



# Everest Group PEAK Matrix<sup>®</sup> for Intelligent Process Automation (IPA) Providers 2022

Focus on Wipro  
March 2022



## Background of the research

Evolving into a digital-first business is becoming increasingly important for organizations to remain resilient and competitive, especially after the pandemic. Manual operations pose numerous challenges, and hence, organizations are trying to shift to digital, automated, and intelligent business processes. Digital technologies, including Intelligent Automation (IA), are becoming ubiquitous. Apart from seeking cost reduction and operational efficiency from their transformation initiatives, enterprises are expecting next-generation benefits such as superior customer experience. Solution providers have recognized the demand and are pivoting quickly to a digital-powered model to provide these benefits to their buyers. One of the most potent digital levers enabling this transformation is Intelligent Process Automation (IPA).

Everest Group defines IPA as IA in business processes achieved through any combination of automation technologies such as Robotic Process Automation (RPA) and cognitive-/AI-based automation. The scope of this report includes:

- IPA solutions: sourcing of IPA technology product along with consulting, implementation, and maintenance services; but no traditional BPO services
- IPA services only: sourcing of IPA services such as consulting, implementation, and maintenance

This report does not cover IPA technology products that are licensed independently or embedded within broader BPO deals.

**In this study, we analyze the IPA solution provider landscape across various dimensions:**

- Everest Group's PEAK Matrix® evaluation, a comparative assessment of 28 leading IPA solution providers
- Competitive landscape in the IPA solution provider market
- Remarks on key strengths and limitations for each IPA solution provider

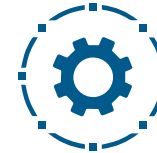
### Scope of this report



**Geography**  
Global



**Solutions**  
Intelligent Process Automation (IPA)



**Solution Providers**  
28 leading IPA solution providers

## IPA solutions PEAK Matrix® characteristics

### Leaders:

Accenture, Capgemini, Cognizant, IBM, TCS, and Wipro

- Leaders continue to focus on building technology capabilities, especially around cognitive automation, expanding partner ecosystems, and developing reusable assets and accelerators across business processes to meet client requirements and improve speed of deployment
- Leaders leverage their superior implementation and maintenance capabilities, training offerings, and differentiated solutions, such as packaged solutions for specific processes, to address emerging needs and drive enterprise-wide IA initiatives

### Major Contenders:

Atos, Datamatics, Digital Workforce, EXL, Firstsource, Genpact, HCL Technologies, Infosys, Mphasis, NTT DATA, Persistent Systems, PwC, Roboyo, Softtek, Sopra Steria, Tech Mahindra, UST, and Virtusa

- Major Contenders trail Leaders in terms of market adoption of IA solutions, organic/inorganic investments to propel innovation, and the spread of their solution portfolios across industries, geographies, or business functions
- They have exhibited responsiveness to market requirements and have developed relatively strong cognitive automation capabilities. They have also come a long way in offering progressive engagement models and helping establish/enhance CoEs in client environments

### Aspirants:

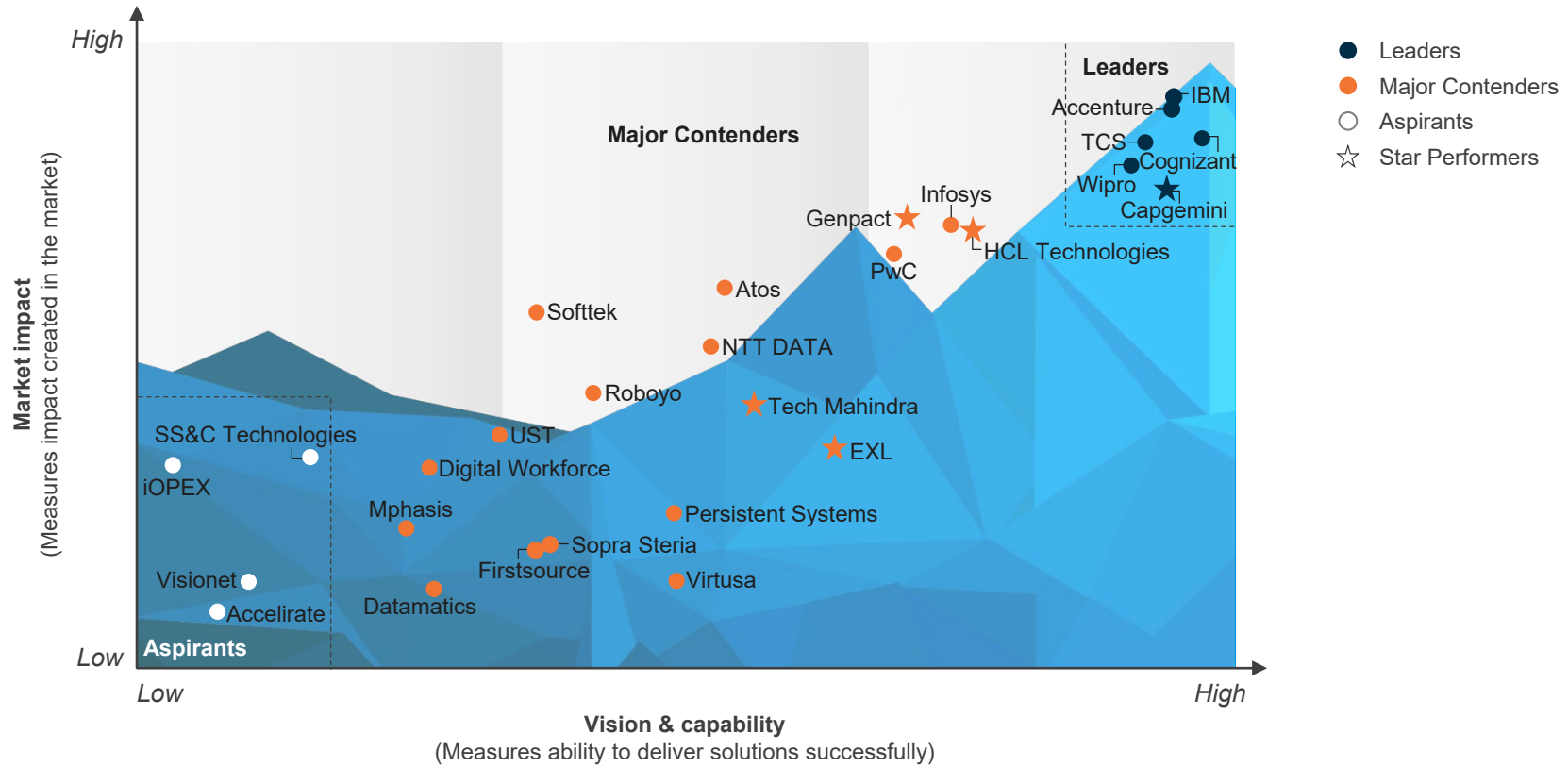
Accelirate, iOPEX, SS&C Technologies, and Visionet

- While Aspirants aim to proactively modify their automation offerings to suit enterprise business needs, they need to supplement these with better technology innovations and greater push for market adoption
- Most Aspirants face concentration risk in terms of clients from a specific geography or industry. They need to expand their business function, industrial, and geographic reach to drive revenue growth in the competitive IPA market

# Everest Group PEAK Matrix®

## Intelligent Process Automation (IPA) Solutions PEAK Matrix® Assessment 2022 | Wipro positioned as Leader

Everest Group Intelligent Process Automation (IPA) Solutions PEAK Matrix® Assessment 2022<sup>1</sup>



<sup>1</sup> Assessment for Atos, Infosys, and PwC excludes solution provider inputs on this particular study and is based on Everest Group's estimates that leverage Everest Group's proprietary Transaction Intelligence (TI) database, ongoing coverage of these solution providers, their public disclosures, and interaction with buyers. For these companies, Everest Group's data for assessment may not be complete.

Source: Everest Group (2022)

# Wipro | IPA solutions profile (page 1 of 4)

## Overview

### Company mission/vision statement

Wipro's vision is to be the industry leader and partner of choice for clients to help them move toward customer-centric, smart digital operations. The aim is to drive efficiency, enhance customer experience, and increase value by leveraging the power of its domain expertise, innovation, artificial intelligence, IPA, cognitive computing, and proprietary IPs & platforms.

**Headquarters:** Bengaluru, India

**Website:** [www.wipro.com](http://www.wipro.com)

### Key leaders

- Thierry Delaporte: CEO & Managing Director, Wipro Limited
- Jatin Dalal: Chief Financial Officer
- Nagendra P. Bandaru: Managing Partner – iCORE Business Line
- Sanjeev Singh: Chief Operations Officer
- N. S. Bala: CEO - Asia Pacific, Middle East and Africa

### Adoption and capability overview

- Number of IPA FTEs: 3,830
- Number of clients: *Not disclosed*

### Key clients

A leading European manufacturing company and a leading Australia-based insurance company

### Key locations with IPA FTEs

- North America: the US
- UK and EMEA: the UK, France, Poland, Germany, Romania, the UAE, Saudi Arabia, and South Africa
- Asia Pacific: India and Australia
- Latin America countries

■ Offered    ■ Not offered

### Commercial model

Fixed price model	■	Input-/FTE-/T&M-based	■	Outcome-based	■	Transaction-based	■
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### As-a-Service offering

RPA-as-a-Service (RPAaaS) / Intelligent Automation-as-a-Service (IAaaS) ■

### Recent deals and announcements (not exhaustive)

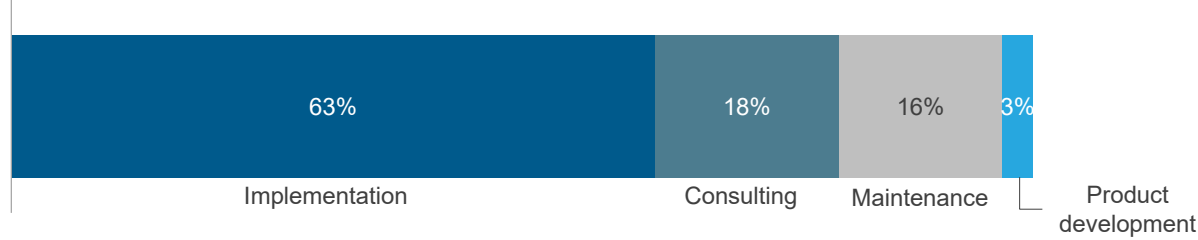
- August 2021: partnered with DataRobot, a leading company in augmented intelligence, to help customers become AI-driven enterprises and accelerate their business impact
- August 2021: partnered with HERE Technologies, a multinational group dealing with mapping and location data, to develop an Internet of Things (IoT)-based smart metering solution that will provide better information to customers on energy consumption and asset management
- June 2020: awarded a strategic, multi-year, infrastructure modernization, and digital transformation services engagement by the Germany-based energy company E.ON
- August 2019: partnered with industry leaders, such as Blue Prism and Automation Anywhere, to launch a new automation lab in Melbourne, Australia. The lab is aimed at simplifying automation, enhancing end-user experience, and co-creating business solutions

# Wipro | IPA solutions profile (page 2 of 4)

## Capabilities

Split of IPA FTEs by scope of services

100% = 3,830

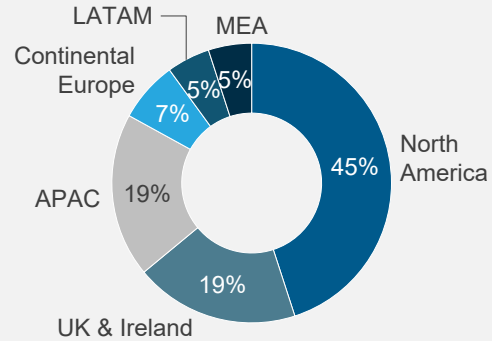


Split of IPA FTEs by automation type

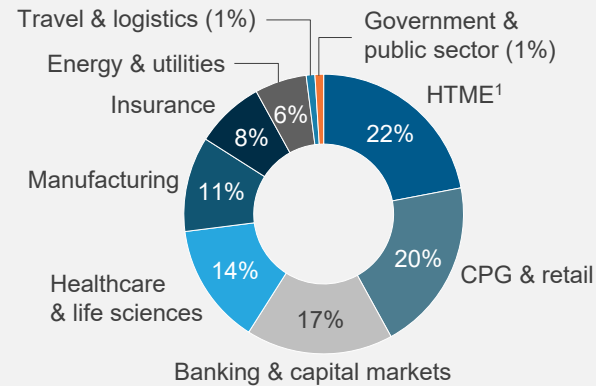
100% = 3,830



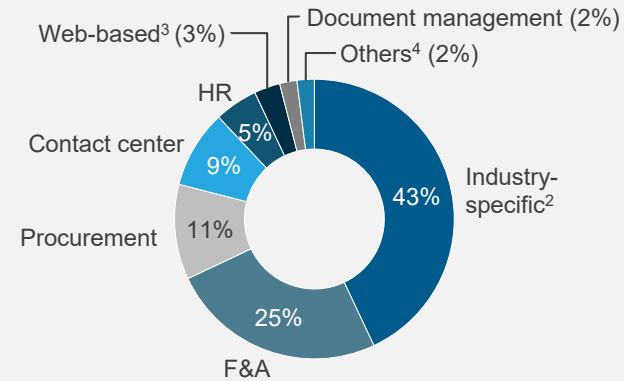
IPA revenue mix by buyer geography



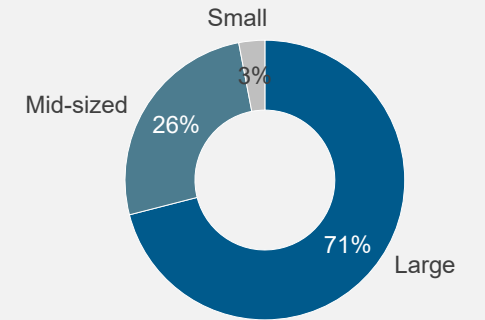
IPA revenue mix by buyer industry



IPA revenue mix by business function / process area



IPA revenue mix by buyer size<sup>5</sup>



1 HTME stands for Hi-tech, Telecom, Media, and Entertainment industry-specific.

2 Industry-specific processes for IPA revenue mix by business function include banking, insurance, capital market, healthcare & life science, manufacturing, and CPG & retail industry-specific processes.

3 Web-based includes web-based, e-commerce, or digital self-service transaction processing.

4 Others include processes of industries such as utilities and IT.

5 Buyer size is defined as large (>US\$5 billion in revenue), mid-sized (US\$1-5 billion in revenue), and small (<US\$1 billion in revenue).

Source: Everest Group (2022)

## Wipro | IPA solutions profile (page 3 of 4)

### Solutions portfolio











Solutions	RPA	Intelligent Document Processing (IDP)	Conversational AI	AI advisor tools	AI-based analytics tools	Process mining	Task mining	Workflow/orchestration
<b>Third-party solutions provider</b>	Pega, Automation Anywhere, UiPath, Blue Prism, Microsoft, NICE, WorkFusion, Automation Edge, and ServiceNow (Intellibot)	Abbyy, Kofax, Antworks, Jiffy.ai, and Hyperscience	Avaamo, Yellow.ai, and Uniphore	Ontotext	ThoughtSpot	Celonis, Nintex (Kryon), Automation Anywhere (Fortress IQ), and UiPath	Celonis, Nintex (Kryon), Automation Anywhere (Fortress IQ), and UiPath	Pega, Appian, Camunda, IBM, Flowable, Decisions, and ServiceNow
<b>Proprietary solutions offered</b>	Mimictron and Digital Value Accelerator (DVA)	HOLMES IDP and Cognitive Content Automation (Wipro CCA), HOLMES Deep Extraction Framework for Text, HOLMES Cognitive Image Processing, and Intelligent Content-as-a-Service (iCaaS)	HOLMES Chat and HOLMES Virtual Assist	HOLMES and DDP	Data Discovery Platform and Snipe	Wipro Harmony	Wipro Harmony	Wipro Base NXT, AAC, MPA, HOLMES Orchestrator, HOLMES Automation Studio, and EUC framework

Top packaged solutions	Process area	Deployment options	Description	No. of clients
Digital Order Management	Procurement	Cloud (private and public) and hybrid	A quote-to-invoice solution that leverages technology to augment customer and partner interaction, drive efficiency, and provide real-time order visibility	27
Hire to Retire Automation	HR	Cloud (private and public) and hybrid	A hire-to-retire solution covering process areas such as acquisition, growth, retention, and separation/retirement	8
TaloSafe	Pharma industry specific	Cloud (private and public) and hybrid	An IA platform that reduces the overall time to intake, validate, and process pharmacovigilance cases	5
Wipro HOLMES - Enterprise-Anomaly Detection	Document management	Cloud (private and public) and hybrid	A continuous risk monitoring platform, leveraging AI and big data, to proactively detect anomalies such as fraud and compliance violations in processes	84
e-KYX	Banking industry specific	Cloud (private and public) and hybrid	A solution that automates the KYX process for compliant, efficient, and scalable operations; it can learn, interact naturally, and intelligently assist with decision-making	16

# Wipro | IPA solutions profile (page 4 of 4)

## Everest Group assessment – Leader

Measure of capability:  Low  High

Market impact				Vision & capability					
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Technology capability	Services capability	Innovation and investments	Engagement and commercial model	Overall
									

### Strengths

- Wipro’s vision is to enable holistic intelligent automation for clients through its partner ecosystem, proprietary solutions, and as-a-Service offerings. It has partnered with some of the leading process mining providers and has strong experience in implementing it
- It offers as-a-Service offerings for various technologies such as RPA, IDP, process mining, and conversational AI through both proprietary and third-party solutions
- Its packaged solution for healthcare and life sciences industry, TaloSafe, leverages image recognition, NLP, RPA, and IVR for broader pharmacovigilance automation
- Digital Value Accelerator assists in identification of the best-fit candidates for automation, enables real-time data insights for the operations team, and contains service control center to monitor, manage, and configure auto-remediation for automation exceptions
- Its commercial model leans toward advanced constructs such as transaction- and outcome-based pricing. Client references also appreciate its pricing flexibility
- Clients appreciate its flexibility, implementation, communication, and technical skills

### Limitations

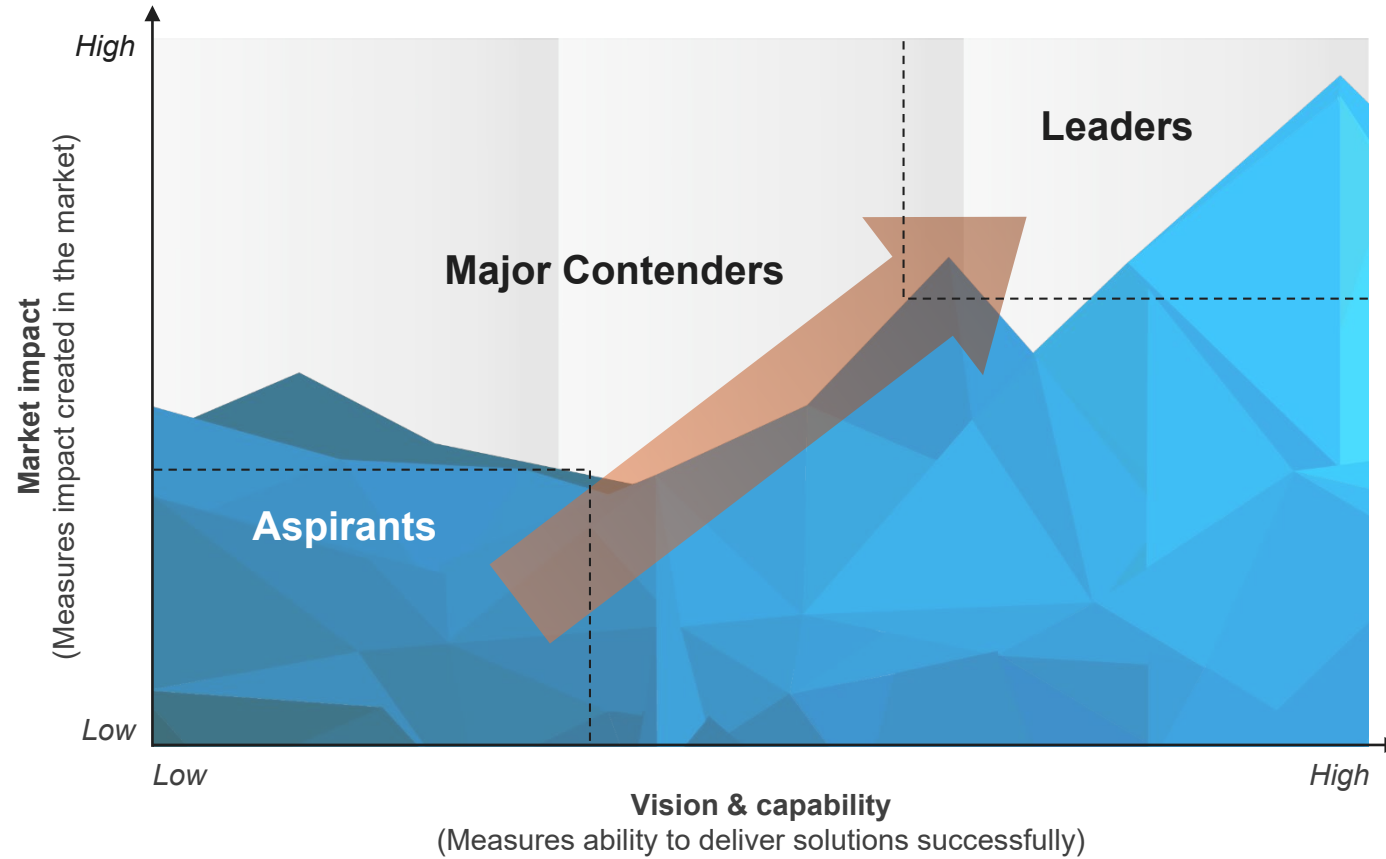
- While it has rich experience serving clients in North America, the UKI, and ANZ markets, its client base is relatively small in Continental Europe and rest of the APAC region
- Its clientele primarily comprises enterprises with more than US\$1 billion revenue and it has limited experience in serving small enterprises
- Clients expect greater adherence to promised timelines and better RPA training offerings from Wipro



# Appendix

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

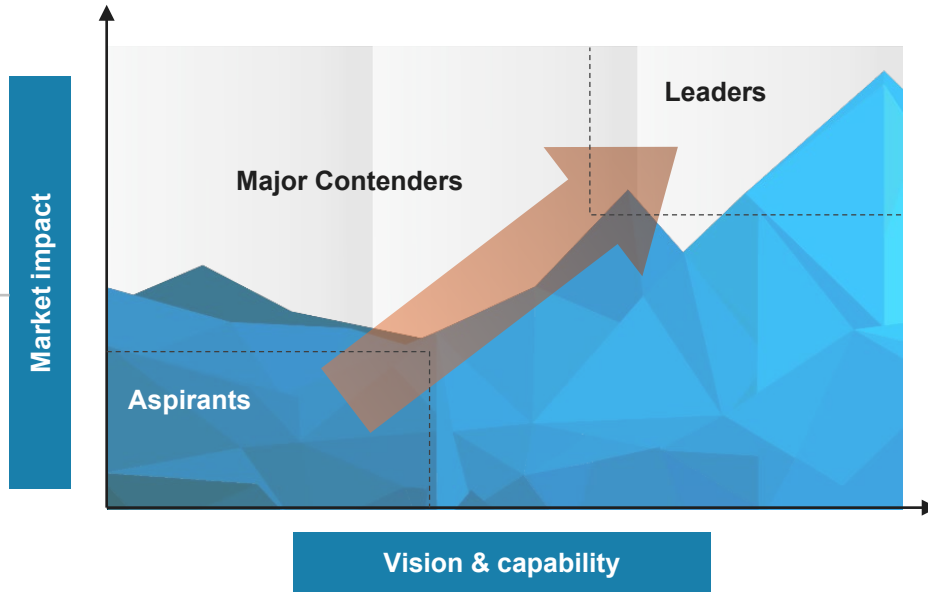
Everest Group PEAK Matrix



# Solutions PEAK Matrix® evaluation dimensions

Measures impact created in the market – captured through three subdimensions

- Market adoption**  
Size and growth of deployments across the solution portfolio
- Portfolio mix**  
Solution footprint across geographies, industries, and buyer size segments
- Value delivered**  
Value delivered to the client based on customer feedback and other measures



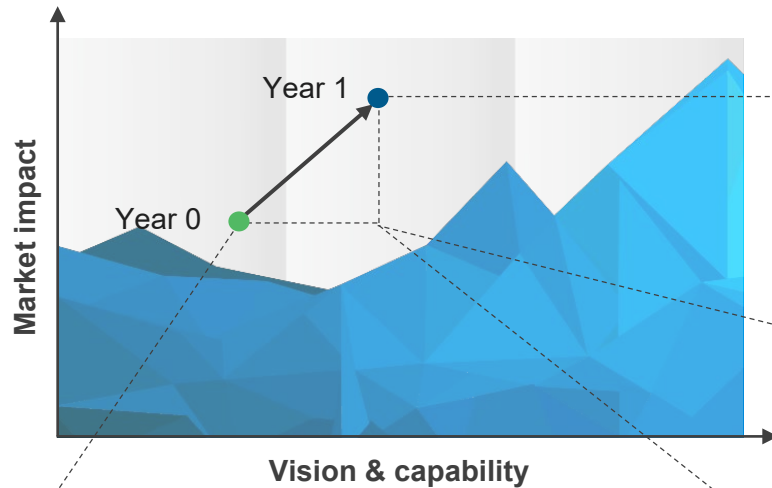
Measures ability to deliver solutions successfully. This is captured through five subdimensions

- Vision and strategy**  
Vision for the client and itself; future roadmap and strategy
- Technology capability**  
Technical sophistication and breadth/depth across the technology suite
- Services capability**  
Effectiveness and breadth/depth of services portfolios across the services suite
- Innovation and investments**  
Innovation and investment in the solution suite
- Engagement and commercial model**  
Progressiveness, effectiveness, and flexibility of engagement and commercial models

# Everest Group confers the Star Performers title on providers that demonstrate the most improvement over time on the PEAK Matrix®

## Methodology

Everest Group selects Star Performers based on the relative YOY improvement on the PEAK Matrix



In order to assess advances on **market impact**, we evaluate each provider's performance across a number of parameters including:

- Yearly ACV/YOY revenue growth
- Improvement in portfolio mix
- Improvement in value delivered

In order to assess advances on **vision and capability**, we evaluate each provider's performance across a number of parameters including:

- Innovation
- Increase in scope of services offered
- Expansion of delivery footprint
- Technology/domain specific investments

We identify the providers whose improvement ranks in the top quartile and award the Star Performer rating to those providers with:

- The maximum number of top-quartile performance improvements across all of the above parameters AND
- At least one area of top-quartile improvement performance in both market success and capability advancement

*The Star Performers title relates to YOY performance for a given provider and does not reflect the overall market leadership position, which is identified as Leader, Major Contender, or Aspirant.*

# FAQs

## **Does the PEAK Matrix® assessment incorporate any subjective criteria?**

Everest Group's PEAK Matrix assessment adopts an unbiased and fact-based approach (leveraging 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 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 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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