



Everest Group Agentic Process Automation (APA) Solutions PEAK Matrix[®] Assessment 2026

Focus on Cognizant
May 2026



Introduction

The need to evolve into a digital-first business continues to intensify as organizations seek greater resilience, agility, and competitive differentiation. Manual operations pose numerous challenges, and hence, organizations are striving to shift to automated, intelligent, and adaptive processes. Digital technologies, including IA, are becoming ubiquitous, and advances in gen AI and agentic AI are accelerating this shift. Enterprises are moving beyond deterministic automation toward more context-aware and human-like automation solutions that can execute complex workflows, augment decision-making, and learn continuously. Solution providers are realigning their capabilities to support this transformation, embedding AI-led intelligence and autonomy into automation offerings. One of the most powerful enablers of this transformation is Agentic Process Automation (APA).

Everest Group defines APA as a broad domain of enterprise automation that spans from rules-based automation to AI-driven and agentic automation, aimed at enhancing business processes through greater autonomy and contextual intelligence. It encompasses technologies such as Robotic Process Automation (RPA), Intelligent Document Processing (IDP), gen AI, conversational AI, process intelligence, analytics, Application Programming Interface (API)-based automation, and agentic AI, all of which, individually or in combination, fall within the scope of APA.

APA is an inclusive term that encompasses the full automation spectrum, ranging from RPA-only deployments to AI-powered and agentic solutions.

The scope of the report includes:

- **APA solutions:** sourcing of APA technology products along with consulting, implementation, and maintenance services, but no traditional Business Process Outsourcing (BPO) services
- **APA services only:** sourcing of APA services such as consulting, implementation, and maintenance

The report does not cover APA technology products that are licensed independently or embedded within broader BPO deals.

The full report includes the profiles of the following 26 leading APA solution providers featured on the [Agentic Process Automation \(APA\) Solutions PEAK Matrix® Assessment 2026](#):

- **Leaders:** Accenture, Capgemini, Cognizant, HCLTech, IBM, PwC, and TCS
- **Major Contenders:** Coforge, EXL, Firstsource, Genpact, Infosys, LTM, Mphasis, NTT DATA, Persistent Systems, Roboyo, Sopra Steria, Sutherland, Tech Mahindra, UST, and Wipro
- **Aspirants:** Ashling Partners, Datamatics, Visionet, and Xebia

Scope of this report

Geography: global

Industry: all industries and business functions

Solutions: Agentic Process Automation (APA)

APA solutions PEAK Matrix® characteristics

Leaders

Accenture, Capgemini, Cognizant, HCLTech, IBM, PwC, and TCS

- Leaders continue to differentiate through end-to-end APA capabilities, combining deep consulting expertise with strong execution and scaled delivery. They are investing heavily in agentic AI, gen AI, and platform-led automation. Their strong hyperscaler partnerships and ecosystem integrations further enhance their ability to deliver scalable, enterprise-grade solutions. They are also advancing IP-led delivery models, including reusable assets, industry-specific solutions, and accelerators, enabling faster time-to-value
- Additionally, Leaders are strengthening governance frameworks, responsible AI capabilities, and change management offerings, positioning themselves as strategic partners for enterprise-wide transformation and operating model redesign

Major Contenders

Coforge, EXL, Firstsource, Genpact, Infosys, LTM, Mphasis, NTT DATA, Persistent Systems, Roboyo, Sopra Steria, Sutherland, Tech Mahindra, UST, and Wipro

- Major Contenders are gaining ground on Leaders in IA adoption, driven by focused investments in gen AI, agentic capabilities, and domain-specific solutions. Many are leveraging strengths in industry verticals (e.g., Banking, Financial Services, and Insurance (BFSI), healthcare, and Finance and Accounting (F&A)) and expanding their capabilities through platform partnerships and targeted acquisitions
- They are differentiating through flexible engagement models and GCC-aligned delivery approaches, enabling cost-effective and scalable deployments. However, compared to Leaders, they often face limitations in global scale, breadth of offerings, and depth of proprietary Intellectual Property (IP), which can impact their ability to deliver large-scale transformations

Aspirants

Ashling Partners, Datamatics, Visionet, and Xebia

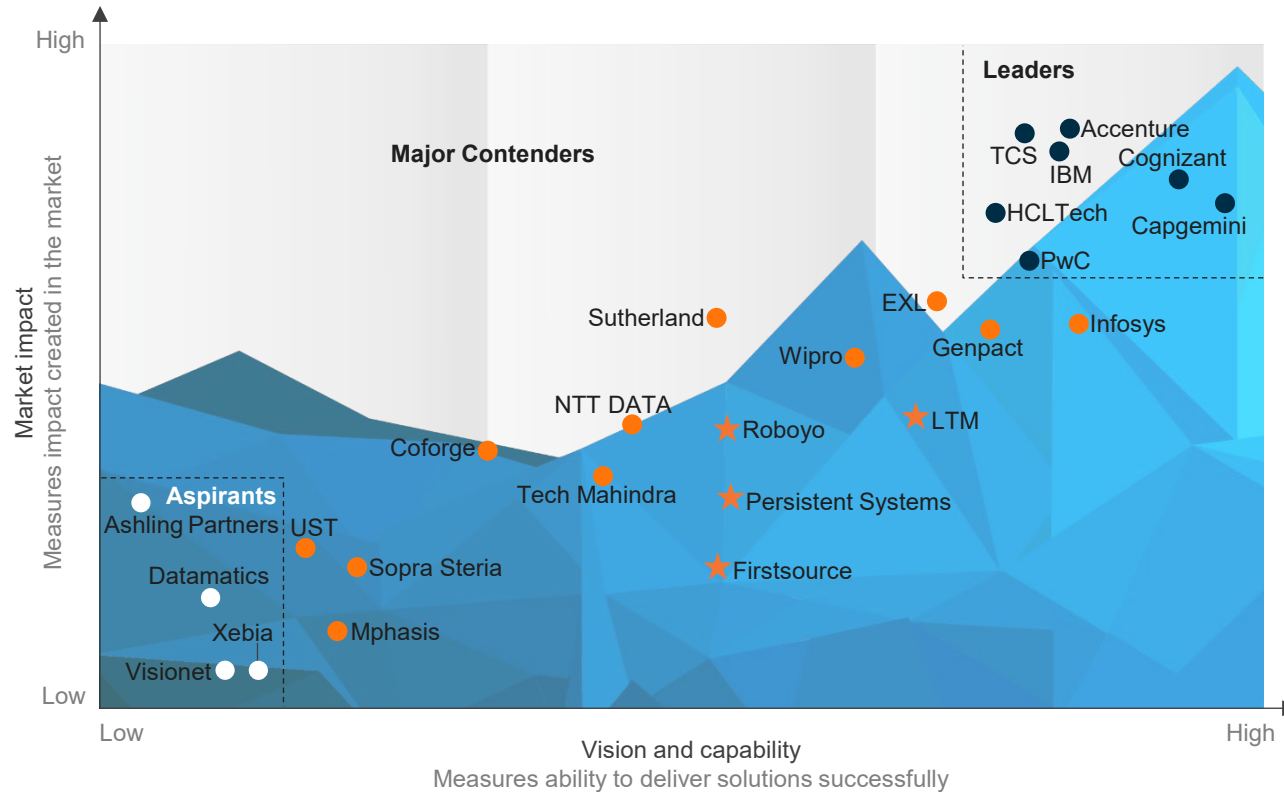
- Aspirants are setting themselves apart with specialized consulting services and customizing their automation solutions to align with specific enterprise requirements. They are increasingly leveraging agentic AI and gen AI to enhance their offerings and deliver targeted solutions. Yet, to approach the effectiveness of Leaders and Major Contenders, they must integrate advanced technological innovations and strive for broader market adoption
- Aspirants often face challenges in scaling capabilities and expanding geographic and industry presence. To compete more effectively with Leaders and Major Contenders, they need to expand partnerships, diversify their services across various business functions, industries, and geographies, and invest in enhancing governance capabilities

Everest Group PEAK Matrix®

Agentic Process Automation (APA) Solutions PEAK Matrix® Assessment 2026 | Cognizant is positioned as a Leader

Everest Group Agentic Process Automation (APA) Solutions PEAK Matrix® Assessment 2026¹



- Leaders
- Major Contenders
- Aspirants
- ☆ Star Performers













¹ Assessments for Accenture, NTT DATA, PwC, and Wipro exclude solution provider inputs on this particular study. Assessment for IBM is based on partial inputs from the provider. The analysis is based on Everest Group's estimates that leverage Everest Group's proprietary Transaction Intelligence (TI) database, ongoing coverage of these solution providers, their public disclosures, and interaction with buyers. For these companies, Everest Group's data for assessment may not be complete
Source: Everest Group (2026)

Cognizant

Everest Group assessment – Leader

Measure of capability:  Low  High

Market impact				Vision and capability					
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Technology capability	Services capability	Innovation and investments	Engagement and commercial model	Overall
									

Strengths

- Cognizant’s vision is to make APA the cornerstone of intelligent operations, enabling clients to achieve sustained business outcomes and aims to move beyond traditional automation toward an adaptive, self-sustaining ecosystem powered by agentic AI
- It has significant experience in deploying IA components such as RPA, IDP, conversational AI, and workflow/orchestration across client engagements. Buyers have appreciated its proactive approach to gen AI
- Its Cognizant Neuro® AI suite, comprising the Neuro® AI Multi-Agent Accelerator, Multi-Agent Services Suite, Neuro® Business Process, and Neuro® Contact Center, enables clients to integrate multi-agent systems into their organizations for adaptive operations and real-time decision-making
- It offers an extensive range of packaged solutions and technical accelerators, which are being leveraged by a significant number of clients. A few examples include Agentic FinOps Agent and RecruitIQ
- It has made strategic partnership investments in the agentic AI space, collaborating with UiPath to jointly fund client pilots that explore agentic AI applications across industries, and partnering with Soroco and WorkFabric to leverage their platforms for process discovery, design, and development of agentic systems
- Referenced buyers have highlighted strong executive support that helps leadership teams see value, along with strong domain expertise, technical capabilities, and overall execution. They have also appreciated its upfront investment in an outcome-based model and deep partnership with hyperscalers

Limitations

- Compared to peers, Cognizant has limited experience in serving clients from industries such as CPG, retail, and manufacturing
- It primarily targets large enterprise clients with over US\$1 billion in annual revenue, resulting in limited experience with small enterprise clients
- Currently, its delivery footprint is limited to onshore geographies such as Continental Europe and the United Kingdom and Ireland (UK&I) as compared to peers. Buyers have highlighted scope for improvement in onshore presence and better introduction and visibility of offshore team members to build trust
- Referenced buyers have called out limited visibility in terms of marketing efforts, and indicated that stronger promotion of capabilities would enhance market presence
- Referenced buyers have also pointed to the need for continuous upskilling of resources on the latest technologies, stronger communication and alignment across teams, and improved talent retention on the operations side

Market trends

The APA solutions market is growing rapidly, driven by technological advances and evolving enterprise priorities

Market size and growth

- The APA solutions market stood at US\$10.2-10.7 billion in 2025 and showcased a growth of 14-19% YoY
- Strong market growth is driven by increasing enterprise adoption of AI-led automation and the shift toward agentic capabilities

Key drivers for APA

Shift from pilots to scaled agentic deployments	Enterprises are moving beyond experimentation, with agentic AI use cases increasingly transitioning into production at scale, driven by improved reliability and clearer Return on Investment (RoI).
Rising process complexity and need for contextual automation	Modern enterprise workflows span fragmented systems and unstructured data, requiring context-aware, adaptive automation beyond rule-based approaches.
Shift in ownership to business leadership and GCCs	Automation decision-making is moving upward (Chief Information Officers, Chief Executive Officers) and expanding beyond headquarters to Global Capability Centers (GCCs), reflecting its strategic importance and enterprise-wide impact.
Reduction in automation build and deployment timelines	Advances in gen AI and agent frameworks are significantly reducing development effort and time-to-value, lowering barriers to adoption and enabling enterprises to realize business outcomes at scale.

Opportunities and challenges

Enterprise architecture and data readiness	Fragmented legacy systems, limited real-time data access, and weak API maturity constrain APA adoption. Enterprises need to modernize data architectures and enable interoperable, API-first ecosystems.
Organizational adoption and operating model redesign	Blurring of human-agent boundaries creates ownership and adoption challenges. Enterprises must redefine roles, workflows, and change management strategies.
Governance, risk, and control mechanisms	Increasing autonomy of agentic systems raises risks around compliance, explainability, and uncontrolled actions. Enterprises need robust governance frameworks, human-in-the-loop controls, and auditability mechanisms.

Provider landscape analysis

Accenture, Capgemini, IBM, and TCS have the largest market share in terms of APA revenue; Ashling Partners, EXL, Sutherland, and Xebia have showcased highest growth in APA revenue

Market share analysis of the providers¹

2025; percentage of overall market of APA solutions



¹ Providers are listed alphabetically within each range

Key buyer considerations

Key drivers influencing buyer preferences in the APA solutions market

Key sourcing criteria

High



Technical expertise

Depth of automation, AI, and platform expertise to design, build, and integrate robust APA solutions



Solution cost or Return on Investment (RoI)

Ability to deliver measurable business value through strong RoI, cost efficiency, and value-led pricing models



Domain expertise

Deep understanding of industry-specific processes and use cases to ensure relevant and impactful automation



Scalability of the solution

Proven capability to scale automation securely and reliably across processes, functions, and geographies



Talent expertise

Access to skilled, experienced, and stable talent capable of driving rapid implementation and long-term success

Low

Priority

Summary analysis

Buyers prioritize providers that demonstrate deep technical and domain expertise and can clearly link automation initiatives to measurable business outcomes. While cost remains an important consideration, decision-making increasingly emphasizes long-term RoI over short-term pricing advantages.

Scalability and talent depth are critical differentiators as enterprises move from pilots to enterprise-wide APA programs, requiring partners that can reliably scale across geographies and functions. Overall, buyers favor providers that combine strong technical foundations with industry context, proven delivery capability, and access to skilled, stable talent.

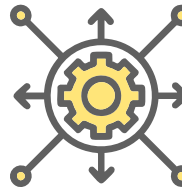
Key takeaways for buyers

To fully realize value from APA, enterprises must align provider selection, operating model design, and governance frameworks with evolving enterprise needs and priorities.



Shifts in provider capabilities

Providers are rapidly evolving across agentic execution maturity, platform alignment, and domain specialization. Buyers should recalibrate sourcing strategies to prioritize proven scale, differentiated capabilities, and right-fit provider mix.



Focus on outcome-driven value realization

The value narrative is shifting beyond cost efficiency toward revenue, Customer Experience (CX), and decision augmentation. Buyers should anchor engagements in measurable business outcomes and outcome-linked Key Performance Indicator (KPIs).



Operating model transformation

Agentic automation requires rethinking workflows, roles, and control mechanisms while introducing new risks around autonomy. Buyers should invest in operating model redesign alongside robust governance, oversight, and auditability frameworks.

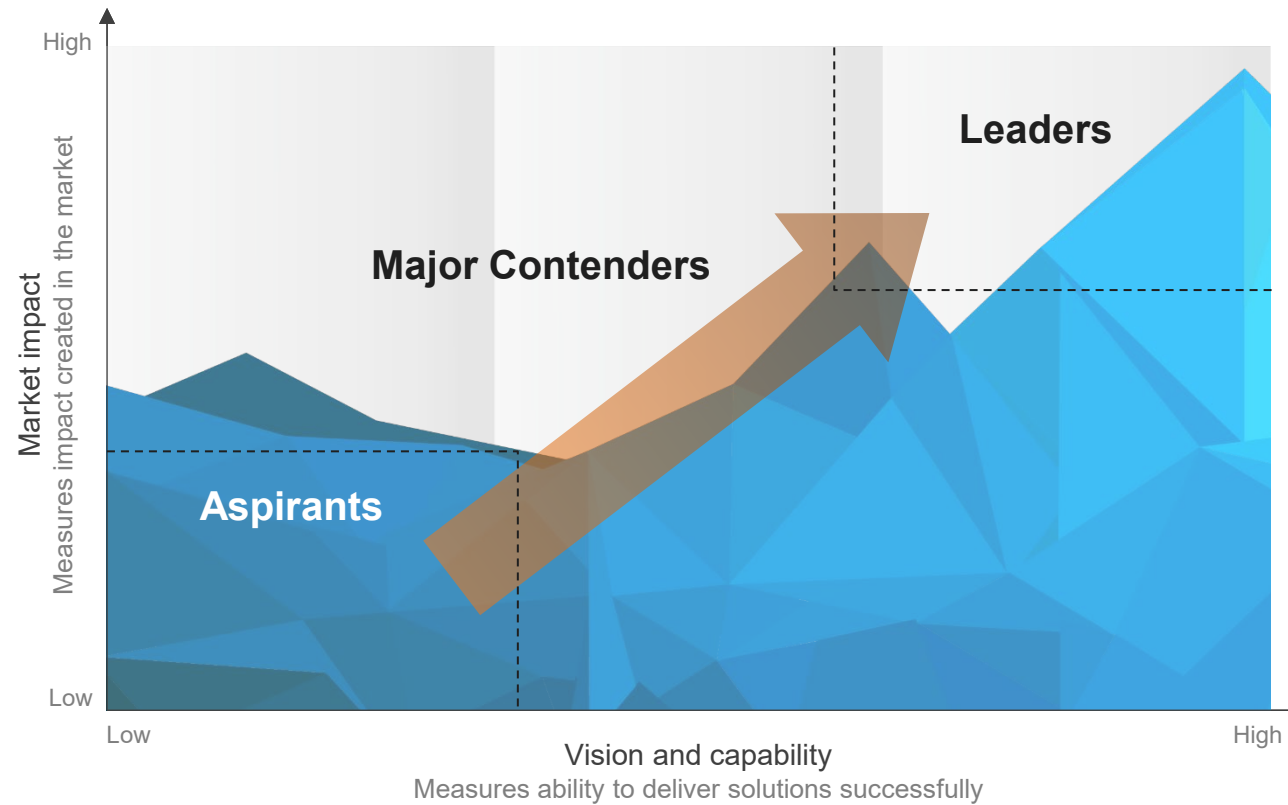
Appendix

PEAK Matrix® framework

FAQs

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

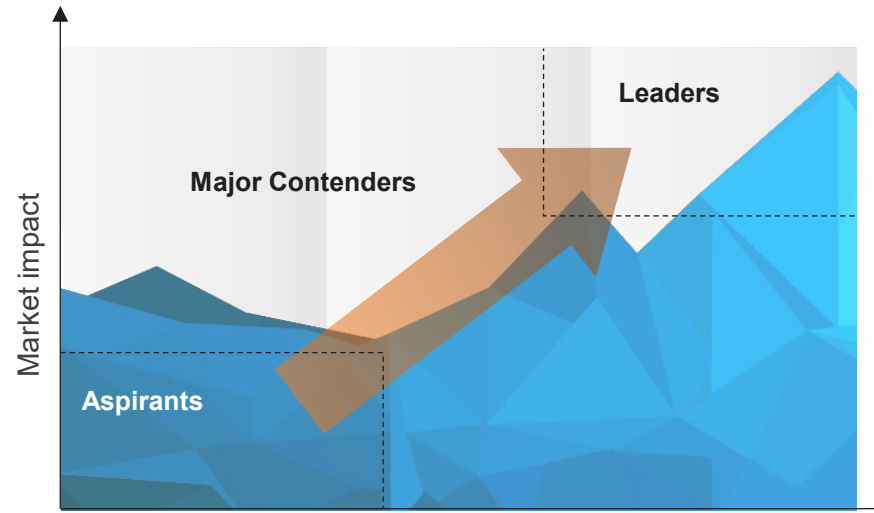
Everest Group PEAK Matrix



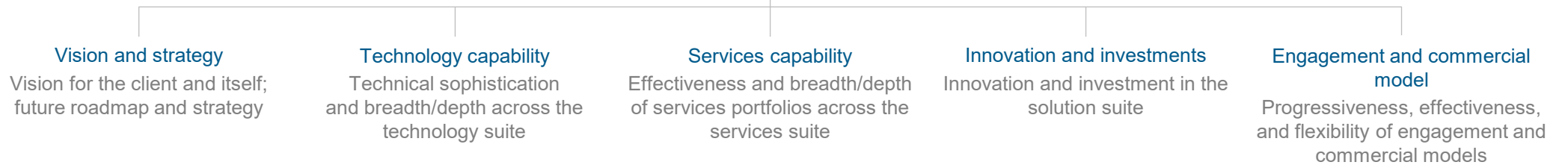
Solutions PEAK Matrix® evaluation dimensions

Measures impact created in the market – captured through three subdimensions

- Market adoption**
Size and growth of deployments across the solution portfolio
- Portfolio mix**
Solution footprint across geographies, industries, and buyer size segments
- Value delivered**
Value delivered to the client based on customer feedback and other measures



Vision and capability
Measures ability to deliver solutions successfully. This is captured through five subdimensions



FAQs

Q: Does the PEAK Matrix® assessment incorporate any subjective criteria?

A: Everest Group's PEAK Matrix assessment takes an unbiased and fact-based approach that leverages provider / technology vendor RFIs and Everest Group's proprietary databases containing providers' deals and operational capability information. In addition, we validate/fine-tune these results based on our market experience, buyer interaction, and provider/vendor briefings.

Q: Is being a Major Contender or Aspirant on the PEAK Matrix, an unfavorable outcome?

A: No. The PEAK Matrix highlights and positions only the best-in-class 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.

Q: What other aspects of the PEAK Matrix assessment are relevant to buyers and providers other than the PEAK Matrix positioning?

A: A PEAK Matrix positioning is only one aspect of Everest Group's overall assessment. In addition to assigning a Leader, Major Contender, or Aspirant label, Everest Group highlights the distinctive capabilities and unique attributes of all the providers assessed on the PEAK Matrix. The detailed metric-level assessment and associated commentary are helpful for buyers in selecting providers/vendors for their specific requirements. They also help providers/vendors demonstrate their strengths in specific areas.

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

A: Enterprise participants receive summary of key findings from the PEAK Matrix assessment

For providers

- The RFI process is a vital way to help us keep current on capabilities; it forms the basis for our database – without participation, it is difficult to effectively match capabilities to buyer inquiries
- In addition, it helps the provider/vendor organization gain brand visibility through being included in our research reports

Q: What is the process for a provider / technology vendor to leverage its PEAK Matrix positioning?

A: Providers/vendors can use their PEAK Matrix positioning or Star Performer rating in multiple ways including:

- Issue a press release declaring positioning; see our citation policies
- Purchase a customized PEAK Matrix profile for circulation with clients, prospects, etc. The package includes the profile as well as quotes from Everest Group analysts, which can be used in PR
- Use PEAK Matrix badges for 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 Everest Group; please contact your CD or contact us

Q: Does the PEAK Matrix evaluation criteria change over a period of time?

A: PEAK Matrix assessments are designed to serve enterprises' current and future needs. 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 and to serve enterprises' future expectations.

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