Adobe Services PEAK Matrix® Assessment 2024

May 2024: Complimentary Abstract / Table of Contents

PEAK MATRIX®

Interactive Experience (IX) Services

Everest Group®

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- ► Intelligent Document Processing
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- ► Market Vista™
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- ► Microsoft Business Application Services
- ► Modern Application Development (MAD)
- ► Mortgage Operations

- ► Multi-country Payroll
- ► Network Services and 5G
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- ► Payer and Provider Business Process
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- ► 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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- ► Technology Skills and Talent
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For more information on this and other research published by Everest Group, please contact us:

Nitish Mittal, Partner

Nisha Krishan, Practice Director

Vaani Sharma, Senior Analyst

Tanisha Pacheriwala, Analyst

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Introduction

In today's hyper-competitive business landscape, delivering exceptional Customer Experience (CX) has transitioned from a strategic advantage to an absolute necessity. The focus has shifted from customer-centricity to a holistic experience-centric approach, extending beyond customers to encompass employees, partners, and society. By leveraging technology as a catalyst for innovation and differentiation, organizations seek to deliver seamless, hyper-personalized experiences that resonate deeply with their stakeholders.

Among the myriad technology vendors facilitating this journey, Adobe emerges as a preeminent leader, offering a comprehensive suite of solutions spanning creative, experience, and document cloud domains. Emerging growth drivers such as generative AI for content creation, hyper-personalization at scale, and automated marketing workflows are revolutionizing the Adobe experience landscape today.

To gauge the efficacy of service providers in enabling brands to realize their experience design aspirations through Adobe's offerings, we have delivered an in-depth analysis of their capabilities across the consult, implement, run and operate, and support services value chain.

In this report, we present an assessment of 27 service providers featured on the Adobe Services PEAK Matrix®, a comprehensive matrix that evaluates and categorizes service providers in terms of their capabilities. The assessment is based on Everest Group's annual Request for Information (RFI) process for the calendar year 2024, interactions with leading Adobe service providers, client reference checks, and an ongoing analysis of the Adobe services market.

This report includes the profiles of the following 27 leading Adobe service providers featured on the Adobe services PEAK Matrix:

- **Leaders:** Accenture, Capgemini, Deloitte Digital, IBM, Merkle, TCS, and WPP

- **Major Contenders:** Bounteous, Brillio, Cognizant, Credera, EPAM, EY, HCLTech, Infosys, IPG, LTIMindtree, Publicis Sapient, Rightpoint (Genpact company), Tech Mahindra, Virtusa, Wipro, and Zensar

- **Aspirants:** Infogain, Mastek, RRD, and Stefanini

Scope of this report

Geography: Global

Provider: 27

Services: Adobe services

This report focuses on Adobe services and offers insights into the key Adobe services market trends

Adobe services

Adobe Creative Cloud

Solutions enabling breakthrough design and collaboration processes to deliver engaging customer experiences for any device or touchpoint, organize, and share assets to work faster, and help ensure brand consistency

Adobe Experience Cloud

Connected suite of cross-channel, digital, and interactive experience solutions enabling enterprises to build lasting customer relationships through solutions catering to entire sales and marketing journeys

Adobe Document Cloud

Enabling digital document management to accelerate the customer life cycle, improve employee productivity, and reduce costs

Use cases

| Data insights and audiences | Customer journey mapping and orchestration | Campaign design, execution, optimization, and measurement | Media planning and buying | Content supply chain | Customer life cycle automation | Marketing automation |
| Engaging brand experiences | Content production and management | Digital commerce | Marketing workflows | Creative asset security | Digital forms and signatures | Data-driven personalization |

The assessment will evaluate participants across the end-to-end adoption journey:

Strategy and planning

Strategy and roadmap formulation, product(s) selection, feasibility and readiness assessments, integration strategy, governance, program management, and change management advisory and planning support

Design, implementation, and activation

Requirements gathering, technical and functional design, configuration design, workload migration, platform setup, customizations, application development and testing, integration, deployment, and activation

Run and operate

Performance evaluation and measurement of business value delivered through solutions such as marketing spend effectiveness, lead generation effectiveness, campaign performance evaluation, and content performance evaluation

Measurement, maintenance, and support

Performance measurement of solutions through lead generation effectiveness and marketing effectiveness, help desk management, incident management, compliance and regulatory support, new feature addition, and minor and major usability enhancements
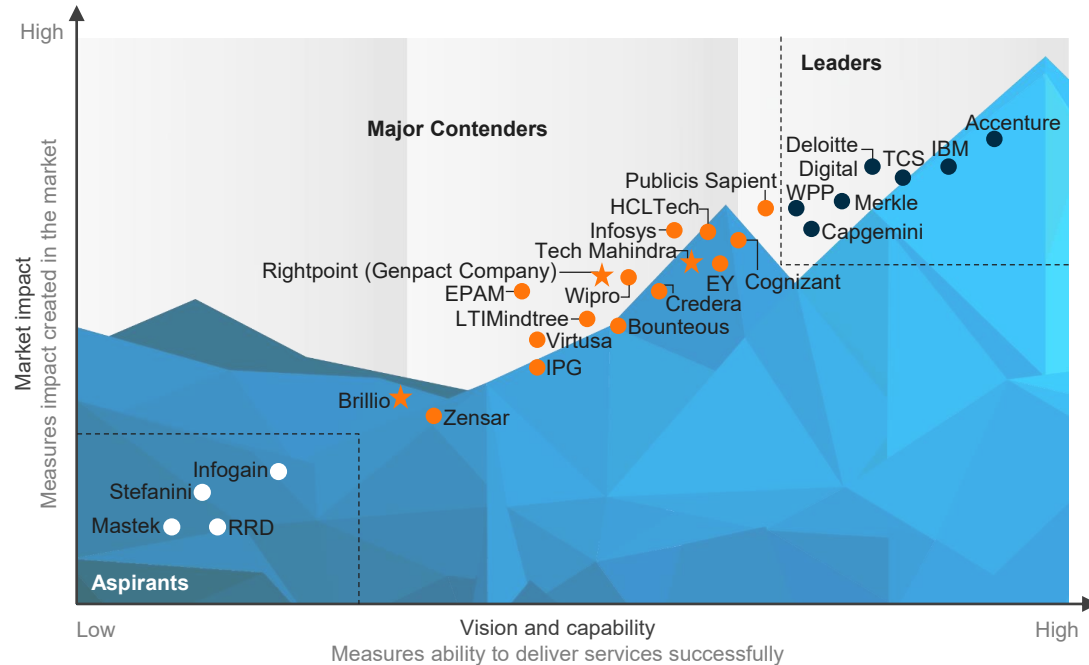
Custom solution development in collaboration with Adobe (joint GTMs/partnerships for products built on top of the Adobe platform)

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

Everest Group PEAK Matrix® Assessment 2024

Illustrative example

Everest Group Adobe Services PEAK Matrix® Assessment 2024[1,2,3,4]

Measure of capability: ◔ Low ● High

● Leaders ● Major Contenders ○ Aspirants ☆ Star Performers

High

Market impact
Measures impact created in the market

Low

Vision and capability
Measures ability to deliver services successfully

High

Leaders

Accenture

Deloitte Digital, TCS, IBM, WPP, Merkle, Capgemini

Major Contenders

Publicis Sapient, HCLTech, Infosys, Tech Mahindra, Rightpoint (Genpact Company), EPAM, Wipro, LTIMindtree, Credera, Bounteous, EY, Cognizant, Virtusa, IPG, Brillio, Zensar

Aspirants

Infogain, Stefanini, Mastek, RRD

1 Assessments for Accenture, Brillio, Credera, Deloitte Digital, Infogain, Infosys, IPG, Mastek, Merkle, Publicis Sapient, RRD, Stefanini, WPP, and Zensar 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 Assessments for Bounteous and Capgemini include partial inputs from the service provider and are based on Everest Group's estimates that leverage Everest Group's proprietary data assets, service providers' public disclosure, and interaction with buyers
3 In this study, we have considered data for sub-agencies, i.e., MRM and Acxiom to assess the parent brand IPG
4 In this study, we have considered data for sub-agency, i.e., VML to assess the parent brand WPP
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 has strong capabilities in end-to-end Adobe services delivery across the value chain of consult, implement, run and operate, and support services
- It has developed Adobe-specific proprietary solutions across multiple domains such as generative AI, CSC, and workflow management

Limitations

- Clients have highlighted that it has further scope to improve its consulting capabilities, commercial flexibility, and change management capabilities
- It should invest in further developing an industry-vertical orientation in its Adobe services portfolio

Research calendar

Interactive Experience (IX) Services

Published   Current release   Planned

Reports title	Release date
Digital Interactive Experience (IX) Services PEAK Matrix® Assessment – Europe 2023	November 2023
Digital Interactive Experience (IX) Services in Europe – Provider Compendium 2023	December 2023
Digital Experience Platform (DXP) Products PEAK Matrix® Assessment 2023	December 2023
Digital Experience Platform (DXP) Products – Provider Compendium 2023	December 2023
Content Supply Chain – Revolutionizing the Content Development Lifecycle	December 2023
Customer Data Platform (CDP) State of the Market 2024	January 2024
Decoding the Customer: Navigating the Voice of the Customer (VoC) Landscape to Truly Understand Your Customers	March 2024
Adobe Services PEAK Matrix® Assessment 2024	May 2024
Adobe Services in Europe – Provider Compendium 2024	May 2024
Adobe Services State of the Market 2024	May 2024
Decoding the MarTech Ecosystem and Rise of Composability	Q2 2024
CIO-CMO conundrum	Q2 2024
Artificial Intelligence in Customer Experience	Q2 2024
AdTech Revolution: Decoding the Code of Data-Driven Advertising	Q3 2024
Digital Commerce Services PEAK Matrix® Assessment 2024	Q3 2024

Note: Click to see a list of all of our published Interactive Experience (IX) Services reports

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Dallas (Headquarters)	Bangalore	Delhi	London	Toronto
info@everestgrp.com	india@everestgrp.com	india@everestgrp.com	unitedkingdom@everestgrp.com	canada@everestgrp.com
+1-214-451-3000	+91-80-61463500	+91-124-496-1000	+44-207-129-1318	+1-214-451-3000

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