

Everest Group PEAK Matrix[®] for Advanced Analytics and Insights (AA&I) Service Providers 2021

Focus on Cognizant
December 2020



Background and scope of the research

Digitally mature enterprises that have invested heavily in D&A initiatives in recent years are now focusing on enterprise-wide adoption and democratization of analytics and insights. 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 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 data-driven decision-making.

In this context, we present an assessment of 32 service providers featured on the AA&I services PEAK Matrix® 2021. 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 2019 and 2020 H1 (January-June), interactions with leading AA&I service providers, client reference checks, and ongoing analysis of the AA&I services market.

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, TCS, and Wipro
- **Major Contenders:** Birlasoft, BRIDGEi2i, Deloitte, DXC Technology, EY, Fractal, HCL Technologies, Infosys, KPMG, LatentView Analytics, LTI, Mphasis, Mu Sigma, NTT DATA, PwC, Tech Mahindra, Virtusa, WNS, and ZS
- **Aspirants:** Datamatics, DMI, Sasken, UST Global, and Zensar

Scope of this report:



Geography
Global



Service providers
32 leading AA&I service providers



Services
AA&I services

AA&I services PEAK Matrix® characteristics

Leaders:

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

- Leaders have displayed a vision focused on driving business outcomes through process-embedded analytics and next-generation services for their customers
- They 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
- Leaders 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
- Willingness to share risk and returns through value-based pricing models have further differentiated them in stakeholder partnerships

Major Contenders:

Birlasoft, BRIDGEi2i, Deloitte, DXC Technology, EY, Fractal, HCL Technologies, Infosys, KPMG, LatentView Analytics, LTI, Mphasis, Mu Sigma, NTT DATA, PwC, Tech Mahindra, Virtusa, WNS, and ZS

- Major Contenders have shown high confidence in their sweet spots 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:

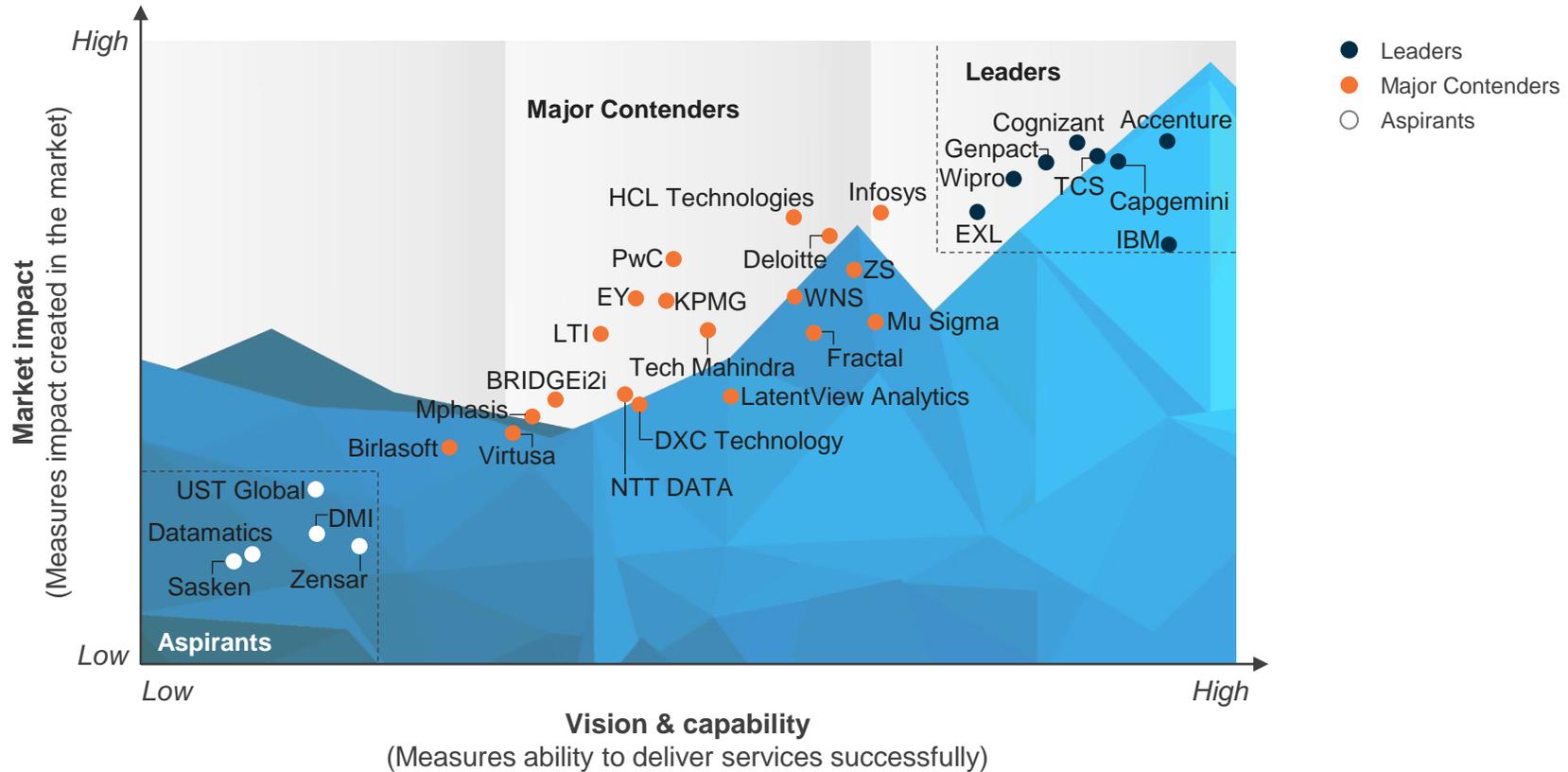
Datamatics, DMI, Sasken, UST Global, and Zensar

- Aspirants have strengthened their capabilities in its 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 & Insights (AA&I) Services PEAK Matrix® Assessment 2021 | Cognizant positioned as Leader

Everest Group Advanced Analytics & Insights (AA&I) Services PEAK Matrix® Assessment 2021¹



¹ Assessments for Deloitte, DXC Technology, EY, Fractal, IBM, Infosys, KPMG, LatentView Analytics, NTT DATA, and PwC exclude service provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, service provider public disclosures, and Everest Group's interactions with buyers

Source: Everest Group (2020)

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

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

- Cognizant is focusing on creating a strong AA&I portfolio by investing heavily in its key priority areas – analytics, AI, deep learning, and IoT
- It has a strong focus on AI-first approach and has built differentiated AI capabilities through its proprietary offering, Cognizant Evolutionary AI™, for accelerated AI experimentation and improved model accuracy
- Cognizant has made strategic acquisitions to supplement its capabilities in next-generation services such as IoT analytics and AI. It recently acquired Bright Wolf, an industrial IoT solutions provider that has extensive expertise in predictive maintenance, asset performance management, etc. It also acquired Sentient AI in 2018 to strengthen its AI capabilities
- Strong partnerships with leading technology vendors across ETL, BI, big data, and cloud to develop joint solutions and expedite solution deployment for clients
- Referenced clients value the availability of onsite delivery leaders to support project management and staff

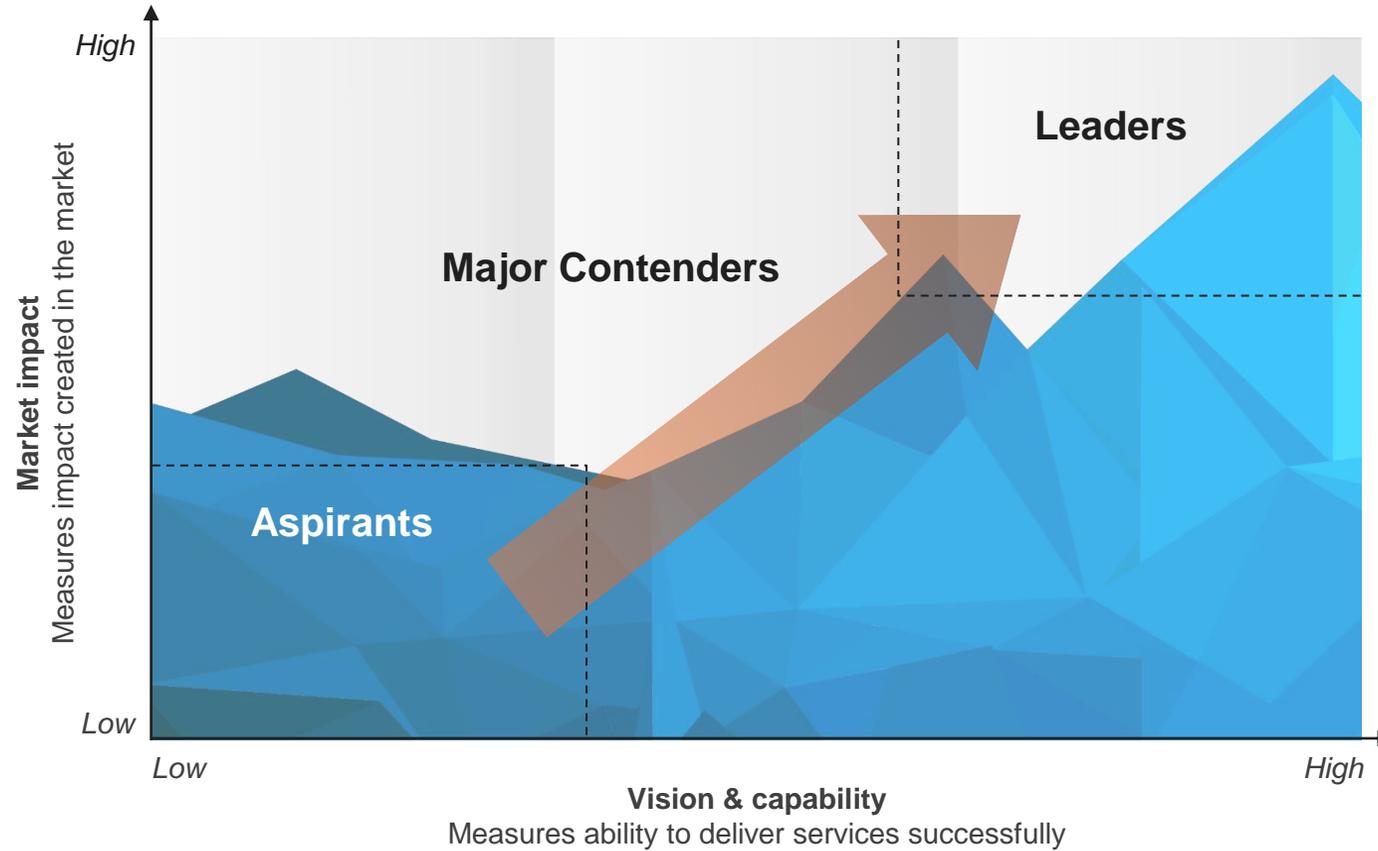
Areas of improvement

- While Cognizant has good technical capabilities across the AA&I value chain, enterprises outside its focus industries (BFSI and healthcare & life sciences) should evaluate its domain expertise carefully
- Cognizant’s GTM strategy is heavily focused on large-market enterprises. Its value proposition for mid-market and small enterprises is largely untested
- Referenced clients feel there is a need for higher proportion of resources to be project-ready with the right technical and domain expertise. Also, there is scope for improvement in Cognizant’s staffing model to avoid delivery disruptions due to immigration issues
- Referenced clients highlight lack of cross-pollination and unsatisfactory knowledge-sharing practices across the multiple units in the organization, sometimes causing issues in project delivery and identification of the right delivery teams
- Buyers expect higher proactive value-addition and innovation push from Cognizant across engagements

Appendix

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

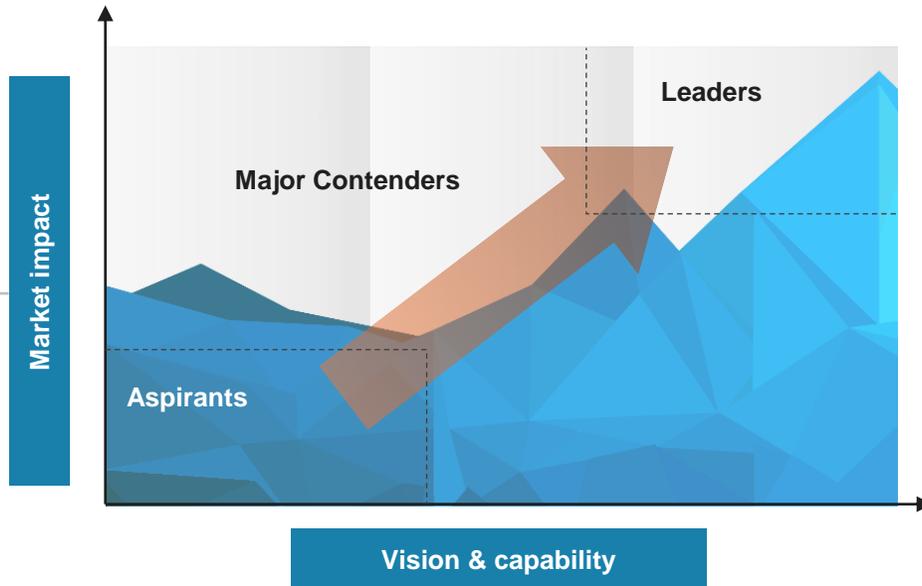
Everest Group PEAK Matrix



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



Vision & capability
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

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

An Everest Group PEAK Matrix® Leader™ : AI Consultancies

Having “built differentiated capabilities through its proprietary offering, Evolutionary AI,” Cognizant has earned Leader status in Everest Group's Advanced Analytics & Insights Services PEAK Matrix Assessment 2021.

[READ THE REPORT](#) ▶



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