



# Everest Group IT Service Management (ITSM) and Service Integration and Management (SIAM) Services PEAK Matrix® Assessment 2025

Focus on Cognizant

November 2025



# Introduction

The ITSM and SIAM market is becoming a strategic priority, shifting from transactional ticket resolution to models that deliver operational excellence, stronger governance, and measurable outcomes. ITSM is emerging as the backbone of enterprise operations, aligning IT with business objectives, managing risk, and improving service reliability through automation and faster resolution. In parallel, SIAM is gaining importance in multi-cloud and hybrid IT environments, helping enterprises manage vendor and tool sprawl with role clarity, unified control planes, and supplier scorecards.

Enterprise demand is also diversifying by segment. Mid-market enterprises want right-sized ITSM solutions, which are modular and flexible for their ecosystem, while regulated industries such as BFSI, healthcare, and the public sector require verticalized offerings with audit-ready workflows and compliance assurance.

These needs are reshaping enterprise expectations. Organizations now look for tool-agnostic integration across platforms, such as ServiceNow, BMC Helix, and Atlassian, underpinned by AIOps and gen AI to enable predictive insights, autonomous remediation, and steady-

state value. They are also moving toward outcome-linked contracts with XLAs and OKRs, ensuring ITSM and SIAM investments directly impact productivity, cost-to-serve, and user experience.

In response, providers are adapting across both ITSM and SIAM. They are strengthening tool-agnostic delivery, modular SIAM-lite constructs, and flexible commercial models, while investing in ITSM automation accelerators, governance frameworks, and co-innovation with platform partners to address evolving enterprise priorities.

**The full report includes the profiles of the following 24 leading ITSM and SIAM providers featured on the [IT Service Management \(ITSM\) and Service Integration and Management \(SIAM\) Services PEAK Matrix® Assessment 2025](#):**

- **Leaders:** Accenture, Capgemini, Cognizant, Deloitte, HCLTech, Infosys, TCS, and Wipro
- **Major Contenders:** Atos, CGI, Compucom, Inetum, Kyndryl, Lenovo, LTIMindtree, Persistent Systems, Stefanini, Tech Mahindra, Unisys, and Valiantys
- **Aspirants:** Birlasoft, Dexian, Milestone Technologies, and Mphasis

## Scope of this report

**Geography:** global

**Industry:** 24 leading ITSM and SIAM service providers

**Services:** ITSM and SIAM services

# Scope of research – IT Service Management (ITSM) and Service Integration and Management (SIAM) services

[NOT EXHAUSTIVE]

## Focus for this study

### Portfolio segments



#### ITSM

ITSM includes strategic management of end-to-end IT services delivery to employees, leveraging processes such as IT Asset Management (ITAM), AIOps, and IT Operations (ITOps); bridging IT and business gaps by ensuring that technology systems are aligned with business objectives.



#### SIAM

SIAM or Multisource Services Integration (MSI) includes managing a dynamic multi-vendor, multi-service digital ecosystem by overseeing partner governance, collaboration, standardization, risk, and responsibility, in order to boost service quality while reducing complexity and costs.

### Services segments in scope:



#### Service advisory and design

Stakeholder engagement, capacity and availability management, continuity, security management, service catalogue management, technology and data-readiness assessment, GRC assessment, RoI mapping / TCO analysis, architecture design, and supplier management.



#### Service implementation and transition

Requirements gathering, data migration, custom workflow development, risk assessment, training and onboarding, service validation and testing, cut-over and go-live, release and deployment management, change evaluation management, asset and process configuration management, and knowledge management.



#### Service delivery and management

Event and incident management, problem management (root cause analysis), SLA management, risk and governance, customizations, integrations, usability and product enhancements, request fulfilment, iterative feedback, access management, asset management, information management, and performance management (monitoring and reporting).

Key technology enablers: automated test framework, CMDB, flow designer, gen AI accelerators, integration hub, and conversational virtual agents

Note 1: Please note ITSM revenue includes only the ITSM module, excluding other IT workflows such as ITAM and ITOM

Note 2: This market definition is as per Information Technology Infrastructure Library (ITIL) framework

# ITSM and SIAM services PEAK Matrix® characteristics

## Leaders

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

- Leaders consistently demonstrate end-to-end strength in ITSM and SIAM engagements, combining advisory, implementation, and run capabilities with proven ability to manage large, multi-supplier ecosystems
- These providers have invested significantly in ITSM and SIAM control frameworks, automation accelerators, and XLA-driven delivery models, supported by large certified talent pools and strong global delivery coverage
- They have been early to embed AIOps, gen AI, and predictive analytics into ITSM workflows, enabling proactive incident prevention, accelerated change management, and experience-centric governance
- Nevertheless, Leaders face intensifying competition from Major Contenders and must continue to differentiate through tool-agnostic delivery, vertical compliance overlays, and modular SIAM constructs (for example, SIAM-lite for mid-market enterprises)

## Major Contenders

Atos, CGI, Compucom, Inetum, Kyndryl, Lenovo, LTIMindtree, Persistent Systems, Stefanini, Tech Mahindra, Unisys, and Valiantys

- While these providers continue to expand ITSM and SIAM portfolios through targeted platform partnerships and in-house accelerators, their offerings still exhibit gaps in balance, maturity, or global coverage compared to Leaders
- Many vendors have developed strong niche differentiators such as unified ITSM platforms, governance frameworks, AI-enabled operations tools, and device-to-service integration. However, these remain selective rather than comprehensive. In several cases, verticalized solutions, compliance accelerators, and outcome-linked commercial models are project ready, limiting traction in regulated or enterprise-scale SIAM opportunities
- However, these providers continue to invest in AI, automation, and modular governance frameworks, positioning themselves as challengers to Leaders, particularly for clients seeking specialized strengths or regional/verticalized delivery expertise

## Aspirants

Birlasoft, Dexian, Milestone technologies, and Mphasis

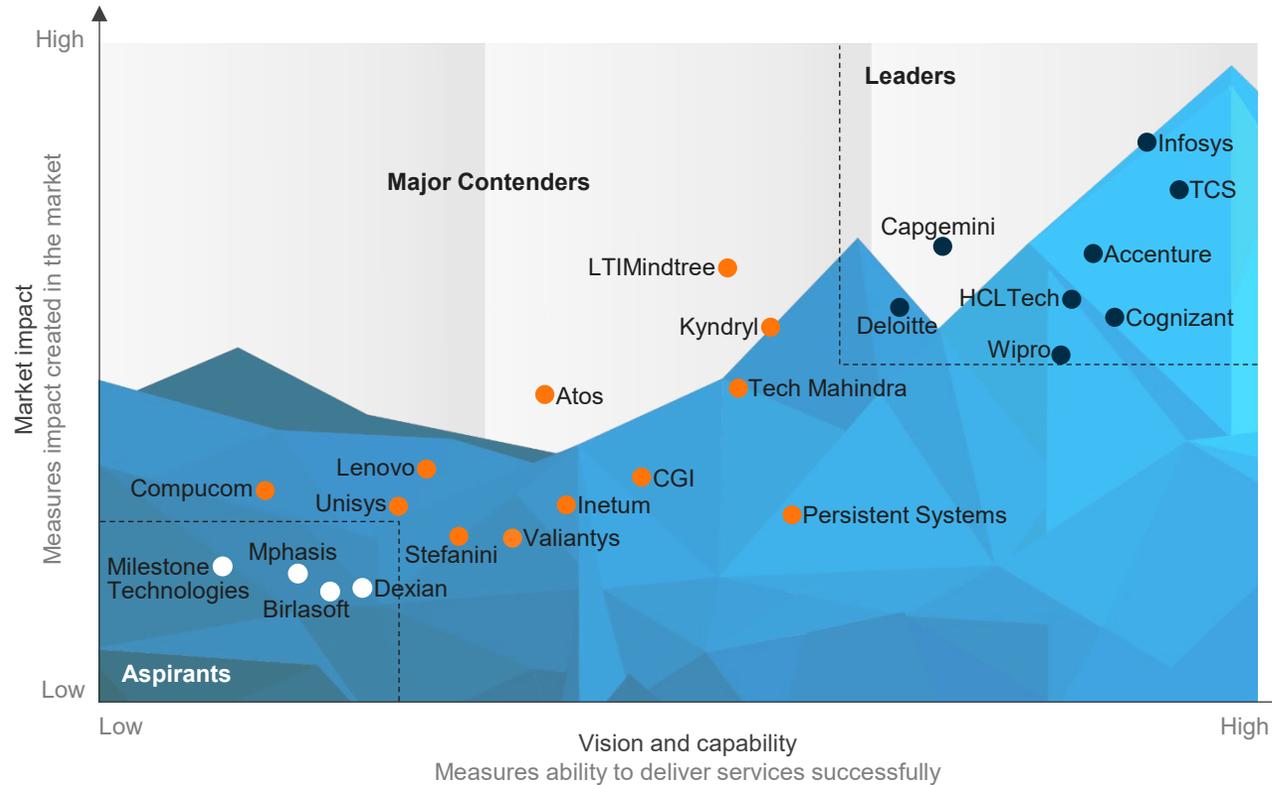
- Aspirants' ITSM and SIAM services often remain tactical in scope, with reliance on platform-native delivery and limited investments in proprietary SIAM IP, cross-supplier orchestration, or ESM extensions
- Their capabilities in multi-tool integration, advanced AIOps, and XLA frameworks remain nascent, making them less competitive in large, global ITSM and SIAM engagements
- However, they are focusing on right-sized ITSM and SIAM constructs, service flexibility, and modular tool partnerships, allowing them to serve mid-market enterprises or discrete transformation needs effectively
- To strengthen positioning, Aspirants must productize accelerators, broaden their global delivery coverage, and mature regulated industry overlays

# Everest Group PEAK Matrix®

IT Service Management (ITSM) and Service Integration and Management (SIAM) Services PEAK Matrix® Assessment 2025 | Cognizant is positioned as a Leader

## Everest Group IT Service Management (ITSM) and Service Integration and Management (SIAM) Services PEAK Matrix® Assessment 2025<sup>1</sup>

- Leaders
- Major Contenders
- Aspirants



<sup>1</sup> Assessments for Accenture, CGI, Deloitte, and Inetum exclude service provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, ongoing coverage of these service providers, provider public disclosures, and Everest Group's interaction with buyers  
Source: Everest Group (2025)

# 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	Scope of services offered	Innovation and investments	Delivery footprint	Overall
								

### Strengths

- Enterprises seeking a ServiceNow-centric ITSM transformation will find value in Cognizant’s strong focus on this space, highlighted by its Global Elite partner status, dedicated ServiceNow CoE, and its acquisition of Thirdera
- Enterprises with complex multi-vendor landscape will benefit from Cognizant’s SIAMNXT offering enabling cross-supplier process orchestration, gen AI-infused automation, and integrated governance processes backed by robust proof points
- Enterprises will find value in Cognizant’s structured talent development approach, supported by a dedicated ITSM/SIAM Center of Excellence, industry certifications coupled with training programs such as the Role Accreditation Program (RAP), Enhancing the Culture of Accountability-ACE, and Trusted Advisor program
- Enterprises will find Cognizant’s client-centric approach to SIAM compelling, enabled by its customizable SIAM models, including SIAM-lite, product-centric SIAM, and more, tailored to align with specific enterprise needs and environments

### Limitations

- Enterprises seeking platform-agnostic ITSM and SIAM implementations might not find Cognizant attractive given its capabilities are deeply centered around the ServiceNow ecosystem
- While Cognizant has invested significantly in gen AI capabilities through its Neuro® IT Ops powered CFS.AI initiative, most use cases are still in early-stage pilots and await scaled enterprise validation
- Some enterprises noted that while Cognizant’s talent pool demonstrates strength in addressing routine ITSM and SIAM issues, there is inconsistent performance in resolving complex challenges, particularly in multi-vendor environments
- Few clients noted transition challenges during onboarding, affecting initial stability and requiring tighter governance to reach steady state

# Market trends

## Market size and growth

The ITSM and SIAM services market reached approximately US\$14.9 billion in 2024 and is projected to grow at a steady CAGR of 5-7% over the next few years. This growth is underpinned by enterprise priorities around cross-vendor governance, tooling rationalization, and automation-led service delivery.

Despite macroeconomic headwinds, the market has remained resilient, reflecting sustained enterprise demand for streamlined operations, experience-centric service models, and strategic integration across complex IT landscapes.

## Key drivers for ITSM and SIAM services

Platform modernization and consolidation	Enterprises are rationalizing ITSM platforms and consolidating multi-tool estates, with ServiceNow, BMC Helix, and Atlassian at the core, alongside open-source integration layers
Automation, AIOps, and gen AI adoption	AIOps, gen AI, and automation are now central to driving predictive insights, accelerating resolution, and enabling integrated operations across IT towers
Outcome and experience orientation	XLA- and OKR-linked delivery models are gaining traction, as enterprises demand measurable value beyond SLA compliance
Regulatory and compliance pressures	Regulated sectors, such as BFSI, healthcare, and public sector, are mandating audit-ready workflows, policy-as-code, and sector-specific controls in ITSM and SIAM programs

## Opportunities and challenges

Consulting-led engagements	Enterprises continue to need guidance in defining SIAM role clarity, RACIs, and transformation roadmaps, creating opportunities for consulting-led engagements
Managing multi-IT complexity	Vendor and tool sprawl across hybrid estates demands credible multi-platform integration beyond single-vendor expertise
Evolving ITSM operating models	Enterprises struggle to align ITSM processes with agile and DevOps practices, creating friction with legacy ITIL-based models
Data quality and CMDB accuracy	Poor data quality and fragmented CMDBs undermine ITSM effectiveness, limiting the impact of incident, change, problem management, and AI investments

# Provider landscape analysis

**Market share analysis of the providers<sup>1,2</sup>**  
 2024; percentage of overall market of US\$14.9 billion



<sup>1</sup> Providers are listed alphabetically within each range  
<sup>2</sup> Assessments for Accenture, CGI, Deloitte, and Inetum exclude service provider inputs and are not included in this page

**Provider<sup>1,2</sup> market share by YoY growth**  
 2023-24; increase in percentage of revenue



# Key buyer considerations

## Key sourcing criteria

High



### Operating-model and governance design

Ability to design and run SIAM operating models (roles, control planes, scorecards) and modernize ITSM (ITIL v4, agile/DevOps) for multi-tower, hybrid estates



### Strategic partnership/tool-agnostic platform integration

Credible integration across ServiceNow, BMC Helix, Atlassian, and open-source tools, using APIs/adapters, data fabrics, and CMDB normalization to reduce vendor/tool sprawl



### Experience- and outcome-linked delivery

Embed XLAs/OKRs that tie ITSM and SIAM performance to productivity, MTTR, cost-to-serve, and user experience



### Automation, AIOps, and AI at scale

Operationalize AIOps / gen AI for noise reduction, autonomous remediation, change-risk prediction, and telemetry-to-action supported by a strong data and observability foundation



### Commercial and engagement flexibility

Flexible contracting models that go beyond T&M/fixed to include SIAM-lite, consumption-based tiers, modular onboarding/offboarding, and outcome-linked incentives, paired with transparent governance cadence and senior stakeholder engagement.

Low

Priority

## Summary analysis

Enterprises are prioritizing ITSM and SIAM providers that deliver operating-model clarity, tool-agnostic integration, and measurable outcomes. Buyers demand proof of AIOps / gen AI value in steady state, not pilots, and expect XLAs/OKRs to link delivery to business impact. Commercial flexibility, through SIAM-lite, outcome-linked pricing, and modular onboarding, is a key differentiator, while vendor consolidation and mid-market demand drive preference for partners offering streamlined multi-supplier governance and verticalized solutions in regulated sectors.

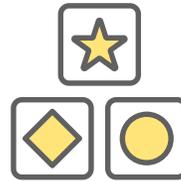
# Key takeaways for buyers

As ITSM and SIAM mature, enterprises are moving beyond operational outsourcing to seek providers that offer strategic, governance-centric support. They value modular models, seamless multi-vendor integration, and automation-enabled service delivery aligned to business outcomes.



## Shifts in provider capabilities

Providers are evolving toward advisory-led models, tool-agnostic delivery, and real-time governance dashboards. Clients now expect support not just with SLAs, but with co-designing operating models and driving enterprise-wide transformation.



## Differentiation across provider types

Some providers stand out with deep platform expertise in ServiceNow, while others offer strong vertical alignment, particularly in regulated industries. Delivery models are expanding beyond traditional outsourcing to include modular constructs, such as SIAM-lite, transformation-led ITSM, and outcome-based models tied to business impact.



## Key innovations

Innovation is a priority. Enterprises demand AI-driven governance, agentic AI-powered workflows, and composable SIAM architectures that enable faster onboarding, dynamic policy control, and intelligent automation. ITSM and SIAM are becoming catalysts for agility and experience differentiation.

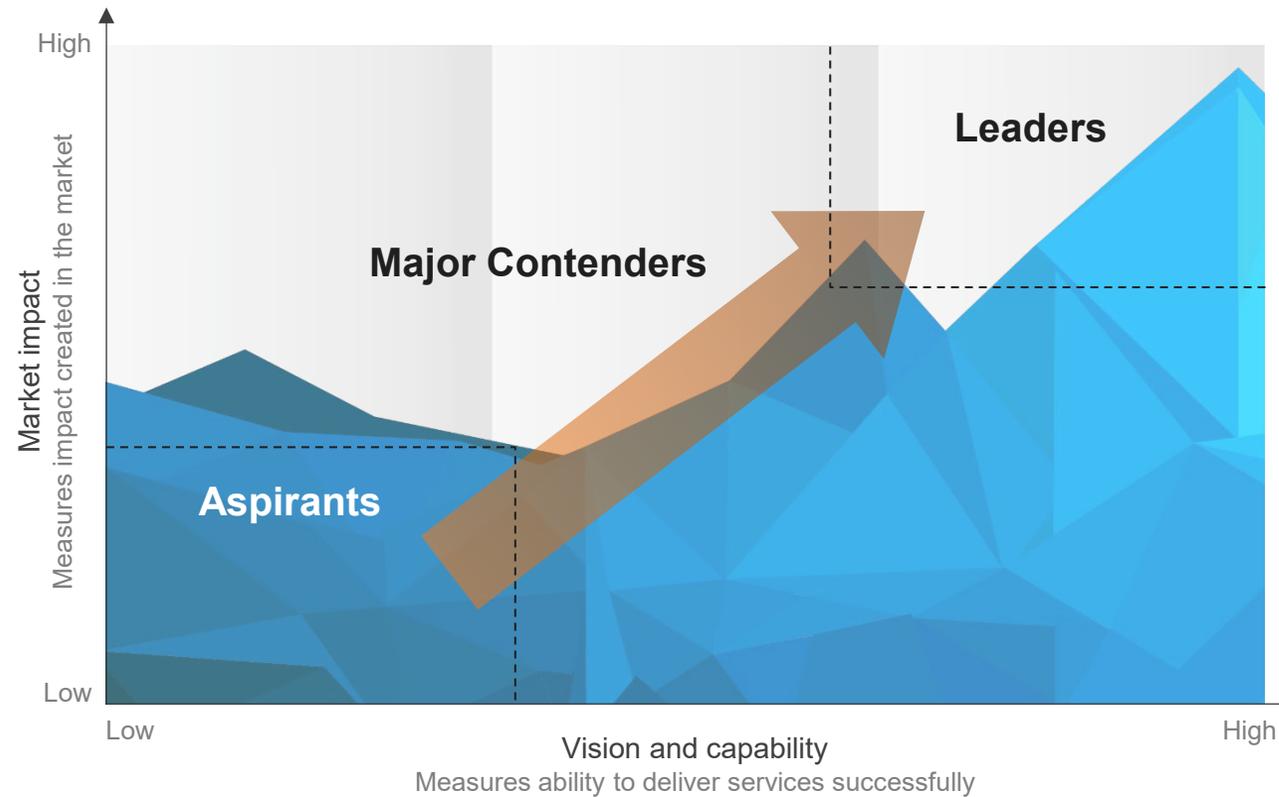
# Appendix

PEAK Matrix® framework

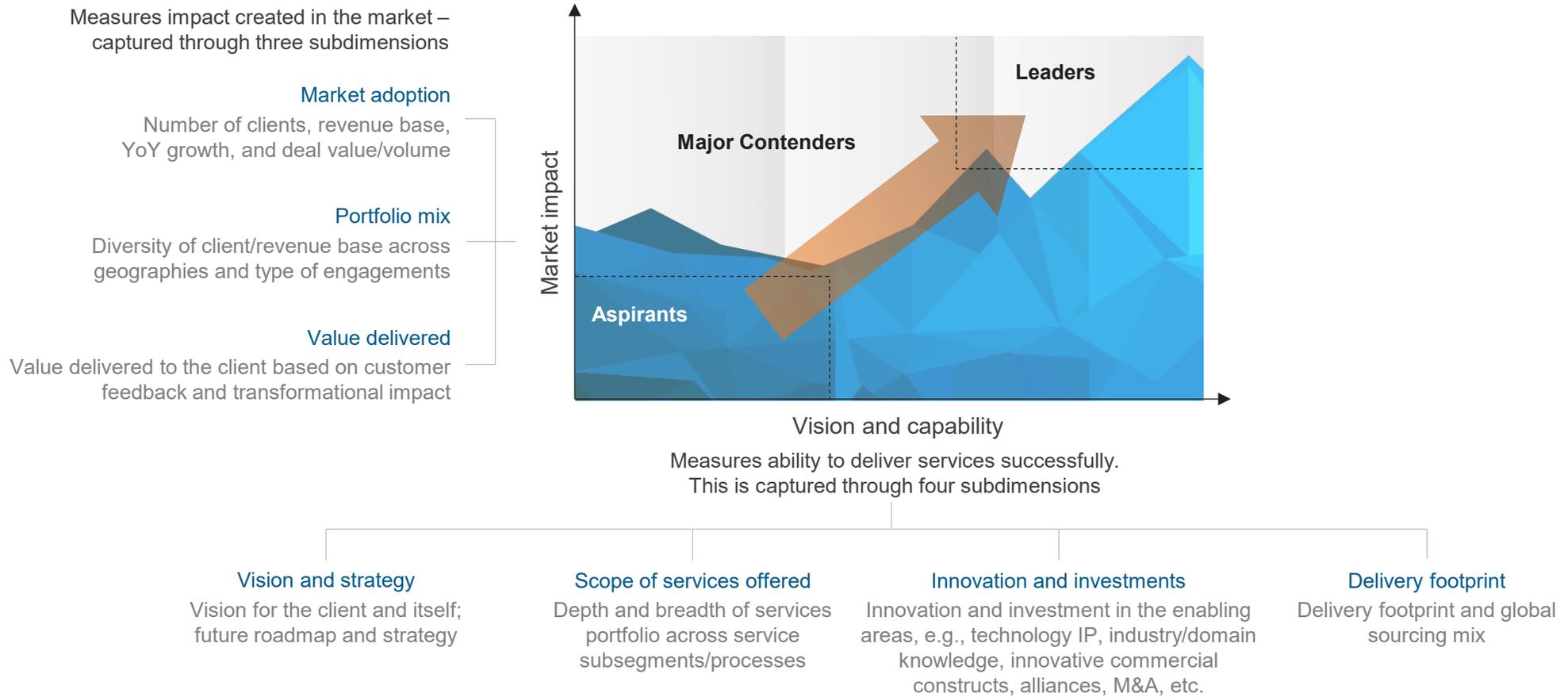
FAQs

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

Everest Group PEAK Matrix



# Services PEAK Matrix® evaluation dimensions



## 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.

# Stay connected

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