



# Digital Transformation Consulting Services PEAK Matrix<sup>®</sup> Assessment 2024 – Europe

October 2024 : Complimentary Abstract / Table of Contents

# Our research offerings

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

## Digital Services

- ▶ Advanced SciTech
- ▶ Amazon Web Services (AWS)
- ▶ Application Services
- ▶ Artificial Intelligence (AI)
- ▶ Asset and Wealth Management
- ▶ Banking and Financial Services Business Process
- ▶ Banking and Financial Services Information Technology
- ▶ Catalyst™
- ▶ Clinical Development Technology
- ▶ Cloud and Infrastructure
- ▶ Contingent Staffing
- ▶ Contingent Workforce Management
- ▶ Customer Experience Management Services
- ▶ CX Excellence
- ▶ CXM Technology
- ▶ Cybersecurity
- ▶ Cyber Threat Detection and Response
- ▶ Data and Analytics
- ▶ Digital Adoption Platforms
- ▶ Digital Services
- ▶ Digital Workplace
- ▶ Employee Experience Management (EXM) Platforms
- ▶ Employer of Record (EOR)
- ▶ Engineering Research and Development
- ▶ Enterprise Platform Services
- ▶ Exponential Technologies
- ▶ Finance and Accounting
- ▶ Financial Crime and Compliance
- ▶ Financial Services Technology (FinTech)
- ▶ Forces & Foresight
- ▶ GBS Talent Excellence
- ▶ Global Business Services
- ▶ Google Cloud
- ▶ HealthTech
- ▶ Human Resources
- ▶ Insurance Business Process
- ▶ Insurance Information Technology
- ▶ Insurance Technology (InsurTech)
- ▶ Insurance Third-Party Administration (TPA) Services
- ▶ Intelligent Document Processing
- ▶ Interactive Experience (IX) Services
- ▶ IT Services Excellence
- ▶ IT Talent Excellence
- ▶ Life Sciences Business Process
- ▶ Life Sciences Commercial Technologies
- ▶ Life Sciences Information Technology
- ▶ Locations Insider™
- ▶ Marketing Services
- ▶ Market Vista™
- ▶ Microsoft Azure
- ▶ Microsoft Business Application Services
- ▶ Modern Application Development (MAD)
- ▶ Mortgage Operations
- ▶ Multi-country Payroll
- ▶ Network Services and 5G
- ▶ Oracle Services
- ▶ Outsourcing Excellence
- ▶ Payer and Provider Business Process
- ▶ 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
- ▶ 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
- ▶ Talent Genius™
- ▶ Technology Skills and Talent
- ▶ Trust and Safety
- ▶ Value and Quality Assurance (VQA)

If you want to learn whether your organization has a membership agreement or request information on pricing and membership options, please contact us at [info@everestgrp.com](mailto:info@everestgrp.com)

Learn more about  
our custom research capabilities

Benchmarking

Contract assessment

Peer analysis

Market intelligence

Tracking: providers, locations, risk,  
technologies

Locations: costs, skills, sustainability,  
portfolios

# Contents

4	Introduction and overview	24	TCS
5	Research methodology	25	Major Contenders
6	Key information on the report	26	Cognizant
7	Introduction	27	Infosys
8	Focus of the research	28	LTIMindtree
10	Summary of key messages	29	McKinsey
11	Digital Transformation Consulting Services PEAK Matrix® characteristics	30	NTT DATA
12	PEAK matrix framework	31	Sopra Steria
14	Everest Group PEAK Matrix for digital transformation consulting services	32	Tech Mahindra
15	Characteristics of Leaders, Major Contenders, and Aspirants	33	TELUS Digital
16	Provider capability summary dashboard	34	Aspirants
19	Enterprise sourcing considerations	35	Birlasoft
19	Leaders	36	GFT
20	Accenture	37	Persistent Systems
21	Capgemini	38	Appendix
22	Deloitte	39	Glossary
23	IBM	40	Research calendar

For more information on this and other research published by Everest Group, please contact us:

**Alisha Mittal**, Vice President

**Parul Trivedi**, Practice Director

**Sandeep P**, Senior Analyst

**Swagata Sarkar**, Senior Analyst

**Copyright © 2024 Everest Global, Inc.**

We encourage you to share these materials internally in accordance with your license. Sharing these materials outside your organization in any form – electronic, written, or verbal – is prohibited unless you obtain the express, prior, and written consent of Everest Global, Inc. It is your organization's responsibility to maintain the confidentiality of these materials in accordance with your license of them.



# Introduction

Enterprises are investing heavily to drive customer experience, employee experience, process and cost optimization, growth, and sustainability across organizations in Europe. Historically, enterprises have received subdued returns from digital transformation initiatives. Consulting emerged as a key aspect of the digital transformation value chain as enterprises understood that a clear vision and strategy are quintessential for the success of digital transformation initiatives. Amid huge demand and the involvement of technology in the transformation journey, enterprises have started looking for consulting offerings that incorporate data protection and privacy regulations. Now, enterprises are searching for service providers that can guide them to outline a digital vision, and roadmap and drive innovation with actual value realization by understanding the cultural nuances and local market requirements in Europe that play a role in shaping digital strategies.

In this research, we present an assessment of 16 service providers featured on the Digital Transformation Consulting Services PEAK Matrix®, a comprehensive

matrix that evaluates and categorizes service providers in terms of their capabilities in Europe.

The assessment is based on Everest Group’s annual Request for Information (RFI) process for the calendar year 2024, interactions with leading digital transformation consulting service providers, client reference checks, and an ongoing analysis of the digital transformation consulting market.

**This report includes the profiles of the following 16 digital transformation consulting providers featured on the Digital Transformation Consulting Services PEAK Matrix:**

- **Leaders:** Accenture, Capgemini, Deloitte, IBM, and TCS
- **Major Contenders:** Cognizant, Infosys, LTIMindtree, McKinsey, NTT DATA, Sopra Steria, Tech Mahindra, and TELUS Digital
- **Aspirants:** Birlasoft, GFT, and Persistent Systems

## Scope of this report

**Geography:** Europe

**Providers:** 16 leading digital transformation consulting services providers

**Services:** Digital Services

# Digital transformation consulting services PEAK Matrix® characteristics

## Leaders

Accenture, Capgemini, Deloitte, IBM, and TCS

- Leaders display a strong consulting capability to successfully navigate through complex transformation and deliver services across the digital transformation consulting value chain underpinned by a strong delivery footprint in Europe
- They have a versatile and experienced talent pool and they invest continuously in talent development and management initiatives to serve the unique demands of the European market
- They have a matured, monetizable, and diverse set of solutions, IP, and frameworks across the consulting value chain that adhere to data protection and privacy regulations such as GDPR to accelerate time-to-market for their clients in Europe
- These providers have strong partnerships with leading technology providers, specialist technology providers, and institutions to build prototypes and innovate client-specific solutions

## Major Contenders

Cognizant, Infosys, LTIMindtree, McKinsey, NTT DATA, Sopra Steria, Tech Mahindra, and TELUS Digital

- These providers are making continued investments in building consulting-specific proprietary tools, solutions, and accelerators across the value chain and leveraging them across industries to enhance their services delivery capabilities in Europe
- They take a balanced organic and inorganic approach to fill the gaps across their digital transformation consulting services portfolio and further improve their delivery footprint in the European market
- They have a strong focus on developing talent, building a consulting culture across the organization tailored to the needs of the clients in Europe, and on a consulting-focused go-to-market strategy

## Aspirants

Birlasoft, GFT, and Persistent Systems

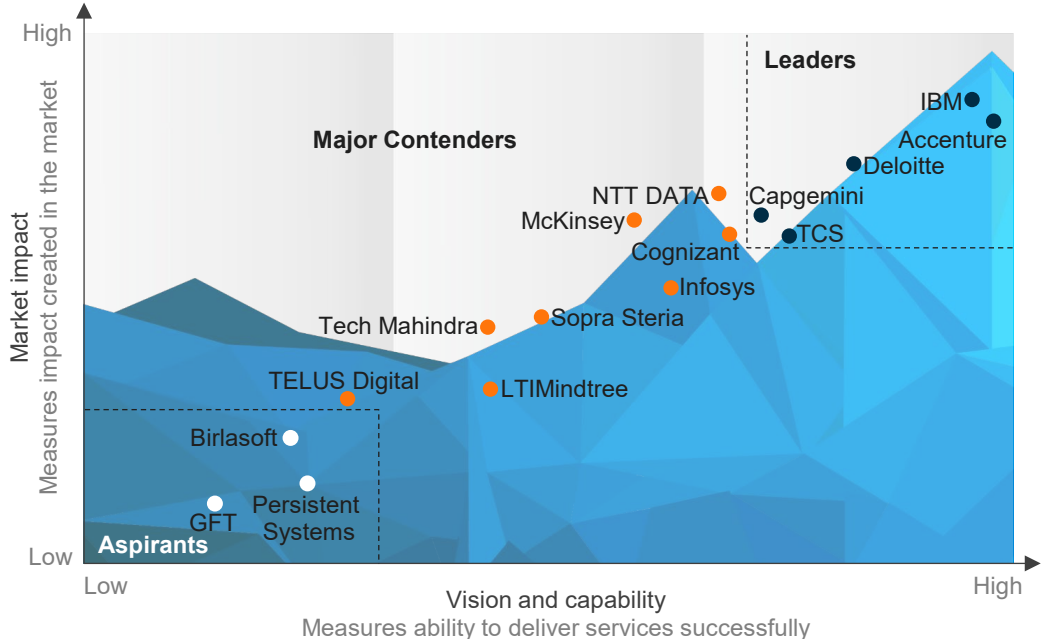
- Aspirants are either focused on a certain industry(s) or vertical(s) in the European region or currently have a relatively small digital transformation consulting practice
- Aspirants have developed a diverse set of consulting-focused IP, solutions, and assessment frameworks across verticals and technologies
- They are investing in talent upskilling and cross-skilling and through the certification of their talent to build robust consulting capabilities to serve the needs of clients in Europe
- Aspirants adopted an organic growth strategy to grow their consulting practice by setting up new practice lines, CoEs, and innovation labs within Europe

# This study offers 16 distinct chapters providing a deep dive into key aspects of Digital transformation consulting market; below are three charts to illustrate the depth of the report

## Everest Group PEAK Matrix® Assessment 2024

### Everest Group Digital Transformation Consulting Services PEAK Matrix® Assessment 2024 – Europe<sup>1,2</sup>

● Leaders ● Major Contenders ○ Aspirants



1 Assessments for Accenture, Capgemini, Deloitte, GFT, Infosys, McKinsey, NTT DATA, and Sopra Steria exclude service provider inputs and are based on Everest Group’s proprietary Transaction Intelligence (TI) database, service provider public disclosures, and Everest Group’s interactions with buyers  
 2 Assessment of IBM and TELUS Digital includes partial inputs from the service provider and is based on Everest Group’s estimates that leverage Everest Group’s proprietary data assets, service providers’ public disclosure, and interaction 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

- Enterprises can benefit from providers breadth of solutions that cover all facets of digital business and technology transformation strategy across the consulting value chain and different functional domains
- It has made extensive investments in building dedicated in-house consulting IP and assets to enhance its technological capabilities, drive AI and blockchain innovation, and expand its global reach

### Limitations

- While clients commend provider for proposing innovative solutions, they sometimes note inconsistencies in execution, indicating a need for bridging this gap
- It is perceived as a premium provider with high license cost, total cost of ownership, and lack of contractual and commercial flexibility during engagements, thus making it less suitable for midsize and small enterprises

# 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
Enterprise Immersive Experience Services – Provider Compendium 2024			July 2024
Digital Transformation Consulting PEAK Matrix® Assessment 2024 – North America			August 2024
Mid-Market Digital Transformation: Insights and Outlook for 2025			August 2024
Digital Transformation Services for Mid-market Enterprises PEAK Matrix® Assessment 2024			September 2024
<a href="#">Digital Transformation Consulting PEAK Matrix® Assessment 2024 – Europe</a>			October 2024
Change Management Services PEAK Matrix® Assessment 2024			Q4 2024
Digital Transformation Services for Mid-market Enterprises – Provider Compendium 2024			Q4 2024
Blockchain Tech Providers PEAK Matrix® Assessment 2024			Q4 2024
Enterprise Blockchain Services PEAK Matrix® Assessment 2024			Q2 2025

Note: [Click](#) to see a list of all of our published Digital Services reports

# Stay connected

Dallas (Headquarters)  
info@everestgrp.com  
+1-214-451-3000

Bangalore  
india@everestgrp.com  
+91-80-61463500

Delhi  
india@everestgrp.com  
+91-124-496-1000

London  
unitedkingdom@everestgrp.com  
+44-207-129-1318

Toronto  
canada@everestgrp.com  
+1-214-451-3000

Website  
everestgrp.com

Blog  
everestgrp.com/blog

Follow us on



Everest Group is a leading research firm helping business leaders make confident decisions. We guide clients through today's market challenges and strengthen their strategies by applying contextualized problem-solving to their unique situations. This drives maximized operational and financial performance and transformative experiences. Our deep expertise and tenacious research focused on technology, business processes, and engineering through the lenses of talent, sustainability, and sourcing delivers precise and action-oriented guidance. Find further details and in-depth content at [www.everestgrp.com](http://www.everestgrp.com).

## Notice and disclaimers

**Important information. Please review this notice carefully and in its entirety. Through your access, you agree to Everest Group's terms of use.**

Everest Group's Terms of Use, available at [www.everestgrp.com/terms-of-use/](http://www.everestgrp.com/terms-of-use/), is hereby incorporated by reference as if fully reproduced herein. Parts of these terms are pasted below for convenience; please refer to the link above for the full version of the Terms of Use.

Everest Group is not registered as an investment adviser or research analyst with the U.S. Securities and Exchange Commission, the Financial Industry Regulatory Authority (FINRA), or any state or foreign securities regulatory authority. For the avoidance of doubt, Everest Group is not providing any advice concerning securities as defined by the law or any regulatory entity or an analysis of equity securities as defined by the law or any regulatory entity.

All Everest Group Products and/or Services are for informational purposes only and are provided "as is" without any warranty of any kind. You understand and expressly agree that you assume the entire risk as to your use and any reliance upon any Product or Service. Everest Group is not a legal, tax, financial, or investment advisor, and nothing provided by Everest Group is legal, tax, financial, or investment advice. Nothing Everest Group provides is an offer to sell or a solicitation of an offer to purchase any securities or instruments from any entity. Nothing from Everest Group may be used or relied upon in evaluating the merits of any investment. Do not base any investment decisions, in whole or part, on anything provided by Everest Group.

Products and/or Services represent research opinions or viewpoints, not representations or statements of fact. Accessing, using, or receiving a grant of access to an Everest Group Product and/or Service does not constitute any recommendation by Everest Group that recipient (1) take any action or refrain from taking any action or (2) enter into a particular transaction. Nothing from Everest Group will be relied upon or interpreted as a promise or representation as to past, present, or future performance of a business or a market. The information contained in any Everest Group Product and/or Service is as of the date prepared, and Everest Group has no duty or obligation to update or revise the information or documentation. Everest Group may have obtained information that appears in its Products and/or Services from the parties mentioned therein, public sources, or third-party sources, including information related to financials, estimates, and/or forecasts. Everest Group has not audited such information and assumes no responsibility for independently verifying such information as Everest Group has relied on such information being complete and accurate in all respects. Note, companies mentioned in Products and/or Services may be customers of Everest Group or have interacted with Everest Group in some other way, including, without limitation, participating in Everest Group research activities.