages

This report examines 16 immersive experience service providers across engineering, IT and CX services. The report highlights the growing importance of immersive experiences and the role of these providers in navigating technical challenges and user adoption across multiple industry verticals and use cases

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

### **Immersive experiences is observing diverse adoption across industries and use cases**

- BFSI, retail, manufacturing, automotive, and healthcare sectors are leading in advanced uses like digital twins, remote training, customer support, product design, and expert collaboration
- More complex applications, such as urban planning and virtual transactions, will emerge as the technology matures.

### **North America and Europe remain key while APAC undertakes fastest growth**

- North America and Europe hold more than 70% share of the market due to robust tech and research ecosystem. APAC is expected to record highest growth rate driven by factors like urbanization and tech adoption

### **As with any other emergent technology, immersive experiences provides its own set of challenges**

- Interoperability with legacy and future systems, compliance and talent scarcity are the top challenges faced by service providers in achieving successful immersive experience

### **Gen AI remains pivotal to the growth of immersive experience**

- Generative AI can automate and optimize many aspects of immersive experience business, from customer service to content creation, thereby amplifying the inherent benefits of digital transformation

# The compendium report has over 16 service provider profiles providing a deep dive into key aspects of the enterprise immersive experience services market

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## Provider 1 profile (page 1 of 4)

### Overview

Vision for immersive experience services  
 Provider 1 aims to lead a transformative digitization in the coming 12-18 months, reshape technology engagement for businesses and individuals. Through its XYZ practice, it plans the metaverse's potential, akin to the impact of social media platforms a decade ago. XYZ expertise in 5G, AI, AR/VR, quantum computing, device engineering services, and blockchain deliver immersive experiences across industries. Emphasizing a web and mobile-first approach, focuses on cutting-edge AR/VR/XR experiences supported by a robust infrastructure.

Engagement characteristics (2023)

Number of engagements	XYZ	No of clients served

Extent of confluence of foundational technologies

Extent of confluence of foundational technologies

- Spatial computing and mapping
- Internet of Things (IoT)
- Hardware and chipsets
- Cloud computing, edge, 5G (5G)
- Artificial Intelligence (AI)
- Blockchain and digital as

Source: Everest Group (2024)  
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## Provider 1 profile (page 2 of 4)

### Case studies and thought leadership

CASE STUDY 1  
 Navigated trust: ensured safe and secure metaverse experiences through XYZ solutions

**Business challenge**  
 The clients faced challenges in the past related to ensuring the privacy and safety of logging into the meta environment.

**Solution**  
 Provider 1 helped in providing a business solution for XYZ services in the metaverse to a secure and trustworthy virtual environment. It encompasses comprehensive XYZ strategy a safe and respectful user experience within the metaverse. These services addressed challenges of XYZ for users navigating the metaverse landscape.

**Impact**

- Achieved a substantial enhancement in XYZ
- Implemented XYZ algorithms to automate key processes
- Demonstrated a remarkable up to XYZ% increase in overall safety metrics
- Reduced potential risks and threats through XYZ

Thought leadership (representative list)

**Description**  
 Redefining Immersive Experiences in the XYZ

**Decoding the XYZ metaverse**  
 Source: Everest Group (2024)  
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## Provider 1 profile (page 3 of 4)

### Immersive experience platforms, partnerships, and investments

Proprietary (in-house) immersive experience platforms (representative list)

Platform	Details
Platform 1	It is an innovative XYZ platform – a 24/7 accessible space v products, AI-powered recommendations, interactive display assistants converge to redefine XYZ.
Platform 2	It is a XYZ stadium that offers unparalleled luxury and excitement metaverse. Clients get to access VVIP and VIP areas virtual prime views and interactive VIP experiences. It also monetize metaverse with premium virtual tickets, memberships, and thriving marketplace.
Platform 3	It transforms the XYZ experience, offering customers immer showrooms to explore diverse vehicles. With interactive tool platform provides a firsthand experience.

Source: Everest Group (2024)  
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## Provider 1 profile (page 4 of 4)

### Immersive experience platforms, partnerships, and investments

Immersive experience investments (representative list)

Platform	Details
Platform 1	XYZ – an event hosting platform that reduced logistical hassles and provided cost-effective virtual events ensure maximum ROI.
Platform 2	Invested in training employees with an external certified training partner of XYZ, after acquiring skills, they are strategically assigned to live projects, applying their expertise gained from the training program.
Platform 3	Invested in leveraging hardware and servers from XYZ for the implementation of digital twin use cases.
Platform 4	Implemented a joint XYZ to drive continuous innovation through immersive use cases, resulting in XYZ and an enriched overall XYZ.

Source: Everest Group (2024)  
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# Research calendar

## Digital Services

	Published	Current release	Planned
Reports title	Release date		
Digital Twin Services PEAK Matrix® Assessment 2023			August 2023
Exponential Technology Radar 2023 – Navigating the Future with Blockchain, Metaverse, and Digital Twin			September 2023
Digital Twin Services – Provider Compendium 2023			October 2023
Impact Sourcing for Sustainable Development and a Brighter Future: Impact Sourcing State of the Market 2023			December 2023
Enterprise Immersive Experience Services PEAK Matrix® Assessment 2024			April 2024
Exponential Technology Radar 2024: Filtering Through the Noise			April 2024
<a href="#">Enterprise Immersive Experience Services – Provider Compendium 2024</a>			July 2024
Digital Transformation Consulting PEAK Matrix® Assessment 2024 – North America			Q3 2024
Digital Transformation Consulting PEAK Matrix® Assessment 2024 – Europe			Q3 2024
Change Management Services PEAK Matrix® Assessment 2024			Q3 2024
Digital Transformation Services for Mid-market Enterprises PEAK Matrix® Assessment 2024			Q3 2024
Digital Twin Tech – Providers Compendium			Q4 2024
Blockchain Tech Providers PEAK Matrix® Assessment 2024			Q4 2024
Enterprise Blockchain Services PEAK Matrix® Assessment 2025			Q2 2025

Note: [Click](#) to see a list of all of our 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			February 2024
Navigating the Future of the Automotive Landscape: ACES Automotive Engineering 2024			February 2024
Talent Demand Trends   India IT Services – H2 2023			February 2024
Enterprise Immersive Experience Services PEAK Matrix® Assessment 2024			April 2024
Making Brownfield Factories Smarter and Greener			April 2024
Connected Product Engineering Services PEAK Matrix® Assessment 2024			May 2024
Connected Product Engineering Services – Provider Compendium 2024			June 2024
<a href="#">Enterprise Immersive Experience Services – Provider Compendium 2024</a>			July 2024
ER&D Services Enterprise Pulse			Q3 2024
Connected Product Engineering Services 2024			Q3 2024
Engineering Services Top 50 – 2024			Q3 2024
Leading the Pack: Trends for the Top 200 Engineering Research & Development (ER&D) Enterprises			Q3 2024
Viewpoint on automotive engineering			Q4 2024

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



# Research calendar

## Interactive Experience (IX) Services

Published **Current release** Planned

Reports title	Release date
Customer Data Platform (CDP) 2024	January 2024
Decoding the Customer: Navigating the Voice of the Customer (VoC) Landscape to Truly Understand Your Customers	March 2024
Demystifying the Rapidly Evolving MarTech Landscape	March 2024
Enterprise Immersive Experience Services PEAK Matrix® Assessment 2024	April 2024
Generative AI – Review of Adobe Summit 2024	May 2024
Adobe Services PEAK Matrix® Assessment 2024	May 2024
CMO 2.0: The AI-powered Marketing Maestro & Growth Orchestrator	July 2024
Cannes Lions 2024: How Technology is Driving Creativity to New Heights	July 2024
AI for CX: Unleashing the power of algorithms for exceptional experiences	July 2024
<a href="#">Enterprise Immersive Experience Services – Provider Compendium 2024</a>	<b>July 2024</b>
Adobe Services State of the Market 2024	Q3 2024
The AdTech Revolution: Decoding the AI-Driven Advertising Landscape	Q3 2024
Digital Commerce Services PEAK Matrix® Assessment 2024	Q3 2024
Digital Commerce Platform PEAK Matrix® Assessment 2024	Q3 2024

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# 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
<a href="#">Enterprise Immersive Experience Services – Provider Compendium 2024</a>			July 2024
Software Product Engineering Services 2024			Q3 2024
Software Product Engineering Services Enterprise Pulse Report 2024			Q3 2024
Software Product Engineering Services PEAK Matrix® Assessment 2024 – Key Verticals			Q3 2024
Software Product Engineering Services PEAK Matrix® Assessment 2024 – Digital Engineering			Q3 2024
Engineering Services Top 50 – 2024			Q3 2024
Software Product Engineering Services PEAK Matrix Assessment® 2024 – Nearshore Delivery Capabilities			Q3 2024
Leading the Pack: Trends for the Top 200 Engineering Research & Development (ER&D) Enterprises 2024			Q3 2024

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