



Software Product Engineering Services – Provider Compendium 2024

May 2024: Complimentary Abstract / Table of Contents

Provider Compendium
Software Product Engineering Services



Our research offerings

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

Software Product Engineering Services

- ▶ 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
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- ▶ Contingent Workforce Management
- ▶ Customer Experience Management Services
- ▶ CX Excellence
- ▶ CXM Technology
- ▶ Cybersecurity
- ▶ Cyber Threat Detection and Response
- ▶ Data and Analytics
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- ▶ Digital Services
- ▶ Digital Workplace
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- ▶ 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
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- ▶ IT Talent Excellence
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- ▶ 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 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
- ▶ Talent Genius™
- ▶ Technology Skills and Talent
- ▶ Trust and Safety
- ▶ Value and Quality Assurance (VQA)

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Benchmarking

Contract assessment

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Market intelligence

Tracking: providers, locations, risk,
technologies

Locations: costs, skills, sustainability,
portfolios

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Background and introduction of the research

Software, the largest spend area in the product engineering space, continues to keep its upward march alive, albeit at a decelerated pace, primarily due to recessionary headwinds, geopolitical conflicts, talent constraints, and delayed decision-making at enterprises. Amidst the macroeconomic turbulence, certain themes continue to propel the software R&D forward – a shift toward platform-based business model, increased adoption of AI-/gen AI-augmented and secure products, a focus on sustainability, and an enhanced emphasis on customer and developer experiences.

This pivot toward these transformative themes, coupled with the current economic scenario, is profoundly changing enterprises' expectations from their service providers. From seeking a provider solely focused on offering engineering talent, enterprises now aspire to engage with strategic partners capable of delivering savings, speed, and innovation concurrently.

In this research, we present an assessment and detailed profiles of 43 engineering services providers. Each provider profile provides a comprehensive picture of its service

focus, key Intellectual Property (IP) / solutions, domain investments, and case studies. The assessment is based on Everest Group's annual RFI process for calendar year 2023, interactions with leading software product engineering services providers, client reference checks, and an ongoing analysis of the engineering services market.

This report includes the profiles of the following 43 leading engineering services providers:

Accenture, ACL Digital, Apexon, Aspire Systems, Bounteous x Accolite, Brillio, Capgemini, Ciklum, Cognizant, Cybage, Daffodil Software, DataArt, Encora, EPAM, e-Zest Solutions, GlobalLogic, Globant, GS Lab | GAVS, Happiest Minds, HARMAN DTS, HCLTech, Incedo, Infogain, Infosys, Kellton, LTIMindtree, Mphasis, Ness Digital Engineering, N-iX, Persistent Systems, R Systems, Sigma Software, SoftServe, Softtek, Sonata Software, SOUTHWORKS, TCS, Tech Mahindra, TO THE NEW, UST, Wipro, Xebia, Xoriant

Scope of this report

Geography: Global

Industry: 43 leading engineering service providers

Services: Software product engineering services

The report focuses on software product engineering services and offers insights into prominent service providers operating in this space

Management

Exploring and implementing value-enhancement ideas for all functions and stakeholders in the software product ecosystem – engineers, management, and end-users – while looking from a business as well as a technical lens

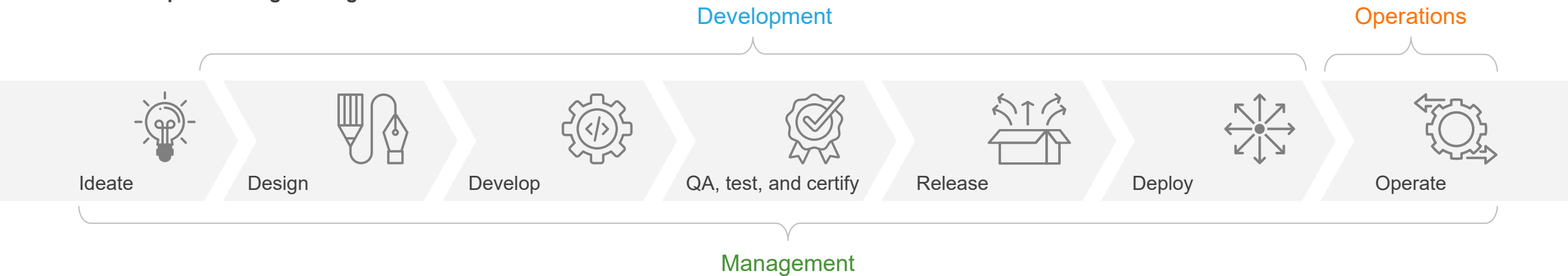
Development

Entails building/upgrading, testing for robustness, and deploying key elements of a software product – technology stack, applications, interface, etc.

Operations

Entails all activities directed toward maintaining software product integrity and providing consistent experiences to product users, while the software product is up and running

Software product engineering value chain



In the engineering services value chain, software product engineering services include:

- Development of Commercial Off-The-Shelf (COTS) products for enterprises
- Development of customer-facing software/portals/applications that are meant for revenue generation or service delivery

Please note that system integration services, development of custom applications for mid-/back-office operations, services offered for embedded software development, and services offered for the development of non-commercial products are excluded from the scope of this assessment.

The Software Product Engineering Service provider compendium report has profiles and buyer case studies for 43 leading engineering service providers

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Provider 1 profile (page 1 of 3)

Overview

Vision and strategy
 Provider 1 aims to utilize its global CoEs to leverage emerging technologies such as generative AI, AI-enabled cloud development, and digital twin, intending to create an expert team to improve repeatability and scalability of its products and services. Brillo plans to leverage its AI expertise and technologies to engage with customers by providing proprietary accelerators, advanced solutions, and accelerator templates.

Software product engineering services revenue and YoY growth rate (H1 CY2023)

Revenue	<US\$100 million	US\$100-200 million	US\$200-400 million	>US\$400 million
Growth rate	<10%	10-20%	20-30%	>30%

Software product engineering services revenue and YoY growth rate (CY2022)

Revenue	<US\$100 million	US\$100-250 million	US\$250-500 million	>US\$500 million
Growth rate	<10%	10-20%	20-30%	>30%

FTE split by region (as of H1 CY2023)

- Onshore
- Nearshore
- Offshore

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Provider 1 profile (page 2 of 3)

Case studies and solutions

Software product engineering services revenue mix (CY 2022)

- Low (<10%)
- Medium (10-30%)
- High (>30%)

By geography

- North America
- India

By verticals

- Automotive
- Energy and utilities
- Media and entertainment
- Telecom

By value chain element

- Development

By buyer size

- Small (annual client revenue <US\$1 billion)
- Very large (annual revenue US\$10-20 billion)

CASE STUDY 1
 Helped a healthcare giant to create a developer portal

Business challenge
 The client was looking for a product engineering partner to build a developer portal, which could enable onboarding, support, and ongoing engagement services for third parties, including developers, Third-party Administrator (TPA), payers, and others in the ecosystem.

Solution and impact
 Provider 1 helped the client to build a developer portal by implementing an enterprise-wide API strategy, which improved the overall customer experience, delivered a robust agile execution model, and provided the right mix of user experience capabilities.

CASE STUDY 2
 Helped a client to effectively manage data and improve its customer experience and workflow processes

Business challenge
 The client was seeking help from a technology development partner to find an effective method to bring together all data into the corporate grid, connect every aspect of customer experience, and use automated workflow processes to improve capabilities in network personalization.

Solution and impact
 Provider 1 provided comprehensive end-to-end services including UX with XYZ framework, API development, data engineering, and continuous delivery pipeline with high performance engineering. This resulted in improving the footprint at least by 20%, enabled over 4,000 new partners through XYZ program, and helped in accumulating over US\$1 billion in sales.

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Provider 1 profile (page 3 of 3)

Investments and partnerships

[NOT EXHAUSTIVE]

Proprietary solutions (representative list)

Solution	Details
Solution 1	A business platform
Solution 2	An API integrat
Solution 3	A solution program
Solution 4	A solution automa
Solution 5	An AI-b
Solution 6	A cloud
Solution 7	A platf
Solution 8	A product recom
Solution 9	A gene unders and me
Solution 10	An AI-b readine
Solution 11	A gene test car
Solution 12	A gene from or

Key alliances and partnerships (representative list)

Partner name	Details
Company 1	A partnership that helps to leverage multiple XYZ service delivery competencies
Company 2	A cloud-based partnership that helps with modern cloud native approaches such as serverless, microservices, and containers
Company 3	A partnership to transform business with digital XYZ workflows and modernize operations to optimize productivity, cost, and resilience with a single platform for XYZ in a hybrid cloud infrastructure
Company 4	A partnership that helps in direct XYZ in the US and India with 15 co-sell ready solutions
Company 5	A partnership to help businesses engineer products and platforms to enable brands to deliver personalized customer journeys and gain actionable insights with well-defined accelerators
Company 6	A cloud-based partnership that helps drive multi-channel personalization and campaign optimization
Company 7	A partnership that enhances expertise in leveraging XYZ tools and migrating data into XYZ's cloud data platform and eliminates time-consuming manual refreshes

Recent software product engineering services investments/acquisitions (representative list)

Investment/target	Details
Investment 1	Acquisition to expand cloud advisory and digital transformation services to clients in the UK and European region
Investment 2	Acquisition to strengthen engineering, cloud, and cognitive automation capabilities, and facilitate an improved onshore presence in the North American region
Investment 3	Acquisition that enhances expertise in quote-to-cash, pricing management, and enterprise sales transformation
Investment 4	Investment in setting up a CoE that helps in improving data engineering, DevOps, agility, Experience Technology (XT), Cloud Transformations (CTXs), digital labs, modern application development, and quality engineering
Investment 5	Investments in creating co-innovation hubs that enhance digital product innovation, learning academies, and vertical-focused solutions
Investment 6	Investments in building innovation studios to enhance capabilities around blockchain, IoT, and Software-defined Networking (SDN) solutions

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Research calendar

Software Product Engineering Services

	Published	Current release	Planned
Reports title	Release date		
Navigating the Enterprise Adoption of Generative AI			September 2023
Engineering Services Top 50 2023			September 2023
Trends in the Top 200 Engineering Research & Development (ER&D) Enterprises 2023			December 2023
Engineering Research and Development (ER&D) Outlook for 2024: Key Macroeconomic and Technological Trends Shaping the ER&D Industry			January 2024
Engineering Services CXO Insights: Key Issues Report 2024			January 2024
Navigating the Platform Odyssey: Software Product Engineering Services PEAK Matrix® Assessment 2024			March 2024
Enterprise Immersive Experience Services PEAK Matrix® Assessment 2024			April 2024
Software Product Engineering Services – Provider Compendium 2024			May 2024
Enterprise Immersive Experience Services – Provider Compendium 2024			Q2 2024
Software Product Engineering Services enterprise pulse report 2024			Q2 2024
Value Chain Functions Software Product Engineering Services PEAK Matrix® Assessment 2024			Q2 2024
Key Verticals Software Product Engineering Services PEAK Matrix® Assessment 2024			Q2 2024
Software Product Engineering Services Enterprise Pulse Report 2024			Q2 2024
Software Product Engineering Services State of the Market 2024			Q2 2024
Nearshore Delivery Software Product Engineering Services PEAK Matrix® Assessment 2024			Q3 2024

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