



Application Management Services for Mid-market Enterprises PEAK Matrix® Assessment 2024

September 2024: Complimentary Abstract / Table of Contents

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- ▶ Payer and Provider Information Technology
- ▶ Payment Integrity Solutions
- ▶ Price Genius – AMS Solution and Pricing Tool
- ▶ Pricing Analytics as a Service
- ▶ Process Intelligence
- ▶ Process Orchestration
- ▶ Procurement and Supply Chain
- ▶ Recruitment
- ▶ Retail and CPG
- ▶ 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

Given the current macroeconomic uncertainty, accelerated competition and growing IT complexities, Small and Medium Businesses (SMBs) are increasingly outsourcing their traditional Application Management Services (AMS) scope in order to minimize costs and maximize productivity. They are counting on third-party providers to help them adopt the next-generation technology concepts and solutions to drive operational efficiency and build business resilience in order to stay ahead in the market.

Mid-market customers have distinct priorities compared to larger enterprises. Unlike their large counterparts that have resources to engage multiple partners, the majority of the SMBs seek a single vendor that can offer customized solutions covering multiple service towers in an integrated and efficient manner. They look for cost-efficient services and to realize the maximum return on their technology investments.

In this report, we present an assessment and the detailed capabilities of 14 AMS providers operating in the mid-market enterprise space. Each profile provides a commentary on the strengths and limitations across its key

Intellectual Property (IP) / solutions, partnerships, investments, and case studies. The assessment is based on Everest Group's annual RFI process for the calendar year 2024, interactions with leading application management service providers, client reference checks, and an ongoing analysis of the application services market.

This report includes the profiles of the following 14 leading application management service providers featured on the Application Management Services for Mid-market Enterprises PEAK Matrix®:

- **Leaders:** Encora, Hitachi Digital Services, HTC Global Services, and Virtusa
- **Major Contenders:** Aspire Systems, Datamatics, Dexian IT Solutions, Jade Global, Mastek, Orion Innovation, and SLK Software
- **Aspirants:** 3i Infotech, Visionet, and VVDN Technologies

Scope of this report

Geography: Global

Industry: Market activity and investments of 14 leading service providers

Services: AMS

Overview and abbreviated summary of key messages

Overview

In this report, we present the assessment and detailed profiles of 14 service providers featured on the Application Management Services for Mid-market Enterprises PEAK Matrix® Assessment 2024. 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 Application Management Services for Mid-market Enterprises PEAK Matrix® Assessment

- This report includes the profiles of the following 14 leading service providers featured on the Application Management Services for Mid-market Enterprises PEAK Matrix:
 - **Leaders:** Encora, Hitachi Digital Services, HTC Global Services, and Virtusa
 - **Major Contenders:** Aspire Systems, Datamatics, Dexian IT Solutions, Jade Global, Mastek, Orion Innovation, and SLK Software
 - **Aspirants:** 3i Infotech, Visionet, and VVDN Technologies

Service provider characteristics

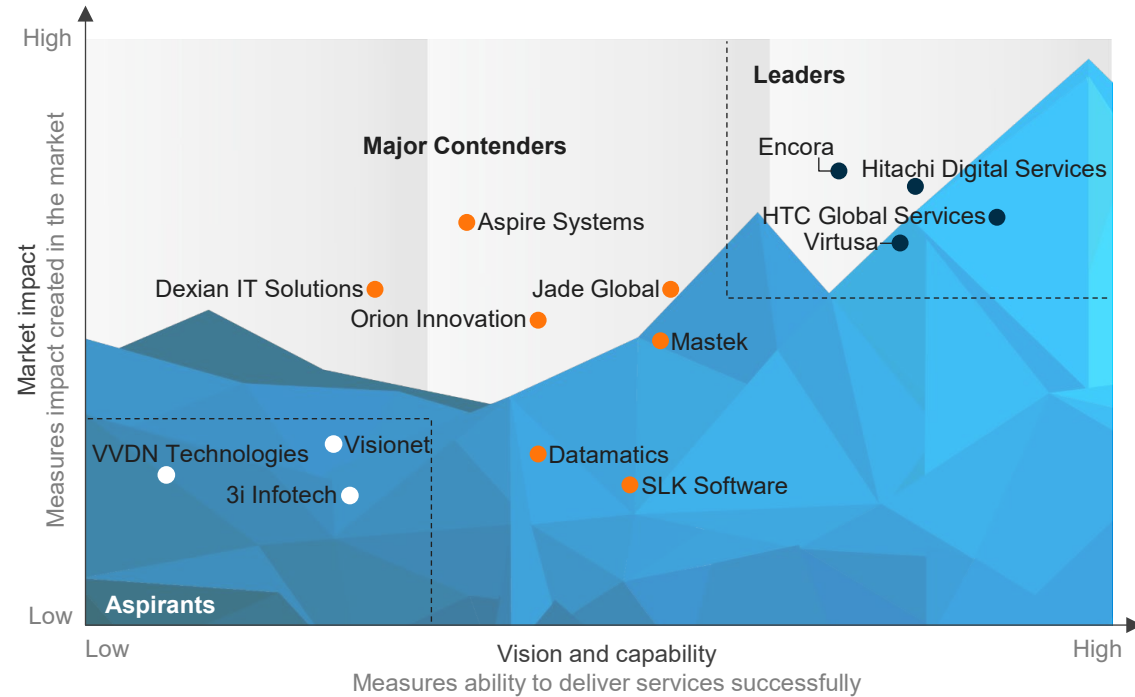
- Leaders lead with a forward-looking vision and dedicated strategies to deliver application management services to mid-market enterprises through a targeted Got-to-market (GTM) strategy, supported by their vast portfolio of service offerings
- Major Contenders are driving focus on strengthening their services offerings through dedicated investments in IP development and partner network expansion, however their services portfolio and delivery capabilities are not as balanced as those of Leaders
- Aspirants are gradually increasing their investments to develop point solution and accelerators in focused areas, expand their partner network, and augment their services portfolio to contend with Leaders and Major Contenders

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

Everest Group PEAK Matrix® Assessment 2024

Everest Group Application Management Services for Mid-market Enterprises PEAK Matrix® Assessment 2024

● Leaders ● Major Contenders ○ Aspirants



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 focus on driving AIOps and gen AI-powered operations, supported by its in-house solutions such as XYZ solution and XYZ framework, is resonating well in the market
- Enterprise clients appreciate its stakeholder management capabilities along with its on-time service delivery

Limitations

- Provider 1 has a skewed focus toward XYZ and ABC industries makes it a less suitable partner for SMBs from other key sectors
- Enterprise clients have expressed concern over its lack of proactiveness displayed during AMS engagements and limited ability to act as a strategic partner

Research calendar

Application Services

	Published	Current release	Planned
Reports title	Release date		
Achieving Optimization: A Transformed Approach to Application Transformation			June 2024
Generative AI Adoption in Application Services			June 2024
Quality Engineering (QE) as a Foundation for Sustainable IT			July 2024
Enabling Enterprises to Scale Intelligent Automation (IA) with Gen AI			July 2024
Unlocking Generative AI Success with Quality Engineering			August 2024
Building Future-ready Applications: How Low-code and Gen AI are Set to Transform Application Development			August 2024
Application Management Services for Mid-market Enterprises PEAK Matrix® Assessment 2024			September 2024
Transforming Business Processes with IT-OT Convergence			Q4 2024
Quality Engineering for Enterprise AI Success			Q4 2024
Low-code Application Development Services PEAK Matrix® Assessment 2024 – Focus on Appian			Q4 2024
Low-code Application Development Services PEAK Matrix® Assessment 2024 – Focus on Power Apps			Q4 2024
Low-code Application Development Services PEAK Matrix® Assessment 2024 – Focus on Outsystems			Q4 2024
Quality Engineering (QE) Services for AI Applications and Systems PEAK Matrix® Assessment 2024			Q4 2024
Quality Engineering (QE) Services for Mid-Market Enterprises PEAK Matrix® Assessment 2024			Q4 2024
Application Management Services PEAK Matrix® Assessment 2024			Q4 2024

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