



# Everest Group PEAK Matrix<sup>®</sup> for Microsoft Dynamics 365 Service Providers 2021

Focus on Accenture and Avanade  
September 2021



## Background of the research

- Enterprises, especially small and medium, are adopting Microsoft Dynamics 365 to modernize customer experience and finance and operations, enable end-to-end visibility across the supply chain, and streamline marketing and sales. Large enterprises adopt Microsoft Dynamics 365 mainly to buttress their core ERP and CX
- Microsoft has established its sweet spot by closely integrating Dynamics 365 with Microsoft office, outlook, and teams. It has gained momentum in the market owing to lower TCO compared to its close competitors and faster time to market as it is SaaS-enabled
- To help adopt Microsoft Dynamics 365 across existing complex portfolio, service providers are investing in skilling talent and building robust accelerators to help enterprises in their digital transformation journeys
- In this research, we present an assessment of 18 service providers featured on the Microsoft Dynamics 365 services PEAK Matrix®
- The assessment is based on Everest Group's annual RFI process for calendar year 2020, interactions with leading services providers, client reference checks, and an ongoing analysis of the Microsoft Dynamics 365 services market

**This report includes the profiles of the following 18 leading service providers featured on the Microsoft Dynamics 365 services PEAK Matrix:**

- **Leaders:** Accenture and Avanade, HCL Technologies, Hitachi Solutions, and Infosys
- **Major Contenders:** Capgemini, Cognizant, Deloitte, HSO, IBM, LTI, Sonata, TCS, and Wipro
- **Aspirants:** Alithya, Birlasoft, UST, Visionet, and Yash Technologies

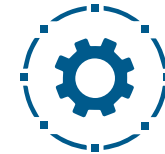
### Scope of this report:



**Geography**  
Global



**Service providers**  
18



**Services**  
Microsoft Dynamics 365  
services

## Introduction and scope

Everest Group recently released its report titled “[Microsoft Dynamics 365 Services PEAK Matrix® Assessment 2021](#)”. This report analyzes the changing dynamics of the Microsoft Dynamics 365 services landscape and assesses service providers across several key dimensions.

As a part of this report, Everest Group updated its classification of 18 service providers on the Everest Group PEAK Matrix® for Microsoft Dynamics 365 services into Leaders, Major Contenders, and Aspirants. The PEAK Matrix is a framework that provides an objective, data-driven, and comparative assessment of Microsoft Dynamics 365 service providers based on their absolute market success and delivery capability.

Based on the analysis, **Accenture and Avanade emerged as a Leader**. This document focuses on **Accenture and Avanade’s** Microsoft Dynamics 365 services experience and capabilities and includes:

- Accenture and Avanade’s position on the Microsoft Dynamics 365 services PEAK Matrix
- Detailed Microsoft Dynamics 365 services profile of Accenture and Avanade

Buyers can use the PEAK Matrix to identify and evaluate different service providers. It helps them understand the service providers’ relative strengths and gaps. However, it is also important to note that while the PEAK Matrix is a useful starting point, the results from the assessment may not be directly prescriptive for each buyer. Buyers will have to consider their unique situation and requirements, and match them against service provider capability for an ideal fit.

## Microsoft Dynamics 365 services PEAK Matrix® characteristics

### Leaders:

Accenture and Avanade, HCL Technologies, Hitachi Solutions, and Infosys

- Leaders are characterized by their ability to successfully execute large-scale, multi-continent, end-to-end Dynamics 365 services, underpinned by their strong global delivery network
- These providers have showcased end-to-end transformational case studies covering large portfolio of Dynamics 365 replacing multiple legacy CRM and a few elements of ERP
- Leaders have helped enterprises with their advisory capabilities to navigate the business transformation and have leveraged in-house IP tools and accelerators to expedite engagement timelines
- These providers have invested significantly to grow and engage talent to combat high attrition in the Microsoft Dynamics 365 services market. Leaders are also able to successfully leverage domain experts to provide business-specific knowledge and insights to clients
- Furthermore, they have a mature suite of Microsoft-certified, Dynamics 365, verticalized solutions to accelerate time-to-market for their clients

### Major Contenders:

Capgemini, Cognizant, Deloitte, HSO, IBM, LTI, Sonata, TCS, and Wipro

- These players have built meaningful capabilities to deliver Microsoft Dynamics 365 services – implementation and management/run; however, their service portfolios are not as balanced and comprehensive as those of Leaders (in terms of coverage across Dynamics 365 service segments, service type, geographies, or verticals)
- These providers have good partnership with Microsoft and specialist technology partners to curate client-specific Microsoft Dynamics 365 solutions. They have been recognized by Microsoft with multiple partner awards showcasing their credibility in the Dynamics 365 markets
- Also, Major Contenders are making continued investments in building proprietary tools and solutions, as well as scaling their talent for Microsoft Dynamics 365

### Aspirants:

Alithya, Birlasoft, UST, Visionet, and Yash Technologies

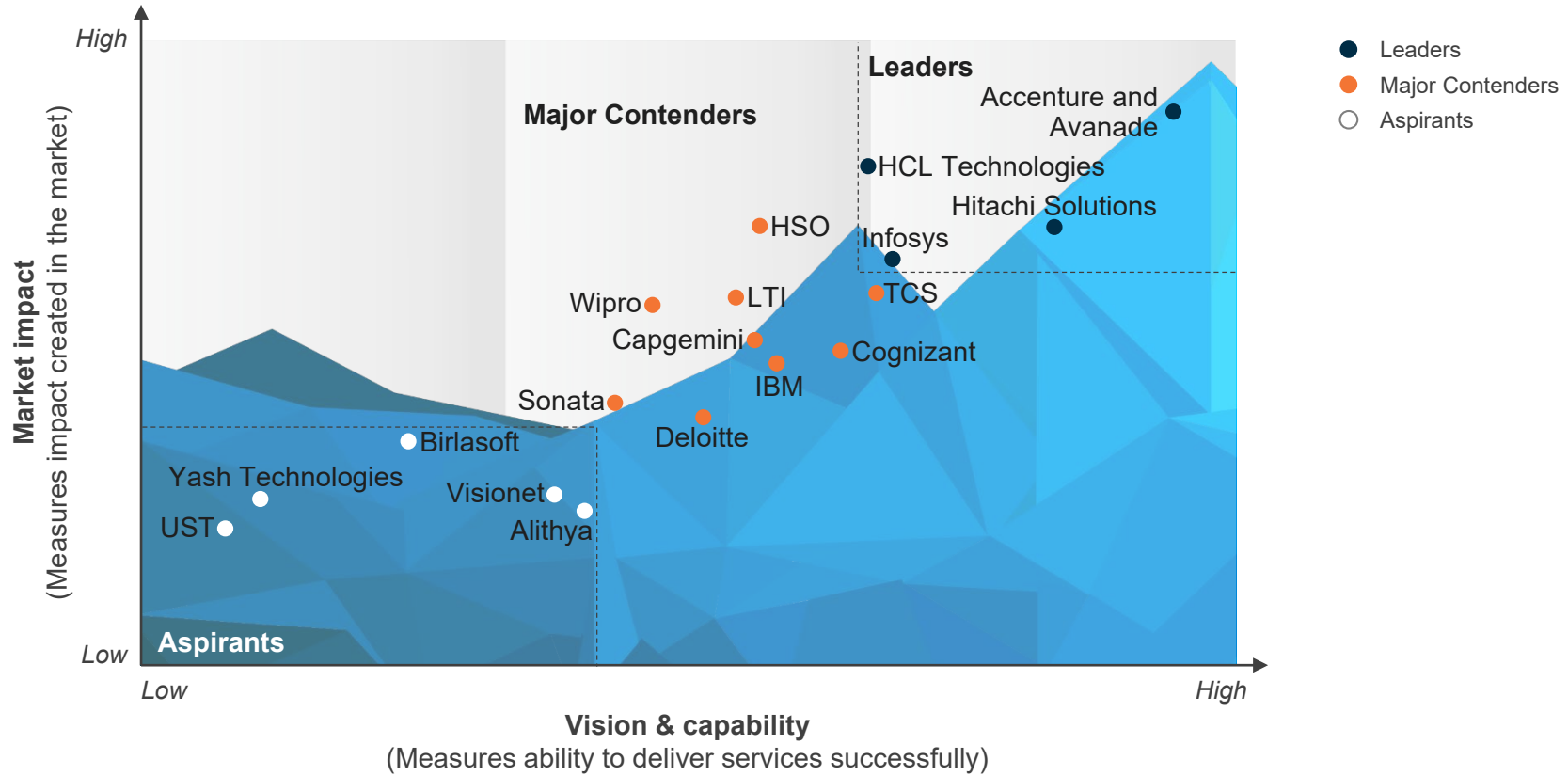
- Aspirants have good proof points in delivering low to medium complex implementation and maintenance Dynamics 365 services for Small and Mid-sized Buyers (SMBs)
- They are either focused on a region(s) or vertical(s), or currently have a relatively small Microsoft Dynamics 365 practice
- Clients acknowledge aspirants' pricing and commercial flexibility as well as account management flexibility

# Everest Group PEAK Matrix®

## Microsoft Dynamics 365 Services PEAK Matrix® Assessment 2021



### Everest Group Microsoft Dynamics 365 Services PEAK Matrix® Assessment 2021<sup>1</sup>












<sup>1</sup> Assessments for Capgemini, Deloitte, and IBM 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 (2021)

# Accenture and Avanade | Microsoft Dynamics 365 services profile (page 1 of 5)

## Everest Group assessment – Leaders

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

- Accenture is a good fit for enterprises seeking end-to-end business transformation with Microsoft Dynamics 365 especially in BFSI, manufacturing, and retail industries
- Clients can benefit from Accenture’s inorganic investments – acquired Concert and Alnamic AG – strengthening its delivery footprint specifically in the European region
- Its ability to consistently being recognized with Microsoft Dynamics awards reinforces its credibility as a strategic partner in the Microsoft Dynamics 365 market
- Enterprises can benefit from Accenture’s coverage of Dynamics 365 services portfolio across finance, supply chain, sales, service, marketing, and HR
- Accenture has scaled its internal talent for Dynamics 365 by adding over 1,000 people organically in 2021 and plans to grow it further by more than 2,000 people in 2022
- Accenture has good account management capabilities, and its existing clients acknowledge leveraging the competency of Accenture for future requirements

### Limitations

- Accenture may occasionally face challenges to retain a persistent team during an engagement
- Mature clients need to evaluate Accenture’s organization change management services since feedback is not consistent or Accenture doesn’t do it in many engagements
- Clients need to push Accenture to deliver seamless support in transition activities once the implementation cycle is done

# Accenture and Avanade | Microsoft Dynamics 365 services profile (page 2 of 5)

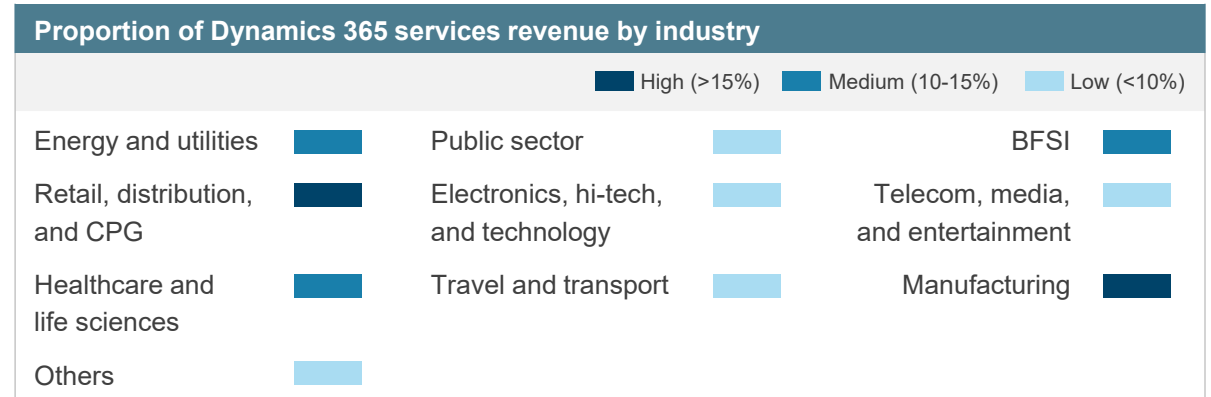
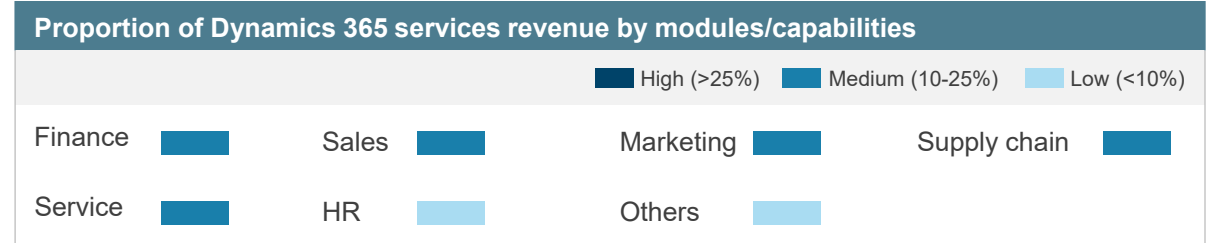
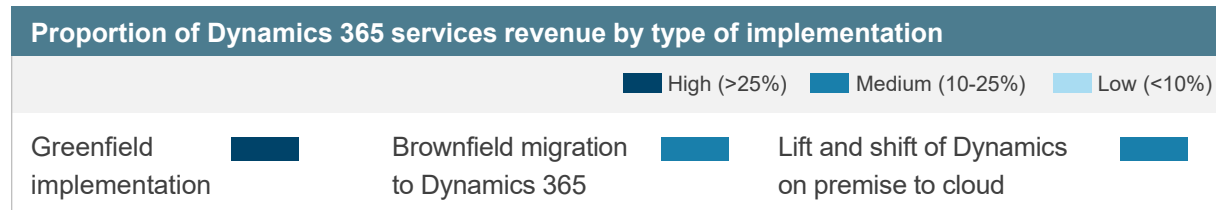
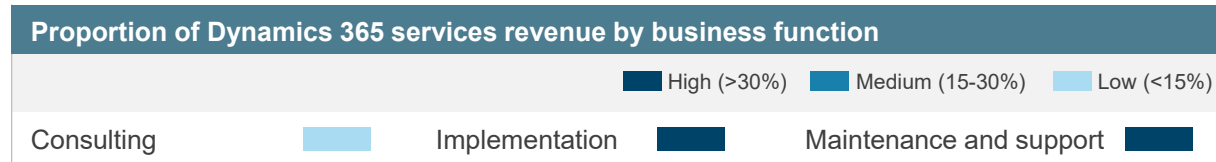
## Overview

**Vision for Microsoft Dynamics 365 services:** Accenture and Avanade’s vision is to be the business transformation-focused global system integrator, leveraging the power of Dynamics 365 and the Microsoft Cloud to help its clients be successful in the post-pandemic world.

**Partnership status with Microsoft:** Gold partner

**Number of projects completed in 2020:** 878

**Number of Microsoft Dynamics 365 experts:** 3,298



# Accenture and Avanade | Microsoft Dynamics 365 services profile (page 3 of 5)

## Key solutions

### Proprietary solutions (representative list)

Solution name	Industry in focus	Focused Dynamics 365 module	Details
myConcerto	Horizontal	Horizontal	The solution is a digitally integrated platform that powers enterprise transformation from business case, to roadmap, to delivery. It can demonstrate what a final project might look like when complete. The solution is personalized to the business and helps to bring a client's vision and strategy to life.
Avanade Delivery Framework (ADF)	Horizontal	Horizontal	The solution is a framework that adopts agile practices while retaining the structure and project management oversight required for success.
Avanade Intelligent Enterprise Solutions (AIES)	Horizontal	Horizontal	The solution delivers an industry-specific process decomposition model, to which the requirements from the implementation are linked. It includes industry business processes best practices, to facilitate clients' adoption of best practices performed by Dynamics 365.

### Microsoft-certified solutions on Microsoft marketplace compatible with Dynamics 365 (representative list)

Solution name	Industry in focus	Focused Dynamics 365 module	Details
Avanade Carrier and Empties Management	Manufacturing and resources	Supply chain management; finance	It lets companies define transportation assets and automatically calculate empties for each trading company with full status and financial visibility.
Avanade Universal Class Characteristics	Any	Commerce, supply chain, finance, project operations, and human resources	It helps the company with the summary of characteristics associated with the different master table data objects throughout the Dynamics 365 for finance and operations business application.
Avanade Advanced Rebate Management	Distribution, retail, and CPG	Supply chain management and finance	It allows users to account for rebates and discounts in the financial dimensions of items when negotiations and contracts change the real cost of items long after their purchase and receipt.
Avanade Advanced Store Replenishment	Retail, CPG	Commerce and finance	It is a retail replenishment, forecasting, and inventory management system that integrates with the retail module of the Dynamics 365 for operations.
Avanade Production Tool Management	Manufacturing	Supply chain and finance	It allows production managers to define complex tools and assign them to purchase, sales, and production processes and associate them with fixed assets.



## Accenture and Avanade | Microsoft Dynamics 365 services profile (page 4 of 5)

### Investments and partnerships

#### Key investments (representative list)

Investment theme	Focused Dynamics 365 module	Details
Acquisition: Altius	Data & AI and Power BI	Acquired Altius in March 2020, a UK-based company specializing in data performance management and Artificial Intelligence (AI) solutions with additional offices in the Netherlands and India, and a team of 300+ cloud and data specialists.
Acquisition: Concert	Finance, supply chain, and manufacturing	Acquired Concert, a provider of Microsoft Dynamics 365 and AX solutions based in Milan, Italy, in May 2020. Concert's team of more than 100 experts brings industry expertise in creating ERP and CRM solutions, particularly for the retail and manufacturing sectors.
Acquisition: Alnamic AG	Manufacturing	Acquired Alnamic AG in October 2019, a recognized leader in industry-specific solutions based on Microsoft Dynamics 365 and AX in Germany.
Dynamics 365 Innovation Studios across locations	All modules	Liquid studios focused on innovations on the Microsoft Dynamics 365 platform.
Dynamics Delivery Center in Malaga, Spain	All modules	Nearshore delivery center established in the EU, powered by the skills of a Dynamics talent pool.
Dynamics Delivery Center in Tokyo, Japan	All modules	Delivery center established in Japan, powered by the skills of a Dynamics talent pool.

#### Key partnerships (representative list)

Partner ecosystem		
Adobe	To-Increase	AXtension
Sitecore	Resco	Formpipe
Optimizely (formerly Episerver)	Annata	Vertex
K3	SK Global	Yavica
Ferranti		

# Accenture and Avanade | Microsoft Dynamics 365 services profile (page 5 of 5)

## Case studies

### Case study 1 A global non-profit organization

#### Business challenge

The organization wanted to increase donor retention in a market where loyalty was declining. It wanted to increase visibility in target groups in individual markets. It wanted to become less dependent on limited access of (offline) acquisition channels. There was need to enhance interactions with donors based on interests and behavior along with speeding up innovation.

#### Solution

The organization and Avanade created a reusable solution with full integration of CRM, ERP, and digital marketing.

#### Impact

- Gained a 360-degree view of donors and volunteers based on interaction and insights from all data sources
- Raised more funds with precise segmentation and AI-driven insights to reduce churn in monthly subscriptions and increase growth in incidental supporters
- Increased involvement with personalized, two-way communications based on donor interests
- Provided better financial insights
- Provided a scalable solution built on one platform, with one partner to lower costs over time, and a solution which is shareable across the entire non-profit sector

### Case study 2 Breville

#### Business challenge

Breville is a world leader in small kitchen appliances. Its existing Microsoft Dynamics AX application was region-specific, resulting in over a thousand customizations that required considerable IT support and maintenance. There was limited business visibility and no operational support. As a result, every time the company opened in a new market, it had to increase headcount, which was costly and unsustainable. Breville wanted more consistent and efficient processes on a scalable, cost-effective platform that would help it increase speed-to-market.

#### Solution

Accenture/Avanade helped Breville with agile implementations of Dynamics 365 for finance and operations, with a minimal viable product to introduce incremental functionality improvements and facilitate change management. Accenture/Avanade created a core global template with successive wave deployments across 15 countries using a deployment kit, speeding the go-to-market process. Integration of Power BI helped streamline access to data and analytics, allowing Breville to infuse intelligence across its business processes.

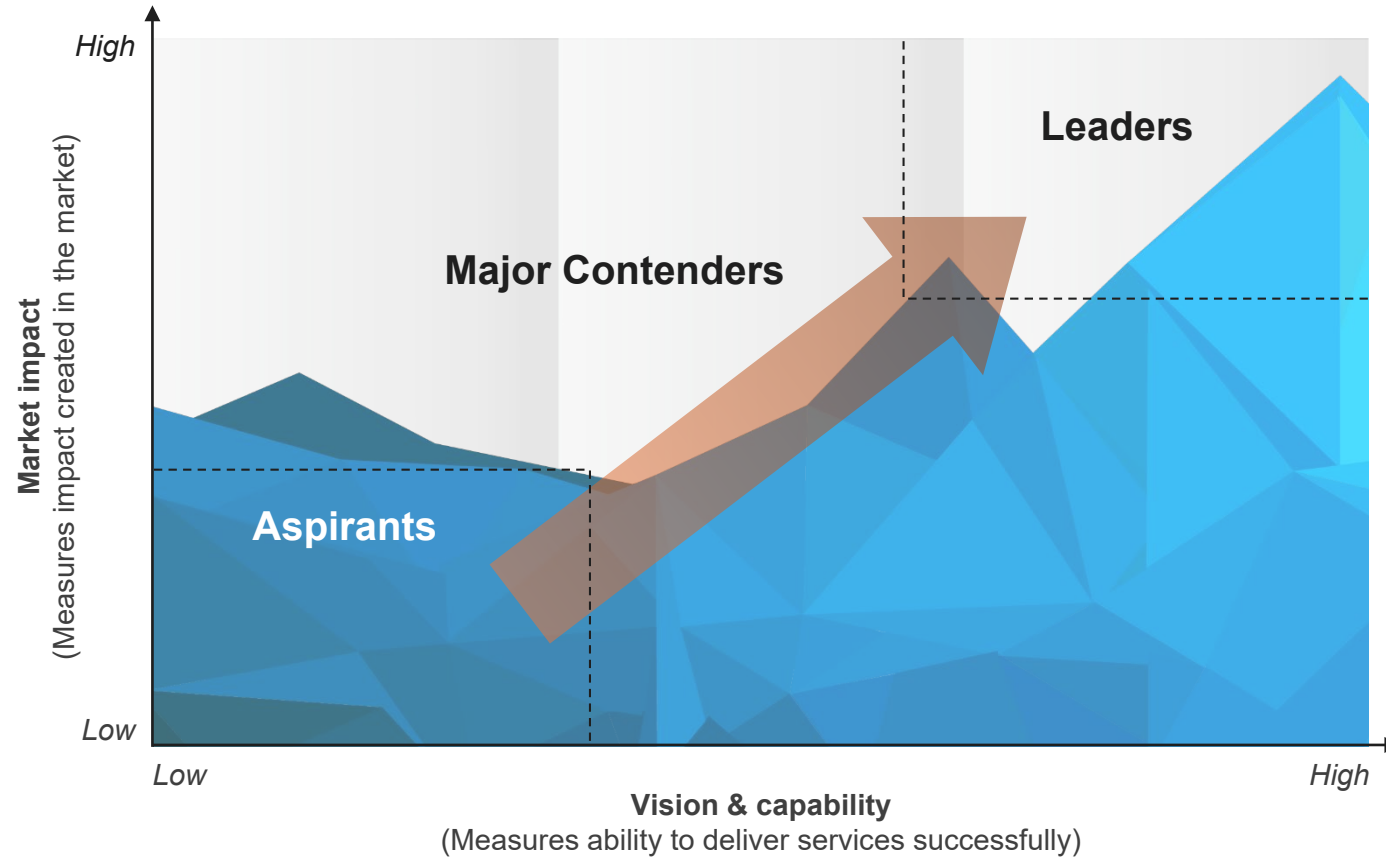
#### Impact

- The solution supports Breville as it expands its business globally. The solution allows the company to enter new markets 80% faster
- Supply chain transparency and visibility from Dynamics 365 help Breville communicate with its customers about products availability and shipment tracking details
- The implemented solutions result in lower IT costs and allow Breville to add new products and services with speed and ease

# Appendix

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

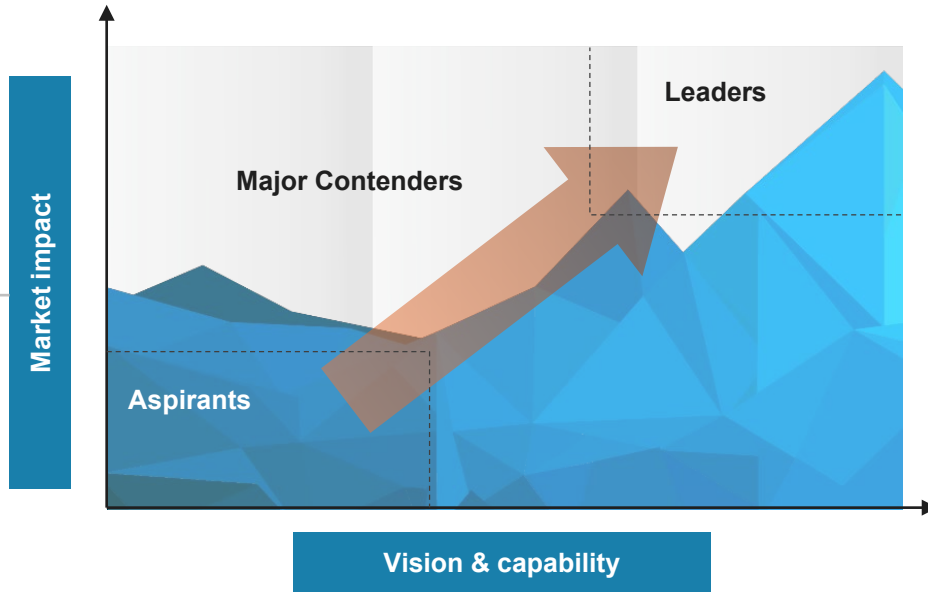
Everest Group PEAK Matrix



# 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

# 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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