



# Everest Group PEAK Matrix<sup>®</sup> for Digital Workplace Service Providers 2020

**Focus on Cognizant**  
September 2020



Copyright © 2020 Everest Global, Inc.

*This document has been licensed for exclusive use and distribution by Cognizant*

## Background of the research

- COVID-19 crisis has been a wake-up call for enterprises, with their Business Continuity Planning (BCP) being put to the test. Admirably, most enterprises were able to weather workplace-related disruptions, albeit with a knee-jerk reaction through Work From Home (WFH) enablement. However, the current WFH model allows employees to only remain operational from home. With WFH bound to play an essential role in the future of workplace services, enterprises need to reinvent their long-term vision and approach to WFH and leverage it as an enabler of employee growth, productivity, and experience
- Given the crisis, driving connected experiences within the digital workplace is clearly amongst the top IT priorities for enterprises across industries. Transitioning to a digitally enabled workplace was the first step; now enterprises need to focus on driving connected experiences, underpinned by work from anywhere, anytime, and on any device to realize the full potential of a digital workplace
- In this research, we present an assessment of 23 digital workplace service providers featured on the digital workplace services PEAK Matrix®

The assessment is based on Everest Group's annual RFI process conducted over Q1 and Q2 2020, interactions with leading digital workplace service providers, and analysis of the digital workplace services marketplace

### This report assessed the following 23 service providers on the digital workplace services PEAK Matrix:

- **Leaders:** Atos, Cognizant, HCL Technologies, NTT DATA, TCS, and Wipro
- **Major Contenders:** Accenture & Avanade, Capgemini, CGI, Computacenter, DXC Technology, Fujitsu, IBM, Infosys, Orange Business Services, Stefanini, Tech Mahindra, Unisys, and Zensar
- **Aspirants:** LTI, Microland, Mphasis, and UST Global

### Scope of this report:



**Geography**  
Global



**Service providers**  
23 leading digital workplace  
service providers



**Services**  
Digital workplace

## Digital workplace services PEAK Matrix® characteristics

### Leaders:

Atos, Cognizant, HCL Technologies, NTT DATA, TCS, and Wipro

- The digital workplace services Leaders have established a successful global business, driven by years of capability building and experience across different workplace services segments
- These players have a highly balanced portfolio, and continue to keep pace with the market dynamics through continued investments in technology and services capability development (internal IP/tools, partnerships, etc.)
- Leaders are highly proactive in taking their innovations and next-generation service offerings to clients to help them future-proof their workplace environments. In addition, they are increasingly focusing their services on enhancing the workplace experience for end-users
- That said, the current Leaders face a stiff challenge from Major Contenders, in both new and rebid deal situations alike. Leaders need to continue focusing on building effective solutions that are well-balanced and address the seemingly conflicting dual mandate from enterprises for enhanced user experience and services cost optimization

### Major Contenders:

Accenture & Avanade, Capgemini, CGI, Computacenter, DXC Technology, Fujitsu, IBM, Infosys, Orange Business Services, Stefanini, Tech Mahindra, Unisys, and Zensar

- The Major Contenders segment includes a mix of global and regional players
- These players have built meaningful capabilities to deliver workplace services (both management/run and transformation services); however, their service portfolios are not as balanced and comprehensive as those of Leaders (either in terms of coverage across workplace services segments or geographies or both) – this is also reflected in the scale of market success achieved by these players (vis-a-vis Leaders)
- However, all these players are making continued investments in developing internal IP and tools, as well as expanding their service and technology partnership networks in order to plug their “capability gaps,” and thereby, positioning themselves as strong challengers for the Leaders in this space

### Aspirants:

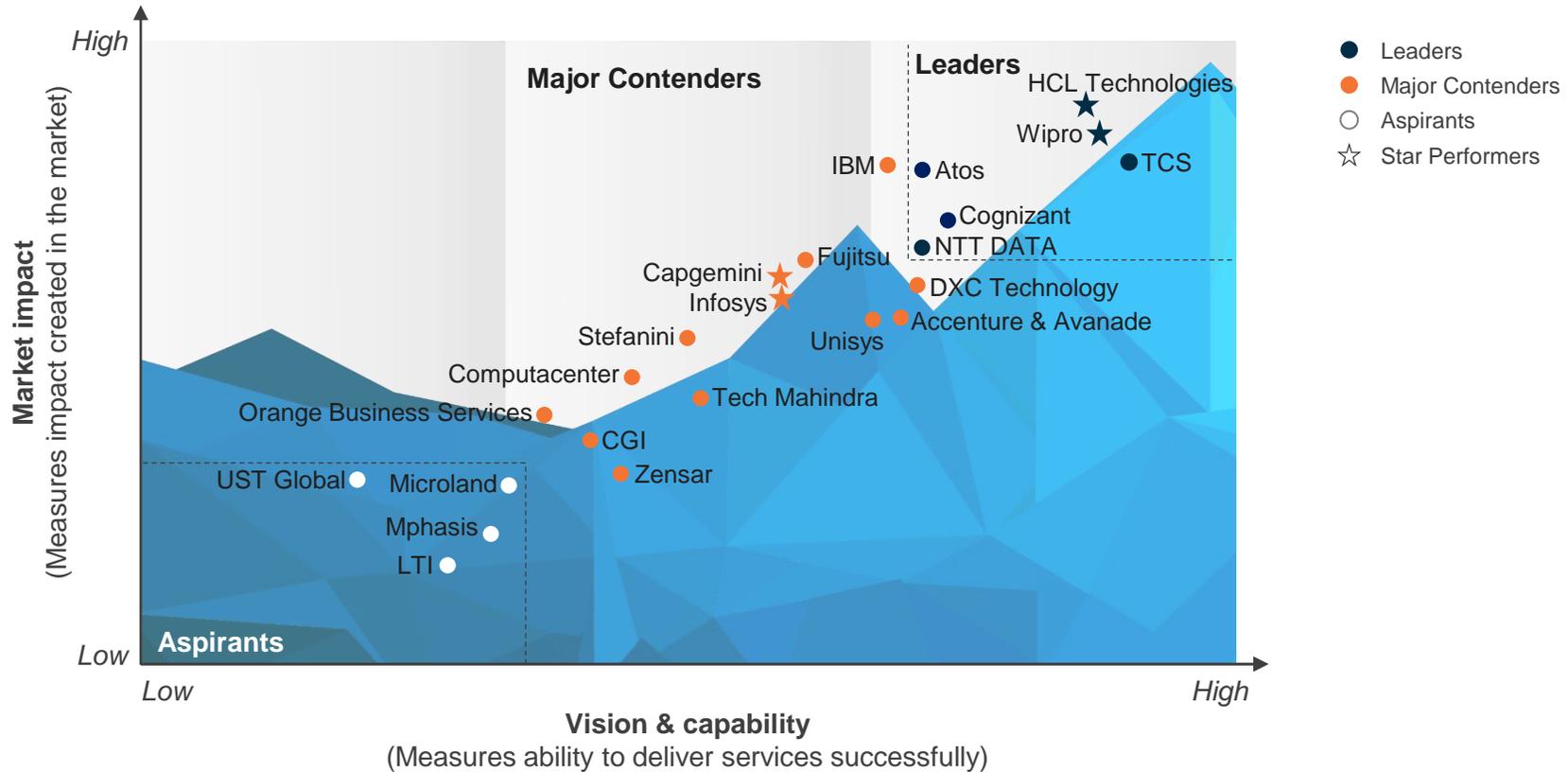
LTI, Microland, Mphasis, and UST Global

- The digital workplace services business of Aspirants is at a relatively nascent/initial stage and is not a leading revenue generator for such players
- Nevertheless, these companies are making investments to build broader capabilities to cater to buyers (through service and technology partnerships as well as internal IP/tools)

# Everest Group PEAK Matrix®

## Digital Workplace Services PEAK Matrix® Assessment 2020 | Cognizant positioned as Leader

### Everest Group Digital Workplace Services PEAK Matrix® Assessment 2020



Note: Assessment for CGI, Computacenter, Fujitsu, IBM, and Tech Mahindra excludes service provider inputs and is based on Everest Group's proprietary Transaction Intelligence (TI) database, ongoing coverage of these service providers, service provider public disclosures, and Everest Group's interactions with buyers

Source: Everest Group (2020)

# Cognizant

## Everest Group assessment – Leader

Measure of capability: ● High ◐ Low

Market impact				Vision & capability				
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall

### Strengths

- Continues to be a strong player across workplace segments with a well-defined workplace vision, a credible set of internal solutions, holistic partnerships, and strong client relationships
- Has been able to showcase strong domain expertise, thought leadership, client focus, and the ability to leverage next-generation solutions for improved service delivery
- Possesses mature capabilities across most of the digital workplace segments with a clear roadmap to evolve offerings across each segment in line with enterprise demand themes
- Has invested in designing industry-specific workplace services offerings by creating workflows for specific industries, assisted by domain experts
- Clients appreciate Cognizant’s ability to understand their culture and adapt its workplace solutions according to their way of working
- Clients appreciate its ability to focus on strategic objectives such as user experience enrichment and business enablement, in addition to day-to-day managed services responsibilities

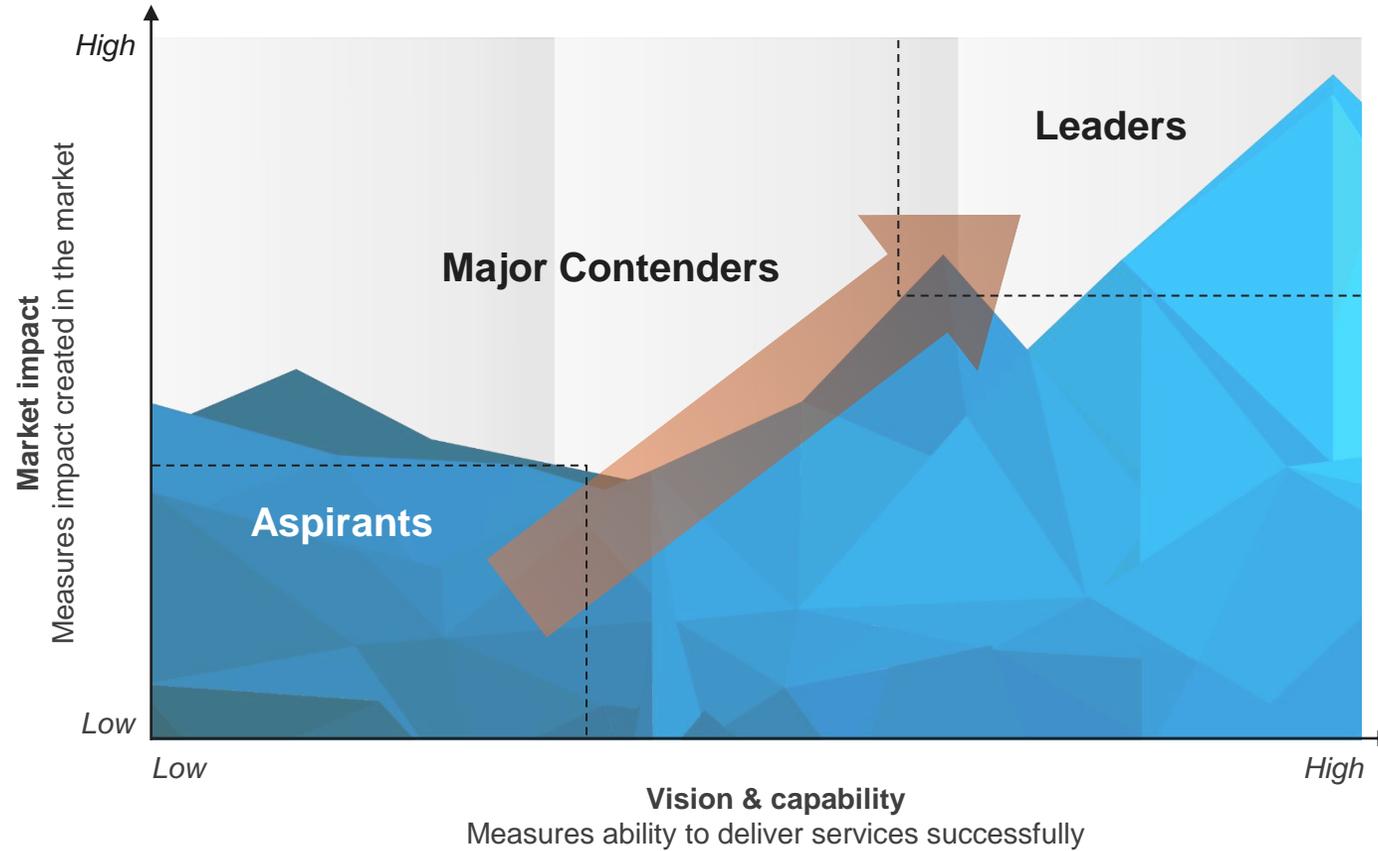
### Areas of improvement

- Continues to lag its peers across digital workplace segments such as connected workplace and workplace security; it needs to make focused efforts to embed workplace security and connected workplace across existing engagements
- Workplace vision shows sign of stagnation; it needs to focus on continuous evolution of its workplace vision and offerings to bridge the gap with other leaders in the space
- Client base continues to be heavily concentrated in North America, with limited presence across other key geographies
- Some of the clients believe that it needs to do a better job at driving continuous improvement initiatives such as moving from SLA to XLA-based performance metrics
- Some clients believe it lacks proactiveness in pushing ideas for innovation and process optimization

# Appendix

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

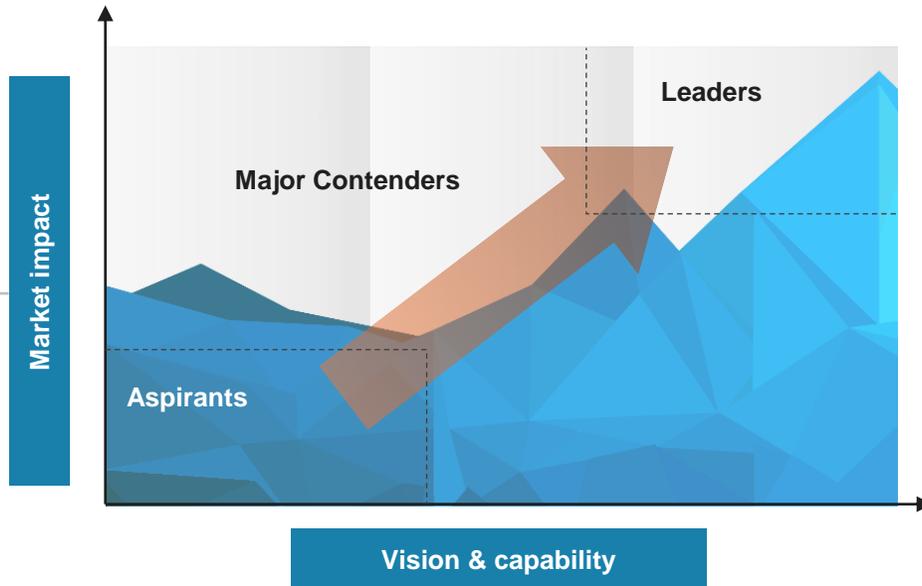
Everest Group PEAK Matrix



# 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



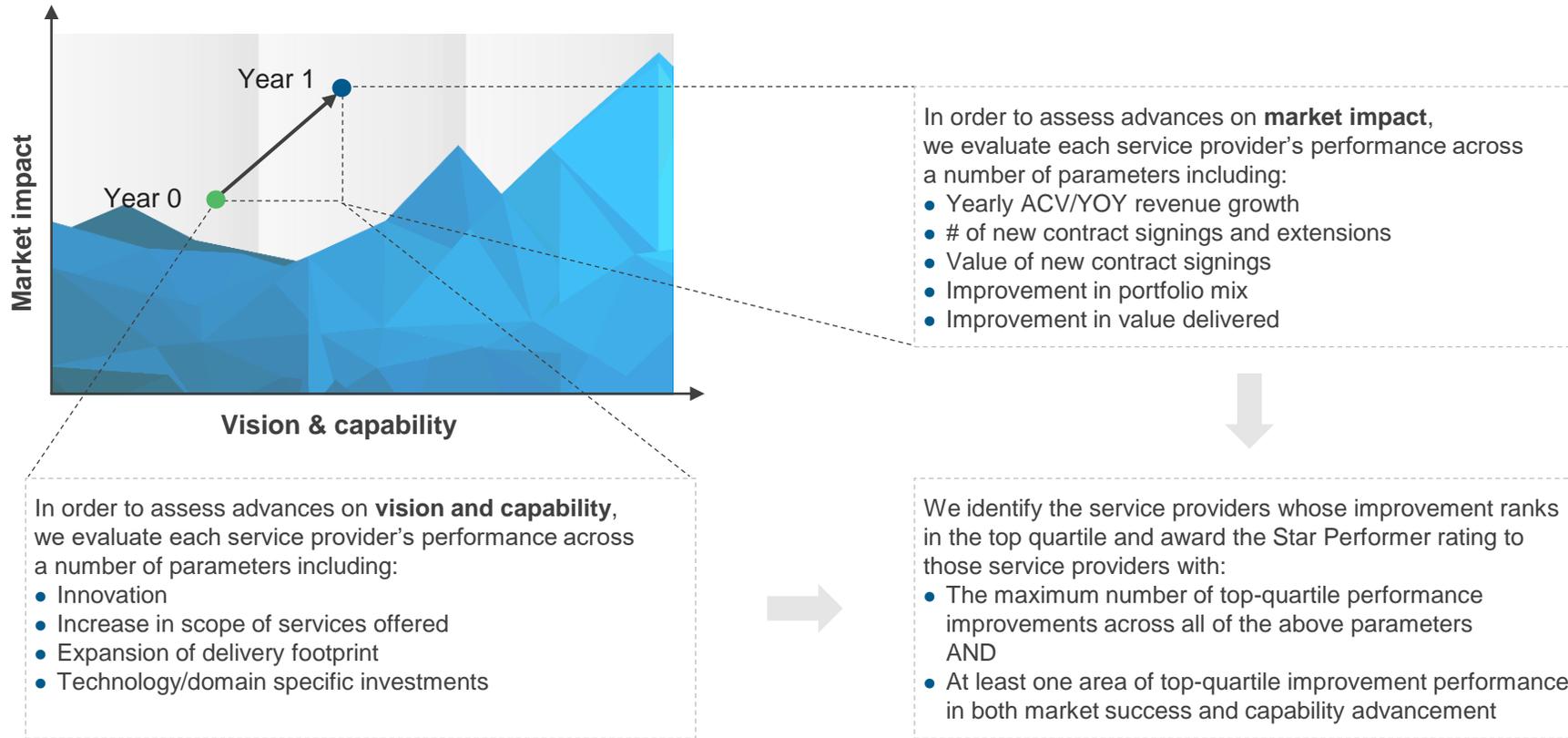
Measures ability to deliver services successfully. This is captured through four subdimensions

- 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



Everest Group is a consulting and research firm focused on strategic IT, business services, engineering services, and sourcing. Our clients include leading global enterprises, service providers, and investors. Through our research-informed insights and deep experience, we guide clients in their journeys to achieve heightened operational and financial performance, accelerated value delivery, and high-impact business outcomes. Details and in-depth content are available at [everestgrp.com](https://www.everestgrp.com).

## Stay connected

### Website

[everestgrp.com](https://www.everestgrp.com)

### Social Media

-  @EverestGroup
-  @Everest Group
-  @Everest Group
-  @Everest Group

### Blog

[everestgrp.com/blog](https://www.everestgrp.com/blog)

### Podcast

DigitalReallTy



### Dallas (Headquarters)

[info@everestgrp.com](mailto:info@everestgrp.com)  
+1-214-451-3000

### Bangalore

[india@everestgrp.com](mailto:india@everestgrp.com)  
+91-80-61463500

### Delhi

[india@everestgrp.com](mailto:india@everestgrp.com)  
+91-124-496-1000

### London

[unitedkingdom@everestgrp.com](mailto:unitedkingdom@everestgrp.com)  
+44-207-129-1318

### New York

[info@everestgrp.com](mailto:info@everestgrp.com)  
+1-646-805-4000

### Toronto

[canada@everestgrp.com](mailto:canada@everestgrp.com)  
+1-416-388-6765

*This document is for informational purposes only, and it is being provided "as is" and "as available" without any warranty of any kind, including any warranties of completeness, adequacy, or fitness for a particular purpose. Everest Group is not a legal or investment adviser; the contents of this document should not be construed as legal, tax, or investment advice. This document should not be used as a substitute for consultation with professional advisors, and Everest Group disclaims liability for any actions or decisions not to act that are taken as a result of any material in this publication.*