



# Digital Transformation Services for Mid-market Enterprises – Provider Compendium 2024

October 2024: Complimentary Abstract

Provider Compendium  
Digital Services



# 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
- ▶ Orade 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
- ▶ 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	<b>Introduction and overview</b>	56	Innover Digital
5	Research methodology	61	Jade Global
6	Key information on the report	66	Marlabs
7	Introduction	70	Mastek
8	Focus of the research	75	Maveric Systems
9	<b>Provider profiles</b>	79	Mphasis
10	3i Infotech	85	Nous Infosystems
15	Apexon	90	Orion Innovation
19	Argano	95	SLK Software
23	Aspire Systems	99	TTEC Digital
27	Bounteous	106	UST
31	Cigniti	108	<b>Appendix</b>
36	Coforge	109	Glossary
41	Daffodil Software	110	Research calendar
45	HTC Global Services		
51	Innova Solutions		

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

**Alisha Mittal**, Vice President

**Parul Trivedi**, Practice Director

**Hemant Agrawal**, Senior Analyst

**Shreya Arora**, 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

In the current economic landscape surrounded by uncertainty, mid-market enterprises are increasingly turning to digital transformations to remain agile and resilient. They are counting on IT outsourcing to adopt latest technologies and solutions to drive operational efficiency and build exceptional customer experiences to stay ahead in the market.

Service providers play a pivotal role in these transformations, offering expertise in technology themes such as cloud, data analytics, AI, automation and next-generation technologies, helping enterprises undergo complex transformations. Mid-market enterprises are seeking providers that prioritize a strong relationship, cost-efficiency, agility, and provide domain expertise in their industry supported by a strong partner network.

In this research, we present an assessment of 21 service providers on their capabilities and market adoption for digital transformation services for mid-market enterprises.

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

**This report includes the profiles of the following 21 leading digital transformation services providers:**

3i Infotech, Apexon, Argano, Aspire Systems, Bounteous, Cigniti, Coforge, Daffodil Software, HTC Global Services, Innova Solutions, Innover Digital, Jade Global, Marlabs, Mastek, Maveric Systems, Mphasis, Nous Infosystems, Orion Innovation, SLK Software, TTEC Digital, UST

## Scope of this report

**Geography:** Global

**Industry:** All industries

**Services:** Digital transformation services

# Overview and abbreviated summary of key messages

This compendium provides comprehensive and fact-based snapshots of 21 service providers, highlighting their capabilities and offerings for digital transformation services for mid-market enterprises. Each profile offers a detailed overview of the providers vision and strategy, scope of services offered, key IPs/solutions, partnerships, and case studies. They study will allow solution providers to compare their offerings and capabilities with other providers and help existing and potential digital transformation buyers to assess solution providers based on the capabilities they seek.

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

### Overview

- As competition intensifies and operational challenges grow, digital transformation is becoming a critical priority of mid-market enterprises, driving innovation and enhancing efficiency while addressing agility and scalability requirements
- To meet evolving customer and operational needs, service providers are increasingly offering tailored solutions through partnerships with specialized technology vendors and leveraging hyperscalers to enable flexible, scalable digital services

### Service provider characteristics

- Digital transformation service providers are investing in building a credible suit of branded IP and solution accelerators to help fast track mid-market enterprises transformation journeys
- They are focused on strengthening their transformation capabilities across industries offering a mix of consulting, integration, change management and managed services to address specific challenges of mid-market enterprises
- Providers are actively integrating technologies such as automation, cloud computing , AI, and analytics into their platforms to streamline operations and improve decision-making processes, and drive long-term growth for mid-sized businesses

# The Digital Transformation Services for Mid-market Enterprises Provider Compendium 2024 has 21 provider profiles

Digital Transformation Services for Mid-market Enterprises – Provider Compendium 2024 | 1

### Provider 1 profile (page 1 of 5)

Overview

Vision for digital transformation services for mid-market enterprises provide digital transformation for mid-market enterprises in the BFSI sector by combining expertise with agile methodologies. Its vision is to empower businesses with custom solutions that enhance operational efficiency, foster continuous innovation, and support growth. The focus is on customer-centricity, quality, and cost-effectiveness to drive mid-sized enterprises in the digital era.

Overall revenue for digital transformation services for mid-market enterprises

US\$1-50 million	US\$51-150 million	US\$151-270 million
------------------	--------------------	---------------------

Overview of services  
Provider 1 offers a range of digital transformation services tailored for mid-market including cloud computing, automation, blockchain, cybersecurity, AI, ML, big data approach focuses on leveraging these technologies to enhance operational efficiency and provide actionable insights, thereby supporting the ongoing innovation and growth in the BFSI sector.

Everest Group® Proprietary & Confidential. © 2024, Everest Global, Inc. | EGR-2024-33-R-6737

Digital Transformation Services for Mid-market Enterprises – Provider Compendium 2024 | 2

### Provider 1 profile (page 2 of 5)

Case studies

**CASE STUDY**  
Migrating and optimizing environments in retail distribution and CPG sector using AI

**Business challenge**  
The client was facing challenges in onboarding customers to its existing platform, with an extensive four to six weeks. Its migration of environments was delayed, and its teams lacked proper processes and best practices, which negatively impacted service and availability.

**Solution**  
Provider used its platform to migrate the client's environments. It implemented a 24 customer model to ensure effective Product Life Cycle Management (PLM). By incorporating and de-skilling manual tasks, it enhanced productivity. It also introduced predictive usage monitoring to maintain productivity and meet Service Level Agreement (SLA) Indicators (KPIs) without compromising service quality.

**Impact**

- Transitioned from a CapEx to an OpEx model
- Achieved a 30-40% reduction in total costs
- Reduced the customer onboarding time from six weeks to one week
- Cut the time required to migrate environments into User Acceptance Testing (UAT) from two weeks to just two days

Everest Group® Proprietary & Confidential. © 2024, Everest Global, Inc. | EGR-2024-33-R-6737

Digital Transformation Services for Mid-market Enterprises – Provider Compendium 2024 | 3

### Provider 1 profile (page 3 of 5)

Capabilities and partnerships

**Proprietary solutions**

Solution	Details
Solution 1	Automates testing processes and ensures compliance
Solution 2	Provides a cloud-based Enterprise Resource Planning (ERP)
Solution 3	Features a generative AI bot with capabilities for customer support
Solution 4	Streamlines the issuance of digital bank guarantees
Solution 5	A web application offering a centralized platform
Solution 6	A modular Governance, Risk, and Compliance management
Solution 7	Hosts digital solutions for testing, banking, and compliance
Solution 8	A Secure Access Service Edge (SASE) based

**Partnerships**

Partner	Details
Partner 1	Partnership was established to provide digital transformation
Partner 2	Partnership was established for Application Architecture
Partner 3	Partnership was established for cloud and infrastructure
Partner 4	Partnership was established to provide professional services
Partner 5	Partnership was established for professional certification

Everest Group® Proprietary & Confidential. © 2024, Everest Global, Inc. | EGR-2024-33-R-6737

Digital Transformation Services for Mid-market Enterprises – Provider Compendium 2024 | 4

### Provider 1 profile (page 4 of 5)

Capabilities and partnerships

[REPRESENTATIVE LIST]

Digital transformations engagements incorporating foundational technology themes – Highest (1) to Lowest (10)

Themes	Automation	Cloud computing	Cybersecurity	Big data and analytics	AI and ML	Blockchain	IoT	Metaverse and AR	Multi-channel interactions	Platform engineering
Rank	1	2	3	4	5	6	-	-	-	-

**Investments**

Investment	Details
XYZ	Enhanced financial reporting compliance and transparency
XYZ	To gain proficiency in leveraging Oracle solutions for efficient data management
XYZ	To enhance skill in creating and testing software in a controlled environment
XYZ	To gain mastery in Microsoft's cloud platform for scalable and secure solutions
XYZ	To use advanced capability in Amazon's cloud services for flexible and innovative IT solutions

Everest Group® Proprietary & Confidential. © 2024, Everest Global, Inc. | EGR-2024-33-R-6737

Digital Transformation Services for Mid-market Enterprises – Provider Compendium 2024 | 5

### Provider 1 profile (page 5 of 5)

Technology focus and investments

[REPRESENTATIVE LIST]

Digital transformations engagements incorporating foundational technology themes – Highest (1) to Lowest (10)

Themes	Automation	Cloud computing	Cybersecurity	Big data and analytics	AI and ML	Blockchain	IoT	Metaverse and AR	Multi-channel interactions	Platform engineering
Rank	1	2	3	4	5	6	-	-	-	-

**Investments**

Investment	Details
XYZ	Enhanced financial reporting compliance and transparency
XYZ	To gain proficiency in leveraging Oracle solutions for efficient data management
XYZ	To enhance skill in creating and testing software in a controlled environment
XYZ	To gain mastery in Microsoft's cloud platform for scalable and secure solutions
XYZ	To use advanced capability in Amazon's cloud services for flexible and innovative IT solutions

Everest Group® Proprietary & Confidential. © 2024, Everest Global, Inc. | EGR-2024-33-R-6737

# Research calendar

## Digital Services

	Published	Current release	Planned
Reports title	Release date		
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
Mid-Market Digital Transformation: Insights and Outlook for 2025			August 2024
Digital Transformation Consulting PEAK Matrix® Assessment 2024 – North America			September 2024
Digital Transformation Services for Mid-market Enterprises PEAK Matrix® Assessment 2024			September 2024
Digital Transformation Consulting PEAK Matrix® Assessment 2024 – Europe			October 2024
<a href="#">Digital Transformation Services for Mid-market Enterprises – Provider Compendium 2024</a>			October 2024
Quantum Leap: Navigating the Future of Quantum Computing Services			Q4 2024
Change Management Services PEAK Matrix® Assessment 2024			Q4 2024
Digital Transformation Services for Mid-market Enterprises State of the Market 2024			Q4 2024
Blockchain Tech Providers PEAK Matrix® Assessment 2024			Q4 2024
Enterprise Blockchain Services PEAK Matrix® Assessment 2025			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.