



# Everest Group PEAK Matrix<sup>®</sup> for Advanced Analytics and Insights (AA&I) Service Provider 2022

Focus on Capgemini  
January 2022



## Background and scope of the research

Democratization and enterprise-wide scaling of analytics and insights has taken the front seat, with enterprises becoming digitally mature and investing heavily in D&A initiatives in recent years. The pandemic further emphasized the need for agile, data-driven decision-making, and placed analytics as an essential navigation tool, marking the shift in enterprise priorities toward analytics transformation, to improve speed to insights and solutions that drive operational and cost efficiencies. D&A service providers including IT/BPO firms, consulting players, and pure-play analytics providers offering a rich set of AA&I capabilities, domain expertise, and off-the-shelf accelerators, can help enterprises reduce time-to-value and achieve business outcomes through coherent and enterprise-wide and data-driven decision-making.

In this context, we present an assessment of 32 service providers featured on the AA&I services PEAK Matrix® 2022. Each service provider profile provides a comprehensive picture of its services focus through a snapshot of its relative capabilities across assessment parameters, key strengths, and areas of improvement, as assessed by Everest Group. The assessment is based on Everest Group's annual RFI process for the calendar year 2020, interactions with leading AA&I service providers, client reference checks, and ongoing analysis of the AA&I services market (refer to page 8 for key sources of information).

Everest Group has employed following exclusion criterion before assessing service providers in the AA&I PEAK Matrix assessment:

- Service provider should have a separate team and dedicated leadership for its AA&I services
- With reference to our AA&I Services Framework (slide 10), the service provider should have meaningful presence across all value chain segments.
- The service provider must have substantial annual revenue from its AA&I services practice
- Only broad-based players have been included in this report; analytics specialists have been excluded from this assessment and have been covered as a part of a separate PEAK assessment

**This report includes the profiles of the following 32 leading AA&I service providers featured on the AA&I PEAK Matrix:**

- **Leaders:** Accenture, Capgemini, Cognizant, EXL, Genpact, IBM, Infosys, TCS, and Wipro
- **Major Contenders:** Atos, Birlasoft, Brillio, Coforge, Deloitte, DXC Technology, EY, HCL Technologies, Infogain, KPMG, LTI, Mphasis, Mindtree, NTT DATA, PwC, Tech Mahindra, T-Systems, Virtusa, and WNS
- **Aspirants:** DMI, Stefanini, UST, and Zensar

### Scope of this report:



**Geography**  
Global



**Service providers**  
32 leading AA&I service providers



**Services**  
AA&I services (refer to page 10 for scope of the research)

## AA&I services PEAK Matrix® characteristics

### Leaders:

#### Accenture, Capgemini, Cognizant, EXL, Genpact, IBM, Infosys, TCS, and Wipro

- Leaders have displayed a vision that is focused on driving business outcomes through process-embedded analytics and next-generation services for their customers
- They have made sustained organic and inorganic investments to bridge the portfolio gaps to achieve full services play, build domain capabilities, and drive strategic partnerships with clients
- They are at the forefront of innovation and driving change with thought leadership, partnerships, co-innovation with clients and partners, and internal investments in emerging themes such as AI, analytics and insights democratization, IoT analytics, data marketplaces, and data literacy
- Leaders have developed a range of integrated platforms along with industry- and use case-specific accelerators to cut down the trial-and-run phase to achieve faster outcomes
- They have invested heavily in building structured internal talent development programs and partnerships with academia to ensure the availability of skilled talent to solve complex problems. They have also focused on leveraging partnerships with vendors to develop a range of certification programs that help them stay ahead as technology evolves
- The willingness to share risk and returns through value-based pricing models have further differentiated them in stakeholder partnerships

### Major Contenders:

#### Atos, Birlasoft, Brillio, Coforge, Deloitte, DXC Technology, EY, HCL Technologies, Infogain, KPMG, LTI, Mindtree, Mphasis, NTT DATA, PwC, Tech Mahindra, T-Systems, Virtusa, and WNS

- Major Contenders have shown high confidence in their areas of strength within the AA&I stack. They have a strong base of satisfied clientele within these areas
- Analytics-focused service providers are steadily investing in building their data engineering and cloud capabilities to focus on full services play
- Major Contenders are also investing in talent development programs, acquisitions, IP, and partnerships

### Aspirants:

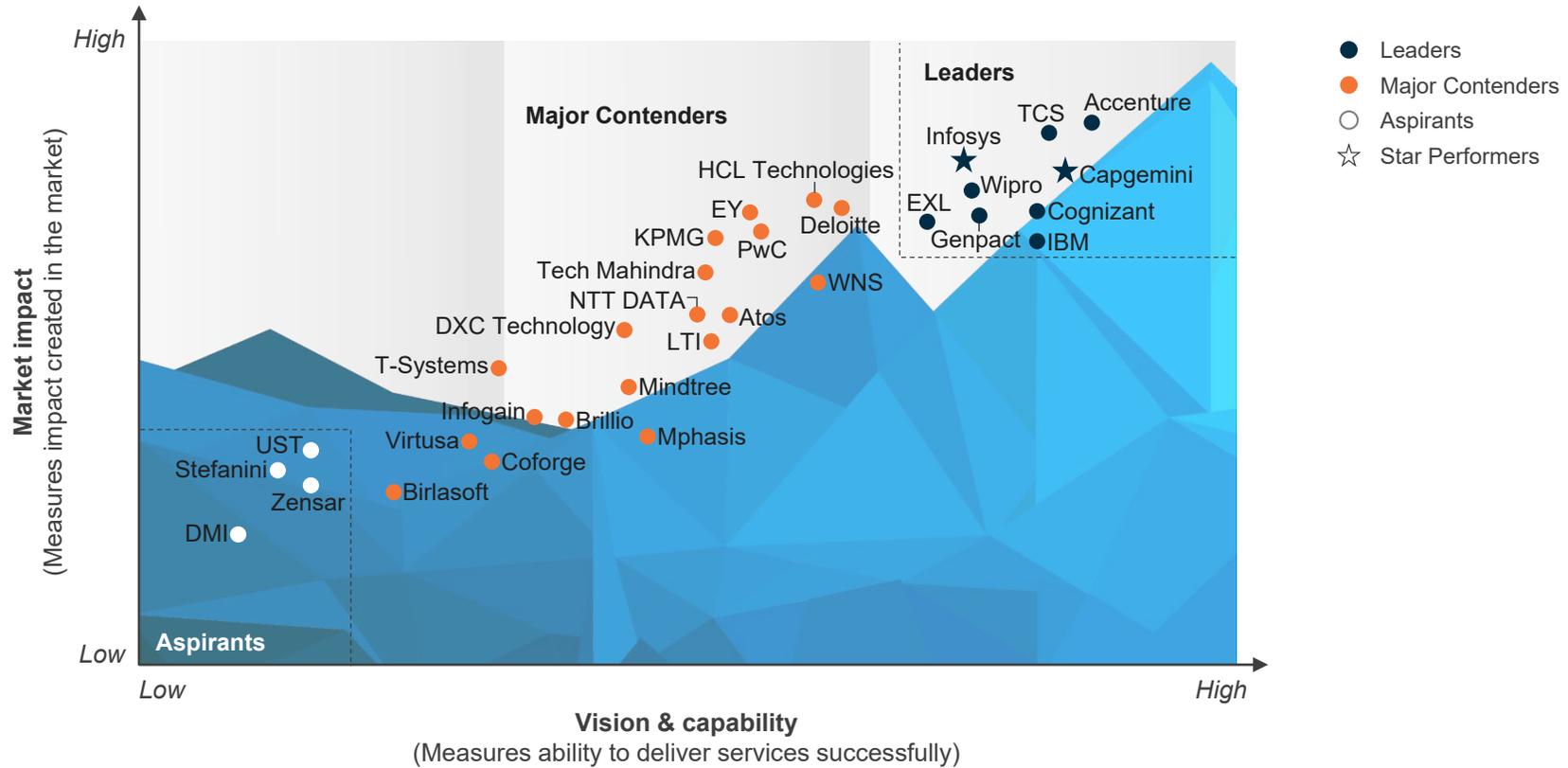
#### DMI, Stefanini, UST, and Zensar

- Aspirants have strengthened their capabilities in specific focus areas including advanced services such as IoT analytics and AI
- Aspirants aim to focus on creating solutions beyond niche areas; most engagements are based on flagship tools and solutions. The majority of investments are also directed toward upgrading and improving the features of flagship solutions

# Everest Group PEAK Matrix®

## Advanced Analytics and Insights (AA&I) Services PEAK Matrix® Assessment 2022 | Capgemini positioned as Leader

Everest Group Advanced Analytics and Insights (AA&I) Services PEAK Matrix® Assessment 2022<sup>1,2</sup>



1 Assessments for DMI, Atos, Deloitte, DXC Technology, EY, IBM, Infosys, KPMG, NTT DATA, PwC, and Zensar 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 Atos, Brillio, Coforge, Infogain, Mindtree, Stefanini, and T-Systems are new entrants on the AA&I PEAK Matrix and have therefore not been considered for the Star Performer title.

Source: Everest Group (2022).

# Capgemini | Advanced Analytics and Insights (AA&I) services profile

## Everest Group assessment – Leader and Star Performer

Measure of capability:  Low  High

Market impact				Vision & capability				
Market Adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services	Innovation & investments	Delivery Footprint	Overall
								

### Strengths

- Capgemini has a wide-ranging portfolio of offerings across the AA&I value chain. Its investment strategy focuses on developing IP focused on emerging high-growth areas
  - Capgemini invested in creating the IDEA platform, which is a set of AI accelerators, helping enterprises to scale AI using features such as MLOps powered frameworks, AI explainability, and model building
  - Capgemini 890 offers data exchange, which helps to monetize data, while the insights exchange helps an enterprise client access and exploit third-party industry algorithms at ease
- By building a good balance between offshore and onshore delivery, Capgemini has enabled clients to optimize delivery costs. Clients have cited price competitiveness as one of its key strengths
- Capgemini has strong investments in upskilling AA&I talent with a broad range of AI use cases customized by industries. Clients have cited Capgemini AA&I resource pool's data science skill set and business domain knowledge as key strengths

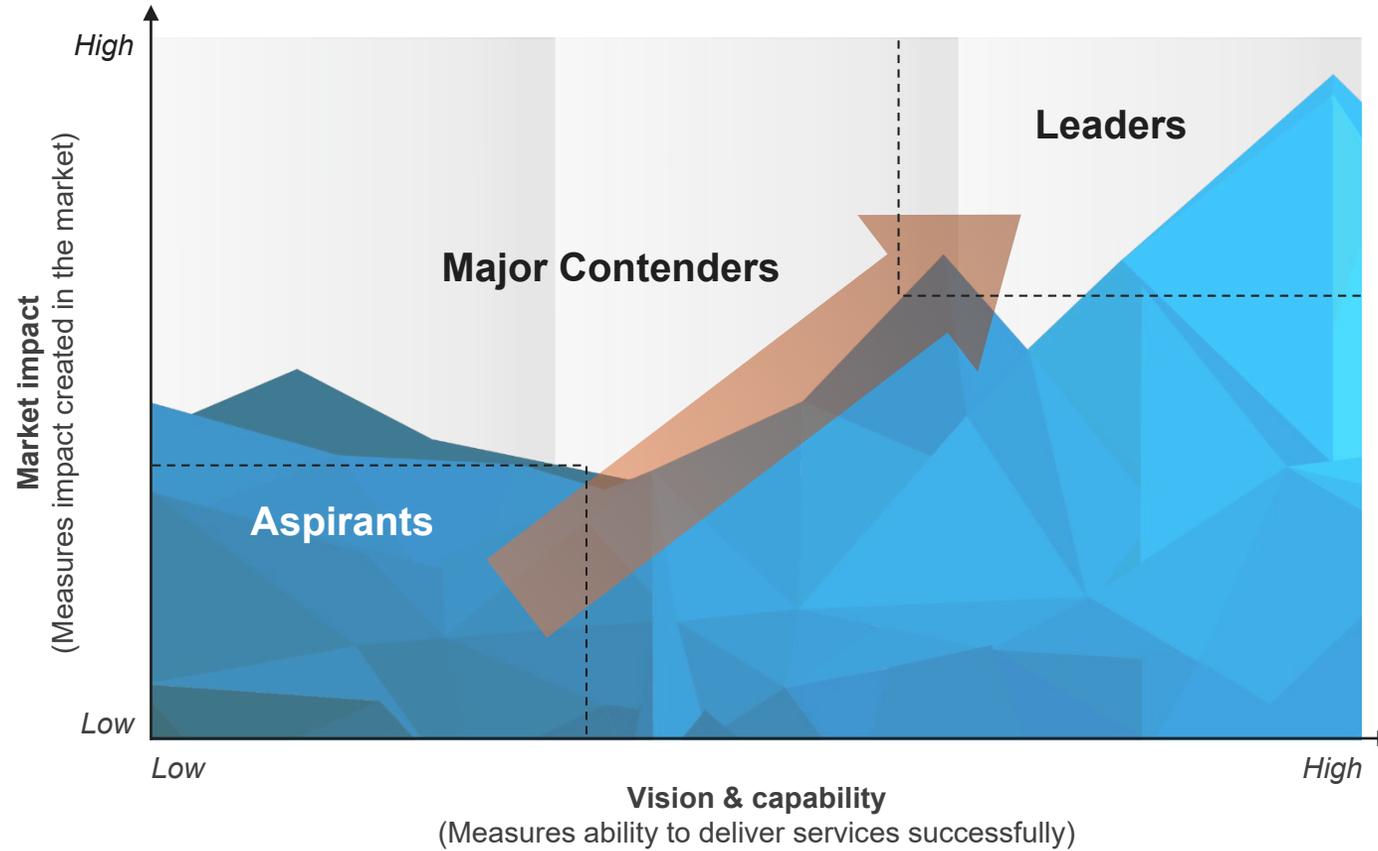
### Limitations

- With an increase in digital transformation initiatives, the current proliferating buyer segment is looking for service providers that can deliver as strategic partners, proactively guiding buyers in their analytics adoption journey, an area where Capgemini seems to be falling behind the expectations
- With a heavy emphasis on large enterprise clients, Capgemini needs to transform its strategy to better target mid-market/small firms for analytics services in order to capture an increased demand from these firms
- Compared to its peers, Capgemini falls behind in advanced analytics and machine learning designations given by cloud providers such as AWS Competencies and GCP Specializations. The lack of designations dents its market positioning in the analytics space on the cloud field
- Assessing RoI and quantifying the business value delivered from an AI engagement have been cited by clients as areas for Capgemini's active involvement, which can further fuel the creation of a business use case

# Appendix

# Everest Group PEAK Matrix® is a proprietary framework for assessment of market impact and vision & capability

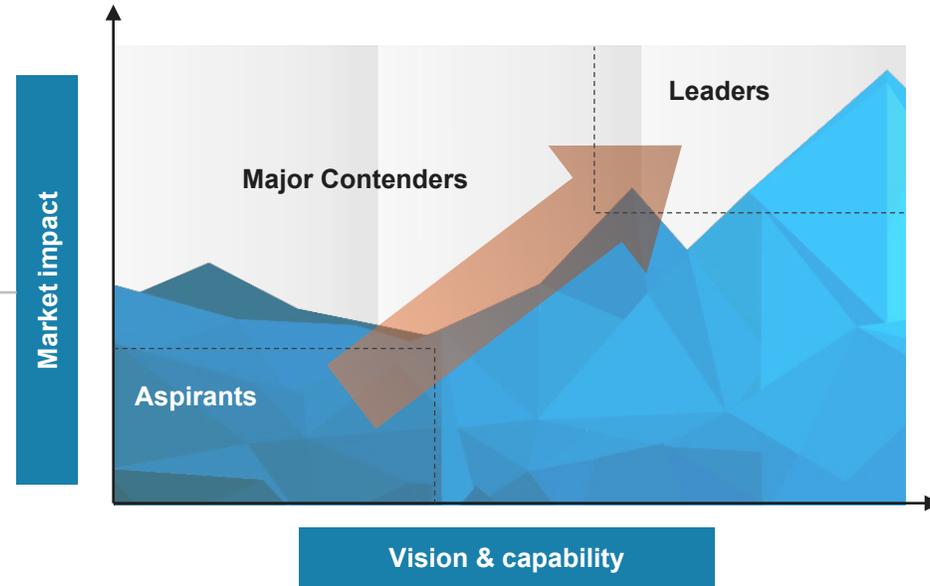
Everest Group PEAK Matrix



# Services PEAK Matrix® evaluation dimensions

Measures impact created in the market – captured through three subdimensions

- Market adoption**  
Number of clients, revenue base, YOY growth, and deal value/volume
- Portfolio mix**  
Diversity of client/revenue base across geographies and type of engagements
- Value delivered**  
Value delivered to the client based on customer feedback and transformational impact



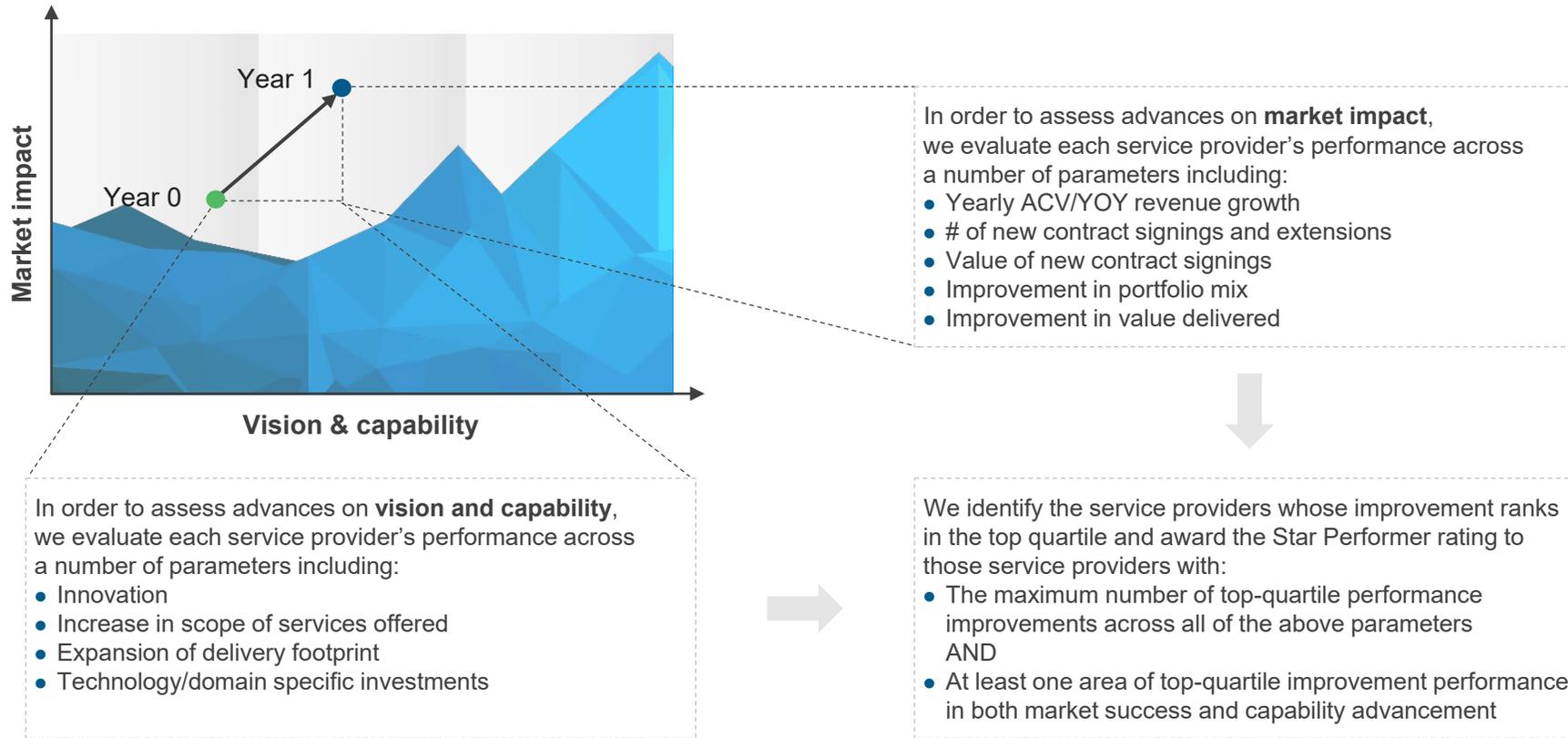
Measures ability to deliver services successfully. This is captured through four subdimensions

- Vision and strategy**  
Vision for the client and itself; future roadmap and strategy
- Scope of services offered**  
Depth and breadth of services portfolio across service subsegments/processes
- Innovation and investments**  
Innovation and investment in the enabling areas, e.g., technology IP, industry/domain knowledge, innovative commercial constructs, alliances, M&A, etc.
- Delivery footprint**  
Delivery footprint and global sourcing mix

# Everest Group confers the Star Performers title on providers that demonstrate the most improvement over time on the PEAK Matrix®

## Methodology

Everest Group selects Star Performers based on the relative YOY improvement on the PEAK Matrix



The Star Performers title relates to YOY performance for a given vendor and does not reflect the overall market leadership position, which is identified as Leader, Major Contender, or Aspirant.

# FAQs

## **Does the PEAK Matrix® assessment incorporate any subjective criteria?**

Everest Group's PEAK Matrix assessment adopts an unbiased and fact-based approach (leveraging service provider / technology vendor RFIs and Everest Group's proprietary databases containing providers' deals and operational capability information). In addition, these results are validated / fine-tuned based on our market experience, buyer interaction, and provider/vendor briefings

## **Is being a “Major Contender” or “Aspirant” on the PEAK Matrix, an unfavorable outcome?**

No. The PEAK Matrix highlights and positions only the best-in-class service providers / technology vendors in a particular space. There are a number of providers from the broader universe that are assessed and do not make it to the PEAK Matrix at all. Therefore, being represented on the PEAK Matrix is itself a favorable recognition

## **What other aspects of PEAK Matrix assessment are relevant to buyers and providers besides the “PEAK Matrix position”?**

A PEAK Matrix position is only one aspect of Everest Group's overall assessment. In addition to assigning a “Leader”, “Major Contender,” or “Aspirant” title, Everest Group highlights the distinctive capabilities and unique attributes of all the PEAK Matrix providers assessed in its report. The detailed metric-level assessment and associated commentary is helpful for buyers in selecting particular providers/vendors for their specific requirements. It also helps providers/vendors showcase their strengths in specific areas

## **What are the incentives for buyers and providers to participate/provide input to PEAK Matrix research?**

- Participation incentives for buyers include a summary of key findings from the PEAK Matrix assessment
- Participation incentives for providers/vendors include adequate representation and recognition of their capabilities/success in the market place, and a copy of their own “profile” that is published by Everest Group as part of the “compendium of PEAK Matrix providers” profiles

## **What is the process for a service provider / technology vendor to leverage their PEAK Matrix positioning and/or “Star Performer” status ?**

- Providers/vendors can use their PEAK Matrix positioning or “Star Performer” rating in multiple ways including:
  - Issue a press release declaring their positioning. See [citation policies](#)
  - Customized PEAK Matrix profile for circulation (with clients, prospects, etc.)
  - Quotes from Everest Group analysts could be disseminated to the media
  - Leverage PEAK Matrix branding across communications (e-mail signatures, marketing brochures, credential packs, client presentations, etc.)
- The provider must obtain the requisite licensing and distribution rights for the above activities through an agreement with the designated POC at Everest Group.

## **Does the PEAK Matrix evaluation criteria change over a period of time?**

PEAK Matrix assessments are designed to serve present and future needs of the enterprises. Given the dynamic nature of the global services market and rampant disruption, the assessment criteria are realigned as and when needed to reflect the current market reality as well as serve the future expectations of enterprises



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