Everest Group PEAK Matrix® for Cloud Service Provider 2022 – North America

Focus on Accenture
January 2022

EGR-2022-29-E-4895

Background of the research

The COVID-19 pandemic has accelerated the pace of digital transformation and increased the adoption of cloud among enterprises. Enterprises are no longer looking at cloud just from a cost saving perspective but are considering it as an area of investment that drives value for their businesses. Clients expect services beyond cloud with the aspects of customer experience-centric design, business-led transformation, and code-based infrastructure embedded in the overall transformation play.

Hybrid and multi-cloud environments are being preferred by enterprises for complex workloads supported by agile and DevOps-based delivery. Service providers are adopting a platform-based approach instead of a service-based approach to design offerings and are approaching clients with an industry-specific cloud solutions portfolio. Enterprises are looking for partners to aid them in their end-to-end cloud adoption journey across cloud consulting, infrastructure design/build, modernization, private cloud hosting, cloud operations, and cloud security services.

In this research, we present an assessment and detailed profiles of 29 IT service providers for their cloud services capabilities in North America region featured on **Cloud Services PEAK Matrix® 2022 – North America**. The assessment is based on Everest Group's annual RFI process for calendar year 2021, interactions with leading cloud services providers, client reference checks, and an ongoing analysis of the cloud services market.

This report includes the profiles of the following 29 leading cloud service providers featured on the cloud services PEAK Matrix – North America:

- **Leaders:** Accenture, Capgemini, Deloitte, DXC Technology, HCL Technologies, IBM, Infosys, TCS, and Wipro
- **Major Contenders:** Atos, Brillio, Coforge, Cognizant, CSS Corp, Ensono, Genpact, LTI, Microland, Mindtree, Mphasis, NTT DATA, Tech Mahindra, Unisys, and Virtusa
- **Aspirants:** Cloudreach, GFT, Jade Global, UST, and Zensar

Scope of this report:

Geography
North America

Service providers
29

Services
Cloud Services

Cloud services PEAK Matrix® – North America characteristics

Leaders: Accenture, Capgemini, Deloitte, DXC Technology, HCL Technologies, IBM, Infosys, TCS, and Wipro

Leaders have demonstrated extensive capabilities in delivering cloud services in North America, backed by robust delivery organizations, capability expansion, and improvements in process maturity

- These players have a balanced vision for cloud services and a focus on building innovative, tailored solutions for clients that deliver business outcomes quickly while also maximizing value from their client's existing investments in the cloud
- These players have a matured industry-specific offerings portfolio, full stack cloud capabilities, IPs and accelerators across a full spectrum of scope, investments in next-generation themes, strong hybrid and multi-cloud solutions, a comprehensive partner ecosystem, and they bring in differentiation in operating and commercial models
- All Leaders have made investments in building extensive portfolios of platforms, tools, and accelerators through acquisitions and in-house capability expansion for innovation across the cloud services value chain

Major Contenders: Atos, Brillio, Coforge, Cognizant, CSS Corp, Ensono, Genpact, LTI, Microland, Mindtree, Mphasis, NTT DATA, Tech Mahindra, Unisys, and Virtusa

Major Contenders in the cloud services space include a mix of mostly large and mid-sized service integrators

- While these players have built meaningful capabilities to deliver cloud services, their service portfolios and delivery capabilities are not as balanced as those of Leaders, which reflects in the scale of market success achieved by these players (vis-a-vis Leaders)
- These players are making targeted investments in cloud talent, delivery frameworks, internal IP, and partnerships to fix capability gaps – making them strong contenders as Leaders in cloud services

Aspirants: Cloudreach, GFT, Jade Global, UST, and Zensar

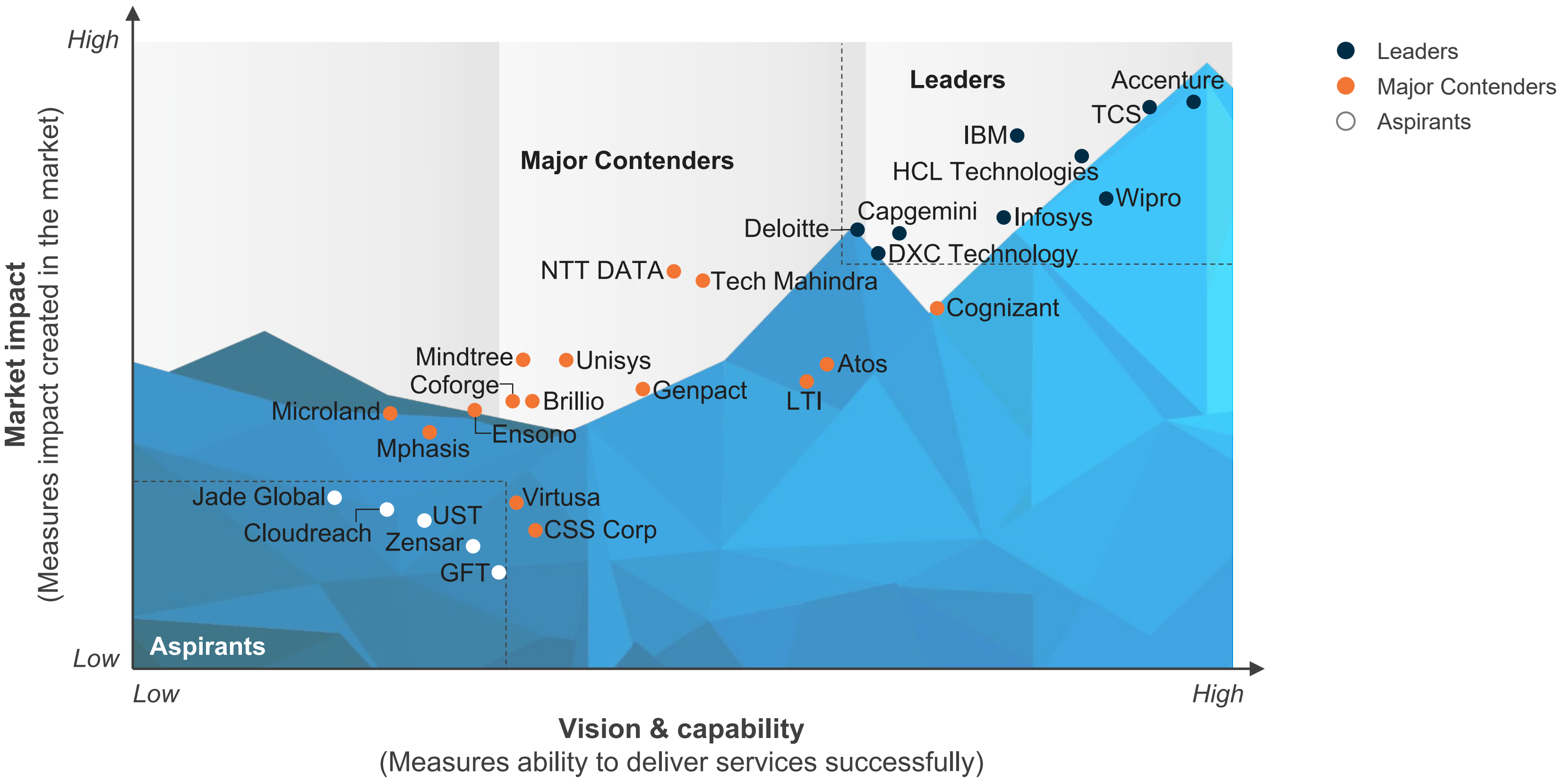
Cloud services capabilities of Aspirants show more gaps in the balance of cloud services, maturity of internal IP, and coverage across industry verticals or geographies

- These players are, however, expanding their broader cloud capabilities through investments in IP portfolios, niche platforms, and service and technology partnerships – keeping them poised to be major challengers in the space

Everest Group PEAK Matrix®

Cloud Services PEAK Matrix® Assessment 2022 – North America | Accenture positioned as Leader

Everest Group Cloud Services PEAK Matrix® Assessment 2022 – North America[1]



1 Assessment for Atos and Deloitte excludes service provider inputs and is based on Everest Group's proprietary Transaction Intelligence (TI) database, ongoing coverage of these service providers, service provider public disclosures, and Everest Group's interaction with buyers.

Source: Everest Group (2022).

Accenture | cloud services profile – North America (page 1 of 6)

Everest Group assessment – Leader

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

- As part of the myNav offering, Accenture has built a strong full stack portfolio characterized by a convergence of themes such as software engineering, customer experience, and platform engineering into core cloud services
- Accenture has invested in co-developing pre-configured industry-specific cloud solutions, with cloud vendors and other platform partners, which can significantly reduce the time-to-market for enterprises
- Clients looking for differentiating capabilities in areas such as IoT, consulting, security, and cloud native will find Accenture attractive due to its meaningful acquisitions to strengthen its portfolio of solutions and IPs
- Enterprise clients have appreciated its ability to develop and proactively bring forward new and innovative solutions/IPs

Limitations

- Clients looking to engage with service providers with an extensive offshore presence for better pricing flexibility might not find Accenture to be a right-fit
- Some clients have highlighted the existence of silos within Accenture and its talent management capabilities as key challenges
- Though Accenture possesses good cloud automation capabilities and IPs, enterprise clients have pointed out that Accenture should be more proactive in identifying and implementing automation opportunities
- Some clients have highlighted that Accenture needs to revaluate its pricing strategy as it lacks commercial flexibility

Accenture | cloud services profile – North America (page 2 of 6)
Overview

Vision

Accenture believes that organizations can unlock value if they treat cloud as a seamless continuum of capabilities, as a launchpad for innovation, and a new operating model for the future of the enterprise. The cloud continuum aims to facilitate enterprises to leverage a broad spectrum of capabilities and services that take an application-led approach to arrive at public, private, hybrid, multi-cloud, and edge landing zones. 5G and software-defined networks unify the continuum, allowing access from virtually anywhere and ensuring no silos among the various landing zones.

Cloud services revenue (2020)

<US$200 million	US$200-500 million	US$500 million-US$1 billion	**>US$1 billion**

Low (<10%) | Medium (10-20%) | High (>20%)

Adoption by buyer group

Small (annual revenue < US$1 billion)	Low
Medium (annual revenue = US$1-5 billion)	Low
Large (annual revenue > US$5 billion)	High

Adoption by industry

Energy and utilities	Medium
Manufacturing	Low
BFSI	Medium
Healthcare and life sciences	High
Electronics, hi-tech, and technology	Low
Telecom, media, and entertainment	Low
Retail and CPG	Medium
Public sector	Medium

Adoption by service segments

Consulting services	High
Cloud infrastructure design/build	Medium
Cloud operating services	High
Cloud modernization Services	High
Private cloud hosting services	Low
Cloud security services	Low

Adoption by country

Low (<15%) | Medium (15-40%) | High (>40%)

United States	High
Canada	Low
Mexico	Low

Source: Everest Group (2022).

Accenture | cloud services profile – North America (page 3 of 6)

Case studies

Case study 1: Future-proofing critical insurance and claims services by implementing digital and cloud offerings

Client: Workplace Safety Insurance Board (WSIB)

Business challenge

The client's system had grown complex, unwieldy, and expensive to maintain. The legacy infrastructure did not support automation, transparency, or fast innovation and the processes were non-standardized and time-consuming.

Solution

Accenture and the client assessed the current scenario and designed a fresh operating model. They created a roadmap outlining the journey, implementing a hybrid cloud approach to support both the technology infrastructure and related services. The client intended to migrate most of its applications to the cloud over time; so, the team immediately launched two new cloud-based portals for businesses and people, streamlining internal workflows, establishing a dedicated technical team, integrating data sources, and upgrading the internal connections and interfaces.

Impact

- The average time spent by a customer online is now only 3.5 minutes, a 70% reduction in time consumed from earlier
- The overall customer satisfaction score is 80%, making the portal as the highest-rated digital product launched to date by the client
- Greater transparency was attained around operating costs
- Provisioned infrastructure for new projects that used to take days, now get accomplished in a few hours
- A 300% increase in cloud adoption was achieved in just a year

Case study 2: Modernizing delivery of financial aid by re-architecting from Mainframe to modern technology stack

Client: U.S. Department of Education's Office of Federal Student Aid (FSA).

Business challenge

Common Origination and Disbursement (COD) is a suite of core applications used by the client. To enable cost savings, improve agility, and enhance security, it was necessary to modernize COD by re-architecting it from its mainframe platform to a fully automated, modern technology stack hosted on a FedRAMP-authorized cloud service provider, AWS GovCloud (US). The hosting required a DevSecOps foundation to enable a rapid path to adopt AWS capabilities while managing the risk of retiring three million lines of code.

Solution

Due to the criticality of COD, Accenture prioritized risk mitigation and contingency planning on the modernization roadmap, divided in three phases. The inclusion of industry-aligned tools and cloud-native services enabled the ultimate realization of the modernized architecture platform for COD on AWS GovCloud (US). To support the pace of COD architecture and application changes arising from legislative requirements and business-driven enhancements, Accenture established a fully automated DevSecOps architecture as part of the mainframe transition.

Impact

- The transition of COD to AWS GovCloud catalyzed the transition of the client's core systems to the cloud, where 60% of their enterprise systems will run by the end of 2021
- It expanded COD applications from 40 to more than 80
- The previous mainframe platform supported 4 four test environments using automation, containerization & a flexible cloud architecture; this now scales to more than 40 test environments
- A combination of Accenture and AWS partner training upskilled more than 200 workers to maintain, enhance, and evolve the COD cloud platform

Accenture | cloud services profile – North America (page 4 of 6)
Solutions/IPs/products

Proprietary solutions/IPs/products (representative list)

Solution name	Details
Accenture myNav®	myNav is Accenture's full-spectrum cloud platform, covering an organization's entire cloud-enabled transformation effort. myNav facilitates quick cloud migration and architecting solutions, including change management. It also enables clients with tools that help them innovate, consequently creating a differentiation and edge in the market. The platform comprises: • Cloud Business Case Builder: builds a business case for cloud strategy/decisions and tracks the benefits by measuring & reporting progress against key performance indicators • Cloud Architect Designer: discovers, assesses, architects, and simulates the cloud landscape with target cloud architecture for application performance, stability, and resiliency • Green Cloud Advisor: suggests cloud solutions to reduce carbon emissions and quantify the greenness of potential cloud solutions to support responsible businesses • Sovereign Cloud Advisor: helps make informed decisions to store, manage, process, and govern data while addressing transparency, regulatory, and data sovereignty requirements • Cloud Migrator: develops the migration roadmap for moving infrastructure, applications, and data to the cloud, identifying the proper sequence to accelerate migrations • Cloud Manager & Optimizer: helps companies track & manage consumption, optimize spend, and enforce security policies across cloud infrastructure, applications, and microservices • Industry Cloud Advisor: enables companies to rapidly build industry-specific applications on the cloud, leveraging pre-engineered industry cloud platforms to accelerate value • Talent Advisor: advises companies to prepare and transform their talent to work effectively in the cloud with detailed assessments/plans and target recommended skills • Change Advisor: advises companies to plan for changes across human, technology, industry, and business dimensions needed to realize their cloud vision • Growth & Innovation Accelerator: helps companies build and launch solutions in the cloud

Accenture | cloud services profile – North America (page 5 of 6)

Partnerships

Partnerships (representative list)	
Partner name	**Details**
Ecosystem partners	Partnered with 230 companies of leading ecosystem providers that bring deep expertise, provide opportunities for co-innovation, and bring best-of-breed technologies & products to deliver complete solutions.
Accenture business groups	Accenture partnered with its cloud service providers to offer the best of their products and services to deliver accelerated value to clients • Cloud service providers: Microsoft Azure, Amazon Web Services, Google, and Alibaba • Platforms: Microsoft, SAP, and Oracle • SaaS: Salesforce, Workday, and ServiceNow • Replatform: IBM/RedHat, VMware
Academic partnerships	Accenture has partnered with more than 900 universities globally, for a range of activities, from recruiting, thought leadership, education, and research to sponsorships. Some major partners include Massachusetts Institute of Technology (MIT), Carnegie Mellon University, Stanford University, and the Alan Turing Institute.

Accenture | cloud services profile – North America (page 6 of 6)

Investments, and recent activities

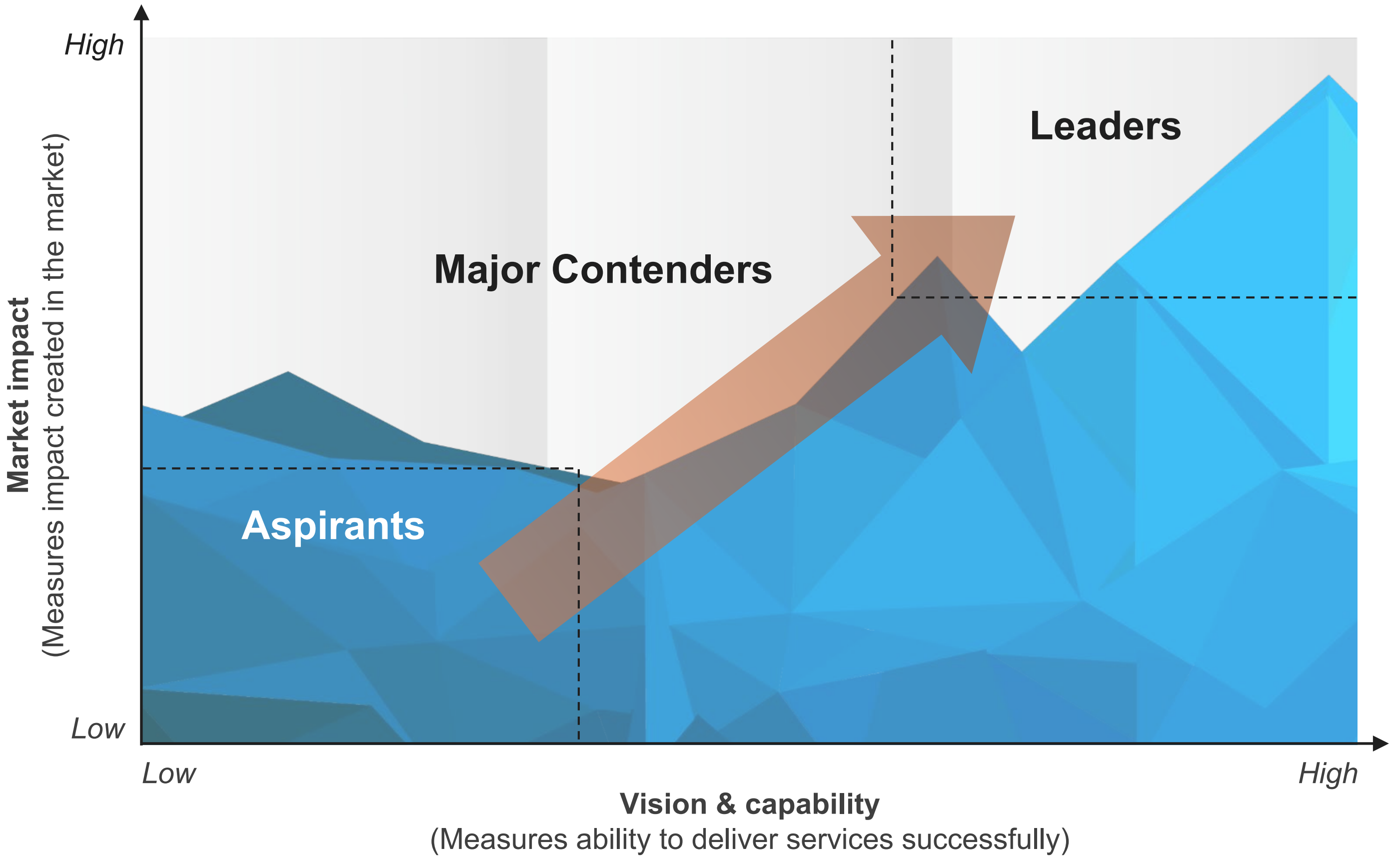
Investments (representative list)

Investment name	Details
Acquisitions	Invested in 46 acquisitions in 2021, to acquire critical skills and capabilities for cloud-first businesses. Some of the recent acquisitions in the cloud space in Europe include: Azeo, SALT Solutions, Enimbos, Edenhouse, Sentor, Ethica Consulting Group, Nell'Armonia, Infinity Works, Cygni, Linkbynet, Openminded, Wabion, Industrie&Co, and Trivadis.
Training	Accenture invested in training in FY21, which includes: • Cloud certifications from cloud service provider partners such as Microsoft Azure, AWS, GCP, Alibaba, VMware, Workday, Salesforce, and others • Software engineering: programs to train and skill full-stack professionals in all facets of cloud-native development, such as Kubernetes, DevSecOps, service reliability engineering, digital decoupling, architecture, product management, and sales enablement • Data and Analytics: in collaboration with MIT professional education, Accenture's Master Data Architect (MDA) certification program targets to develop skills in data integration, management, governance, and analytics • Infrastructure engineering: training in network, workplace, service management, hybrid cloud transformation, and managed services • Function/industry training: developing industry-relevant templates and reference models for people, process, and technology. Engaging in industry-specific start-up and partner ecosystem
Innovation through early-stage investments in start-ups	In Accenture Ventures & Open Innovation, it partners either through investments or go-to-market agreements with entrepreneurs and emerging start-ups to address their global enterprise clients' innovation gaps. In Europe, it has invested in Beamery, Arabesque, TradeIX, Imburse, and Reactive Technologies.
R&D, asset platforms, and industry solutions	In FY21, Accenture invested in R&D, asset platforms, and industry solutions, eventually increasing the number of patents and pending patents to more than 8,200.

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

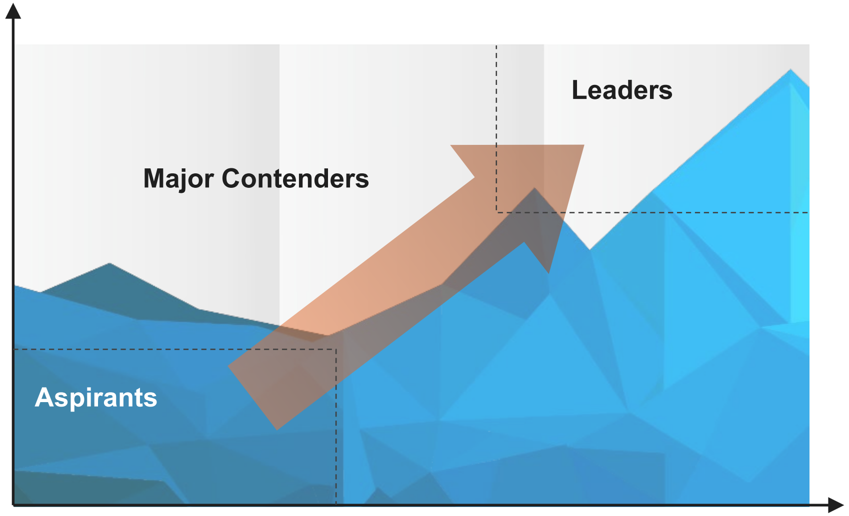
Portfolio mix

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

Market 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

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With you on the journey

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