



# Everest Group PEAK Matrix<sup>®</sup> for Medical Devices Digital Service Providers 2020

Focus on Accenture  
July 2020



# Background and scope of the research

Enterprises have made digital adoption the bedrock of their growth strategy in recent years, to optimize processes, reduce costs, and deliver better customer experience, all in the pursuit of higher revenue growth. The medical devices industry is no exception. Digital technologies can make internal workflows more efficient, reduce product development timelines, tackle regulatory complexities, offer supply chain transparency, and combat counterfeits.

To support enterprises on their digital journeys, service providers are ramping up capabilities through life sciences-specific partnerships and acquisitions. Also, when we refer to capabilities in life sciences industry, most of the industry primarily refers to the pharmaceutical industry and does not emphasize on medical devices industry, which is heterogeneous in nature. This is driving the need for research and market intelligence on demand and supply trends in medical devices digital services. Everest Group's Life Sciences ITS research program addresses this market need by analyzing outsourcing trends and service provider capabilities in medical devices digital services.



In this report, we analyze the capabilities of 21 IT service providers specific to the medical devices sector globally. These service providers are mapped on the Everest Group PEAK Matrix<sup>®</sup>, which is a composite index of a range of distinct metrics related to a provider's capability and market impact. We focus on:

- IT digital services market trends for medical devices
- The landscape of service providers for medical devices digital services
- Assessment of the service providers on several capability and market success-related dimensions

## Scope of this report:



**Geography**  
Global



**Industry**  
Medical devices



**Services**  
Digital services

# Introduction and scope

---

Everest Group recently released its report titled “[Medical Devices Digital Services PEAK Matrix® Assessment 2020](#).” This report analyzes the changing dynamics of the medical devices digital services landscape and assesses service providers across several key dimensions.

As a part of this report, Everest Group updated its classification of 21 service providers on the Everest Group PEAK Matrix® for Medical Devices Digital Services into Leaders, Major Contenders, and Aspirants. The PEAK Matrix is a framework that provides an objective, data-driven, and comparative assessment of medical devices digital service providers based on their absolute market success and delivery capability.

Based on the analysis, **Accenture emerged as a Leader**. This document focuses on **Accenture’s** medical devices digital services experience and capabilities and includes:

- Accenture’s position on the Medical Devices Digital Services PEAK Matrix
- Detailed Medical Devices Digital Services profile of Accenture

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.

# Medical devices digital services PEAK Matrix® characteristics

---

## Leaders:

Accenture, Capgemini, Cognizant, HCL Technologies, and TCS

- Leaders have established themselves as front runners to support large medical device organizations in their digital transformation journey and have a relatively balanced portfolio
- They have a strong innovation focus with significant investments in digital labs, partnerships, acquisitions, and collaborations to strengthen their capabilities and further build verticalized digital offerings
- Coinvestment with clients and engaging in innovative commercial constructs such as the risk-sharing and outcome-based models to develop a long-standing relationship with clients
- They have clearly articulated their future investment priorities to bridge gaps within their service portfolio and keep up with the evolving dynamics of the industry

## Major Contenders:

Atos, Birlasoft, CitiusTech, Deloitte, Genpact, Harman Connected Services, IBM, Infosys, IQVIA, LTI, NTT DATA, Virtusa, and Wipro

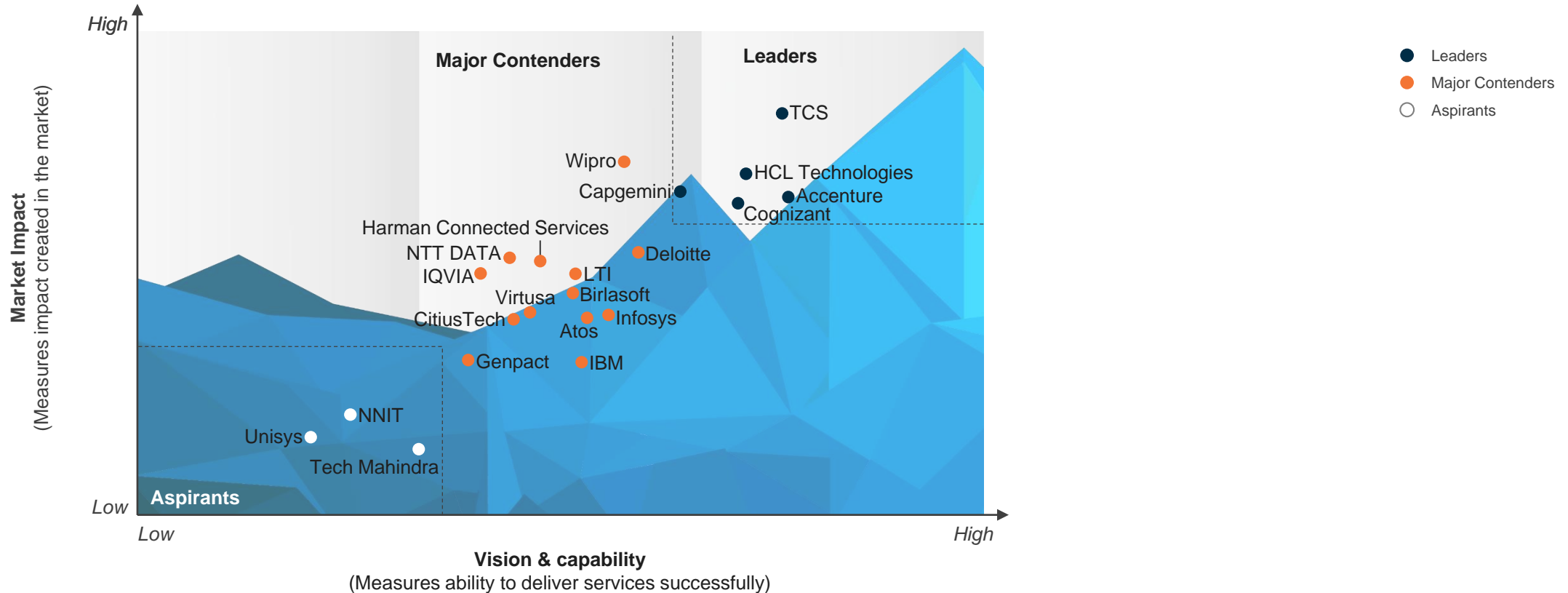
- Major Contenders are a varied mix of large- and mid-sized firms and life sciences specialists. While some of the major contenders have digital capabilities across the value chain, some are focused on specializing in specific areas within the medical devices domain
- They have focused acquisitions and partnerships in areas of high growth opportunity as IoT and are making strategic investments to further augment their digital capabilities
- Unlike Leaders, Major Contenders cater to the needs of small and mid-tier clients and have a consistent geographic footprint across the globe
- They exhibit flexibility and proactiveness while addressing client issues and can ramp up resources on demand

## Aspirants:

NNIT, Tech Mahindra, and Unisys

- Aspirants have solutions and capabilities limited to certain value chain elements. Players such as Tech Mahindra and Unisys are largely focused on manufacturing and supply chain
- Limited focus on driving innovation and building a partnership ecosystem to develop industry specific offerings

### Everest Group Medical Devices Digital Services PEAK Matrix® Assessment 2020<sup>1,2</sup>



1 PEAK Matrix® specific to medical devices digital services

2 Assessments for Atos, Deloitte, IBM, Infosys, IQVIA, Tech Mahindra, and Unisys 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)

## Overview

**Vision:** Accenture envisions to align its medical and engineering core competencies with digital technologies to drive personalization, consumerization, prediction, and automation to engineer new digital standards of medical care. Its objective is to leverage global, deep industry expertise as an integral provider of next-generation digitally enabled medical technologies with agile, regulatory, and cybersecurity capabilities to enable digital transformation at speed and scale, and position itself as an E2E digital services partner for all functions including R&D, production, quality, sales, marketing, IT, and customer and technical services.

### Medical devices digital services revenue

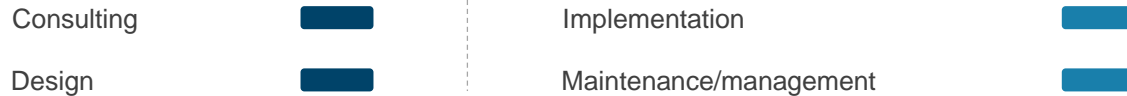


### Overview of the client base

Accenture engages with the top 10 medical device companies in diagnostics, diabetes care, renal care, and surgical robotics manufacturing. Its clients operate globally across the US, Japan, Korea, China, Australia, and Europe. The company has a targeted approach for working with mid-tier, innovative companies & niche market leaders in addition to long-standing relationships with their client base

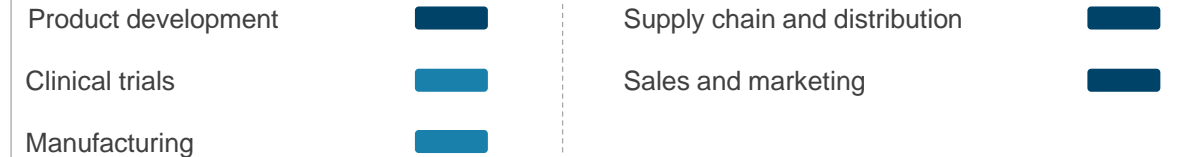
### Revenue by function

Legend: High (>20%) (Dark Blue), Medium (10-20%) (Light Blue), Low (<10%) (Grey)



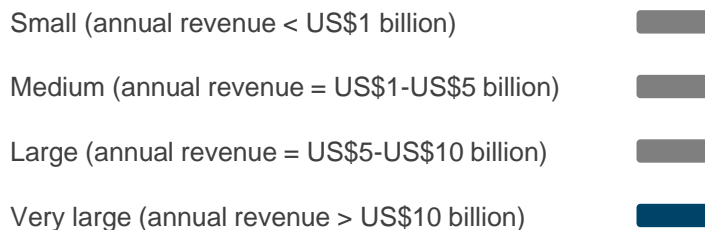
### Revenue by value chain element

Legend: High (>20%) (Dark Blue), Medium (10-20%) (Light Blue), Low (<10%) (Grey)



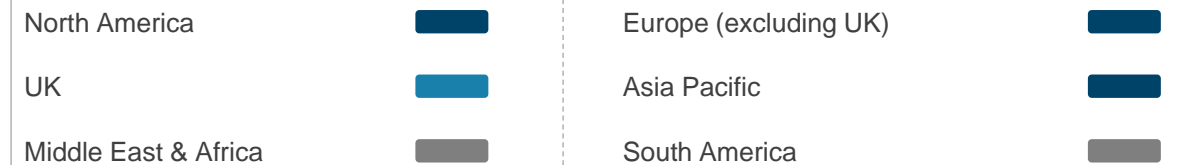
### Revenue by buyer size

Legend: High (>40%) (Dark Blue), Medium (20-40%) (Light Blue), Low (<20%) (Grey)



### Revenue by geography

Legend: High (>20%) (Dark Blue), Medium (10-20%) (Light Blue), Low (<10%) (Grey)



NOT EXHAUSTIVE

Case study 1	
<b>Diabetes care: A new way of managing a disease</b>	
Business challenge	To improve patient management through development of a data-driven analytics platform in connection with a complete digital care ecosystem
Solution and impact	Developed an open platform to provide the ability to gather and analyze data in a secure environment, generate new patient insights to provide more customized care, and easily collaborate and integrate with its ecosystem partners and devices used to manage diabetes care. The platform will integrate all existing and future products, solutions, and services. The new digital ecosystem and services are built on the Accenture INTIENT platform and offered to diabetes patients across North America, Europe, and Asia

Case study 2	
<b>Digitizing the customer service application landscape</b>	
Business challenge	To digitize image diagnosis to enhance its customers' and internal service representative's user experience, which was spread across multiple systems with many manual steps. To create a seamless and automated service model fostering self and proactive service
Solution and impact	The firm digitized its customer service application landscape, disparate manual, and partial digital service processes by moving them to a single global platform. The platform will serve as the company's "system of engagement," featuring customer service online interaction; RPA automating processes across the entire ecosystems; extended reality to improve field service productivity; and AI for ticket analysis to predict service impacts. As a result, the overall customer service rate improved through higher online service ratings

Digital services consulting frameworks for medical devices (representative list)	
Framework	Details
Accenture Delivery Methods (ADM)	Delivery methods for implementing digital technologies – agile and waterfall. The framework is compliant with CMMI and PMI and enables all industry relevant regulatory requirements
FORM	Co-creation and design thinking framework to help clients create digital solutions
MyConcerto	Accenture's business process reengineering and systems implementation framework for the medical devices industry

## Offerings and recent developments

NOT EXHAUSTIVE

### Proprietary digital solutions (representative list)










Solution	Details
Accenture INTIENT platform	A technology platform that aims to improve the continuity and flow of data across life sciences enterprises, supporting the delivery of innovative treatments for patients
Product X.0 – MedTech	Helps clients research, design, prototype, build, and launch next-generation medical devices, platforms, and businesses
Quality Management System (QMS)	A set of software design, development, and related services for medical devices clients. QMS consists of a comprehensive set of processes and templates for organizations to adopt as-is or with necessary changes as applicable to their line of business

### Key events (representative list)

Event name	Type of event	Details
Enterprise System Partners (ESP) (2019)	Acquisition	To strengthen its capabilities to transform pharmaceutical, bio-technology, and medical devices manufacturing for clients globally. ESP joined Accenture Industry X.0 to help clients gain from the digital reinvention of the industry
Deja vu Security (2019)	Acquisition	Acquired a firm engaged in security design and testing of enterprise software platforms and IoT technologies. The acquisition will help Accenture apply and test security within the product life cycle and expand its capability across life sciences, specifically MedTech clients
Meredith Xcelerated Marketing (MXM) (2018)	Acquisition	To leverage MXM's data and analytics skills, strong content creation, and patient engagement capabilities to enhance Accenture's life sciences portfolio and provide integrated marketing strategies for MedTech clients
Pillar Technology (2018)	Acquisition	To extend its Industry X.0 practice in North America
Design Affairs (2018)	Acquisition	To bolster the capabilities of Accenture Industry X.0 to design smart products and services
Innovation center (2018)	Investment	Accenture launched a new Industrial Internet of Things (IIoT) innovation center in Detroit, the US, to help clients design innovative digital solutions for their businesses and clients
LabAnswer (2017)	Acquisition	Acquired the US-based research and laboratory informatics technology consulting firm to enhance scientific and laboratory processes across industries by leveraging digital technologies
Altitude (2017)	Acquisition	To leverage its expertise in consumer insight, design, and product engineering to help companies innovate and develop new physical products & services
Advanced Medical Technology Association (AdvaMed) (2014)	Industry association	Accenture became a partner for AdvaMed, a trade association that leads efforts to advance medical technology to achieve healthier lives and healthier economies around the globe



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

- Strong innovation focus with dedicated MedTech hubs across the globe and extensive partnerships with ISVs and tech firms. Laid out its investment priorities for the next 12-18 months to build medical devices-specific capabilities across the value chain (e.g., INTIENT Patient and Clinical)
- Engages in coinvestment models and innovative commercial constructs such as risk-sharing and outcome-based models
- Leverages its consulting capabilities to create downstream opportunities and help frame long-term digital strategies

### Areas of improvement

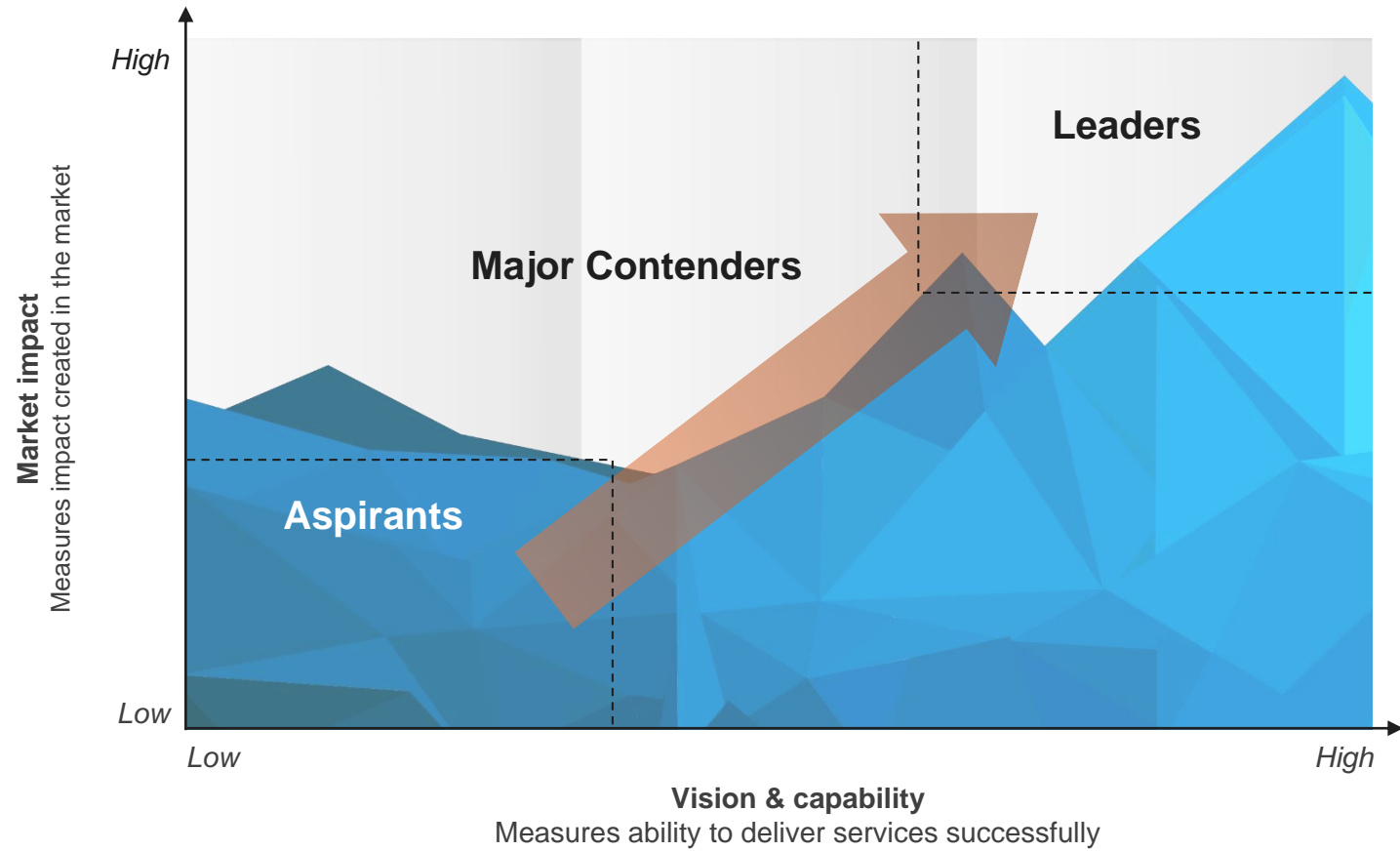
- Focus on mid-tier clients, given that a large segment of the medical devices industry comprises of small or mid-sized companies and its existing presence in the bigger accounts
- Ability to engage in long-standing and permanent partnerships with its clients using innovative and competitive pricing constructs
- Develop and bring forward new and innovative solutions to nurture existing client engagements

# Appendix

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



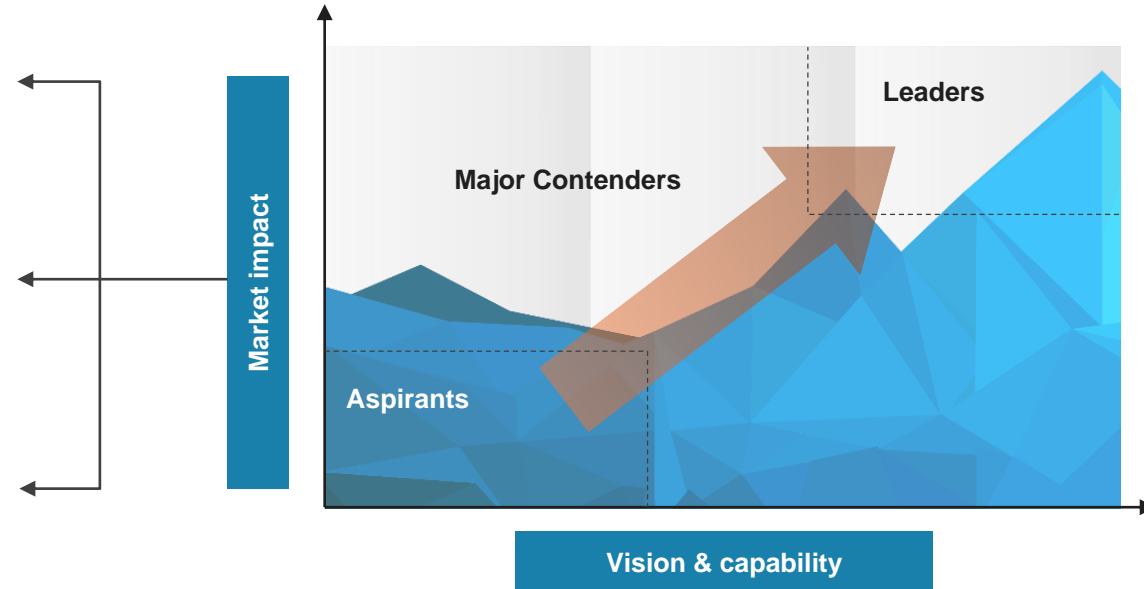
Everest Group PEAK Matrix



# Services PEAK Matrix® evaluation dimensions

Measures impact created in the market – captured through three subdimensions

- Market adoption**  
No. of clients, revenue base, and YOY growth, deal value/volume
- Portfolio mix**  
Diversity of client/revenue base across geos 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 sub-segments / 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

## **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



## About Everest Group

Everest Group is a consulting and research firm focused on strategic IT, business services, and sourcing. We are trusted advisors to senior executives of leading enterprises, providers, and investors. Our firm helps clients improve operational and financial performance through a hands-on process that supports them in making well-informed decisions that deliver high-impact results and achieve sustained value. Our insight and guidance empower clients to improve organizational efficiency, effectiveness, agility, and responsiveness. What sets Everest Group apart is the integration of deep sourcing knowledge, problem-solving skills and original research. Details and in-depth content are available at [www.everestgrp.com](http://www.everestgrp.com).

### Dallas (Headquarters)

info@everestgrp.com  
+1-214-451-3000

### Bangalore

india@everestgrp.com  
+91-80-61463500

### Delhi

india@everestgrp.com  
+91-124-496-1000

### London

unitedkingdom@everestgrp.com  
+44-207-129-1318

### New York

info@everestgrp.com  
+1-646-805-4000

### Toronto

canada@everestgrp.com  
+1-416-388-6765

## Stay connected

### Website



[www.everestgrp.com](http://www.everestgrp.com)

### Social Media



@EverestGroup



@Everest Group

### Blog



[www.everestgrp.com/blog/](http://www.everestgrp.com/blog/)

*This document is for informational purposes only, and it is being provided "as is" and "as available" without any warranty of any kind, including any warranties of completeness, adequacy, or fitness for a particular purpose. Everest Group is not a legal or investment adviser; the contents of this document should not be construed as legal, tax, or investment advice. This document should not be used as a substitute for consultation with professional advisors, and Everest Group disclaims liability for any actions or decisions not to act that are taken as a result of any material in this publication.*