



# Application Transformation Services Provider Compendium 2024 – North America

June 2024: Complimentary Abstract / Table of Contents

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- ▶ 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
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## Background of research

In light of evolving customer expectations and the need for enhanced productivity, the importance of application transformation has grown significantly for enterprises. To harness the full potential of emerging technologies, businesses must embrace the cloud and move away from outdated legacy systems. With the looming macro-economic uncertainty, North American enterprises are driving more focus on business value realization and outcomes of their application transformation initiatives. Service providers are in turn enhancing their offerings through strategic partnerships with technology, and platform providers and developing Intellectual Property (IP) to deliver higher Return on Investment (RoI) and gain enterprise confidence. They are also investing substantially in next-generation technology themes such as low-code/no-code and generative AI to augment their solution offerings.

The full report, we present an assessment and detailed profiles of 28 application transformation service providers. Each provider profile provides a comprehensive picture of its service focus, key IP / solutions, domain investments,

and case studies. The assessment is based on Everest Group's annual RFI process for calendar year 2023, interactions with leading application transformation service providers, client reference checks, and an ongoing analysis of the application transformation services market.

**This report includes the profiles of the following 28 leading providers featured on the Application Transformation Services Provider Compendium 2024 – North America:** Accenture, Apexon, Aspire Systems, Brillio, Capgemini, CI&T, DataArt, Datamatics, Deloitte, Dexian IT Solutions, DXC Technology, HCLTech, Hitachi Digital Services, HTC Global Services, IBM, Infosys, Jade Global, Kyndryl, LTIMindtree, Mphasis, Nous Infosystems, SLK Software, Stefanini, TCS, Tech Mahindra, UST, Virtusa, Wipro, UST, IT Solutions,,

### Scope of this report

**Geography:** North America

**Industry:** Market activity and investments of 28 leading application transformation service providers

**Services:** Application transformation services

# This report focus on application transformation services and offers insights into prominent service providers operating in this space

## Definition

Application transformation refers to the migration/adaptation of an existing application to a modern environment designed to significantly increase the value delivered in terms of functionality or experience or both. It includes change management of technology, processes, and user behavior. Transformation may happen from any source to any destination environment using different methods as listed (not exhaustive).

Source	Destination
Bespoke, legacy, and packaged applications	Cloud-based / Service-Oriented Architecture (SOA)-based/web applications
Database and cloud infrastructure	New/upgraded databases and new/upgraded cloud infrastructure

Methods	Definitions
Rehost	Lift and shift of application to cloud or any other new environment
Replatform	Migrating to a modern platform (e.g., new run time) with some meaningful tweaks to the existing application
Refactor	Restructuring and optimizing application code without creating new functionality and preserving the external structure
Rewrite	Application modernized through code changes from COBOL, .Net etc., to modern programming languages such as Java
Re-architect	Redesign of applications using modern constructs such as SOA, Application Programming Interface (API), microservices, and containers

Excluded: The following aspects are beyond the scope of application transformation as part of this research

Commercial-off-the-shelf (COTS) applications	Transformation of COTS applications
Greenfield implementation	Greenfield implementation of COTS packages/custom application, e.g., package implementation of a COTS product
Functionality	Bolt-on functionality developed on an application, e.g., additional features developed on a bespoke legacy application
Modifications	Change Requests (CR), user stories, customer inputs, and other minor/major modifications to application, e.g., CRs generated from user feedback in Agile Sprints
Management	Ongoing management, maintenance, and support of the modernized application, e.g., steady-state support for a new modernized website hosted on Microsoft Azure, update to latest version of the application

# Overview and abbreviated summary of key messages

This compendium provides comprehensive and fact-based snapshots of 28 service providers, highlighting their capabilities and offerings for application transformation services in the North American market. Each profile offers a detailed overview of the provider's vision and strategy, scope of services offered, key IPs/solutions, partnerships, and case studies. The study will allow solution providers to compare their offerings and capabilities with other providers and help existing and potential application transformation buyers to assess solution providers based on the capabilities they seek.

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

### Overview

- As macroeconomic pressure rises, application transformation initiatives are taking center stage as North American enterprises look to rationalize their costs through legacy tech debt reduction
- In response to evolving enterprise expectations, service providers are enhancing their offerings through strategic collaborations with technology providers and leverage of in-house solutions and platforms

### Service Provider characteristics

- Application transformation solution providers are investing in building a credible suit of branded IP and solution accelerators to help fast track enterprises' transformation journeys
- They are focused on strengthening their onshore and nearshore capabilities and offering a balanced services portfolio with mature advisory and implementation capabilities to cater to the diverse needs of the North American enterprises
- Providers are experimenting with implementing gen AI use cases across in-house platforms and solutions to automate the transformation process, aiming to meet enterprises' cost optimization and productivity mandates

# The Application Transformation Services Provider Compendium 2024 – North America has 28 provider profiles

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## Provider 1 profile (page 1 of 3)

### Overview

**Vision for Application Transformation Services**  
 Provider 1 vision for application transformation is to assist organizations in recognizing possibilities, setting goals, and developing action plans, all while ensuring that their applications remain dependable and efficient. It specializes in modernizing and transitioning legacy systems to cloud environments, as well as developing resilient software platforms and cloud infrastructure. It evaluates the existing applications, facilitates their cloud migration, and provides customized training programs to empower teams.

**Scope of services**

- Cloud advisory and migration services
- Cloud-native development
- Application migration and modernization
- Cloud managed services
- DevSecOps

**Application transformation services revenue (2022)**

<US\$200 million	US\$200-500 million	US\$500 million-US\$1 billion	>US\$1 billion
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**By geography**

- US

**By function**

- Advisory

**By industry**

- BFSI
- Electronics, hi-tech and technology
- Public sector
- Others

**By buyer size**

- Small (annual client revenue <US\$1 billion)
- Very large (annual revenue US\$10-20 billion)

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## Provider 1 profile (page 2 of 3)

### Solutions, partnerships, and recent investments

[NOT EXHAUSTIVE]

**Proprietary solutions for application transformation services**

Solution name	Details
Solution 1	It is a CI/CD platform designed to accelerate application delivery with a global focus. It contributes to which can be leveraged on any cloud platform.
Solution 2	It is an AI platform that offers ticket categorization and causal analysis, leading to a reduction in ticket high-quality results. This SaaS solution, which utilizes Open APIs, consists of a mature engine and a

**Application transformation services partnerships**

Partner name	Details
Partner 1	It has a global partnership with Microsoft and provides customized Azure Platform-as-a-Service (PaaS)
Partner 2	It is an advanced consulting AWS partner with a focus on Service Parts Planning (SPP) and MAP for
Partner 3	It is a Google Cloud premier partner in Brazil and Romania.

**Application transformation services investments**

Investment name/theme	Details
CoE	<ul style="list-style-type: none"> <li>It has invested to develop a cloud CoE to better serve its clients</li> <li>It has built an innovation CoE focusing on the delivery of AI/ML services for North American custo</li> </ul>
Training	Trained 2,000+ professionals on the cloud, resulting in a project-ready talent pool comprising of skills
Acquisition	Acquired 30 companies in several fields of work, with each purchase providing a knowledge domain many markets.

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## Provider 1 profile (page 3 of 3)

### Case studies

**CASE STUDY 1**  
 Enabled cloud migration and application modernization for a leading pharmaceutical company

**Business challenge**  
 The client was experiencing challenges with cloud migration and application modernization.

**Solution**  
 Provider 1 delivered an integrated solution encompassing application development and configuration, application maintenance, application testing (regression and unit testing), and application support, including integrations and third-party coordination (SaaS applications). It leveraged its in-house IP, Sophie, to deliver replatforming for the client.

**Impact**

- Provided operational benefits and cost savings through streamlined delivery model, which operates as a single cohesive unit
- Implemented a three-tier governance structure to ensure strategic and tactical alignment to standardize, consolidate, and transform services

**CASE STUDY 2**  
 Modernized and migrated the application stack of a leading transport and logistics company

**Business challenge**  
 The client was looking to outsource its application modernization and cloud migration efforts along with SAP S4 HANA transformation.

**Solution**  
 Provider 1 undertook a comprehensive cloud migration exercise for the client led by microservices development and containerization. It leveraged its in-house solution, XYZ, which helped in achieving the client's desired objectives.

**Impact**

- Increased operational efficiency
- Reduced costs

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## Application Services

	Published	Current release	Planned
Reports title	Release date		
Application Transformation Services PEAK Matrix® Assessment 2024 – North America			January 2024
Generative AI for the Future of Application Services – Propelling Productivity and Reshaping Cost Paradigms			January 2024
Next-generation Quality Engineering (QE) Services – Provider Compendium 2023			January 2024
Low-code Application Development Platforms – Provider Compendium 2024			February 2024
Enterprise Pulse – Top Five Emerging Application Service Providers 2024			February 2024
Application Transformation Services PEAK Matrix® Assessment 2024 – Europe			March 2024
Leveraging Quality Engineering to Move the Enterprise Generative AI Needle Forward			April 2024
Low-code Application Development – Review of Appian World 2024			May 2024
Innovation Watch: Generative AI Applications in Software Development			May 2024
<a href="#">Application Transformation Services Provider Compendium 2024 – North America</a>			June 2024
Application Transformation Services Provider Compendium 2024 – Europe			Q2 2024
Unlocking Generative AI Success with Quality Engineering			Q2 2024
Quality Engineering as a Foundation for Sustainable IT			Q2 2024
Low-code State of the Market			Q2 2024
Achieving Optimization: A Transformed Approach to Application Transformation			Q2 2024
Low-code Application Development Services PEAK Matrix® 2024 - Focus on Appian, Outsystems and PowerApps			Q3 2024

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