

# Data and Analytics (D&A) Services PEAK Matrix<sup>®</sup> Assessment 2024

December 2024: Complimentary Abstract / Table of Contents



Data and Analytics



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- ▶ Rewards and Recognition
- ▶ SAP Services
- ▶ Service Optimization Technologies
- ▶ Software Product Engineering Services
- ▶ Supply Chain Management (SCM) Services
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# Introduction

Enterprises are increasingly recognizing gaps in their data ecosystems as they seek to harness the full potential of gen AI. Businesses are prioritizing their data strategy to build AI-ready data ecosystems. Advances in artificial intelligence (AI) have amplified the importance of robust data management and governance. When scaling their AI initiatives, they are gradually realizing the value of trustworthy data to ensure quality, consistency, and security.

In addition, the focus has shifted toward value realization, with enterprises aiming to drive tangible business outcomes from their data initiatives. Enterprises demand their data strategies to deliver measurable business outcomes. This has led to a sharp focus on driving productivity gains, operational efficiencies, and unlocking new revenue streams. Data initiatives are increasingly seen as a critical investment that directly contributes to building a competitive advantage in the market.

In this report, we present an assessment and detailed profiles of 27 service providers featured on the D&A Services PEAK Matrix®. Each provider profile provides a comprehensive picture of its strengths and limitations. The assessment is based on Everest Group's annual RFI process for the calendar year 2024, interactions with leading D&A service providers, client reference checks, and an ongoing analysis of the D&A services market.

**This report includes the profiles of the following 27 leading D&A service providers featured on the D&A Services PEAK Matrix®:**

- **Leaders:** Accenture, Capgemini, Cognizant, Deloitte, IBM, Infosys, TCS, and Wipro
- **Major Contenders:** Akkodis, DXC Technology, EPAM, Eviden (Atos), EXL, EY, Genpact, HCLTech, Kyndryl, LTIMindtree, Mphasis, NTT DATA, PwC, Tech Mahindra, and WNS
- **Aspirants:** Sonata Software, Stefanini, UST, and Virtusa

## Scope of this report

**Geography:** Global

**Industry:** All-encompassing industries globally

**Services:** D&A services

# Overview and abbreviated summary of key messages

This report examines the global Data and Analytics (D&A) services market and evaluates the positioning of service providers on the Everest Group PEAK Matrix®. It provides insights into the changing market dynamics, service provider delivery capabilities, and Everest Group's remarks on service providers' key strengths and limitations.

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

### D&A services market overview

- Based on the extent of capability development and service providers' sweet spots within the integrated approach, we see five segments of D&A service providers (further examined in the full report)
- With D&A services growth outpacing the broader IT services market, it is becoming a key contributor to the overall revenue for global System Integrators (SI)
- Despite challenges in the market, enterprises remain steadfast in allocating ample budgets for D&A initiatives. The D&A services market is expected to continue in its strong double-digit growth trajectory in the upcoming years
- Experience in implementing similar projects, prior partnerships, and competitive pricing are the key factors that enterprises are taking into consideration while selecting a service provider

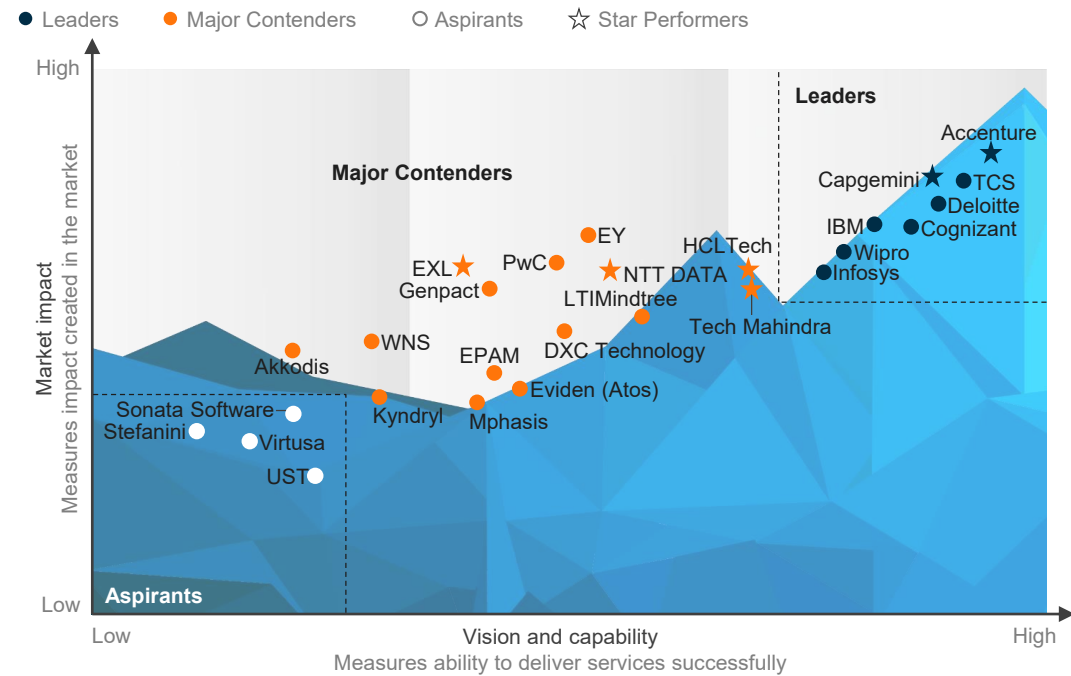
### Service provider characteristics

- Accenture, Capgemini, Cognizant, Deloitte, IBM, Infosys, TCS, and Wipro are the current leaders in the global D&A services market, with several other service providers emerging as major contenders and aspirants
- Leaders are at the forefront of innovation and driving change with organic and inorganic investments, thought leadership, and partnerships. They have also invested in building structured internal talent development programs to ensure the availability of skilled talent
- Major Contenders have shown high confidence in their sweet spots within the D&A stack. They also have the vision to develop full services play and are investing in talent development programs, acquisitions, IP building, and a partnership ecosystem to enable the same
- Aspirants are focusing on creating solutions beyond their niche areas of expertise and pro-actively investing in upgrading their flagship proprietary offerings to drive D&A engagements

# This study offers three distinct chapters providing a deep dive into key aspects of D&A market; below are three charts to illustrate the depth of the report

## Everest Group PEAK Matrix® Assessment 2024

### Everest Group Data and Analytics (D&A) Services PEAK Matrix® Assessment 2024<sup>1,2,3</sup>



1 Assessments for Deloitte, DXC Technology, EPAM, EY, Infosys, PwC, and Virtusa exclude service provider inputs on this study, and are based on Everest Group's estimates that leverage its proprietary Transaction Intelligence (TI) database, ongoing coverage of service providers' public disclosures, and interaction with buyers. For these companies, Everest Group's data for assessment may be less complete

2 Assessments for Eviden (Atos) and IBM are based on partial inputs provided by service providers and are also based on Everest Group's estimates that leverage its proprietary Transaction Intelligence (TI) database, ongoing coverage of service providers' public disclosures, and interaction with buyers. For these companies, Everest Group's data for assessment may be less complete

3 Akkodis and Sonata Software are new entrants on the D&A Services PEAK Matrix® and have therefore not been considered for the Star Performer title

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 leverages its deep industry expertise and consultative heritage to address enterprises' D&A demands ranging from strategy and design to execution and enablement
- Provider 1 is focusing on an asset-based approach to build advanced capabilities for industry-specific and emerging D&A demand themes.

### Limitations

- Provider 1 continues to operate in an onshore-heavy model, leading to premium pricing compared with most IT/BPO providers, which can become a deterrent for some enterprises
- It lacks focus and capabilities in some of the key D&A demand areas such as data modernization and management. Additionally, it has limited partnerships with the technology providers in data ingestion, governance, and preparation space

# Research calendar

## Data and Analytics

	Published	Current release	Planned
Reports title	Release date		
Data and Analytics (D&A) Services for Mid-market Enterprises PEAK Matrix® Assessment 2023			November 2023
Data and Analytics (D&A) Services for Mid-market Enterprises – Provider Compendium 2023			December 2023
Analytics and Artificial Intelligence (AI) Services Specialists PEAK Matrix® Assessment 2024			March 2024
Data Observability Technology Provider PEAK Matrix® Assessment 2024			April 2024
Data & Analytics – Review of Google Next '24 Product Launch			May 2024
Data Observability Technology – Provider Compendium 2024			June 2024
Data and Analytics (D&A) and AI – Review of Databricks' Product Launch at Data + AI Summit 2024			July 2024
Data and Analytics (D&A) and AI – Review of Snowflake's Product Launch at Data Cloud Summit 2024			August 2024
Analytics and AI Services Specialist – Provider Compendium 2024			September 2024
Fueling the Future: How Data & Analytics and AI are transforming the Oil and Gas Industry			September 2024
<a href="#">Data and Analytics (D&amp;A) Services PEAK Matrix® Assessment 2024</a>			<a href="#">December 2024</a>
Unveiling the Modern Data Tech Stack: Evolution Over the Years			Q4 2024
Know Your Data: Creating a Data Inventory Using Catalogs			Q4 2024
Data & AI (D&AI) Services for Mid-Market Enterprises PEAK Matrix® Assessment 2024			Q4 2024
Data and Analytics (D&A): State of The Market 2024			Q4 2024
Analytics and AI Services Specialists PEAK Matrix® Assessment 2025			Q1 2025

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