

# Everest Group PEAK Matrix™ for Banking BPO Digital Capability Platform (DCP) Service Providers 2019

Focus on Wipro  
April 2019



# Introduction and scope

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Everest Group recently released its report titled “[Banking BPO Digital Capability Platform \(DCP\) – Service Provider Landscape with Solutions PEAK Matrix™ Assessment 2019](#).” This report assesses service providers across several key dimensions based on their banking BPO DCP solutions.

As a part of this report, Everest Group classified 19 service providers on the Everest Group PEAK Matrix™ for Banking BPO DCP into Leaders, Major Contenders, and Aspirants. The PEAK Matrix is a framework that provides an objective, data-driven, and comparative assessment of banking BPO DCP service providers based on their absolute market success and delivery capability.

Based on the analysis, **Wipro emerged as a Leader**. This document focuses on **Wipro’s** banking BPO DCP experience and capabilities and includes:

- Wipro’s position on the banking BPO DCP PEAK Matrix
- Everest Group’s assessment of Wipro

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 (2019)

# Background and methodology of the research

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## Background of the research

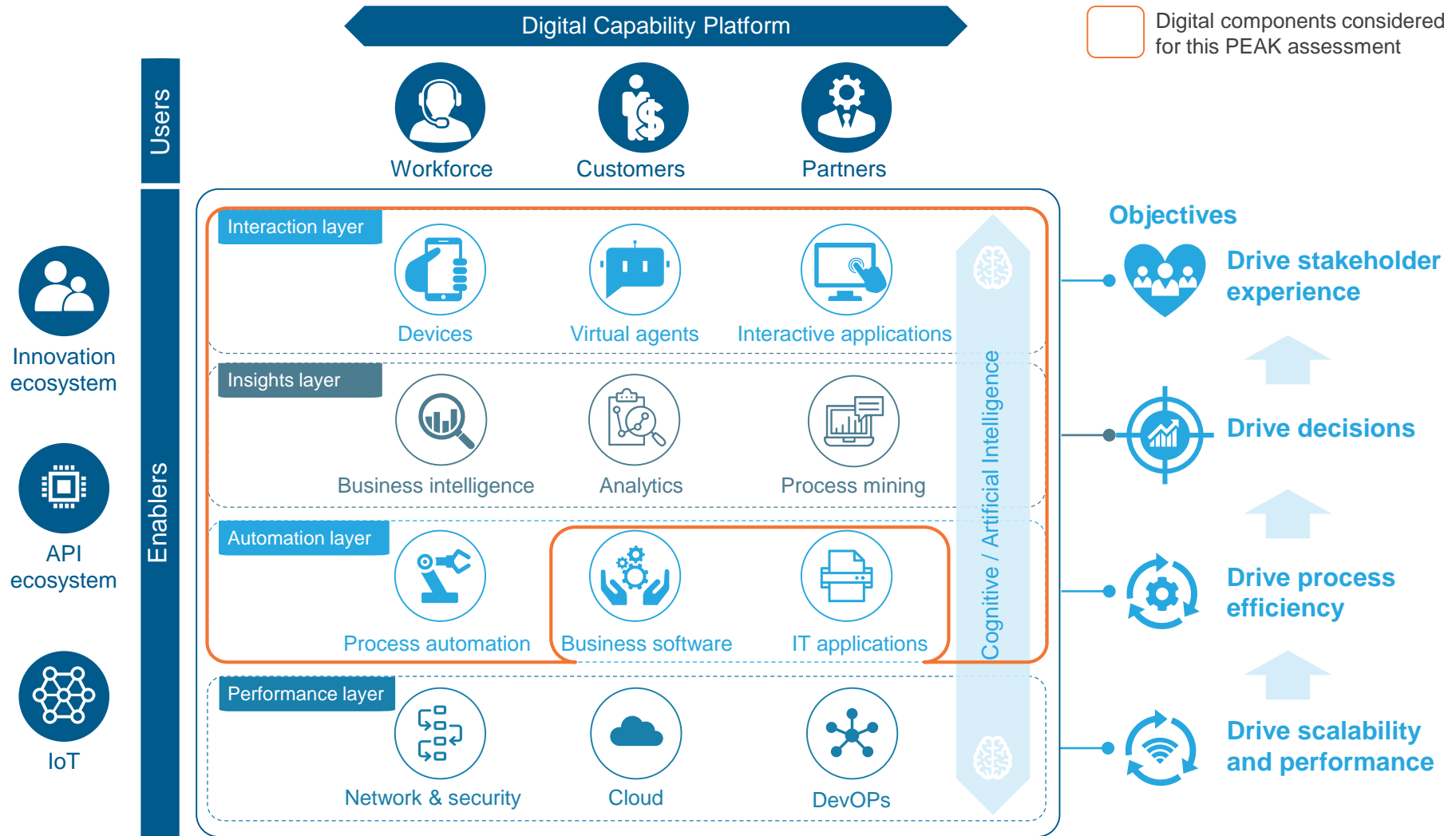
As the banking BPO industry shifts from arbitrage-first to digital-first model, buyers increasingly seek to understand the digital capabilities of service providers to eliminate/reduce human effort, improve efficiency, and drive better outcomes. While individual digital components (such as Robotic Process Automation (RPA) and analytics) are important, the impact is much higher when they are integrated and implemented collectively as a suite. Such a solution suite is referred to as Digital Capability Platform (DCP). The purpose of this research is to understand and assess service providers based on such solutions offered by them in the banking BPO market.

## In this research, we focus on:

- Everest Group Solutions PEAK Matrix™ evaluation, a comparative assessment of DCP solutions of 19 banking BPO service providers
- Service provider digital capability assessment
- Remarks on key solution capabilities across the automation, insights, and interaction layers for each banking BPO service provider

# Everest Group's definition of Banking BPO – Digital Capability Platform (DCP)

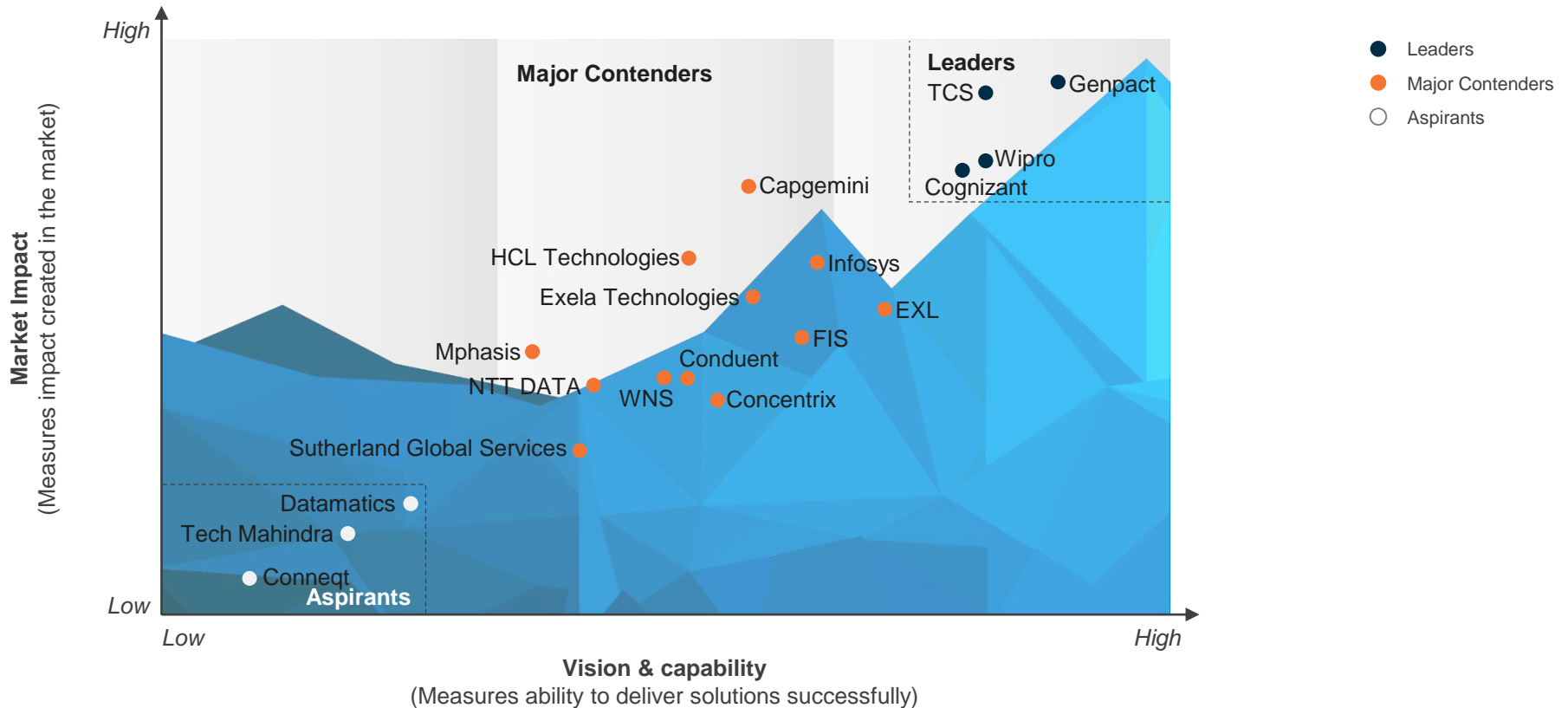
Everest Group defines DCP as an integrated digital solution, comprising of multiple of the following components



# Everest Group PEAK Matrix™











## Banking BPO Digital Capability Platform (DCP) Solutions PEAK Matrix™ Assessment 2019 | Wipro positioned as Leader

Everest Group Banking BPO Digital Capability Platform (DCP) Solutions PEAK Matrix™ Assessment 2019



Note: Service providers scored using Everest Group's proprietary scoring methodology

Measure of capability:  High  Low

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



### Automation layer

- Wipro’s AI platform “Holmes” leverages algorithmic intelligence and cognitive computing capabilities to help enterprises enhance their operational efficiency, effectiveness, and user experience across various business processes
- Its RPA toolset has both attended and unattended automation capabilities. It has also developed a bot monitoring solution that can be integrated with any existing RPA tool and provides several business insights along with the task execution status of the robotic processes



### Insights layer

- While most of its solutions have in-built data analytics components, it can do better by bringing in more sophisticated solutions with predictive/prescriptive capabilities aimed at solving complex client challenges in multiple areas



### Interaction layer

- It offers a number of solutions with capabilities along the interaction layer such as its customer experience transformation solution suite that seeks to provide a superior customer & employee experience and its chat solutions aimed at providing a seamless chat experience to customers



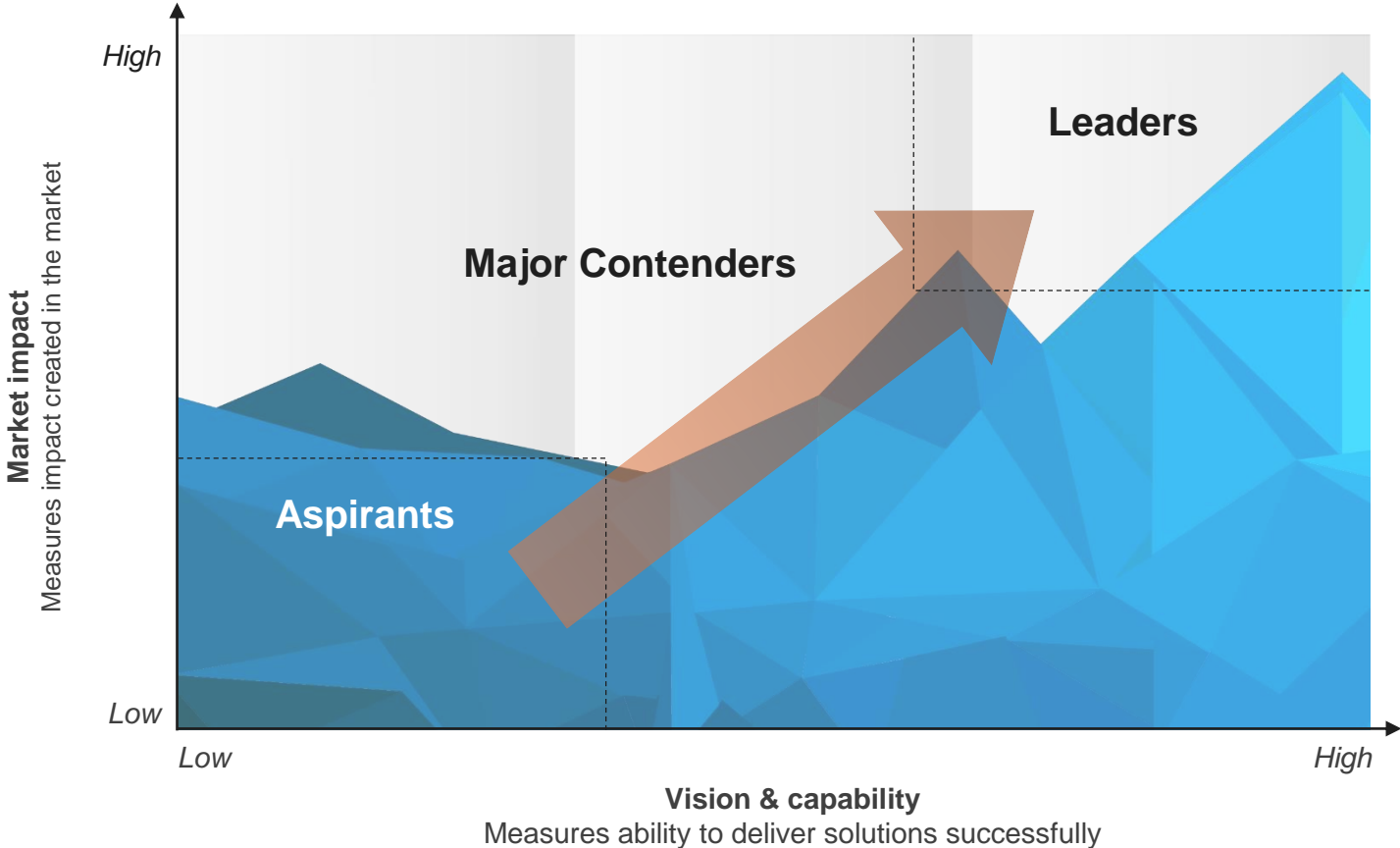
### Other remarks

- It excels in taking its digital solutions to their existing BPO clients. This is illustrated by high adoption of its solutions in North America, the United Kingdom, and Europe, and also in other geographies such as APAC, LATAM, and MEA

# Appendix

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

Everest Group PEAK Matrix

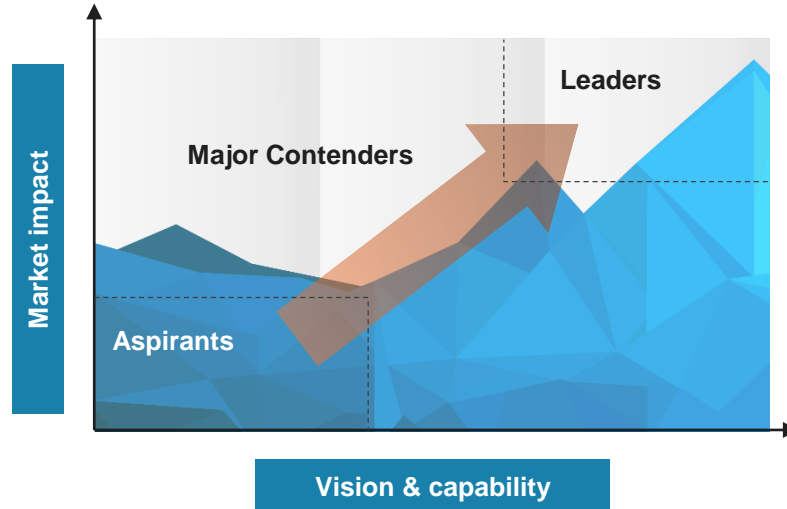




# Solutions PEAK Matrix™ evaluation dimensions

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



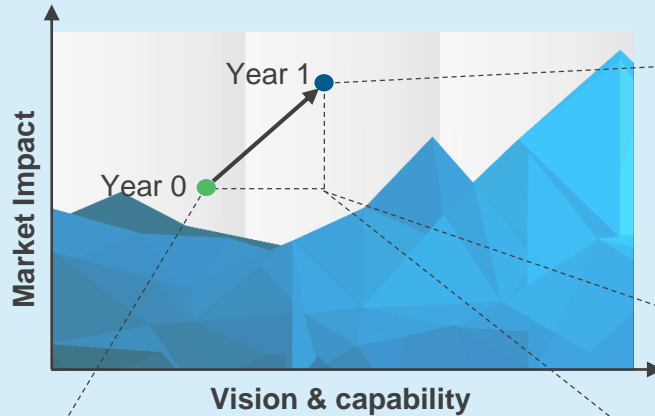
Measures ability to deliver solutions successfully. This is captured through five subdimensions

Vision and strategy	Technology capability	Services capability	Innovation and investments	Engagement and commercial model
Vision for the client and itself; future roadmap and strategy	Technical sophistication and breadth/depth across the technology suite	Effectiveness and breadth/depth of services portfolios across the services suite	Innovation and investment in the solution suite	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 service provider's performance across a number of parameters including:

- Yearly ACV/YOY revenue growth
- # of new contract signings and extensions
- Value of new contract signings
- Improvement in portfolio mix
- Improvement in value delivered

In order to assess advances on **vision and capability**, we evaluate each service 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 service providers whose improvement ranks in the top quartile and award the Star Performer rating to those service 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

**Star Performers are identified by top quartile performance improvement on the X and Y axes for each segment**

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

## **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



## 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](http://www.everestgrp.com).

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