



Everest Group PEAK Matrix[®] for Platform IT Services in Banking and Financial Service Provider 2022

Focus on Accenture
January 2022



Background of the research

The global Banking and Financial Services (BFS) firms are pivoting to a robust IT modernization and digital transformation approach in response to the immense challenges they are currently facing, such as rising cost pressures, changing customer and market expectations, monolithic architectures preventing faster product delivery, legacy systems hindering connectivity to third parties that would enable innovation, evolving regulatory frameworks, and accelerated competition from FinTechs and technology giants.

The need for modernizing the IT systems in the BFS industry has been accelerated by the COVID-19 pandemic, as the demand for digital services has increased significantly. The firms are thus adopting enterprise platforms, which enable this transformation journey and help create superior experiences, reduce latency, improve flexibility and agility, manage regulations, harness the value of data, and adopt next-generation technologies including migration to cloud.

Adoption of the platform-based technologies requires deep product understanding and technical expertise, which the service providers bring in for the BFS firms along with helping them create a structured approach towards platformification. The platform IT services in BFS market are growing at a rate of 13% and service providers are aggressively tapping into this demand theme by making significant investments to grow their partnerships and capabilities with leading vertical and horizontal platform vendors. They are focusing on building proprietary IP/accelerators and consulting frameworks, talent development, improving market messaging through thought leadership, bolstering competence through acquisitions, and establishing dedicated CoEs and labs.

In this research, the vision, capability, and market impact generated by 18 IT service providers for platform IT services specific to the BFS industry was studied.

This report features the profile of Accenture as covered in the Platform IT Services in BFS PEAK Matrix® assessment 2022

Scope of this report:



Geography
Global



Service providers
18 leading platform IT service providers in BFS



Services
Platform IT Services in BFS

Platform IT Services in BFS PEAK Matrix® characteristics

Leaders

Accenture, Capgemini, Cognizant, HCL Technologies, and Infosys

- Leaders have managed to grow their revenue from platform IT services for BFS firms on the back of demand-side trends, such as focus on progressive cost takeout, need to enhance customer experience, regulatory and compliance pressures, accelerated front- to back-office modernization, and increased focus on data security
- They continue to enhance their partnership ecosystem and build a balanced portfolio across systems of records (core platforms), systems of integration (workflow platforms), digital experience and engagement platforms, and platforms for managing risk & compliance. Most of them hold the highest level of partnership status with key platforms across different LoBs
- The leaders are proactively investing in enhancing the platform services through next-generation technology and operations (AI/ML, cloud, automation, agile, DevOps) enablement, set-up of dedicated CoEs for in-focus platforms, talent development through training & certifications, acquisitions, and formation of innovative IPs/tools/accelerators
- Providers such as Accenture, HCL Technologies, Cognizant, and Capgemini work with the clients to align on a strategy, identify and choose the platforms, and develop an end-to-end solution while Infosys' platform lead FS strategy is enabled by both – homegrown and partner solutions stack
- Co-innovation with the clients in their digital or innovation labs/studios/centers, partnerships with FinTechs & RegTechs, joint Go-to-Market (GTM) with the platforms, and building on SaaS or BPaaS models are all part of the leaders' strategy for driving large-scale, complex, and high impact platform transformations

Major Contenders

Aspire Systems, Birlasoft, Deloitte, LTI, Luxoft – a DXC Technology Company, Mindtree, Mphasis, Tech Mahindra, and Virtusa

- Major Contenders consist of mid-sized and certain large providers that focus on global/regional markets
- They tend to form a platform-agnostic balanced portfolio; however, some of them have carved out an area of expertise such as DXC Technologies' focus toward capital markets sell-side platforms, Birlasoft's recognitions in workflow and digital experience platforms, LTI's inclination towards core modernization, and Aspire Systems engaging in digital banking implementations
- They have been able to successfully execute large and complex transformation projects; however, they are not seen as strategic partners having a cohesive portfolio and helping assess platforms

Aspirants

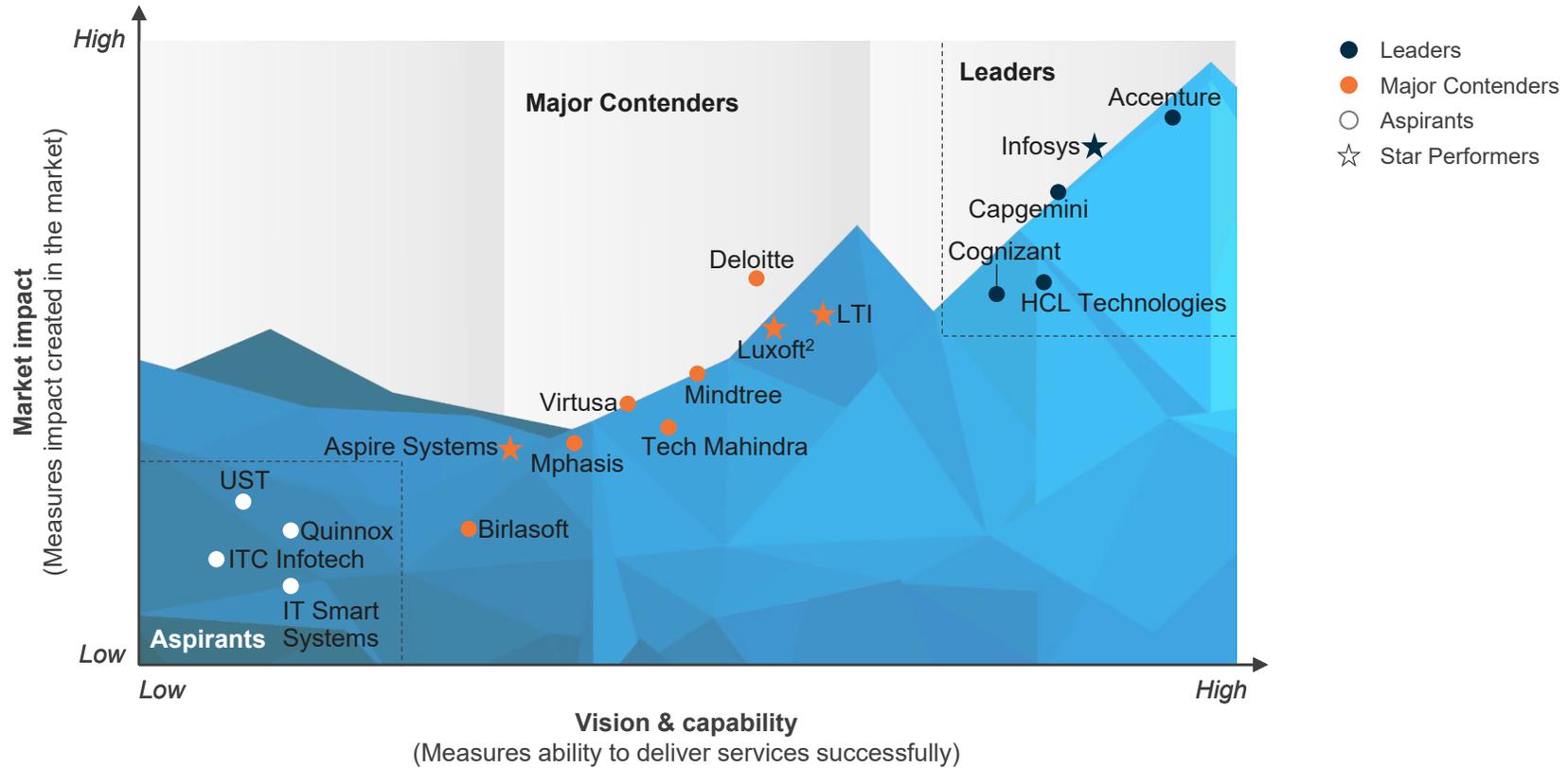
IT Smart Systems, ITC Infotech, UST, and Quinnox

- Aspirants have built niche capabilities to cover specific platform(s), geography, or LoBs – IT Smart Systems stands out as a Backbase and IBM API Connect expert for the European market, while Quinnox is recognized as a niche quality assurance provider for core capital markets platforms such as Calypso and is also showcasing success with challenger banks
- They are investing in building partnerships with horizontal as well as vertical platform vendors to enhance their GTM strategy and building credible IP and frameworks for seamless migration/implementation of platforms; however, market awareness through cutting edge thought leadership and joint GTM and/or co-innovation with platform vendors will help them grow

Everest Group PEAK Matrix®

Platform IT Services in BFS PEAK Matrix® Assessment 2022 | Accenture positioned as Leader

Everest Group Platform IT Services in BFS PEAK Matrix® Assessment 2022^{1,2}



¹ Assessment for Deloitte, ITC Infotech, and UST excludes service provider inputs on this study and is based on Everest Group's estimates that leverage Everest Group's proprietary Transaction Intelligence (TI) database, ongoing coverage of these service providers, their public disclosures, and interaction with buyers. For these companies, Everest Group's data for assessment may be less complete.

² Luxoft, a DXC Technology Company.

Source: Everest Group (2022).

Accenture | platform IT services in BFS profile (page 1 of 5)

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	Innovation & investments	Delivery Footprint	Overall
								

Strengths

- Experienced strong growth owing to long-standing partnerships with BFS platforms across categories (core, workflow, risk & compliance, and customer experience), strategic acquisitions, ability to provide next-generation technology solutions (AI/ML, data analytics) over the platforms, and a strong delivery footprint (>4,000 resources)
- It has made significant investments (CoEs, talent, innovation labs, and IPs) to bolster its capabilities in industry/core platforms (Finastra, Murex, and Avaloq) in the last 12-18 months
- It is deeply invested in collaborating with and supporting FinTechs (e.g., Duco, Symphony Communications Services, and Quantexa), which in turns helps build innovative solutions
- Provides an end-to-end service framework for enterprise platform adoption in BFS. Stands out for its strategic partner positioning and for helping clients assess the platform options
- Clients have recognized Accenture’s capability to bring in valuable domain consultants along with technical expertise to help shape up the solution better

Limitations

- Accenture is heavily focused on co-innovating with clients and co-investment in talent, and lacks a dedicated strategy of a joint GTM with platform partners
- It has not been able to optimally market its capabilities and value proposition for mid- and small-sized clients for platform IT services
- Extended focus on inorganic growth options over building a scaled talent pool (by investing in training and certification of internal resources) might hamper its growth momentum for platform adoption services
- Clients expect an organization of the scale and size like Accenture to manage the resource availability and attrition better than its peers (specially for offshore locations), which currently is cited as a problem

Accenture | platform IT services in BFS profile (page 2 of 5)

Practice overview

Company mission/vision statement

Accenture bring their banking industry knowledge, technology capabilities and their strong ecosystem of partners, including platform players and 'surrounds' in the ecosystem, to identify the best solutions for our clients.

BFS platform IT services – revenue mix (CY 2020)¹



Number of BFS platform IT services clients being served in CY 2020



Ranges for FTEs

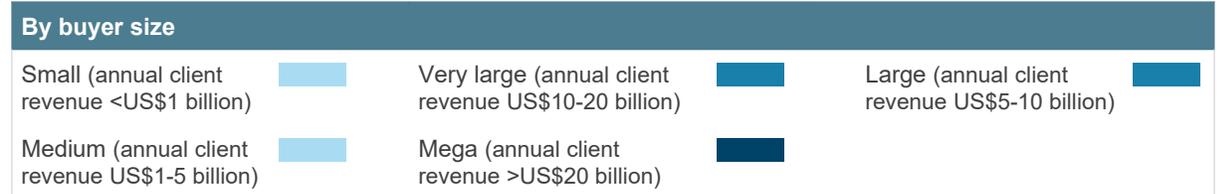
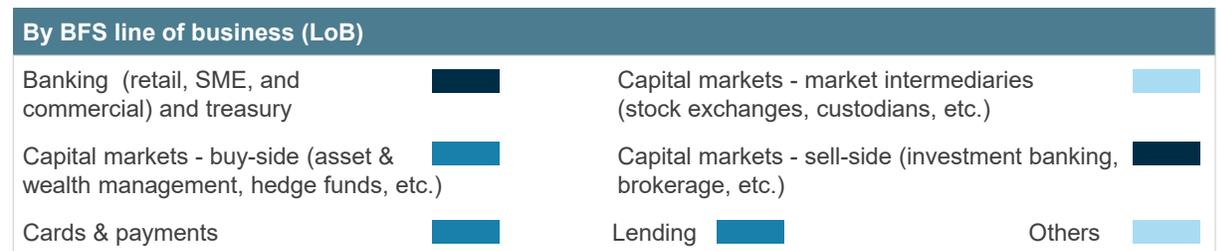
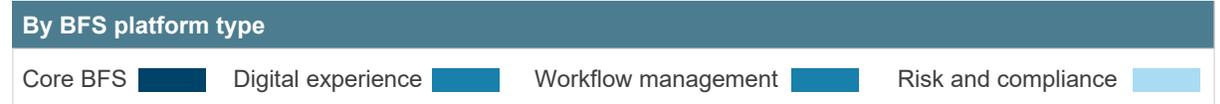
Legend: Data not available (grey), Very Low (<100) (lightest blue), Low (100-500) (light blue), Medium (500-5,000) (medium blue), High (>5,000) (darkest blue)



Source: Everest Group (2022)

Legend: Data not available (grey), Low (<15%) (lightest blue), Medium (15-30%) (medium blue), High (>30%) (darkest blue)

BFS platform IT services – revenue mix (CY 2020)



Accenture | platform IT services in BFS profile (page 3 of 5)

Key partnerships

NOT EXHAUSTIVE

Major BFS platform partnerships			
Partner	Partnership tier	Number of trained resources (<100, 100-250, 250-500, >500)	Key differentiators for delivering services to BFS clients
Finastra	Global Strategic Alliance Partner	250-500	Omnichannel experience plug-in for chatbot integration, iProc.
nCino	No.1 Services Partner	>500	Plan and discovery accelerators that significantly drive a reduction in the planning timelines.
Zafin	Services Partner	100-250	Relationship-based pricing to optimize fees, rates, and offers.
Murex	Global Strategic Alliance Partner	>500	Intelligent platforms development and tooling.
BlackRock Aladdin	Global Strategic Alliance Partner	<100	CoE and capability development.
Backbase	Global Consulting Partner	<100	Omnichannel capabilities for both origination and servicing in banking.
Finxact	Global Alliance Partner	<100	Open Core API allows banks to seamlessly deliver new services for today's omnichannel and event-driven customers.
Thought Machine	Alliance Partner	<100	Cloud-native alternative to legacy platforms.
FIS	Partner	100-250	Robust managed services and ability to offer a full Bank-in-a-Box solution.
Fenergo	Global Alliance Partner	100-250	CoE, capability development, and collaboration on asset/accelerator build, and largest single location CoE providing end-to-end implementation services.
Personetics	Partner (collaboration agreement)	<100	Predictive interaction solution for personalized customer experiences.
Adenza (formerly Calypso)	Global Strategic Alliance Partner	250-500	Monitoring tool (CalMon) .
Ripjar	Partner (Ventures portfolio company)	<100	Used to identify, monitor, and mitigate financial crime risk.
SAS	Platinum	>500	Banking analytics for risk management, fraud and financial crimes compliance, and customer experience.

Accenture | platform IT services in BFS profile (page 4 of 5)

Investments

NOT EXHAUSTIVE

Major recent investments to enhance BFS platform IT services delivery capabilities

Investment name	Investment theme	Investment year	Details
Mudano	Acquisition	2020	Helps financial services firms transition to an AI-powered future.
Knowledgent	Acquisition	2019	Advances Accenture's data services by strengthening the data strategy and engineering and data management capabilities for industry-specific IP and market-ready data solutions.
Orbium	Acquisition	2019	Strengthens its ability to provide innovative services to clients in the private banking and wealth management space globally.
Parker Fitzgerald	Acquisition	2019	Advances Accenture's advisory capabilities to financial services companies on financial and non-financial risk, and regulation and financial technology.
Zafin	Investment	2019	Accenture Ventures contributed to Zafin's Series B funding round to help it expand market share worldwide.
Finxact	Investment	2019	Accenture Ventures contributed to Finxact's equity financing to support its growth, development, and scale.
TargetST8	Acquisition	2018	Enhances Accenture's core lending consulting, operations, and innovation services by bringing great insights and execution capabilities to clients.
Zafin	Acquisition	2018	Grows Accenture's data-driven banking capability with strategic pricing technology for deposits and lending; it is designed to drive profitability.
InvestTech	Acquisition	2017	Expands Accenture's capabilities to help global investment managers, institutional investors, and asset servicers to strengthen their competitiveness by staying in front of new and emerging digital innovations and technology paradigms.
Formicary	Acquisition	2016	Strengthens Accenture's capabilities in helping banks, asset managers, hedge funds, and clearing organizations transform their trading technology platforms, enabling them to quickly and cost-efficiently adapt to market and regulatory changes.
Beacon Consulting Group	Acquisition	2015	Expands Accenture's asset management consulting capabilities and enhances its ability to help global investment managers, institutional investors, and asset servicers to gain an edge in increasingly competitive markets.

Accenture | platform IT services in BFS profile (page 5 of 5)

Case studies

NOT EXHAUSTIVE

Case study 1	Core modernization and cloud-first capabilities for a US-based bank
<p>Business challenge The client wanted to ensure that they deliver a banking experience that makes their customers' lives easier now and in the future.</p> <p>Solution</p> <ul style="list-style-type: none"> • Accenture was selected to help the client develop and strategically structure its future bank proposition and aid in the selection of the best-suited ecosystem partners • Accenture recommended Vault, to provide the bank with the capabilities to build personalized, real-time banking services • The project was based on the collaboration between Accenture and Thought Machine to bring core modernization and cloud-first capabilities to financial institutions of all sizes globally <p>Impact</p> <ul style="list-style-type: none"> • Using Vault, the client was able to offer highly personalized banking services that are available on-demand, helping to deliver optimum customer satisfaction • The company was able to create premium digital experiences, products, and processes to address the needs of customers today and for the next-generation consumers as well 	

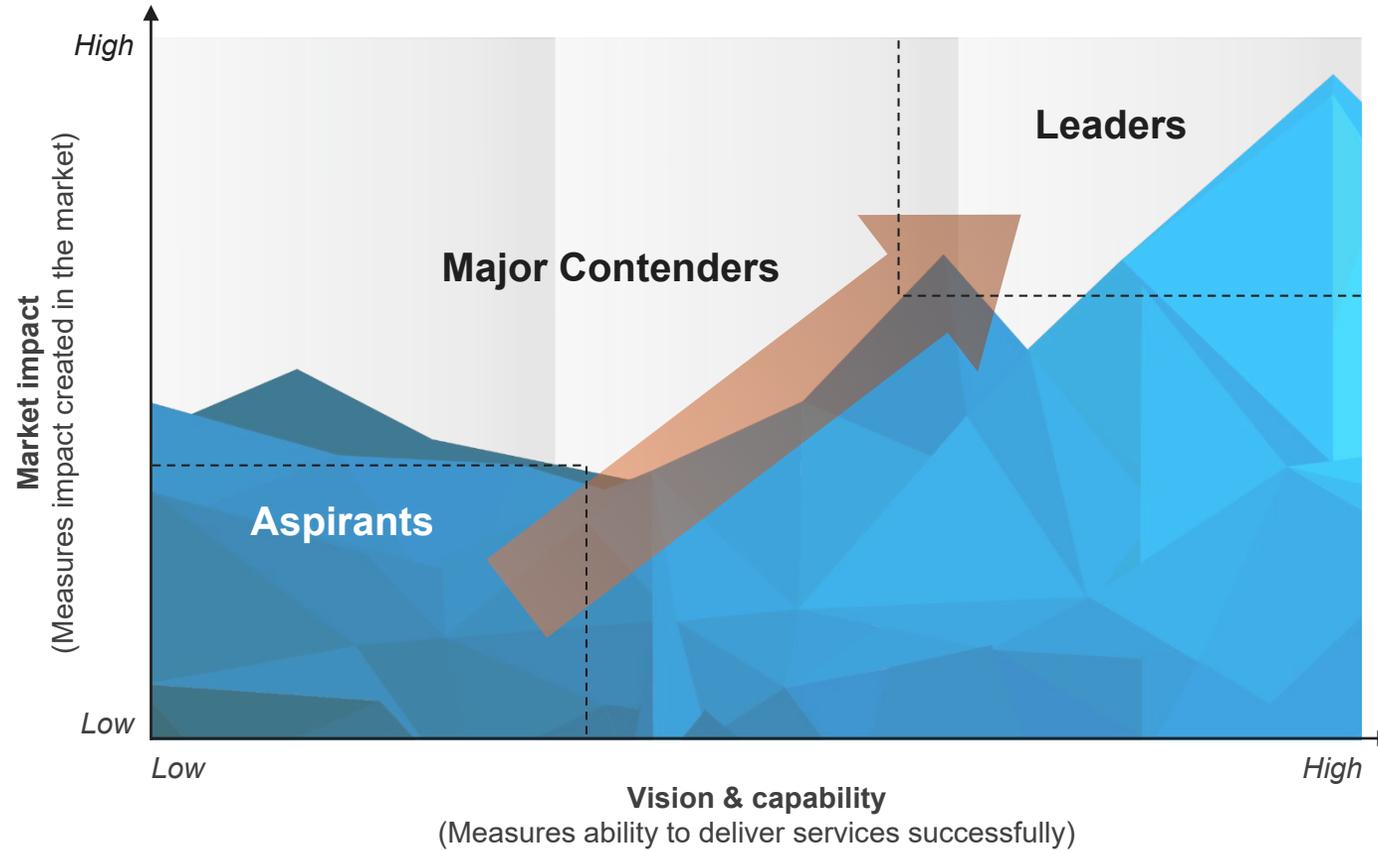
Case study 2	Core transformation to improve digital member experience and achieve a multi-year growth strategy
<p>Business challenge The client wanted to create a digital member experience that provided a simple framework for customers to save, borrow, pay, and protect in order to achieve its multi-year growth strategy related to mortgages, auto lending, credit cards, and deposits.</p> <p>Solution</p> <ul style="list-style-type: none"> • Accenture identified the right and most suitable core banking platform for the client based on 3,500+ business requirements to equip the company with future-ready digital banking technologies. • Accenture was selected to not only assess the core platform option but was also involved as a system integrator for the platform as well as surrounding ecosystem solutions • FIS was selected as the core banking platform for this engagement <p>Impact</p> <ul style="list-style-type: none"> • Delivered fully digital customer onboarding and origination through an integrated and inclusive bank ecosystem • Simplified products, a leaner operating model, and next-generation core banking platform with future-ready capability on a modern, scalable stack; holistic data conversion of 45,000 customer records and 17,000 accounts 	

Case study 3	Front-to-back market & treasury modernization for a multinational European financial institution
<p>Business challenge A leading European financial services group was looking to modernize their markets and treasury systems across the front and back office to bring improved synergies across departments, have better regulatory preparedness, and optimize the cost of operations.</p> <p>Solution</p> <ul style="list-style-type: none"> • Accenture helped transform the treasury and markets units by co-creating and implementing a new target operating model for markets & treasury, back office, finance, product control, risk, IT, and compliance across all locations globally • Utilized ReforMX and MxMon for environment and configuration management, and automation through MXTest to support the way of working and transformed product delivery with DevOps, while focusing on the continuous integration / continuous delivery practices in collaboration with Murex • Used Murex proprietary tools to bring further improvements to quality, time-to-market, predictability, and flexibility <p>Impact</p> <ul style="list-style-type: none"> • Created a unified operating model supporting one global trading platform across all global locations with more than 200k+ transactions being supported • Significant annual cost savings were achieved as four legacy systems were decommissioned 	

Appendix

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

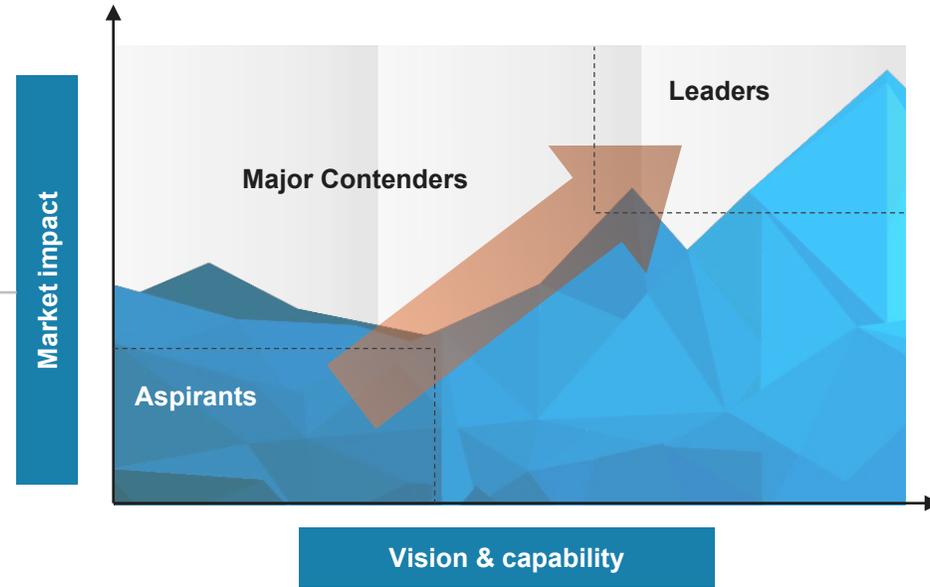
Everest Group PEAK Matrix



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



Everest Group is a research firm focused on strategic IT, business services, engineering services, and sourcing. Our research also covers the technologies that power those processes and functions and the related talent trends and strategies. Our clients include leading global companies, service and technology providers, and investors. Clients use our services to guide their journeys to maximize operational and financial performance, transform experiences, and realize high-impact business outcomes. Details and in-depth content are available at www.everestgrp.com.

Stay connected

Website

everestgrp.com

Social Media

-  @EverestGroup
-  @Everest Group
-  @Everest Group
-  @Everest Group

Blog

everestgrp.com/blog

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

Toronto

canada@everestgrp.com
+1-647-557-3475

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.