



Everest Group PEAK Matrix[®] for Intelligent Process Automation (IPA) Solutions Provider 2023

Focus on Wipro
April 2023



Introduction

The need for evolving into a digital-first business is becoming increasingly important for organizations in order to remain resilient and competitive. Manual operations pose numerous challenges, and hence, organizations are trying to shift to digital, automated, and intelligent business processes. Digital technologies, including IA, are becoming ubiquitous. Enterprises are expected to rely on IA as a key lever to enable cost optimization, which is a top priority for enterprises in the current recessionary environment. 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 products 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 the full report, [Intelligent Process Automation \(IPA\) PEAK Matrix® Assessment 2023](#), we analyze the IPA solution provider landscape across various dimensions:

- Everest Group's PEAK Matrix® evaluation, a comparative assessment of 27 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
27 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, low-code/no-code, expanding partner ecosystems, and developing reusable assets, accelerators, and packaged solutions across business processes to meet client requirements and improve the speed of deployment
- Leaders leverage their superior consulting, implementation and maintenance capabilities, and training offerings, to address emerging needs such as sustainability and citizen development, and drive enterprise-wide intelligent automation initiatives

Major Contenders

Accelrate, Datamatics, EXL, Firstsource, Genpact, HCLTech, LTIMindtree, Mphasis, NTT DATA, Persistent Systems, PwC, Roboyo, Softtek, Sopra Steria, Sutherland, Tech Mahindra, and UST

- Major Contenders trail behind Leaders in terms of the market adoption of intelligent automation 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 such as as-a-Service (aaS) offerings. They have also come a long way in offering progressive engagement models and helping establish/enhance CoEs in client environments

Aspirants

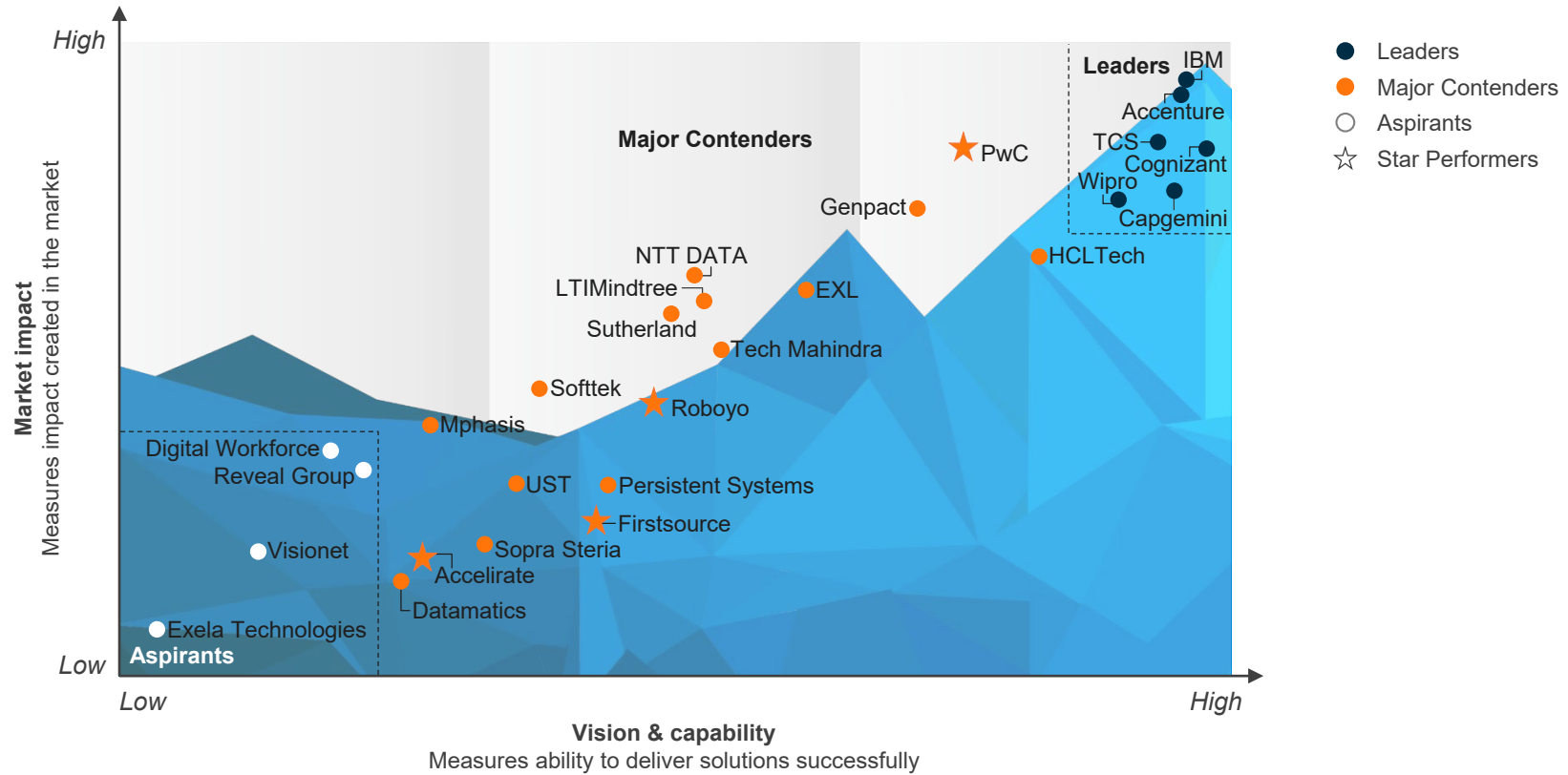
Digital Workforce, Exela Technologies, Reveal Group, and Visionet

- While Aspirants are differentiating themselves by their niche consulting capabilities and the value delivered to clients in terms of proactively modifying their automation offerings to suit enterprise business needs, they need to supplement these with better technology innovations and enabling a 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 2023 | Wipro positioned as Leader

Everest Group Intelligent Process Automation (IPA) – Solutions PEAK Matrix® Assessment 2023¹



¹ Assessment for Digital Workforce excludes solution provider inputs on this particular study and is based on Everest Group's estimates that leverage Everest Group's proprietary TI database, ongoing coverage of the solution provider, its public disclosures, and interaction with buyers. For this company, Everest Group's data for assessment may not be complete

Source: Everest Group (2023)

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. It plans to drive the enablement of business transformation through the effective use of automation technologies, driven by insights, business value, and experience. Wipro's aim is to attain efficiency, enhance customer experience, and increase value by leveraging the power of its domain expertise, innovation, AI, IPA, cognitive computing, and proprietary IPs and platforms.

Headquarters: Bengaluru, India

Website: 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
- Amit Choudhary: Chief Operations Officer
- N. S. Bala: CEO, Asia Pacific, Middle East and Africa
- Rajan Kohli: Global Managing Partner, iDEAS

Recent deals and announcements (not exhaustive)

- December 2021: acquired US-based LeanSwift Solutions, a leading academic publishing company
- August 2021: launched the Global Celonis Center to drive operations transformation for clients
- April 2021: acquired Ampion, a leading provider of cyber security, devOps, and quality engineering services

Key clients

A global confectionery, pet care, and food producer client, a US\$3 trillion oil & gas leader in Saudi Arabia, one of the largest pharmaceutical companies in the US, and one of the largest American telecommunications conglomerate

Offered Not offered

Commercial model

Input-/FTE-/T&M-based	Offered	Outcome-based	Offered
Fixed price model	Offered	Transaction-based	Offered

As-a-Service offering

RPA-as-a-Service (RPAaaS) / Intelligent Automation-as-a-Service (IAaaS)	Offered
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Key locations with IPA FTEs

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

Adoption and capability overview

Number of clients: not disclosed	Number of IPA FTEs: not disclosed
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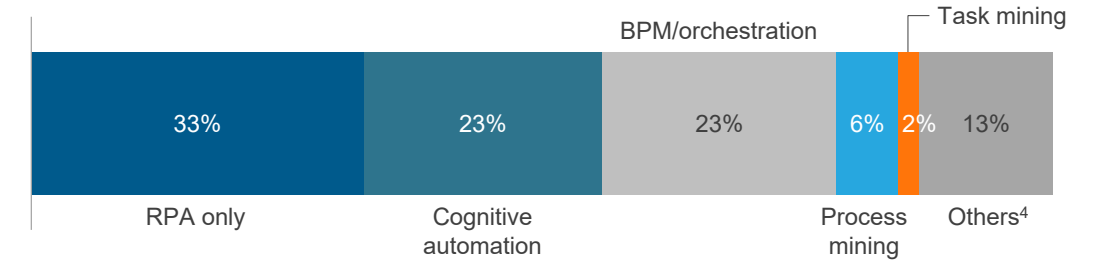
Wipro | IPA solutions profile (page 2 of 4)

Capabilities

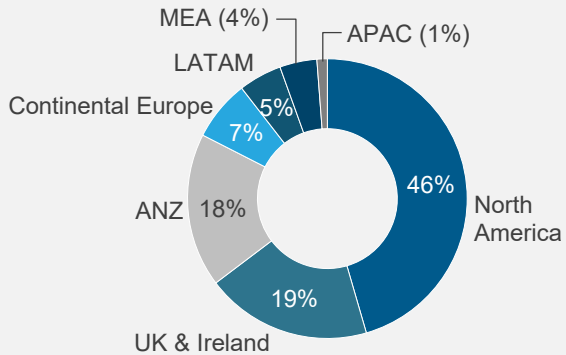
Split of IPA FTEs by scope of services



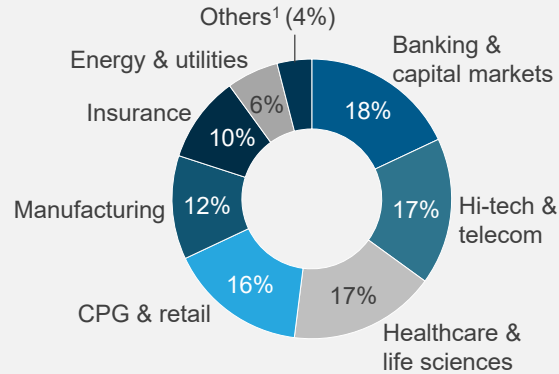
Split of IPA FTEs by automation type



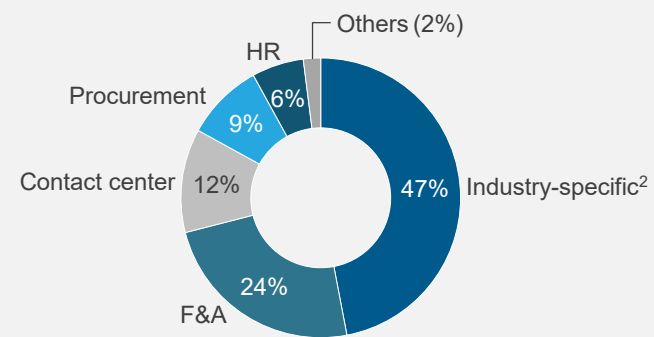
IPA revenue mix by buyer geography



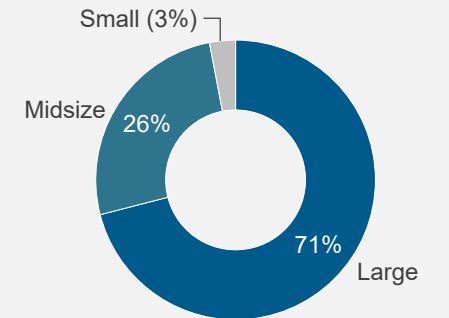
IPA revenue mix by buyer industry



IPA revenue mix by business function / process area



IPA revenue mix by buyer size³



1 Others include government & public sector and travel & logistics industries

2 Industry-specific processes for IPA revenue mix by business function includes banking, insurance, capital market, healthcare & life sciences, and utilities industry-specific processes

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

4 The Others category primarily consists of LCNC FTEs

Source: Everest Group (2023)

Wipro | IPA solutions profile (page 3 of 4)

Solutions portfolio











Solutions	RPA	IDP	Conversational AI	AI advisor tools	AI-based analytics tools	Process mining	Task mining	Workflow/orchestration
Third-party solutions provider	Automation Anywhere, UiPath, Blue Prism, Pega, Microsoft, Appian, IBM, WorkFusion, NICE, Blueprint, Kryon, AutomationEdge, and Cevinio	ABBYY, Kofax, Antworks, JIFFY.ai, and Hyperscience	SAP, Salesforce, Avaamo, Yellow.ai, Domino Data Lab, Re:infer, Kore.ai, ServiceNow, IBM, Microsoft, Zendesk, and Uniphore		Incorta, Alteryx, and ThoughtSpot	Appian, Celonis, SAP Signavio, Software AG, Mavim, UiPath	Celonis, Automation Anywhere, Kryon, and UiPath	ServiceNow, Pega, Appian, Camunda, IBM, Blueprint, Pipefy, and Decisions
Proprietary solutions offered	Mimictron, Digital Value Accelerator (DVA), and Holmes Propel	HOLMES IDP, HOLMES Deep Extraction Framework for Text, HOLMES Cognitive Image Processing, Cognitive Content Automation (Wipro CCA), Intelligent Content-as-a-Service (iCaaS), IntelliDoc, and Holmes DocCognition	HOLMES Chat, HOLMES Virtual Assist, and Holmes Converse	HOLMES, DDP, HOLMES IDP, HOLMES Deep Extraction Framework for Text, and HOLMES Cognitive Image Processing	Data Discovery Platform, Snipe, HOLMES Chat, HOLMES Virtual Assist	Wipro Harmony	Wipro Harmony	Wipro Base NXT, AAC, MPA, HOLMES Orchestrator, HOLMES Automation Studio, EUC framework, and iSMRT

Top packaged solutions	Process area	Deployment options	Description	No. of clients
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
iSMRT	Across multiple processes	Cloud (private and public) and hybrid	iSMRT stands for intelligent scheduling, monitoring, and repeating tasks. It is a low-/no-code domain agnostic platform that lets the user configure and deploy processes. iSMRT can be integrated with various third-party products in order to satisfy the capabilities of workflow management	1
IntelliDoc	Document management	On-premise, cloud (private and public), and hybrid	It is an AI-based solution to identify, classify, and extract information from various document types (structured, semi structured, and unstructured)	2
Holmes Propel	Across multiple processes	Hybrid	An AI-powered automation/RPA offering that helps manage, automate, and integrate repetitive digital processes	8
Holmes DocCognition	Document management	Hybrid	It delivers the functionality of capturing structured data from unstructured documents, thereby saving time on expendable human efforts and increasing productivity	1

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 aims to develop and showcase next-generation technologies and solutions for enterprises through innovative labs, digital pods, and AI labs. Wipro also focuses on investing in early to mid-stage start-ups through its strategic arm, Wipro Ventures
- It has significant experience in deploying IA components such as RPA, IDP, process mining, task mining, conversational AI, and workflow/orchestration across client engagements through both proprietary and third-party solutions
- Wipro demonstrates strong cognitive automation capabilities across multiple client engagements. It offers Wipro Holmes, an AI platform to hyper-automate business processes using intelligence and cognitive computing capabilities
- It has a good number of advanced accelerators, including SNIPE, an AI-based accelerator that supports platform migration, rationalization, and modernization
- It offers as-a-Service offerings for various technologies such as RPA, IDP, process mining, and conversational AI to a fair number of enterprises
- It offers strong consulting services including change management, CoE development, and end-to-end governance setup. It has also started expanding its process automation expertise into the virtual world with the help of implementations in Metaverse
- Buyer references appreciate Wipro’s knowledge, solution offerings, speed of delivery, and high-quality resources

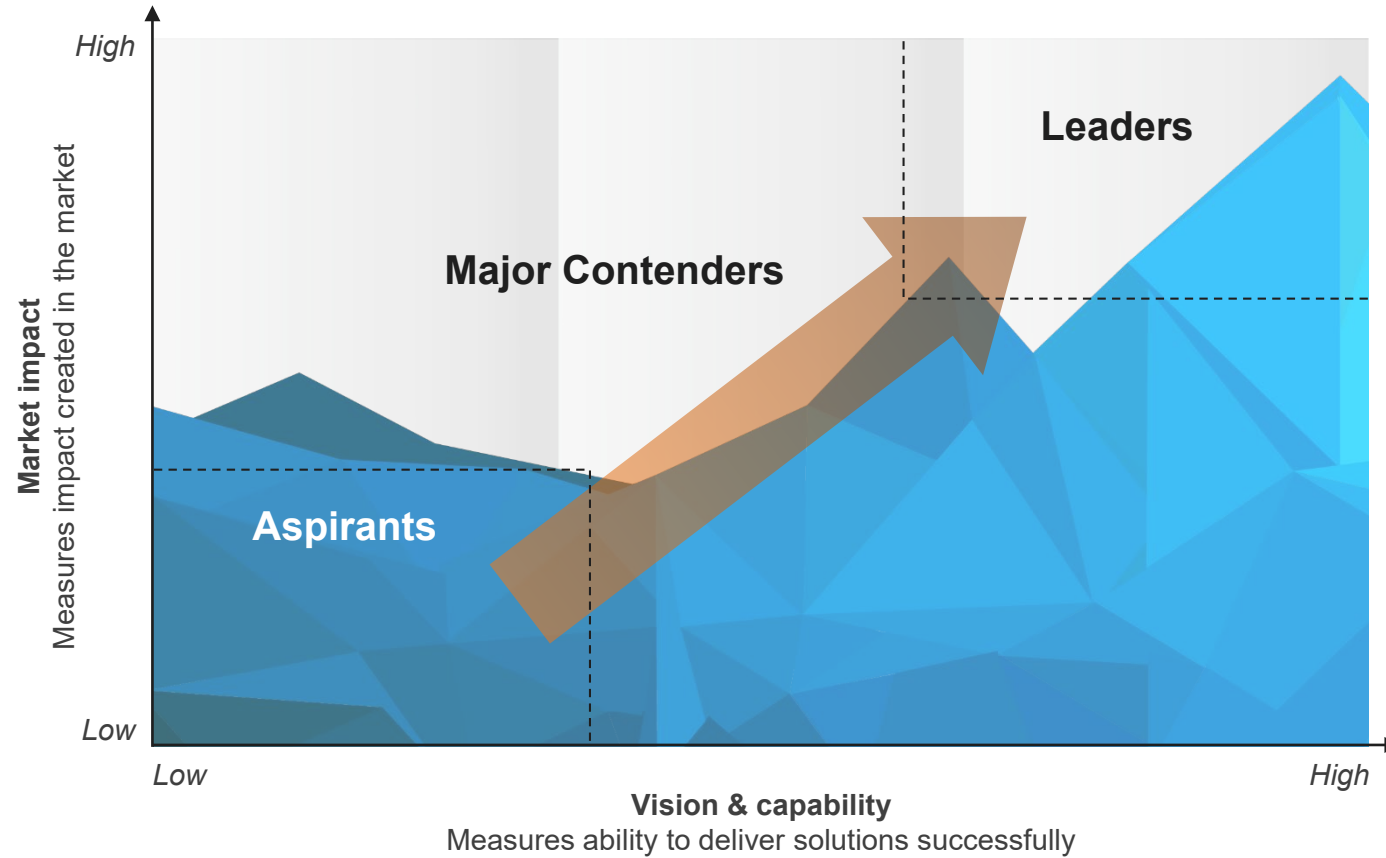
Limitations

- While it has rich experience serving clients in North America, the UK & Ireland (UKI), and ANZ markets, there exists scope to increase its penetration in Continental Europe and the rest of the APAC region
- Its clientele primarily comprises large and midsize enterprises with more than US\$1 billion revenue, and it has limited experience in serving small enterprises
- While Wipro has a diverse clientele across industries, it has limited presence in government & public sector
- As compared to its peers, there exists scope for Wipro to build more IA solutions/services that help monitor or enable sustainability in client organizations
- Referenced clients expect Wipro to improve its communication skills in terms of conveying strategies in a better way and providing a holistic and innovative partnership approach

Appendix

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

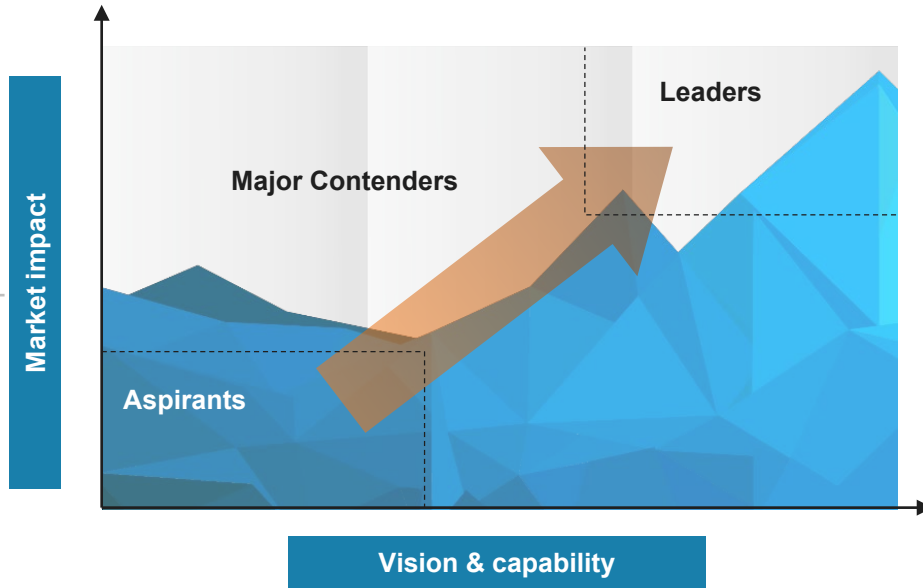
Everest Group PEAK Matrix



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



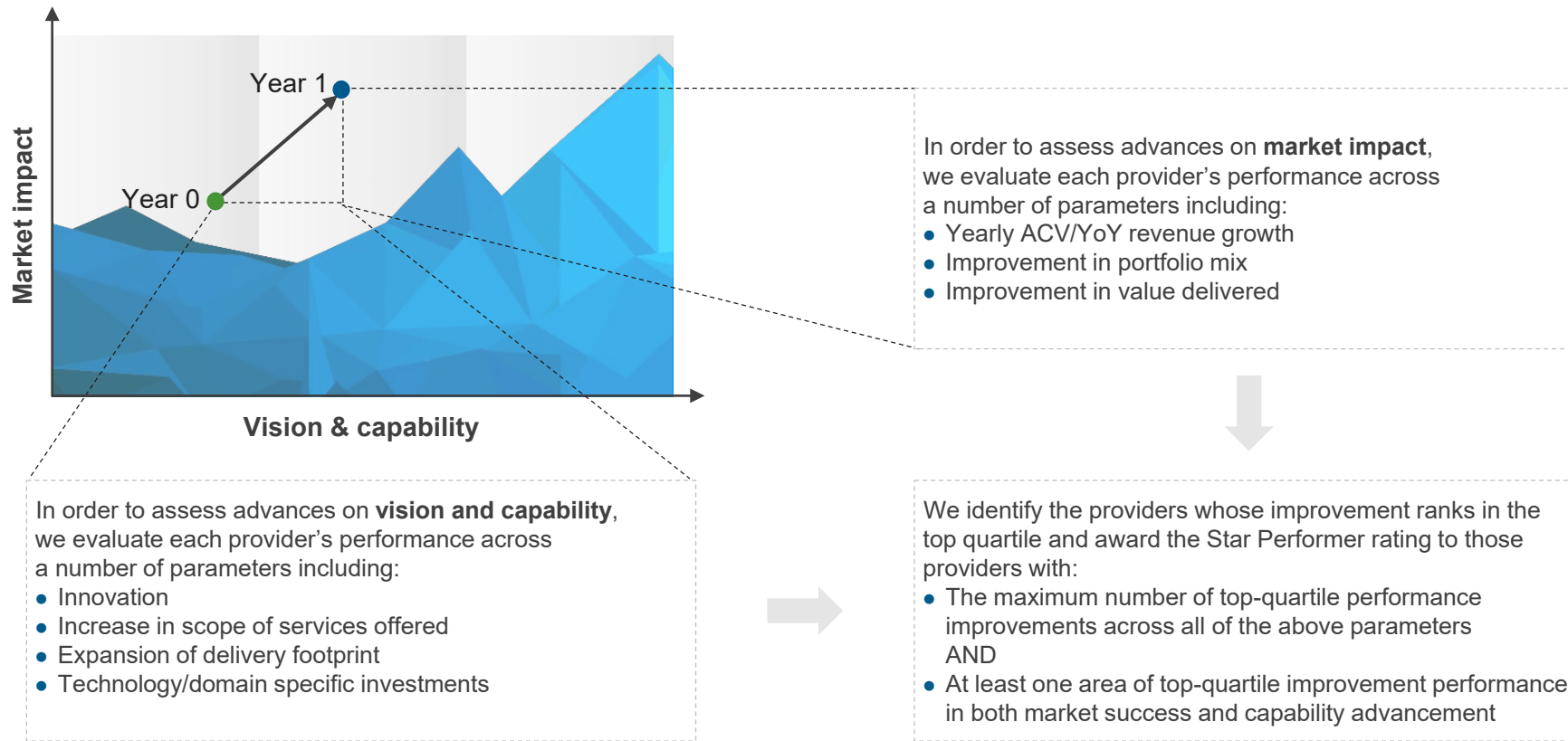
Measures ability to deliver solutions successfully. This is captured through five subdimensions

- 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



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 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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