



Everest Group PEAK Matrix™ for Digital Service Providers

Focus on TCS
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Introduction and scope

Everest Group recently released its report titled “[Digital Services – PEAK Matrix Assessment and Market Trends 2017: Redefining Customer Experience with Digital](#)”. This report analyzes the changing dynamics of the digital services market and assesses service providers across several key dimensions.

As a part of this report, Everest Group classified 22 service providers on the Everest Group PEAK Matrix for Digital Services into Leaders, Major Contenders, and Aspirants. The PEAK Matrix™ is a framework that provides an objective, data-driven, and comparative assessment of digital service providers based on their market success and delivery capability. Everest Group also identified six service providers as the “2017 Digital Star Performers” based on the strongest forward movement demonstrated on the PEAK Matrix™ year-on-year.

Based on the analysis, TCS **emerged as a Leader and Star Performer**. This document focuses on TCS’ digital experience and capabilities and includes:

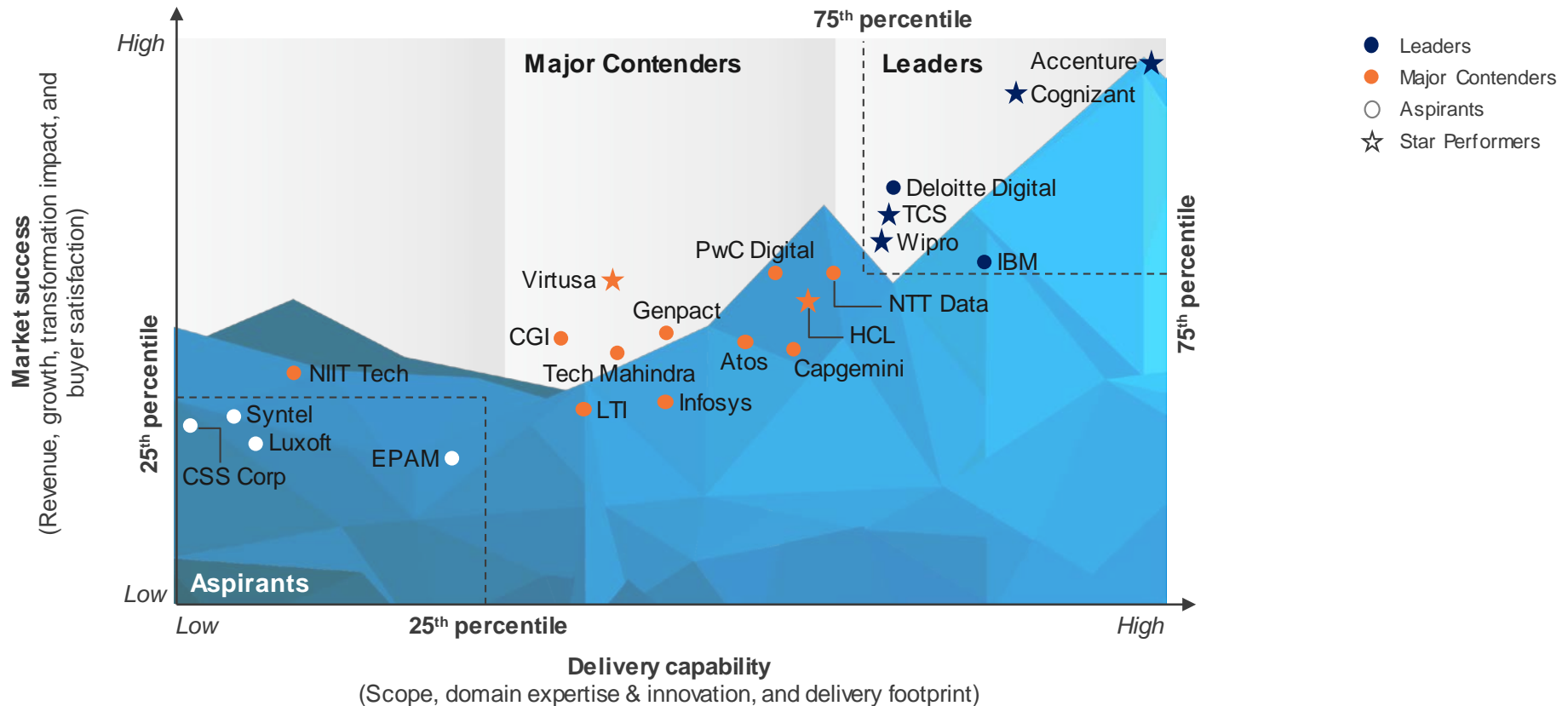
- TCS’ position on the Digital PEAK Matrix
- Detailed digital services profile of TCS

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.

Source: Everest Group (2017)

Digital Services – PEAK Matrix Assessment and Market Trends 2017 | TCS positioned as Leader and Star Performer

Everest Group PEAK Matrix for digital services 2017



Note: Assessment for Capgemini, Deloitte Digital, EPAM, Infosys, and PwC Digital excludes service provider inputs on this particular study, and is based on Everest Group's estimates which leverage Everest Group's proprietary Transaction Intelligence (TI) database, ongoing coverage of these service providers, public disclosures, and interaction with buyers

Source: Everest Group (2017)

TCS | Digital services profile (page 1 of 3)

Overview

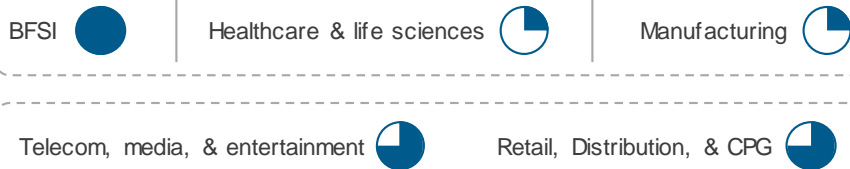
Strengths

- TCS has made credible investments in digital tools and solutions and actively leveraging it to drive its digital engagements
- With its organizational realignment, it is bringing in more focused capabilities to cater to different areas of digital services

Overview of digital services practice: Consulting & business transformation, strategy & enterprise architecture, AI, automation, robotics & cognitive, analytics & insights, Big data, information management & data science, cloud apps, microservices / API, creative design, customer experience, digital marketing, IoT, social, mobility, cyber security, etc.

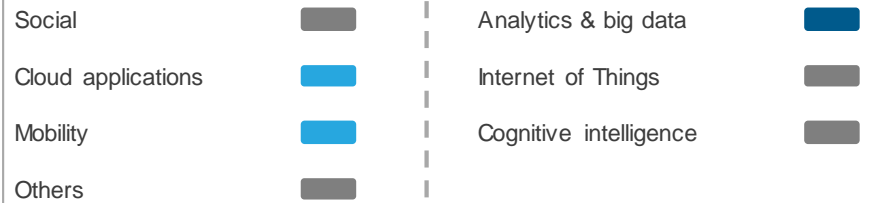
Digital services: Top 5 industries

● >20% ● 15-20% ● 10-15% ● <10%



Digital services revenue by segment

■ >25% ■ 10-25% ■ <10%

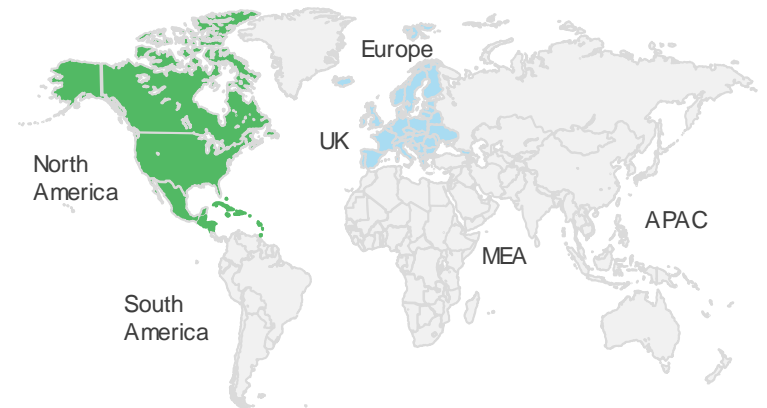


Areas of improvement

- TCS should proactively help clients to identify areas of investments for digital in order to improve their business processes and optimize costs
- TCS needs to better address its strategy of not relying on acquisitions to build digital design capabilities to the broader market

Digital services revenue by geography

■ >25% ■ 10-25% ■ <10%



Digital services revenue by buyer size

■ >50% ■ 20-50% ■ <20%



Source: Everest Group (2017)

TCS | Digital services profile (page 2 of 3)

Solutions and co-innovation labs

Vision: TCS' vision is to be the partner of choice for its customers in helping them reimagine, reinvent, and transform their businesses and create the experience-driven future.

Digital services – proprietary solutions (representative list)

Solution	Details
ignio™	TCS' proprietary cognitive solution for enterprises that automates and optimizes the IT operations and processes of an enterprise to increase agility, reduce operational risks, and enhance user experience
Customer Intelligence and Insights for Industries (BFS, Retail, Communications)	Enables banking and financial service providers to become customer-centered enterprises, grow revenue and profits, and make data-driven decisions that reduce operating expenditure (also available for other industries)
Intelligent Urban Exchange	An integrated, cloud-based solution, offers real-time insights and next-step recommendations to help launch smart city initiatives faster and more cost-effectively
TCS Optumera	Optimization engine to drive merchandise assortments through insight-driven data to improve merchant decisions
Advanced Drug Development (ADD)	A cloud-based platform enabling Pharma industry to bring medicines faster to patients by providing analytical solutions to accelerate study, set-up and execution leveraging data in all stages of clinical development
Quartz Blockchain	Targeted at helping commercial and private banks and market infrastructure institutions, by providing distributed Ledger Technology ready solutions that are designed for different functions and processes
IoT Connected Universe	IoT platform that offers a set of services that allow enterprises to easily develop, deploy, and administer IoT software applications such as web apps, real-time analytics (complex event processing), and batch analytics programs

Design studios/ co-innovation labs (representative list)

Location	Details
Santa Clara, U.S.	Digital Reimagination studio to collaborate with customers & partners to drive innovation & reimagine business models
Cincinnati, Ohio	UX studio to offer enhanced design capabilities to clients for better end user experience
Paris, France	TCS innovation center for driving digital innovation for its clients
Mumbai, India	TCS UX Center and Analytics & Insights Lab

Source: Everest Group (2017)

TCS | Digital services profile (page 3 of 3)

Investments and partnerships

Digital services investments (representative list)

Investment theme	Details
Talent	<ul style="list-style-type: none"> • Leveraging its digital learning platform, trained more than 215,000+ and created over 500000+ competencies • Certified resources on IoT through "IoT Application Development" boot camps and "Architecting IoT Solutions" workshops • Certified 1,000+ resources on Apache Hadoop, Amazon Web services, Cloudera, IBM Big Insights, MapR, and mongoDB
Digital CoEs	<ul style="list-style-type: none"> • Blockchain CoEs to build solutions for remittances, cross-border payments, trade finance, KYC, etc. • CoEs for digital solutions in the U.S., France, India, and Japan focused on cloud solutions, AI & automation, customer engagement & commerce, user experience, and IoT

Digital services partnerships (representative list)

Partner name	Details
Adobe	Implementation partner (Adobe Marketing Cloud) to help clients achieve maximum return on their marketing investments
Amazon	Key partnership for mobility, cloud hosting, consulting, and solution partnership for clients
GE Predix	TCS to offer IoT Sensor Data Analytics Framework (SDAF) components as microservices on GE Predix platform
Microsoft	Co-investment to support customers on Microsoft cloud platform building solution accelerators and service offerings
Pegasystems	Partner to connect organizations with their customers across multiple channels in real time using CRM, advanced artificial intelligence, and powerful automation

Additionally, TCS has partnered with IBM, SAP, Oracle, Salesforce, Apple, Google, HP, SAS, Cisco, Alcatel-Lucent, Tableau, Intel, Red Hat, Perfecto Mobile, Pentaho, Qlik, WorkFusion, Hortonworks, Informatica, MapR, Aternity, Trillium, Cloudera, Appian, Apigee, etc.

Recent activities (representative list)

Activity

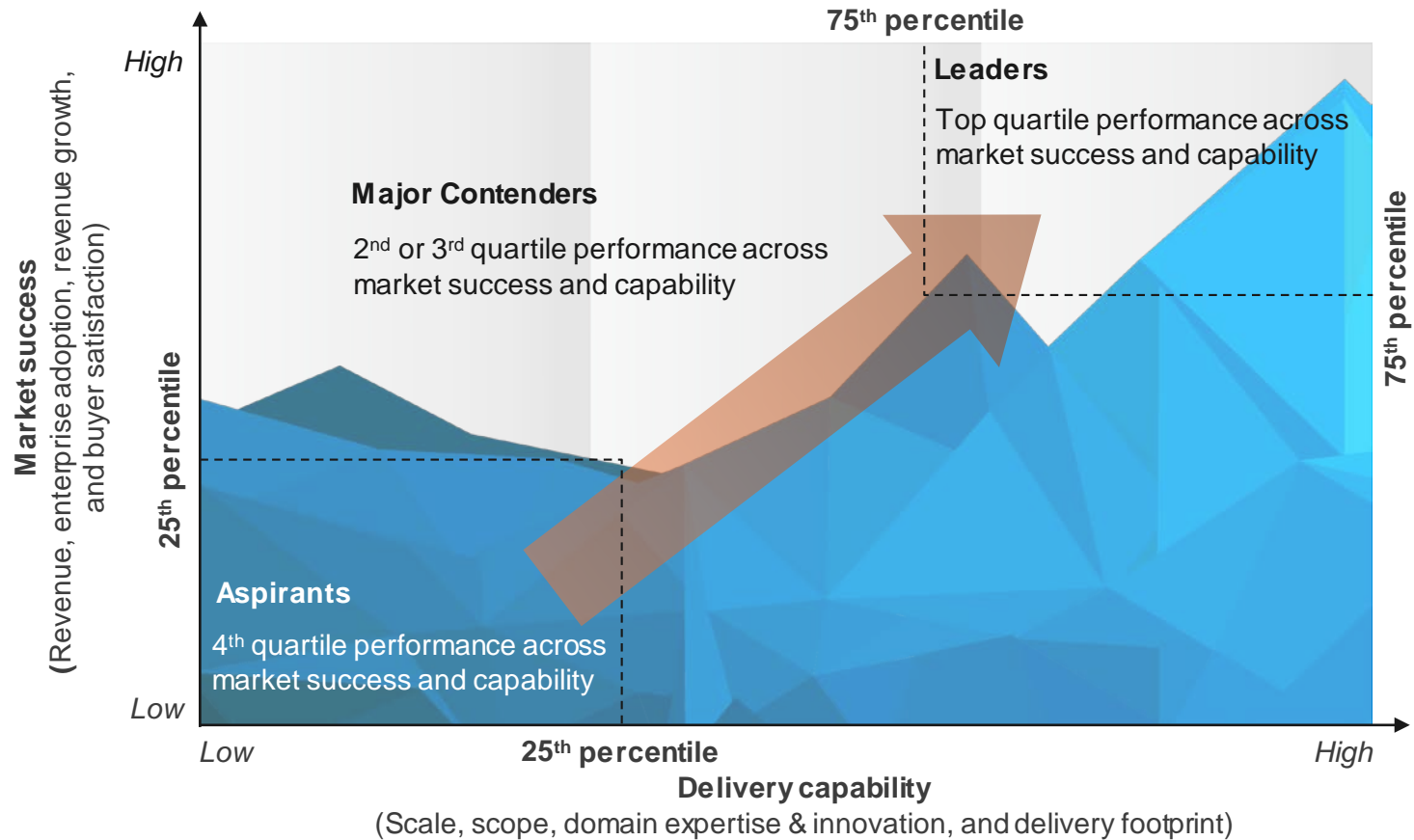
To enhance its digital capabilities and its full stakeholder play, launched nine new digital service practices and reorganized them under a new business & technology services unit, comprising digital transformation services, cognitive business operations, and consulting & services integration.

Source: Everest Group (2017)

Appendix

Everest Group PEAK Matrix is a proprietary framework for assessment of a service provider's capability

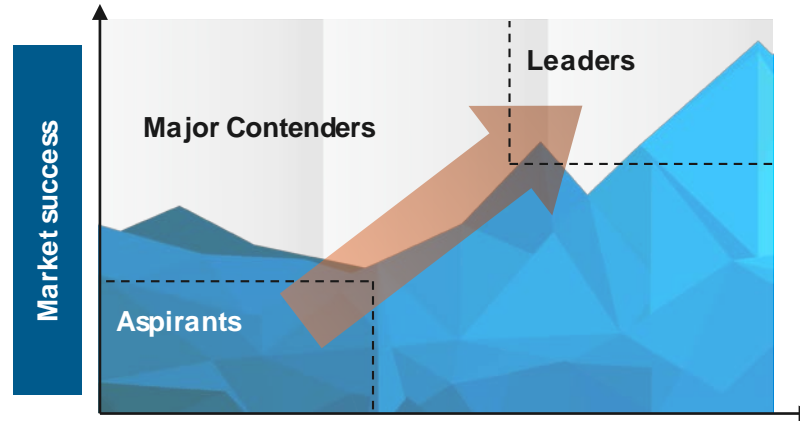
Everest Group PEAK Matrix for Digital Services



Everest Group's PEAK Matrix is a composite index of a range of distinct metrics related to a service provider's scale, scope, technology/domain investments, delivery footprint, and resultant market success in the context of a given services function.

Service providers are positioned on the Everest Group PEAK Matrix™ based on the evaluation of two key dimensions

Measures digital services revenue, revenue growth, enterprise adoption, and buyer satisfaction



Delivery capability

Measures ability to deliver services successfully. This is captured through five subdimensions

Scale

Measures the scale of operations through:

- Firm-wide revenue
- Contribution of digital revenue to the firm-wide revenue

Scope

Measures the scope of services provided through:

- Focus across service segments
- Coverage across verticals
- Geographic scope

Domain expertise and innovation

Measures the extent of capability in innovation and investments to enhance digital capabilities such as M&A's, partnerships, proprietary IP and solutions, and talent investments

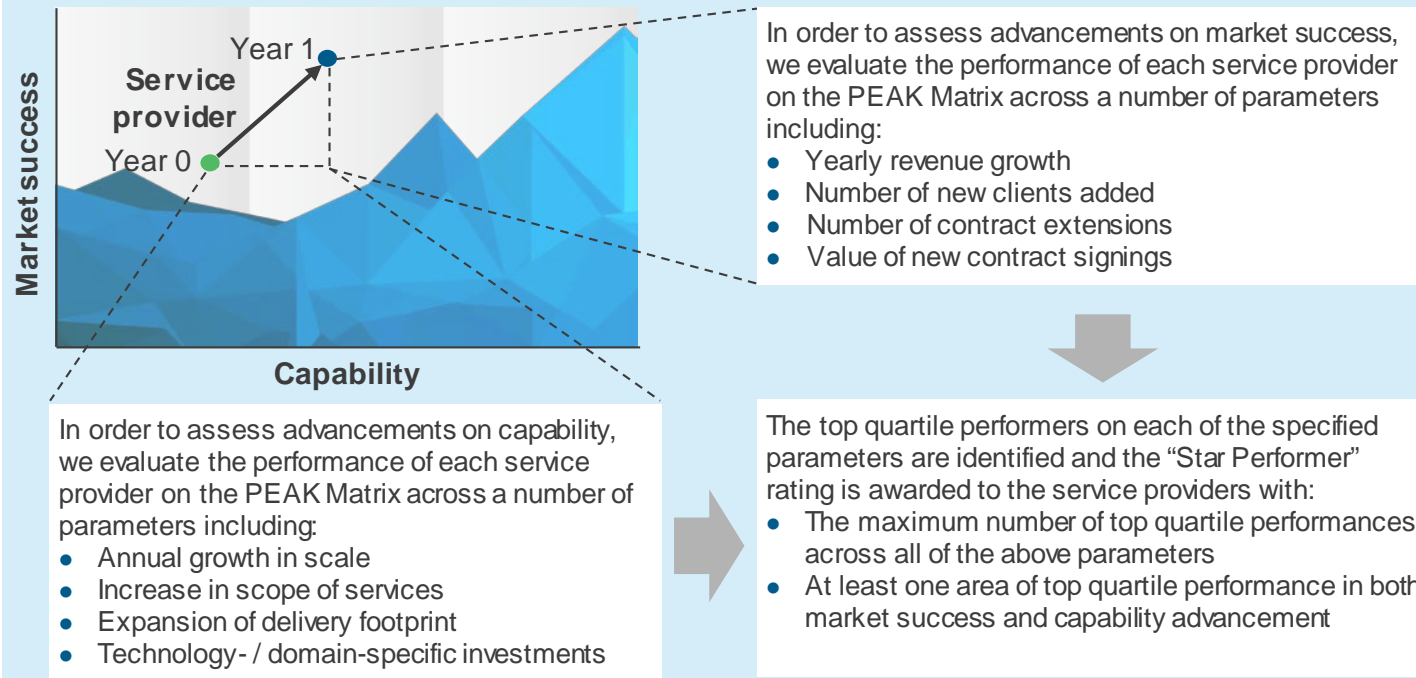
Delivery footprint

Measures delivery footprint across geographies

Everest Group confers the “Star Performers” title to providers that demonstrate the strongest forward movement over time on the PEAK Matrix™

Methodology

Everest Group selects Star Performers based on the relative YOY movement of each service provider on the PEAK Matrix



The “Star Performers” title relates to YOY performance for a given service provider and does not reflect the overall market leadership position. Those identified as “Star Performers” may include “Leaders,” “Major Contenders,” or “Aspirants.”

Service providers such as CSS Corp, Deloitte Digital, NIIT Technologies, NTT Data, and PwC Digital are not accounted for in the Star Performer analysis due to their non-participation in the Digital Services PEAK Matrix™ analysis in 2016

Does the PEAK Matrix™ assessment incorporate any subjective criteria?

Everest Group's PEAK Matrix™ assessment adopts an objective and fact-based approach (leveraging service provider 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 briefings

Is being a “Major Contender” or “Aspirant” on the PEAK Matrix, an unfavorable outcome?

No. PEAK Matrix™ highlights and positions only the best-in-class service providers in a particular functional/vertical services area. 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”?

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 for their specific requirements. It also helps providers 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 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 to leverage their PEAK Matrix™ positioning status ?

Providers can use their PEAK positioning rating in multiple ways including:

- Issue a press release declaring their positioning/rating
- Customized PEAK profile for circulation (with clients, prospects, etc.)
- Quotes from Everest Group analysts could be disseminated to the media
- Leverage PEAK 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



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.

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