

# Low-code Application Development Services PEAK Matrix® Assessment 2024 – Focus on Appian

September 2024: Complimentary Abstract / Table of Contents

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- ▶ Price Genius – AMS Solution and Pricing Tool
- ▶ Pricing Analytics as a Service
- ▶ Process Intelligence
- ▶ Process Orchestration
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# Contents

4	Introduction and overview	26	TCS
5	Research methodology	27	WNS-Vuram
6	Key information on the report	28	Xebia
7	Introduction	29	Major Contenders
8	Focus of the research	30	Bits in Glass
9	Summary of key messages	31	Cognizant
		32	KPMG
10	Low-code application development services PEAK Matrix® characteristics	33	Mphasis
11	PEAK Matrix framework	34	PwC
14	Everest Group PEAK Matrix for Low-Code Application Development Services – Focus on Appian	35	Roboyo
15	Characteristics of Leaders, Major Contenders, and Aspirants	36	Tech Mahindra
17	Provider capability summary dashboard	37	Virtusa
		38	Wipro
		39	Yexle
21	Enterprise sourcing considerations	40	Aspirants
21	Leaders	41	Valcon
22	Coforge	42	Vision Point Systems
23	EXL	43	Zimpatica
24	Infosys	44	Appendix
25	Persistent Systems	45	Glossary
		46	Research calendar

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# Introduction

As enterprises increasingly seek to accelerate digital transformation, the adoption of low-code platforms has surged, offering a faster, more agile approach to application development. Low-code application development platforms such as Appian, OutSystems, and Power Apps are at the forefront of this shift, enabling businesses to rapidly develop, deploy, and scale applications with minimal coding effort. This trend has become even more pronounced as organizations strive to enhance operational efficiency, respond quickly to market changes, and drive innovation amid growing competitive pressures.

To meet this rising demand, service providers are expanding their capabilities, forming strategic alliances with low-code platform vendors, and developing proprietary IPs to offer differentiated services. Additionally, investments in delivery centers and specialized talent are ensuring that these providers can deliver tailored, high-impact solutions that align with the unique needs of enterprises.

In this report, we analyze the performance of 20 leading low-code service providers featured on the low-code application development services PEAK Matrix® assessment focused on Appian. Our comprehensive evaluation will assist enterprises in selecting the best-fit partner for their low-code application development needs, while also providing service providers with insights to benchmark and enhance their offerings in this dynamic landscape.

**This report includes the profiles of the following 20 leading low-code service providers featured on the Low-code Application Development PEAK Matrix – Focus on Appian:**

- **Leaders:** Coforge, EXL, Infosys, Persistent Systems, TCS, WNS-Vuram, and Xebia
- **Major Contenders:** Bits In Glass, Cognizant, KPMG, Mphasis, PwC, Roboyo, Tech Mahindra, Virtusa, Wipro, and Yexle
- **Aspirants:** Valcon, Vision Point Systems, and Zimpatica

## Scope of this report

**Geography:** global

**Industry:** market activity and investments of 20 leading low-code service providers

**Services:** low-code application development services on Appian

# Overview and abbreviated summary of key messages

## Overview

In this report, we present the assessment and detailed profiles of 20 service providers featured on the Low-code Application Development Services PEAK Matrix® Assessment 2024 – Focus on Appian. The assessment is based on Everest Group’s annual RFI process for calendar year 2024, interactions with leading service providers, client reference checks, and an ongoing analysis of the application management services market

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

### Everest Group’s Low-code Application Development Services PEAK Matrix® Assessment 2024 – Focus on Appian

- This report includes the profiles of the following 20 leading service providers featured on the Low-code Application Development Services PEAK Matrix® – Focus on Appian:
  - **Leaders:** Coforge, EXL, Infosys, Persistent Systems, TCS, WNS-Vuram, and Xebia
  - **Major Contenders:** Bits In Glass, Cognizant, KPMG, Mphasis, PWC, Roboyo, Tech Mahindra, Virtusa, Wipro, and Yexle
  - **Aspirants:** Valcon, Vision Point Systems, and Zimpatca

### Service provider characteristics

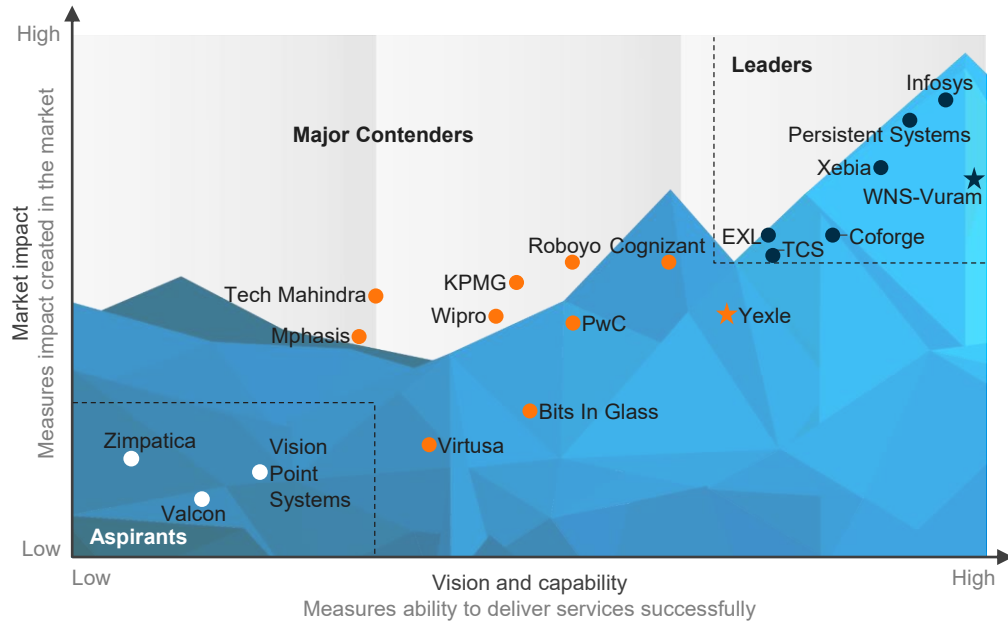
- Leaders in low-code application development excel in vision and strategy, understanding market trends and customer needs, while demonstrating strong delivery capabilities and a proven track record across various industries
- Major Contenders have a strong market presence and customer base across industries, focusing on innovation and relationship-building to enhance satisfaction and deliver value-added service
- Aspirants focus on technology and innovation while lagging in investments; they aim to expand their market presence, leverage emerging trends in low-code development, and improve services to meet client needs

# This study offers three distinct chapters providing a deep dive into key aspects of the low-code services market; below are three charts to illustrate the depth of the report

## Everest Group PEAK Matrix® Assessment 2024

### Everest Group Low-code Application Development Services PEAK Matrix® Assessment 2024 – Focus on Appian<sup>1</sup>

● Leaders ● Major Contenders ○ Aspirants ☆ Star Performers



<sup>1</sup> Assessments for Bits In Glass, KPMG, Roboyo, PwC, Valcon, Vision Point Systems and Zimpatica 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 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 extensive industry knowledge across various sectors, including key industries such as BFSI, manufacturing and healthcare, and life sciences
- It is expanding its Appian practice by acquiring a specialist low code service provider, a specialist in Appian solutions, and by enhancing its team of Appian-certified professionals through targeted training and certification programs

### Limitations

- Provider 1's client base is heavily concentrated in the European and APAC markets, so enterprises in mature markets, such as North America, find it less suitable due to a lack of significant proof points in these regions
- It can further enhance its in-house IPs and solutions to cover different use cases and domains across low-code services

# Research calendar

## Application Services

	Published	Current release	Planned
Reports title	Release date		
Low-code Application Development Platforms Provider Compendium 2024			February 2024
Low-code Application Development – Review of Appian World 2024			May 2024
Achieving Optimization: A Transformed Approach to Application Transformation			May 2024
Application Transformation Services Provider Compendium 2024 – Europe			May 2024
Innovation Watch: Generative AI Applications in Software Development			May 2024
Modern Application Development – Review of Amazon Q Developer			June 2024
Generative AI Adoption in Application Services			June 2024
Building Future-ready Applications: How Low-code and Gen AI Are Set To Transform Application Development			August 2024
<a href="#">Low-code Application Development Services PEAK Matrix® Assessment 2024 – Focus on Appian</a>			September 2024
Low-code Application Development Services PEAK Matrix® 2024 – Focus on OutSystems			Q4 2024
Low-code Application Development Services PEAK Matrix® 2024 – Focus on Power Apps			Q4 2024
Application Management Services PEAK Matrix® Assessment 2024			Q4 2024
Application Management Services for Mid-market Enterprises PEAK Matrix® Assessment 2024			Q4 2024
Quality Engineering (QE) Services for Mid-Market Enterprises PEAK Matrix® Assessment 2024			Q4 2024
Quality Engineering (QE) Services for AI Applications and Systems PEAK Matrix® Assessment 2024			Q1 2025

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