



Everest Group PEAK Matrix® for Advanced Analytics and Insights (AA&I) Services Provider 2023

Focus on Genpact
February 2023



Introduction

Global macroeconomic conditions indicate the rising probability of a recession. Despite the resulting cost pressures, enterprise demand for AA&I services is rising as enterprises realize that data-driven solutions focused on cost optimization and building competitive advantage are critical to tackle and survive the slowdown. The need for agile, data-driven decision making has placed advanced analytics as an essential navigation tool. D&A service providers including IT/BPO firms and consulting players offering a 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 31 service providers featured on the AA&I services PEAK Matrix® 2023. 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 2021, interactions with leading AA&I service providers, client reference checks, and ongoing analysis of the AA&I services market.

Everest Group has employed the following exclusion criterion before assessing service providers in the AA&I PEAK Matrix® assessment:

- The service provider should have a separate team and dedicated leadership for its AA&I services
- With reference to our AA&I Services Framework, the service provider should have meaningful presence across all value chain segments
- The service provider must have substantial annual revenue from its AA&I services practice
- Only broad-based players have been included in this report; analytics specialists have been excluded from this assessment and have been covered as a part of a separate PEAK assessment

This report includes the profiles of the following 31 leading AA&I service providers featured on the [Advanced Analytics and Insights \(AA&I\) Services PEAK Matrix® Assessment 2023](#):

- **Leaders:** Accenture, Capgemini, Cognizant, Deloitte, EXL, Genpact, IBM, Infosys, TCS, and Wipro
- **Major Contenders:** Atos, Brillio, Coforge, DXC Technology, EY, HCLTech, Infogain, KPMG, LTI, Mindtree, Mphasis, NTT DATA, PwC, Tech Mahindra, Virtusa, WNS, and Zensar
- **Aspirants:** Birlasoft, DMI, Stefanini, and UST

Scope of this report



Geography
Global



Providers
31 leading AA&I service providers



Services
AA&I services

AA&I services PEAK Matrix® characteristics

Leaders:

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

- Leaders have displayed a vision focused on driving business outcomes through AA&I services for their customers
- They have made sustained strategic investments including acquisitions to bridge the portfolio gaps to achieve full services play
- They are at the forefront of innovation and driving change with thought leadership, partnerships, and internal investments in emerging themes such as MLOps, responsible AI, edge cloud computing, no-code/low-code solutions, and data marketplaces
- Leaders have invested heavily in acquisitions as well as building structured internal talent development programs to ensure the availability of skilled talent to solve complex problems. They have also focused on the breadth of skills, enabling full services play by developing a range of certification programs that help them stay ahead as technology evolves
- 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
- Domain focus and willingness to share risk and returns through value-based pricing models have further differentiated them in stakeholder partnerships

Major Contenders:

Atos, Brillio, Coforge, DXC Technology, EY, HCLTech, Infogain, KPMG, LTI, Mindtree, Mphasis, NTT DATA, PwC, Tech Mahindra, Virtusa, WNS, and Zensar

- 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
- Major Contenders have the vision to develop full services play and are investing in talent development programs, acquisitions, IP building, and a partnership ecosystem to enable the same
- They need to supplement their vision and investments with effective communication of success on transformative AA&I deals to enhance their market perception

Aspirants:

Birlasoft, DMI, Stefanini, and UST

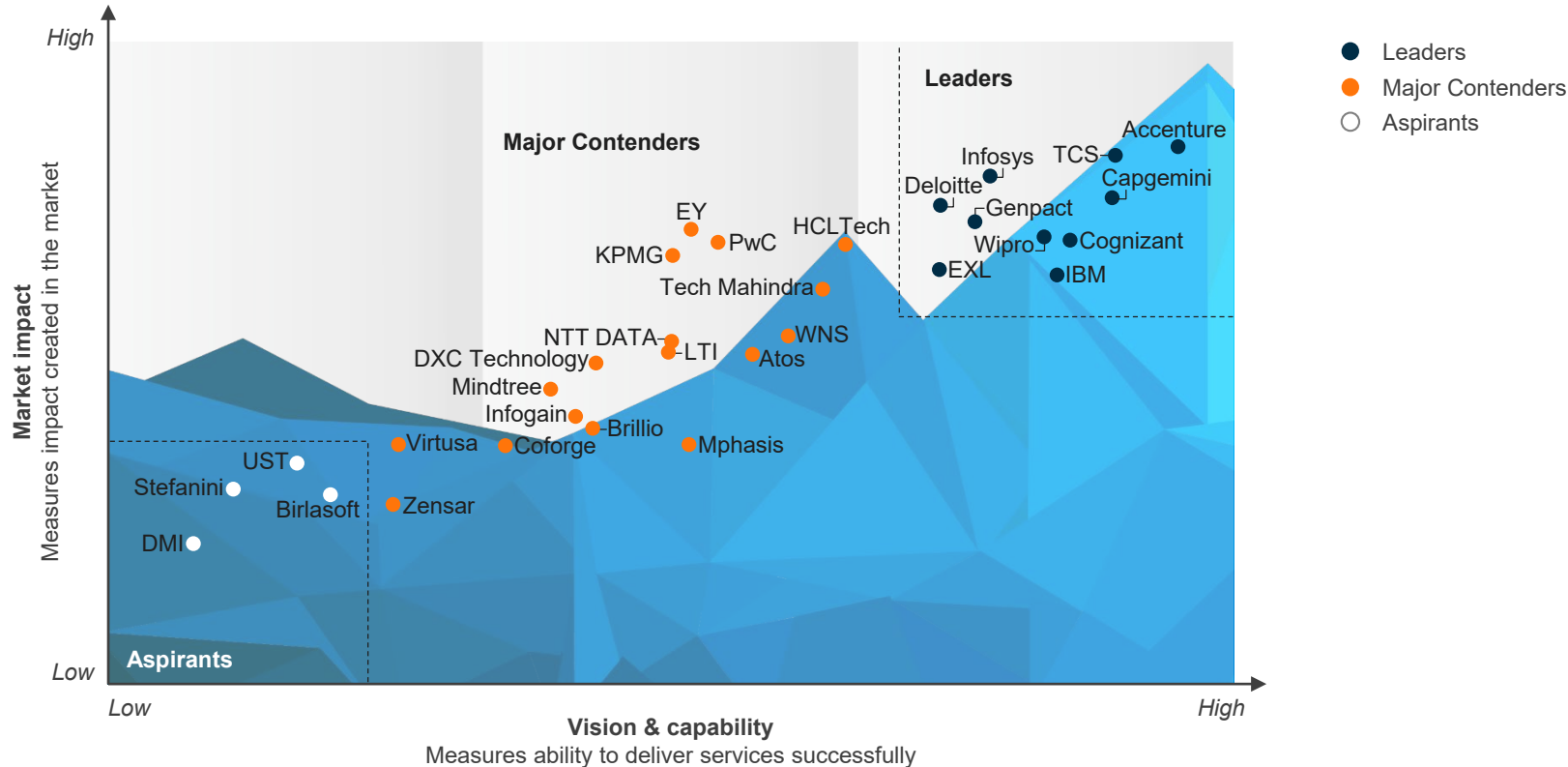
Aim to focus on creating solutions beyond niche areas; most engagements are based on flagship tools and solutions. The majority of investments are also directed toward upgrading and improving the features of these flagship solutions.

Everest Group PEAK Matrix®

Advanced Analytics and Insights (AA&I) Services PEAK Matrix® Assessment 2023 | Genpact positioned as Leader



Everest Group Advanced Analytics and Insights (AA&I) Services PEAK Matrix® Assessment 2023^{1,2,3,4}



1 Assessments for DMI, Deloitte, DXC Technology, EY, IBM, Infosys, KPMG, NTT DATA, and PwC exclude service provider inputs on this study, and are based on Everest Group's estimates that leverage its proprietary Transaction Intelligence (TI) database, ongoing coverage of service providers' public disclosures, and interaction with buyers. For these companies, Everest Group's data for assessment may be less complete

2 Assessment for Atos is based on partial inputs provided by service providers and is also based on Everest Group's estimates that leverage its proprietary Transaction Intelligence (TI) database, ongoing coverage of service providers' public disclosures, and interaction with buyers. For these companies, Everest Group's data for assessment may be less complete

3 Analysis for LTI and Mindtree is based on capabilities before their merger

4 Everest Group takes its confidentiality pledge very seriously. Any information we collect that is contract specific will only be presented back to the industry in an aggregated fashion

Source: Everest Group (2023)

Genpact | Advanced Analytics and Insights Services Profile

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 offered	Innovation and investments	Delivery footprint	Overall
								

Strengths

- Genpact leverages its technology-led suite of IP portfolio, domain expertise, and outcome-based pricing constructs to offer stand-alone and embedded analytics services to its clients
- Genpact’s recent acquisition of Enquero strengthens its data engineering capabilities and increases the scale of its analytics teams. It has integrated Enquero’s Power Me platform’s data lineage and governance capabilities with Genpact’s Cora digital business platform
- Genpact has invested in developing strong capabilities across different functional areas
 - It has invested in building the CORA platform with pre-trained AI and analytics accelerators to provide augmented intelligence services
 - These accelerators integrate its strong functional expertise with its capabilities in automation, analytics, and AI
- Referenced clients appreciate the flexibility that Genpact offers in contracting and pricing and also cite that it was a key reason for them to avail its services
- Clients also believe that Genpact’s responsiveness coupled with the willingness to adapt to the clients’ requirements are its key strengths

Limitations

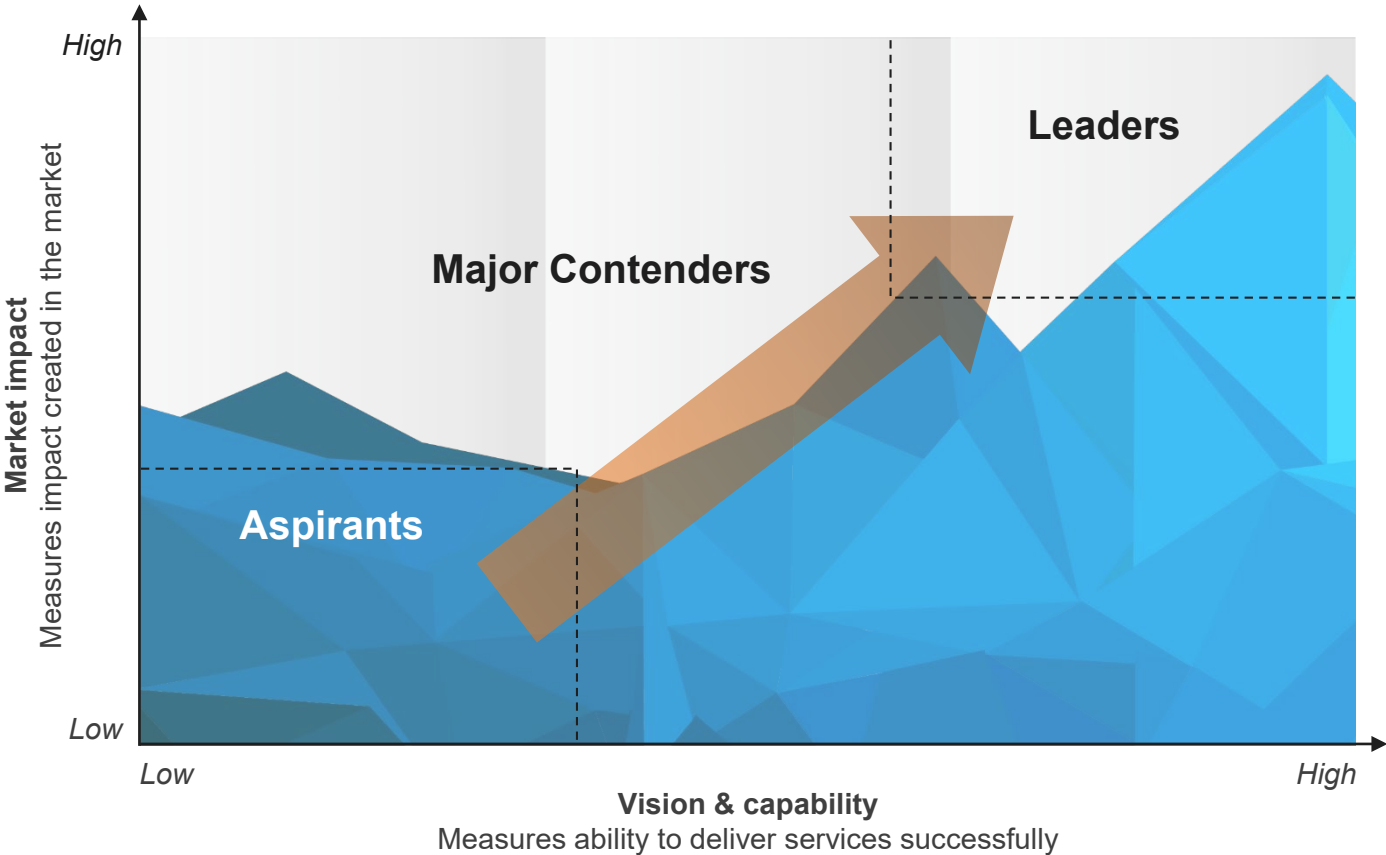
- Referenced clients suggest that Genpact has not taken upfront measures to anticipate technical difficulties and plan its resource deployment accordingly. Some clients also mentioned that attrition was a key challenge recently with the potential ramp-up period leading to delays
- Some clients have cited that the offshore teams are sometimes siloed and often do not communicate with each other when multiple teams are involved in the engagement
- Some clients also mentioned that Genpact may lack clarity regarding the engagement roadmap and may not communicate clearly if they are facing any challenges

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

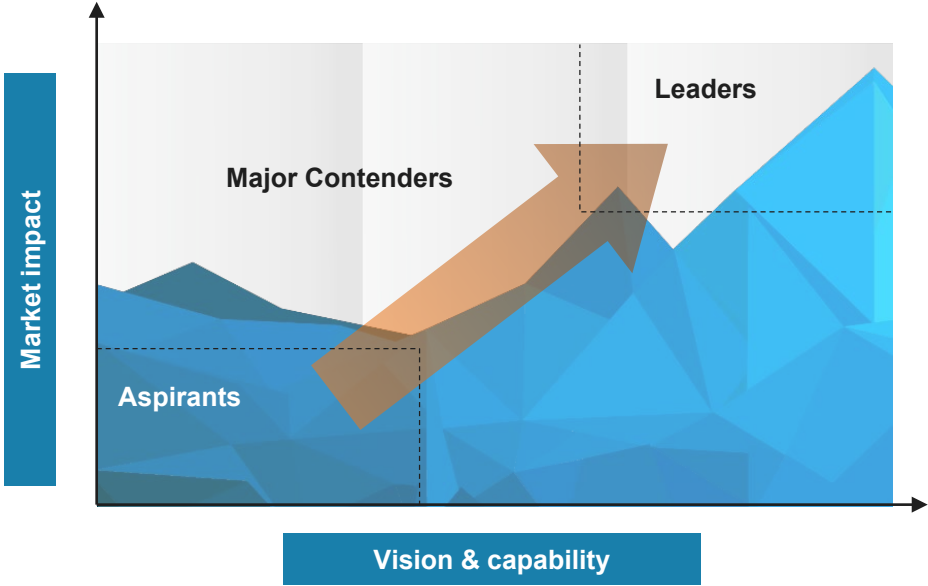
Number of clients, revenue base, YoY growth, and deal value/volume

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 takes an unbiased and fact-based approach that leverages provider / technology vendor RFIs and Everest Group’s proprietary databases containing providers’ deals and operational capability information. In addition, we validate/fine-tune these results 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 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 the PEAK Matrix assessment are relevant to buyers and providers other than the PEAK Matrix positioning?

A PEAK Matrix positioning is only one aspect of Everest Group’s overall assessment. In addition to assigning a Leader, Major Contender, or Aspirant label, Everest Group highlights the distinctive capabilities and unique attributes of all the providers assessed on the PEAK Matrix. The detailed metric-level assessment and associated commentary are helpful for buyers in selecting providers/vendors for their specific requirements. They also help providers/vendors demonstrate their strengths in specific areas.

What are the incentives for buyers and providers to participate/provide input to PEAK Matrix research?

- Enterprise participants receive summary of key findings from the PEAK Matrix assessment
- For providers
 - The RFI process is a vital way to help us keep current on capabilities; it forms the basis for our database – without participation, it is difficult to effectively match capabilities to buyer inquiries
 - In addition, it helps the provider/vendor organization gain brand visibility through being included in our research reports

What is the process for a provider / technology vendor to leverage its PEAK Matrix positioning?

- Providers/vendors can use their PEAK Matrix positioning or Star Performer rating in multiple ways including:
 - Issue a press release declaring positioning; see our [citation policies](#)
 - Purchase a customized PEAK Matrix profile for circulation with clients, prospects, etc. The package includes the profile as well as quotes from Everest Group analysts, which can be used in PR
 - Use PEAK Matrix badges for 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 Everest Group; please contact your CD or [contact us](#)

Does the PEAK Matrix evaluation criteria change over a period of time?

PEAK Matrix assessments are designed to serve enterprises’ current and future needs. 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 and to serve enterprises’ future expectations.



Everest Group is a leading research firm helping business leaders make confident decisions. We guide clients through today's market challenges and strengthen their strategies by applying contextualized problem-solving to their unique situations. This drives maximized operational and financial performance and transformative experiences. Our deep expertise and tenacious research focused on technology, business processes, and engineering through the lenses of talent, sustainability, and sourcing delivers precise and action-oriented guidance. Find further details and in-depth content at www.everestgrp.com.

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