



Google Cloud Services PEAK Matrix[®] Assessment 2024

December 2024: Complimentary Abstract / Table of Contents



Cloud and Infrastructure Services



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- ▶ Locations Insider™
- ▶ Marketing Services
- ▶ Market Vista™
- ▶ Microsoft Azure
- ▶ Microsoft Business Application Services
- ▶ Modern Application Development (MAD)
- ▶ Multi-country Payroll
- ▶ Network Services and 5G
- ▶ Oracle Services
- ▶ Outsourcing Excellence
- ▶ Payer and Provider Business Process
- ▶ Payer and Provider Information Technology
- ▶ Payment Integrity Solutions
- ▶ Price Genius – AMS Solution and Pricing Tool
- ▶ Pricing Analytics as a Service
- ▶ Process Intelligence
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- ▶ Retail and CPG
- ▶ Retirement Technologies
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- ▶ Rewards and Recognition
- ▶ SAP Services
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Background of the research

The public cloud market continues to grow rapidly, fueled by enterprises' increasing focus on digital transformation, scalability, and resilience in a competitive business landscape. Google Cloud has emerged as a key provider in this space, leveraging its robust technology portfolio, including advanced data analytics and AI/ML, to meet the evolving enterprise demands. Google Cloud's offerings such as BigQuery, Vertex AI, and open-source frameworks have positioned it as a preferred choice for organizations prioritizing data-driven innovation and environmental responsibility.

As Google Cloud continues to evolve, enterprises are increasingly turning to Google Cloud SPs to streamline cloud adoption, optimize costs, and develop cloud-native applications. These providers play a pivotal role in helping organizations maximize the value of Google Cloud by offering expertise in migration, automation, and scaling, along with industry-specific insights tailored to client needs. To align with this demand, Google Cloud SPs are enhancing their service portfolios by earning advanced certifications, developing proprietary Google Cloud-specific tools, and strengthening their partnerships with Google.

In this research, we present an assessment and detailed profiles of 26 Google Cloud SPs featured on Google Cloud Services PEAK Matrix® Assessment 2024. The assessment is based on Everest Group's annual Request for Information (RFI) process for the calendar year 2024, interactions with leading Google Cloud SPs, client reference checks, and an ongoing analysis of the cloud services market.

This report includes the profiles of the following 26 leading Google Cloud SPs featured on the Google Cloud Services PEAK Matrix:

- **Leaders:** Accenture, HCLTech, TCS, and Wipro
- **Major Contenders:** Capgemini, Cognizant, DataArt, Deloitte, DXC Technology, EPAM, Eviden, Genpact, GFT, Infosys, Kyndryl, LTIMindtree, NTT DATA, Onix, Persistent Systems, Quantiphi, Tech Mahindra, and Virtusa
- **Aspirants:** Computacenter, Mphasis, UST, and VVDN

Scope of this report

Geography: global

Providers: 26 Google Cloud SPs

Services: Google Cloud services

Overview and abbreviated summary of key messages

In this research, we present an assessment and detailed profiles of 26 SPs featured on Google Cloud Services PEAK Matrix® Assessment 2024. The assessment is based on Everest Group's annual RFI process for calendar year 2024, interactions with leading SPs, client reference checks, and an ongoing analysis of the Google Cloud services market.

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

Google Cloud Services PEAK Matrix

- This report includes the profiles of the following 26 leading providers featured on the Google Cloud Services PEAK Matrix:
 - Leaders: Accenture, HCLTech, TCS, and Wipro
 - Major Contenders: Capgemini, Cognizant, DataArt, Deloitte, DXC Technology, EPAM, Eviden, Genpact, GFT, Infosys, Kyndryl, LTIMindtree, NTT DATA, Onix, Persistent Systems, Quantiphi, Tech Mahindra, and Virtusa
 - Aspirants: Computacenter, Mphasis, UST, and VVDN

Service provider characteristics

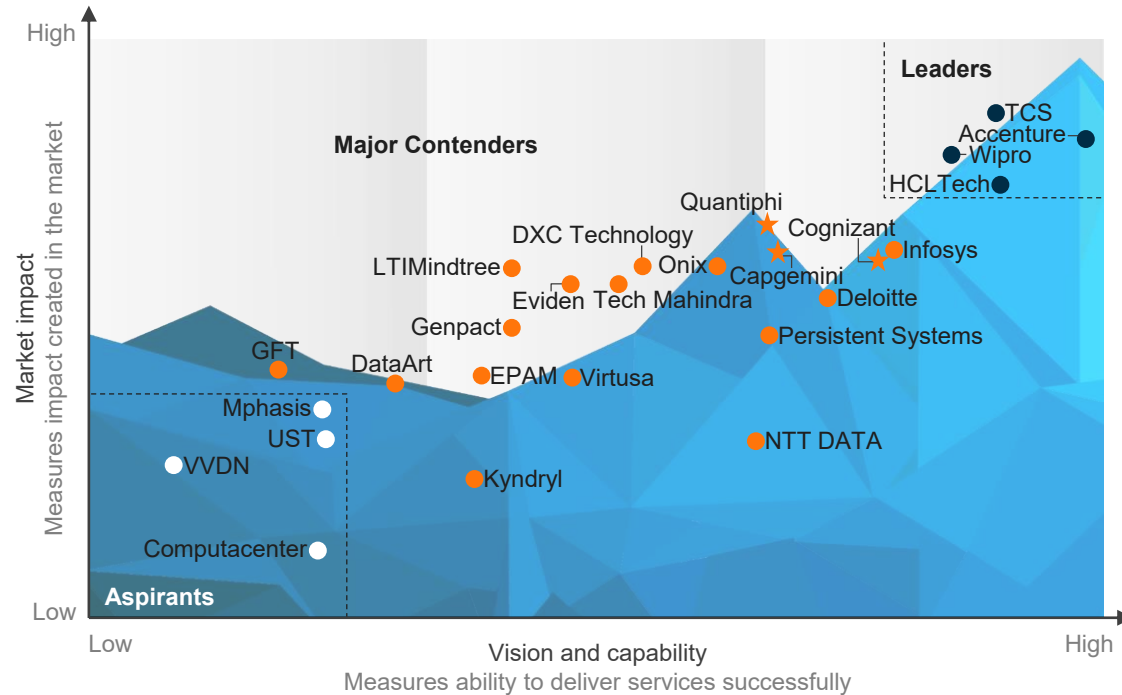
- Leaders excel in Google Cloud transformation, data modernization, and AI-led initiatives, supported by strong partnerships and innovative frameworks. Generative AI specializations, accelerators, robust delivery networks, and digital engineering strategies are enabling them to drive growth in their Google Cloud services revenue
- Major Contenders demonstrate strengths in automation-first solutions, data modernization, and AI-driven transformations, often backed by proprietary tools and frameworks. They maintain a strong offshore delivery presence and mid-market appeal
- Aspirants excel in serving small and mid-scale projects with cost optimization and application modernization on Google Cloud

This study offers 26 distinct chapters providing a deep dive into key aspects of Google Cloud Services market; below are three charts to illustrate the depth of the report

Everest Group PEAK Matrix® Assessment 2024

Everest Group Google Cloud Services PEAK Matrix® Assessment 2024¹

● Leaders ● Major Contenders ○ Aspirants ☆ Star Performers



¹ Assessments for Deloitte, DXC Technology, and Tech Mahindra excludes provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, provider public disclosures, and Everest Group's interactions with 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's solution portfolio can help enterprises of different maturity to accelerate their cloud implementation, embed data and analytics at scale
- Enterprises can rely on Provider 1 for cloud security needs on Google Cloud owing to its broad portfolio of security-focused solutions

Limitations

- Enterprises need to carefully assess Provider 1's capabilities as an MSP to manage their Google Cloud environment end-to-end as its experience in serving such engagements
- Some clients have voiced concerns around lack of proactive communication while managing Google Cloud engagements

Research calendar

Cloud and Infrastructure

	Published	Current release	Planned
Reports title	Release date		
FinOps for Enabling Value in Cloud: Unveiling the Top 10 Multi-cloud FinOps Visibility Tool Providers			December 2023
Secure Access Service Edge (SASE) Spotlight: Exploring the Top 10 SASE Technology Providers			December 2023
Accelerating Clients' Cloud Journeys: IT Services and Cloud Provider Partnerships to Drive Ecosystem Value			January 2024
Google Cloud Services Specialists PEAK Matrix® Assessment 2024			February 2024
Mainframe Services PEAK Matrix® Assessment 2024			April 2024
AWS Services Specialists PEAK Matrix® Assessment 2024			August 2024
AWS Services PEAK Matrix® Assessment 2024			December 2024
Microsoft Azure Services PEAK Matrix® Assessment 2024			December 2024
Managed SD-WAN/SASE Services PEAK Matrix® Assessment 2024			December 2024
Google Cloud Services PEAK Matrix® Assessment 2024			December 2024
Cloud Services State of the Market 2024 – North America			Q4 2024
Cloud Services State of the Market 2024 – Europe			Q4 2024
Google Cloud Services State of the Market 2024			Q4 2024
Network Services State of the Market 2024			Q4 2024
AI-led Network Transformation for Businesses			Q4 2024

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