



# Everest Group PEAK Matrix<sup>®</sup> for Data and Analytics Service Providers 2021

Focus on Cognizant  
July 2021



## Background and scope of the research

The ecosystem of D&A players has succeeded in educating the market on the supremacy of evidence-based decision-making over traditional thumb rule-based approaches. The pandemic further emphasized the need for agile, data-driven decision-making and placed D&A as an essential navigation tool to achieve improved business outcomes and customer and employee experience. However, organizations are still unable to achieve the full benefit of scaled D&A initiatives owing to the adoption of D&A programs in pockets, lack of data skills across the enterprise, inefficient/unoptimized data management practices, and lack of uptake of advanced technologies. In this regard, service providers can help enterprises formulate a central vision for D&A, modernize the data landscape, and upskill enterprise users to achieve business outcomes through coherent and enterprise-wide data-driven decision-making.

In this context, we present an assessment of 29 service providers featured on the D&A services PEAK Matrix® 2021. Each service provider deep-dive provides a comprehensive picture of its services focus through a snapshot of its key strengths and limitations, as assessed by Everest Group. The assessment is based on Everest Group's annual RFI process for the calendar year 2020, interactions with leading D&A service providers, client reference checks, and ongoing analysis of the D&A services market (refer to slide 8 for key sources of information).

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

- Service provider should have a separate team and dedicated leadership for its D&A services
- With reference to our D&A Services Framework (slide 10), the service provider should have meaningful presence across all D&A value chain segments.
- The service provider must have substantial annual revenue from its D&A services practice

**This report includes the profiles of the following 29 leading D&A service providers featured on the D&A PEAK Matrix :**

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

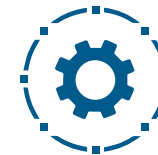
### Scope of this report:



**Geography**  
Global



**Service providers**  
29 leading D&A service providers



**Services**  
D&A services (refer to page 10 for scope of the research)

## D&A services PEAK Matrix® characteristics

### Leaders:

Accenture, Capgemini, Cognizant, Deloitte, IBM, Infosys, TCS, and Wipro

- Leaders have displayed a vision focused on driving business outcomes through D&A services for their customers
- They made sustained strategic investments to bridge the portfolio gaps to achieve full services play
- They are at the forefront of innovation and driving change with thought leadership, partnerships, and internal investments in emerging themes such as AI-scaling, intelligent data management, data landscape modernization, democratization, and data literacy
- Leaders have invested heavily in building structured internal talent development programs to ensure the availability of skilled talent to solve complex problems. They also focused on the breadth of skills, enabling full services play by developing a range of certification programs that help them stay ahead as technology evolves
- 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
- Domain focus and willingness to share risk and returns through value-based pricing models have further differentiated them in stakeholder partnerships

### Major Contenders:

Atos, Birlasoft, Brillio, Coforge, DXC Technology, EY, HCL Technologies, KPMG, LTI, Mindtree, Mphasis, NTT DATA, PwC, Stefanini, Tech Mahindra, T-systems, and Virtusa

- Major Contenders have shown high confidence in their sweet spots within the D&A stack. They have a strong base of satisfied clientele within these areas
- Major Contenders have the vision to develop full services play and are investing in talent development programs, acquisitions, IP building, and a partnership ecosystem to enable the same
- They need to supplement their vision and investments with effective communication of success on transformative end-to-end D&A deals to enhance their market perception

### Aspirants:

DMI, Infogain, UST, and Zensar

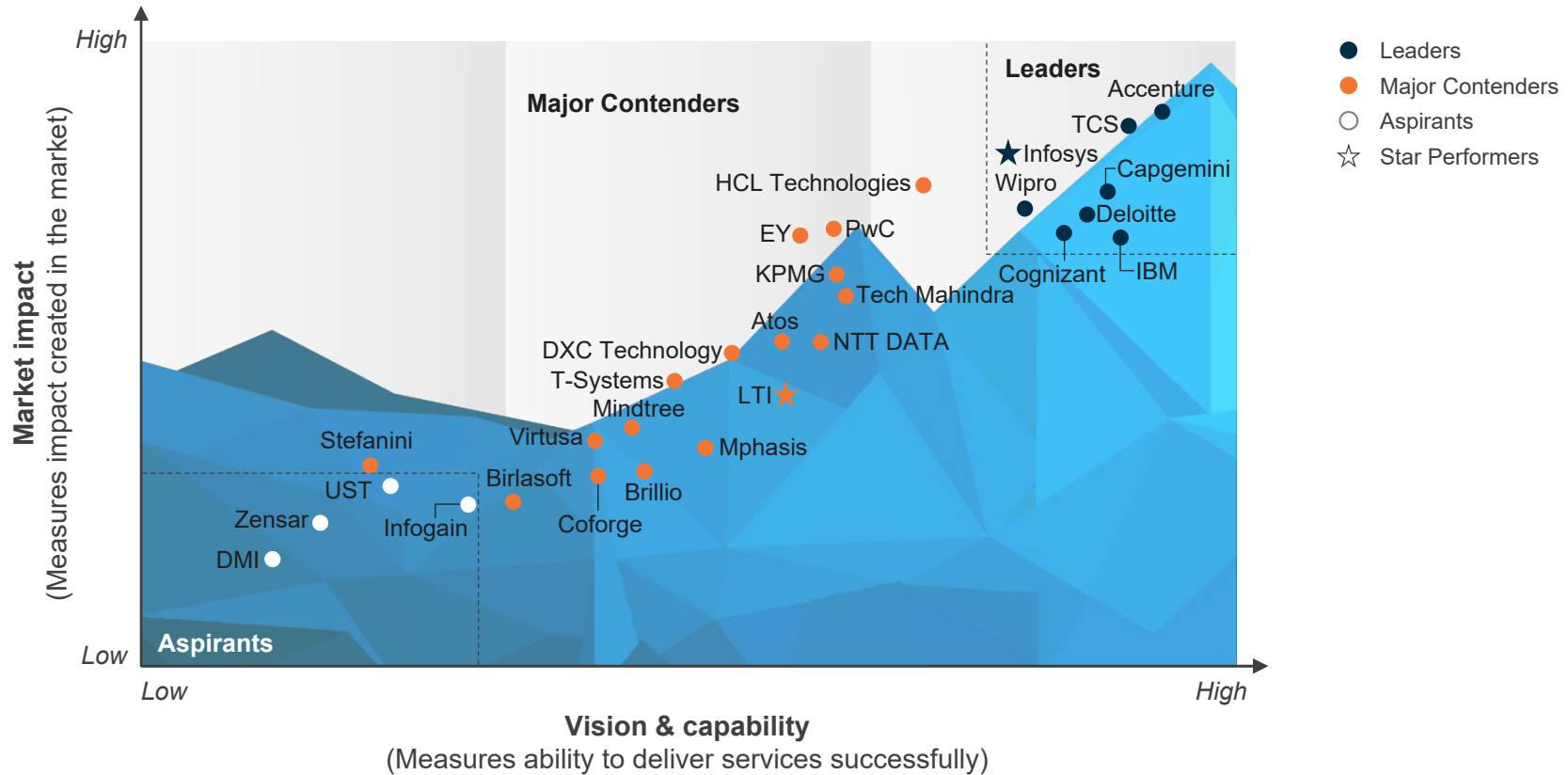
- Aim to focus on creating solutions beyond niche areas; most engagements are based on flagship tools and solutions. The majority of investments are also directed toward upgrading and improving the features of these flagship solutions

# Everest Group PEAK Matrix®

## Data and Analytics (D&A) Services PEAK Matrix® Assessment 2021 | Cognizant positioned as Leader



Everest Group Data and Analytics (D&A) Services PEAK Matrix® Assessment 2021<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 Brillio, Infogain, Mindtree, and T-systems are new entrants on the D&A PEAK Matrix and have therefore not been considered for the Star Performer title

Source: Everest Group (2021)

# Cognizant | D&A services profile (page 1 of 5)

## Overview

### Company overview

Cognizant is a multinational corporation providing IT, digital transformation, consulting, and BPO services. These include business & technology consulting, systems integration, application development & maintenance, cloud & IT infrastructure services, AI, digital engineering, analytics, IoT, business intelligence, data warehousing, CRM, supply chain management, engineering & manufacturing solutions, enterprise resource planning, engineering research & development, and testing solutions. The company classifies its operations through four reportable business segments: financial services, healthcare & life sciences, products and resources, and Communications, Media, and Technology (CMT). The company operates offices in more than 80 cities in 40+ countries across North America, Latin America, Europe, Middle East, and Asia Pacific.

### Key leaders

- **Brian Humphries:** Chief Executive Officer
- **Malcolm Frank:** President, Digital Business & Technology
- **Bret Greenstein:** SVP & Global Leader, Data
- **Sanjiv Gossain:** SVP & Global Leader, Intelligence

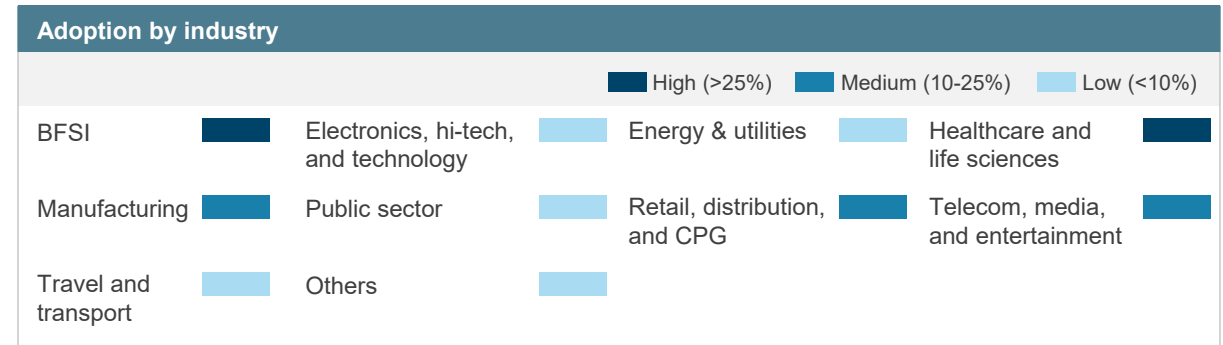
**Headquarters:** Dublin, Ireland

**Website:** [www.cognizant.com](http://www.cognizant.com)

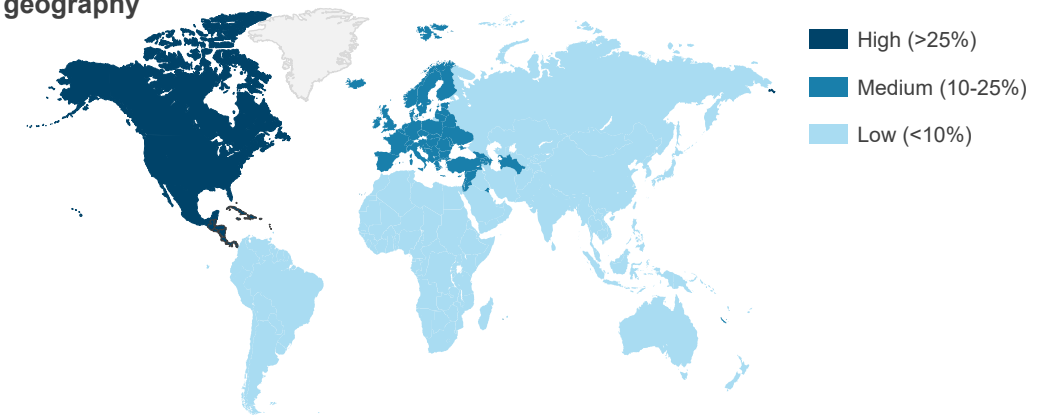
### D&A practice overview

- Cognizant's D&A practice includes two key segments, data modernization and intelligent decisioning that helps clients in building future-ready data foundations and provides artificial intelligence solutions for delivering business outcomes
- The company enhances its D&A capabilities through strategic and focused acquisitions and leverages AI and data to accelerate growth. It has also setup innovations labs and trained 2,500+ associates through various partner led training programs and 100+ domain certifications on digital learning platforms to improve its employee capabilities
- Most of its deals are signed with large market clients with an annual revenue of >US\$5 billion

D&A practice fact sheet	2019	2020
Revenue (US\$ million)	Not disclosed	Not disclosed
Number of FTEs	Not disclosed	Not disclosed



### Adoption by geography



## Cognizant | D&A services profile (page 2 of 5)

### Key delivery locations



Note: Cognizant has 100+ delivery locations across the globe, with ~10 locations in India, 30+ in North America, 30+ in Europe, and ~20 in Rest of the World

# Cognizant | D&A services profile (page 3 of 5)

## Solutions

### D&A IP overview

Cognizant's D&A capabilities and IP help businesses to rapidly scale analytics powered by AI across the enterprise and create the maximum value, accelerate growth, increase operational efficiency, create better experiences for customers, and control costs.

The company is providing dedicated offerings, such as data modernization, which help establish a strong and robust data and analytics foundation and intelligent decisioning, enabling real time insights for businesses to make the right decisions at the right time.

It is also investing in MLOps offering that provides a set of best practices focused on promoting collaboration between data scientists as well as data engineering & operations professionals to increase automation, modernize AI/ML technological landscapes, and enhance the quality of production ML, while also focusing on business & regulatory requirements.

### Proprietary IP/solutions/frameworks/accelerators/tools developed internally to deliver D&A services

Solution name	Solution type	Year launched	Details
LEAF™	Accelerator	2019	An AI platform that uses advanced evolutionary algorithms, deep learning, and distributed computation technology to provide the best possible solution to complex problems, including creative options for product design and A/B testing. To AI-enable a business, it must go through many experiments, trying out different approaches, measuring success, and learning from each iteration. LEAF™ can augment or even replace this process using a principled AI-based approach.
Customer Journey Artificial Intelligence (CJAI)	Accelerator	2015	It combines customer 360 data model with journey analytics, segmentation analysis, and pre-built predictive models in a standard and deployable solution. It is provided as a managed analytics service that includes use of the CJAI software, implementation activities, and ongoing operational execution/support of the analytic models in a use case.
BigDecisions®	Product	2013	A pre-built system of intelligence platform for all data management and analytics needs. The platform is architected by adhering to the most contemporary principles of data modernization, microservices, containerization, and cloud deployment, and provides a scalable and secure environment for deep learning, machine learning, and artificial intelligence. It offers 80-90% automation in data migration and establishes production grade AI in 25% less time.

### Key partnerships (logos)

<p>Cloud and big data</p>	<p>ERP</p> <p>Data integration, preparation, and governance</p>	<p>BI and visualization</p>	<p>Others</p>
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## Cognizant | D&A services profile (page 4 of 5)

### Investments and market success

Other investments to enhance D&A services capabilities, e.g., setting up of new delivery centers / CoEs / innovation labs, trainings/certifications, etc.

Development	Details
Talent	<ul style="list-style-type: none"> <li>Cognizant is associated with prestigious Indian universities including IITs &amp; BITS for work integrated learning programs (WILP) in Data Science &amp; Engineering. It also has tie-ups with Edtech companies such as Great Learning, Jigsaw, and Endeavor that specialize in offering courses on AI and data sciences and train the resources to equip them with UG/PG specialization</li> <li>The company provides its AIA team with access to 20+ virtual analytics and deep learning AMI/VMs and US\$500K worth of cognitive / analytics / deep learning / ML services on cloud platforms such as Azure, AWS, GCP, and Watson</li> </ul>
Innovation network	<ul style="list-style-type: none"> <li>The company has innovation centres that provide access to data engineering labs. These centers focus on developing solutions by leveraging emerging technologies and current trends</li> </ul>
Acquisitions	<ul style="list-style-type: none"> <li>In 2021, acquired Servian an enterprise transformation consultancy specializing in data analytics, artificial intelligence, digital services, experience design, and cloud. The acquisition expands Cognizant's integrated, end-to-end digital transformation capabilities in Australia and New Zealand (ANZ) and highlights its strategy to accelerate capabilities and growth in priority areas of data and artificial intelligence, digital engineering, cloud, and IoT across the globe</li> <li>In 2020, acquired Inawisdom, an AWS premier consulting partner, bringing data analytics and AI-driven decision-making capabilities and expanding client services in Europe</li> <li>In 2021, acquired Magenic Technologies, Inc., a privately-held custom software development services company. The acquisition provides Cognizant with Magenic's agile software and cloud development, DevOps, experience design, and advisory services</li> </ul>
R&D	<ul style="list-style-type: none"> <li>Several R&amp;D labs located in New York, San Francisco, London, Berlin, Bangalore, Chennai, and Singapore. These labs and CoEs help clients in achieving growth through co-innovation by leveraging the power of data &amp; intelligence</li> <li>Cognizant enables data science COE with machine learning and AI-based solutions for driving better business outcomes for global clients</li> <li>Cognizant has invested in a team of global AI researchers / data scientists (Masters/PhDs) for building PoCs and accelerators</li> </ul>

#### Recent D&A engagements (non-exhaustive)










Client	Year of signing	Geography	Engagement details
An insurance company	Not disclosed	Not disclosed	The client was facing challenges such as highly complex environment of data platforms, multiple points of failure, data redundancy, etc. Cognizant supported client to rearchitect the data platform to centrally manage new and existing data, provide single view of the information, reliable app to app integration, and ability to support analytics, and operational reporting for better performance.
A multinational food manufacturing company	Not disclosed	Not disclosed	Cognizant implemented a next-generation analytics platform (Keystone 2.0), modernizing client data environment to ensure unencumbered access, enable use of predictive analytics, power end-to-end core business processes, foster organization wide analytical capabilities & amplify digital, commercial, and consumer capabilities.



# Cognizant | D&A services profile (page 5 of 5)

## Everest Group assessment – Leader

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

- Cognizant has a strong focus on AI-first delivery approach with AI and automation capabilities infused across the D&A value chain
  - It has focused on acquiring firms that specialize in AI assets and solutions such as Inawisdom (2021) and Sentient AI (2018) to improve its AI capabilities (including niche areas such as evolutionary algorithms) and strengthen its assets portfolio
  - Cognizant has also actively invested in multiple innovation centers and AI CoEs to focus on emerging demand areas such as cognitive services and AI at scale
- It has heavily focused on building strategic partnerships with key technology vendors. It has an especially strong partnership with Microsoft and recently launched a dedicated business unit, Microsoft Business Group (MBG), to provide Microsoft’s end-to-end cloud-centric modernization solutions and managed services
- It has also invested in assets that cater to key D&A demand areas such as data estate modernization and advanced analytics. For example, BigDecisions™, a collection of ML-based accelerators that help clients implement data lakes and operationalize analytics

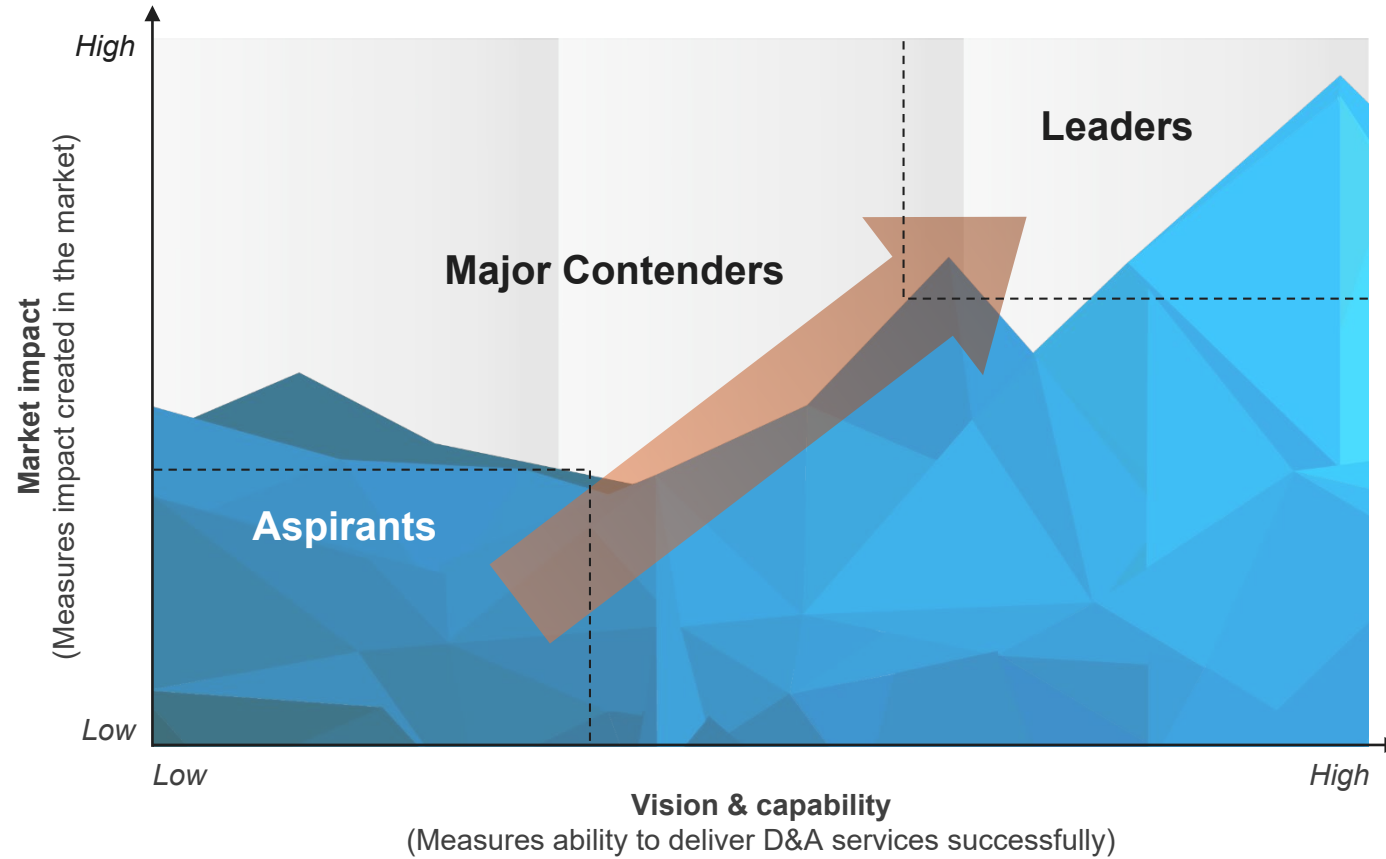
### Limitations

- Cognizant has rich experience serving clients in North America and has deep expertise in BFSI and HLS industries. However, enterprises must be cautious that its expertise and experience in delivering services outside these focus industries and geographies are still limited
- Although Cognizant has invested in talent retention strategies, it experienced a rise in overall and voluntary attrition in 2021 Q1 due to the competitive market for digital talent. It has also foregone some deal opportunities due to the rise in talent shortage. Enterprises need to be cautious of staffing challenges posed by attrition
- Referenced clients also highlight that lack of cross-pollination and unsatisfactory knowledge-sharing practices across the multiple units in the organization sometimes cause issues in project delivery and identification of the right delivery teams

# Appendix

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

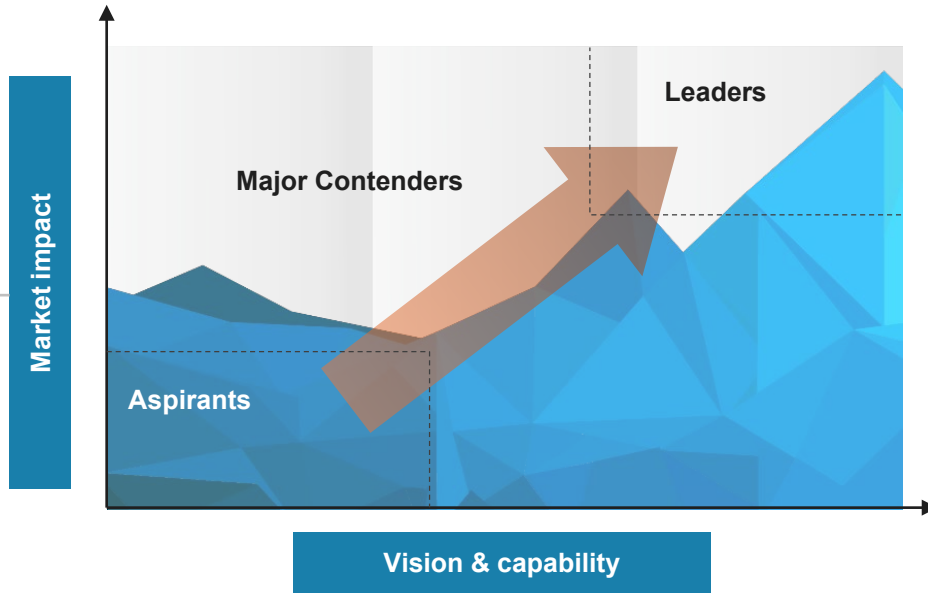
Everest Group PEAK Matrix



# 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



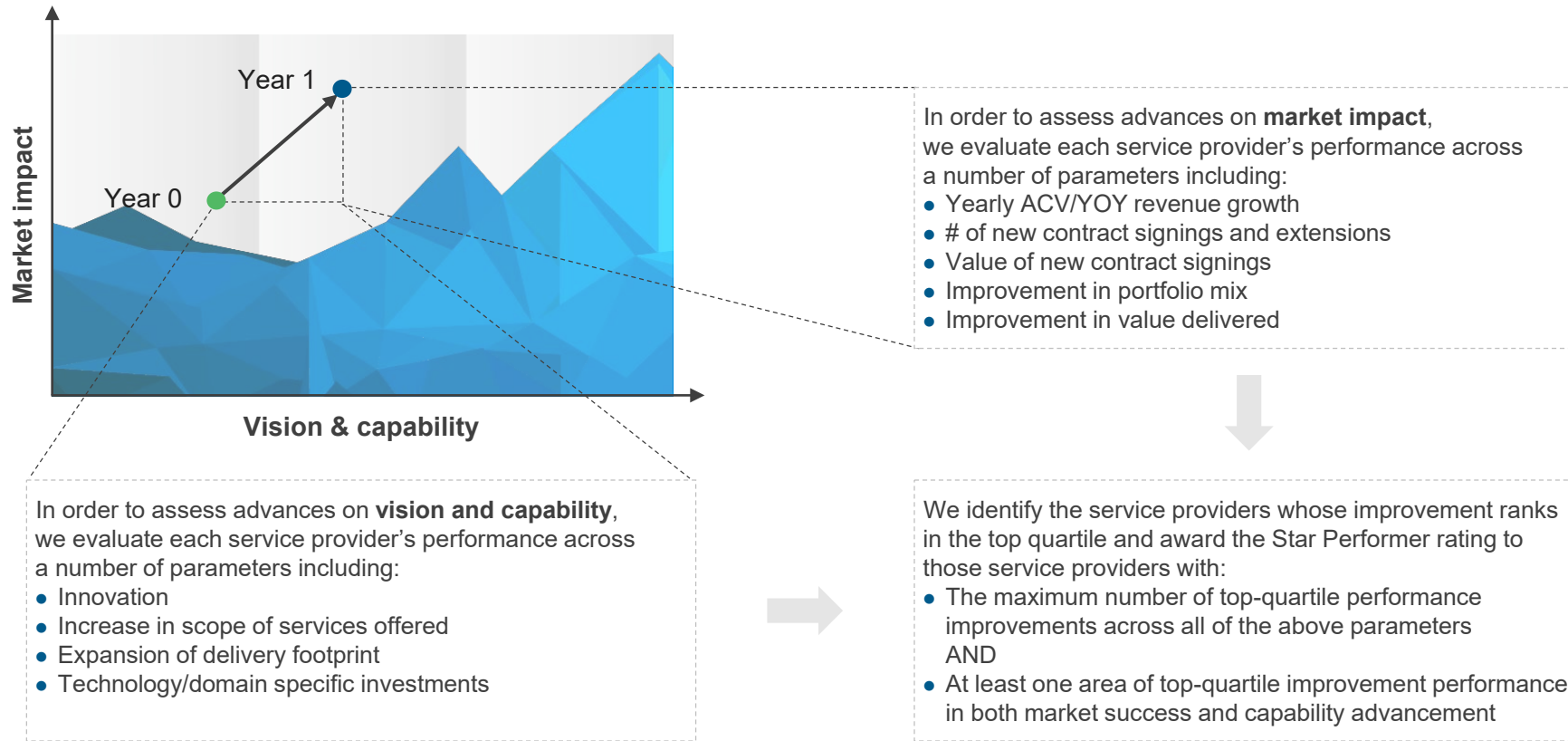
Measures ability to deliver services successfully. This is captured through four subdimensions

- 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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