

Pega Services PEAK Matrix® Assessment 2024

February 2024: Complimentary Abstract / Table of Contents



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- ▶ 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 IT Services
- ▶ 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
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Background of the research

- Amid rapid digitalization and dynamic market landscapes powered by AI, enterprises worldwide are navigating the complexities of business transformation, placing a strong emphasis on adopting AI, optimizing costs, and achieving rapid RoI. These enterprises seek cost-effective yet high-value solutions with strong domain contextualization, focusing on key investment themes such as process automation, data and analytics, low-code/no-code development, and CX transformation
- In response to the changing market landscape, Pega has transformed from a workflow automation powerhouse to an AI-driven platform in recent years, integrating automation, decisioning, CX products, and low-code tools for hyper-agile digital journeys
- As client expectations evolve and the Pega landscape continues to change, providers are redoubling their efforts and investing in scaling the certified talent pool, establishing innovation ecosystems, and enhancing their domain capabilities. These efforts complement the industry functionalities/frameworks offered by Pega across key verticals such as Banking, Financial Services, and Insurance (BFSI), Healthcare and Life Sciences (HLS), telecommunications, and the public sector
- The assessment is based on Everest Group's annual RFI process for the calendar year 2023, interactions with leading providers, client reference checks, and ongoing analysis of the Pega services market

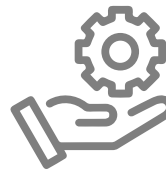
This report includes the profiles of the following 23 leading Pega services providers featured on the Pega Services PEAK Matrix® Assessment 2024:

- **Leaders:** Accenture, Capgemini, Coforge, Cognizant, EY, Infosys, TCS, and Virtusa
- **Major Contenders:** AASEYA, Areteans, Eviden, Evoke Technologies, EvonSys, HCLTech, Mphasis, Sopra Steria, Tech Mahindra, Wipro, and Zensar
- **Aspirants:** EPAM, Rulesware, TTEC, and UST

Scope of this report



Geography
Global



Providers
23 leading services providers



Services
Pega services

Overview and abbreviated summary of key messages

This report examines the global 2024 Pega Services provider landscape and its impact on the Pega Services market. It focuses on provider position and growth in the Pega Services market, changing market dynamics and emerging provider trends, assessment of provider delivery capabilities, and key Pega Services provider profiles. It also identifies the key implications of the research findings for buyers and providers.

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

Pega Services provider capability

- Pega Services providers can be classified into Leaders, Major Contenders, and Aspirants on a capability-market-share matrix
- Accenture, Capgemini, Coforge, Cognizant, EY, Infosys, TCS, and Virtusa are the Leaders in this Pega Services PEAK Matrix assessment with several IT service providers emerging as Major Contenders

Star Performer characteristics

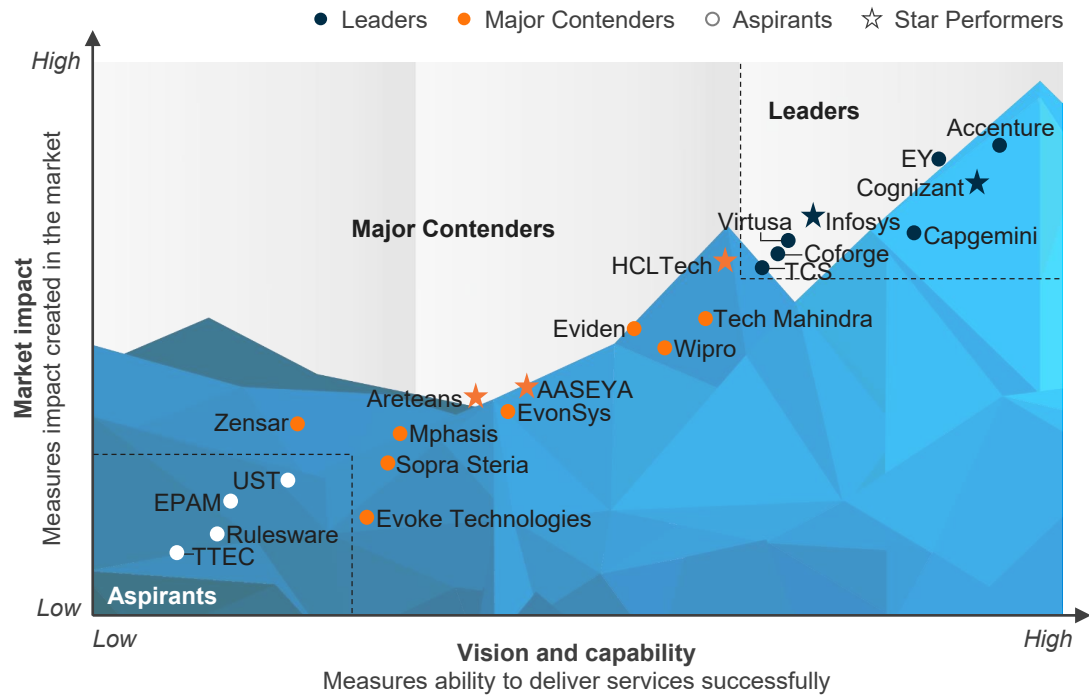
- We identify the providers whose improvement ranks in the top quartile and award the Star Performer rating to those providers with:
 - The maximum number of top-quartile performance improvements across all of the above parameters
 - At least one area of top-quartile improvement performance in both market success and capability advancement
- AASEYA, Areteans, Cognizant, HCLTech, and Infosys are the Star Performers in this Pega Services PEAK Matrix assessment

Service Provider characteristics

- Leaders have credible proof points of transformational engagements in various industries globally. These engagements are backed by a strong delivery network and a large pool of resources
- Leaders are characterized by their strong advisory capabilities; they have proof points of end-to-end transformation along with change management support
- Major Contenders are distinguished by their focus on pure-play implementation and managed-services engagements. They have capabilities and proof points to support both greenfield and brownfield engagements
- Aspirants offer pricing discounts and exhibit strong account management throughout the engagement

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

Everest Group Pega Services PEAK Matrix® Assessment 2024^{1,2}



1 Assessments for Areteans, Eviden, EPAM, Evoke technologies, Sopra Steria, TTEC, and Zensar 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
2 Eviden is an Atos business
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	🔄	🔄	●	●	●	🔄	🔄	🔄	●
Provider 7	🔄	🔄	●	●	●	🔄	●	🔄	●
Provider 8	🔄	🔄	●	●	🔄	🔄	🔄	🔄	●
Provider 9	🔄	🔄	●	●	●	🔄	●	🔄	●

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 credible proof-points in executing end-to-end customer transformations across areas such as intelligent automation, customer engagement, and customer service
- Its ability to consistently be recognized with Pega awards reinforces its credibility as a strategic partner in the Pega services market

Limitations

- Enterprises seeking services in sales automation and client onboarding may need to evaluate Provider 1’s capabilities in this area in depth
- The market believes that Provider 1 has scope to improve upon flexibility in its pricing, especially for its onshore resources to suit a larger pool of clients’ needs

Research calendar

Enterprise Platform Services

Published
 Planned
 Current release

Reports title	Release date
SAP Business Application Services PEAK Matrix® Assessment 2023 – Global	November 2022
Salesforce Industry Cloud Services Provider Compendium 2023	December 2022
Playbook: Transforming Customer and Partner Experiences in the Retail, Consumer Packed Goods (CPG), and Manufacturing Industries	March 2023
Microsoft Dynamics 365 Services PEAK Matrix® Assessment 2023	June 2023
Oracle Cloud Applications Services PEAK Matrix® Assessment 2023	July 2023
Microsoft Dynamics 365 Services – Provider Compendium 2023	July 2023
Enterprise Platform Services: Voice of the Customer 2023	August 2023
Salesforce Services – Unpacking Salesforce Industry Cloud Growth Momentum	September 2023
Oracle Cloud Applications Services – Provider Compendium 2023	October 2023
Pega Services PEAK Matrix® Assessment 2024	February 2024
SAP Business Application Services PEAK Matrix® Assessment 2024 for Mid-market Enterprises	Q1 2024
Pega Services – Provider Compendium 2024	Q1 2024
SAP Business Application Services for Mid-market Enterprises – Provider Compendium 2024	Q2 2024
Salesforce Services PEAK Matrix® Assessment 2024	Q2 2024
Microsoft Dynamics 365 Services – State of the Market 2024	Q2 2024

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