Everest Group®

Everest Group ServiceNow Services PEAK Matrix® Assessment 2025

Focus on Wipro

December 2025

PEAK MATRIX®

Introduction

ServiceNow has emerged as a key platform for enterprise transformation, unifying workflow automation, IT and business operations, and AI-driven decision-making. Enterprises are evolving from using ServiceNow primarily for IT Service Management (ITSM) to adopting it as a strategic platform for end-to-end digital transformation across domains such as HR, customer service, and risk management. Further, the platform's expanding product suite, low-code development environment, and embedded generative AI and agentic AI capabilities are fueling widespread enterprise adoption.

As organizations pursue efficiency, agility, and experience-led transformation, they are investing in platform consolidation and AI-infused workflow automation. ServiceNow's continued investments in industry workflows, predictive intelligence, and cross-platform integration are enabling enterprises to break silos across business functions and deliver connected digital experiences.

To better cater to evolving enterprise needs, the ServiceNow partner ecosystem has become increasingly strategic, with Global System Integrators (GSIs) and specialist providers investing in differentiated value propositions. While GSIs bring scale, broad portfolio coverage, and co-innovation depth, specialist partners are gaining traction for their agility, industry focus, and IP-led accelerators that address niche enterprise needs. Providers are also prioritizing generative AI readiness assessments, domain-specific solutions, and frameworks that drive faster time to value and sustainable business outcomes.

The full report includes the profiles of the following 30 leading ServiceNow services providers featured on the [ServiceNow Services PEAK Matrix® Assessment 2025]:

- **Leaders:** Accenture, Capgemini, Cognizant, Deloitte, DXC Technology, EY, HCLTech, Infosys, TCS, and Wipro
- **Major Contenders:** Coforge, Genpact, GlideFast Consulting, IBM Consulting, Infocenter, inMorphis, INRY, a Cprime company, Kyndryl, LTIMindtree, Mphasis, NewRocket, Ondaro (formerly Cask NX), Plat4mation, Tech Mahindra, and Virtusa
- **Aspirants:** Brillio, Hexaware Technologies, Jade Global, Sysintegra, and T-Systems

Scope of this report

Geography: global

Industry: all industries

Services: ServiceNow services

Scope of the evaluation

Everest Group's scope of ServiceNow services

Consulting/Assessment services

Now platform strategy and roadmap formulation, mapping of existing technology landscape, product(s) selection, feasibility and readiness assessments, security assessment, integration strategy, Governance, Risk Management, and Compliance (GRC) assessment and roadmap, and organization change management.

Design and implementation

Requirements gathering, technical and functional design, system and process configurations, custom application development, integration, Now Platform setup, data migration, testing, deployment, cut-over and go-live, and implementation hand-off.

Management services

Help desk management, monitoring, incident management, issue resolution, emergency fixes, ongoing customizations and integrations, update support, new feature addition, minor and major usability enhancements, and product enhancements.

ServiceNow services encompass consulting, implementation, and management services for the following areas:

Included in scope

- IT workflows
- Employee workflows
- Customer workflows
- Custom applications and others

Excluded from scope

- IT infrastructure-related services
- Resale of licenses related to ServiceNow
- Activities around business process outsourcing

Scope of research – services definition

ServiceNow Services PEAK Matrix® Assessment 2025

[NOT EXHAUSTIVE]

Consulting/Advisory services

Readiness and road mapping
- Feasibility and readiness assessments
- Platform/Ecosystem strategy
- Roadmap formulation
- Mapping of existing technology/product selection
- Risk assessment and mitigation
- Integration strategy

Process transformation advisory
- Process mining/analysis
- Process redesign

Change management strategy
- User training
- Knowledge training

Governance and compliance
- Compliance assessment
- Compliance strategy development
- Security assessment
- Governance strategy development

Implementation services

Planning and design
- Requirements gathering
- Technical and functional design
- Configuration and integration design

Configuration and implementation
- Data/Workload migration
- System configurations
- Customizations
- Integrations
- Platform modernization
- Custom development

Testing and deployment
- System integration testing
- User acceptance testing
- User training and knowledge transfer
- Migration to production and go-live

Management and support services

General support
- Help desk
- Monitoring
- Incident management
- Service requests management
- Issue resolution
- Customizations, integrations, and testing

Enhancements
- Minor and major usability enhancements
- Product enhancements

Update support
- Update feasibility
- Update configuration and adoption
- Integration and testing

Patch updates and bug fixes

Emergency fixes and patch support

Exclusions

The scope of this PEAK Matrix® assessment does not include:

IT infrastructure-related services

Resale of licenses related to ServiceNow

Activities around business process outsourcing

ServiceNow services PEAK Matrix® characteristics

Leaders

Accenture, Capgemini, Cognizant, Deloitte, DXC Technology, EY, HCLTech, Infosys, TCS, and Wipro

- Leaders are characterized by their ability to successfully execute large-scale, complex, and end-to-end ServiceNow services, underpinned by their strong delivery network and robust partner ecosystem
- These providers have strong ServiceNow partnerships and have multiple validated practices, alongside multiple product line achievements. They maintain high certification ratio and leverage ServiceNow-specific acquisitions to further enhance their offerings
- Leaders have helped enterprises with their advisory capabilities to navigate transformation and have leveraged a mature suite of in-house and ServiceNow-certified solutions to accelerate time to market for their clients

Major Contenders

Coforge, Genpact, GlideFast Consulting, IBM Consulting, Infocenter, inMorphis, INRY, a Cprime company, Kyndryl, LTIMindtree, Mphasis, NewRocket, Ondaro (formerly Cask NX), Plat4mation, Tech Mahindra, and Virtusa

- These providers have built meaningful capabilities to deliver ServiceNow Services – advisory, implementation, and managed services; however, their service portfolios are not as balanced and comprehensive as those of Leaders (in terms of coverage across ServiceNow product areas, geographies, or verticals)
- These providers have good partnerships with ServiceNow and often specialize in select verticals in delivering ServiceNow-specific services. ServiceNow has often recognized them with partner awards that showcase their credibility in the ServiceNow services market
- Major Contenders are also making continued investments in building proprietary tools and solutions, as well as in scaling their talent for delivering ServiceNow services

Aspirants

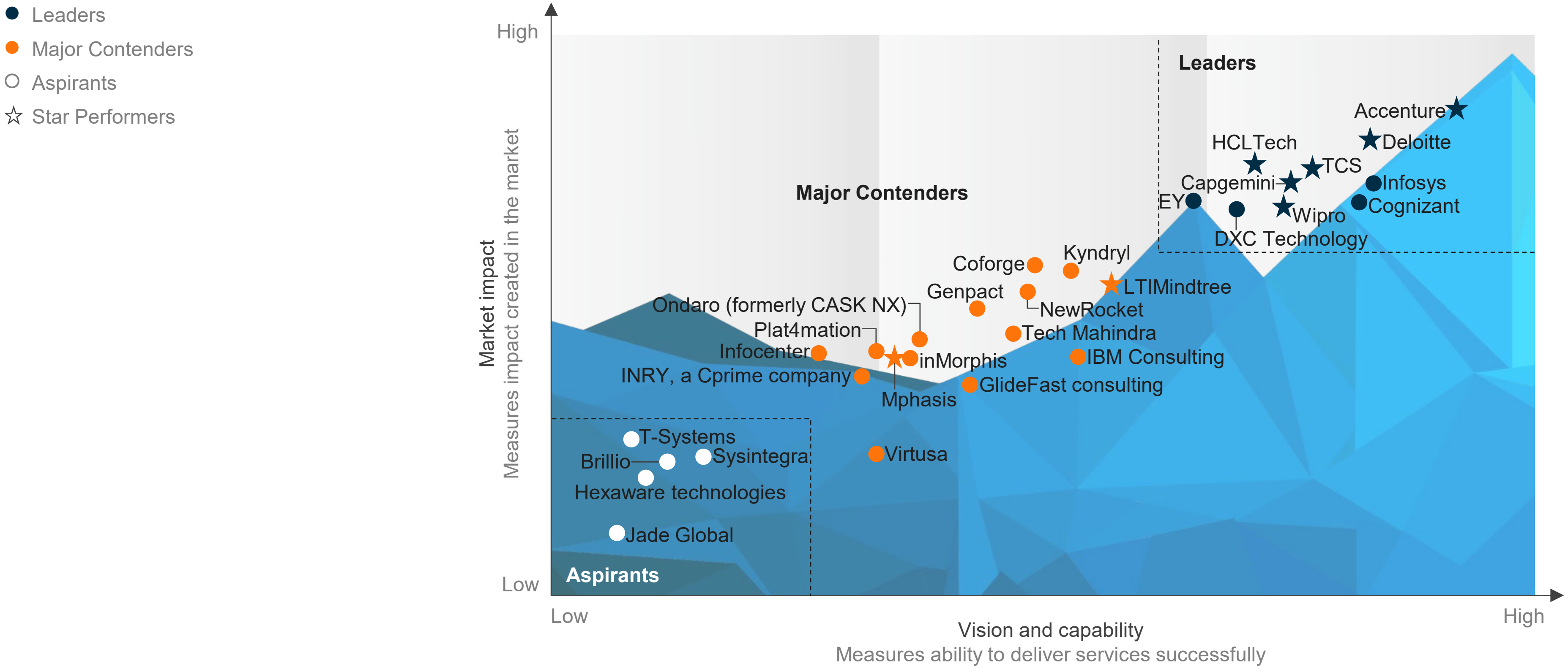
Brillio, Hexaware Technologies, Jade Global, Sysintegra, and T-Systems

- Aspirants have good proof points in enabling low- to medium-complex implementation and maintenance for ServiceNow Services, primarily for Small and Midsize Buyers (SMBs)
- Clients acknowledge their pricing and commercial flexibility as well as their engagement flexibilities
- Despite their relatively smaller size, they aim to grow faster by scaling their talent base, investing in IP and solutions, and expanding into new markets

Everest Group PEAK Matrix®

ServiceNow Services PEAK Matrix® Assessment 2025 | Wipro is positioned as a Leader and a Star Performer

Everest Group ServiceNow Services PEAK Matrix® Assessment 2025[1,2]



1 Assessment for Deloitte, EY, GlideFast Consulting, Hexaware Technologies, IBM Consulting, Infocenter, and T-Systems exclude service provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, provider public disclosures, and Everest Group's interactions with buyer
2 Analysis for Capgemini, DXC Technology, and LTIMindtree are based on partial inputs provided
Source: Everest Group (2025)

Wipro

Everest Group assessment – Leader and Star Performer

Measure of capability: Low High

Market impact				Vision and capability				
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall

Strengths

- Wipro has demonstrated strong capabilities in North America, the UK, and MEA making it a relevant partner for enterprises operating in these regions
- It has a strong focus on BFSI, manufacturing, and healthcare and life sciences, positioning it as a suitable partner for ServiceNow engagements in these sectors
- Wipro delivers across both IT and non-IT workflows, enabling enterprises to pursue enterprises-wide transformation initiatives beyond traditional technology use cases
- It has invested in ServiceNow CoEs across India, Oman, UK, and USA, supporting the development of AI-based accelerators and regional delivery capabilities
- Wipro has developed in-house tools such as AutomateOut, First Watch, Intelligent CMDB, TelcoAI 360, and Source2Pay to improve platform reliability, automate processes, and streamline procurement for its clients

Limitations

- Most of Wipro's clients are large enterprises; its ability to support small and midsized buyers, remains relatively untested
- While Wipro has strong implementation and managed services capabilities, enterprises seeking consulting-led engagements should evaluate its advisory strength further before contracting
- Its offshore-heavy delivery model may require deeper evaluation by clients seeking greater regional proximity or alignment with local working styles

Market trends

Enterprise adoption of ServiceNow is accelerating, with AI-infused workflow transformation and industry-specific investments; though talent scarcity and platform complexity remain key inhibitors to scaling adoption

Market size and growth

The total ServiceNow services market size is estimated to be US$12.5-13.5 billion for calendar year 2025, with a growth of ~11%.

Everest growth estimates the total ServiceNow services market to grow at a CAGR of 11-12% over 2025-28.

The ServiceNow services market is undergoing accelerated growth globally, driven by enterprise-wide adoption of AI-enabled workflows, expansion into industry-specific solutions and non-technology workflows, and increasing demand for outcome-based transformation across IT and business functions.

Key drivers for ServiceNow services

Drive operational agility	Enterprises are accelerating IT operations modernization to meet rising efficiency demands, with ServiceNow's ITSM module as a key enabler.
Improve productivity through workflow automation	Enterprises are replacing legacy, siloed systems with ServiceNow's unified workflow engine to drive end-to-end automation, improve productivity, and accelerate time to value across business and support functions.
Enhance customer/employee experience	ServiceNow's Customer Service Management (CSM) and Human Resource Service Delivery (HRSD) modules are enabling omnichannel customer support and employee experience transformation, powered by generative AI capabilities that reduce resolution times and personalize interactions.
Derive value through investments in emerging technology capabilities	The integration of generative AI, agentic AI, and low-code development within the Now Platform is expanding adoption beyond IT, enabling predictive, autonomous operations, and intelligent decision workflows across the enterprise.

Opportunities and challenges

Lack of ServiceNow talent	Enterprises highlight ServiceNow-specific talent as a challenge. Many have expressed difficulty in getting experts who can navigate complex business processes, understand client environments, and implement ServiceNow modules effectively.
Complexity of ServiceNow licenses	Enterprises struggle with varied license types, module requirements, and high/customized pricing, making license management complex.
Lack of new product knowledge	Rapid product evolution and limited skilled talent in new areas are hindering the adoption of newer ServiceNow offerings.
Gaps in change governance	Enterprises often tend to have low adoption rates when the processes and/or tools change without upfront communication and lack of leadership buy-in. Further, the need for a steep learning curve for ServiceNow acts as a deterrent for scaling up adoption.

Provider landscape analysis

The ServiceNow services market remains fragmented with a good mix of large global SIs and specialist providers

Market share analysis of the providers[1]

2024; Percentage of overall market of ServiceNow services

Provider revenue growth by YoY growth[1]

2023-24; increase in percentage of ServiceNow services revenue

1 Providers are listed alphabetically within each range

Key buyer considerations

Buyers are increasingly focused on partners with robust account management capabilities as well as technical and domain expertise to reduce delivery risk and accelerate time to market

Key sourcing criteria

Priority: High → Low

ServiceNow services portfolio
Buyers seek partners with end-to-end ServiceNow capabilities across modules, with industry-specific experience, supported by accelerators, frameworks, and generative AI-infused tools that drive value.

Pricing and commercial flexibility
Clients favor providers offering outcome-based models, scalable delivery, and flexible pricing structures that balance cost with value realization.

Quality of talent
Enterprises prioritize certified ServiceNow professionals with cross-domain and AI-enablement skills to ensure fast, high-quality delivery and innovation readiness.

Domain expertise
Strong industry understanding and contextualization of workflows are key differentiators, enabling providers to translate platform capabilities into tangible business outcomes.

Account management
Providers with proactive governance, transparent communication, and business-aligned engagement models are preferred. Buyers value consistent leadership attention and responsiveness throughout the life cycle.

Summary analysis

Enterprise sourcing priorities in the ServiceNow services ecosystem are evolving in line with the platform's shift toward AI-native, outcome-led transformation.

Enterprises increasingly view ServiceNow as a strategic platform for cross-functional modernization rather than mere workflow automation solution, creating demand for partners that can integrate AI, data, and domain expertise into unified transformation initiatives.

Providers that demonstrate the ability to operationalize generative AI and agentic AI within ServiceNow, create measurable business impact, and enable agile scaling across business functions are emerging as preferred partners.

Pricing innovation and flexibility and portfolio breadth have become critical, with differentiation increasingly based on a provider's ability to combine platform expertise, advisory capabilities, and AI-led delivery maturity to support enterprise transformation on ServiceNow.

Key takeaways for buyers

Enterprises are seeking partners that can go beyond implementation to deliver AI-driven transformation, platform reinvention, and measurable business value. Buyers should prioritize providers that combine ServiceNow platform depth with innovation, domain consulting, and automation-driven delivery excellence.

Shifts in provider capabilities

- Providers are pivoting from ITSM-focused delivery to enterprise-wide workflow transformation across business functions
- Focus is shifting toward AI-native delivery, with generative AI and agentic AI integrated into workflows

Differentiation across provider types

- GSIs lead in large-scale transformation and ecosystem co-innovation
- Specialist providers excel through agility, domain depth, and IP-led accelerators
- Buyers should align partner selection to transformation scale, domain complexity, and innovation needs

Key innovations

- AI-infused delivery frameworks and proprietary accelerators are driving faster, outcome-linked transformation
- Providers are expanding IP investments across deployment accelerators, industry solutions, generative AI kits, and code governance tools to enhance agility, automation, and platform intelligence within ServiceNow

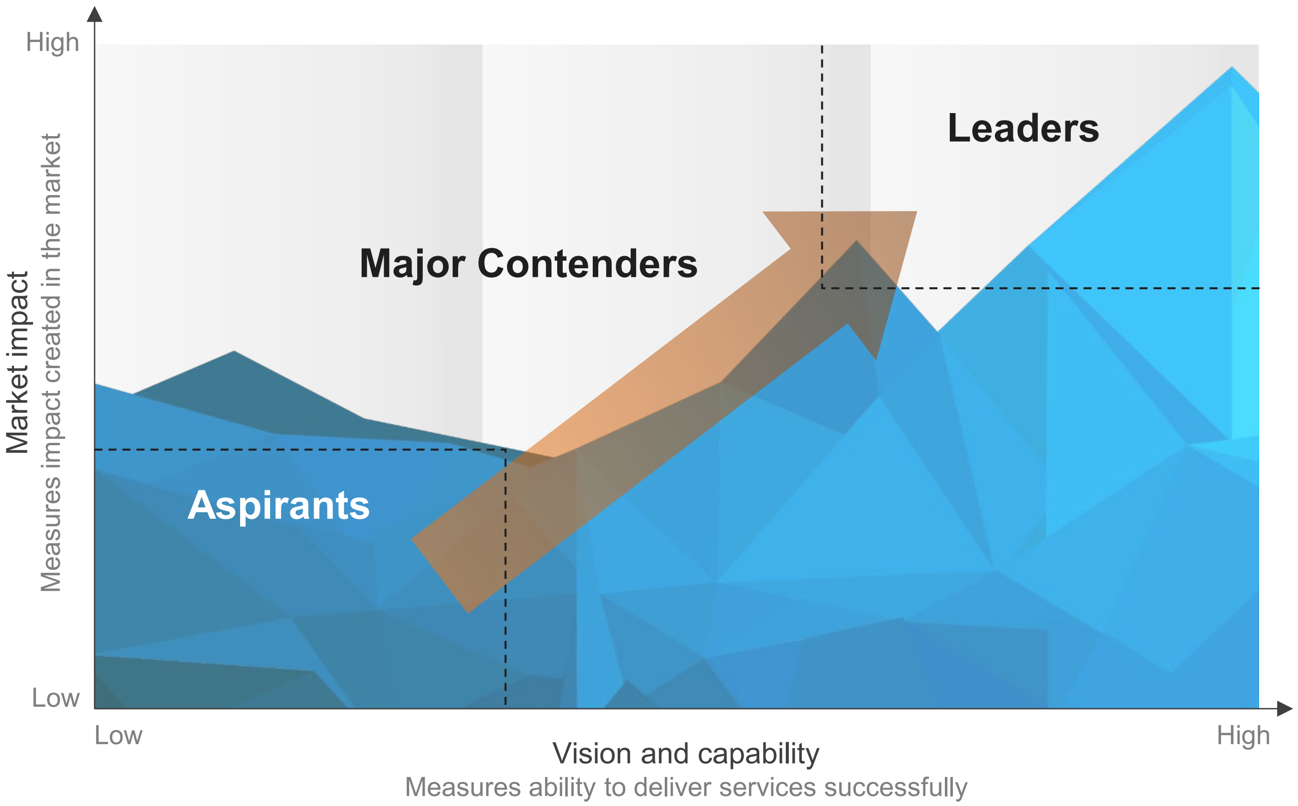
Appendix

PEAK Matrix® framework

FAQs

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

Everest Group PEAK Matrix



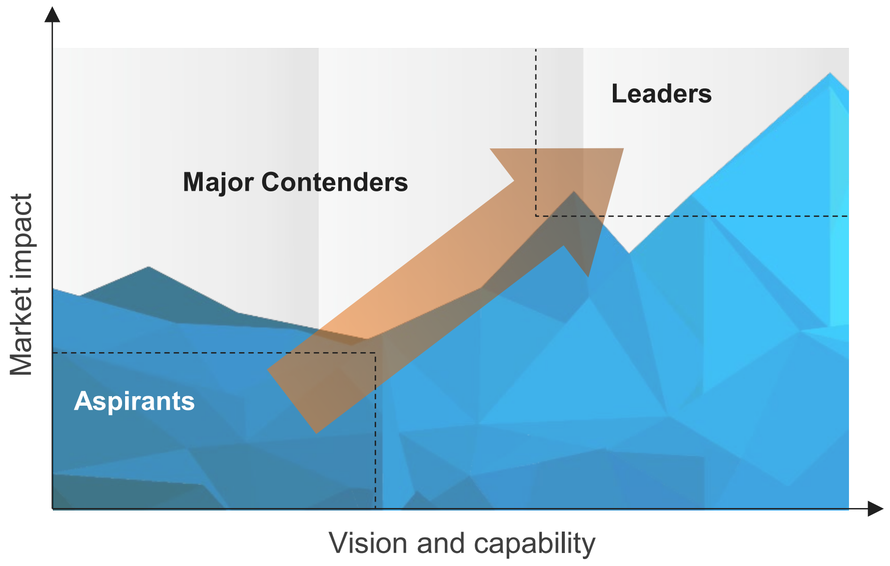
Services PEAK Matrix® evaluation dimensions

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

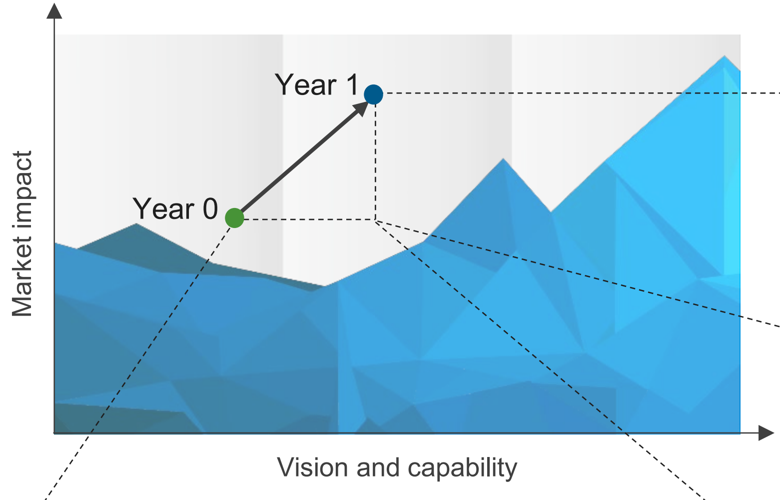
Innovation and investments
Innovation and investment in the enabling areas, e.g., technology IP, industry/domain knowledge, innovative commercial constructs, alliances, M&A, etc.

Delivery footprint
Delivery footprint and global sourcing mix

Everest Group confers the Star Performer 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
- # of new contract signings and extensions
- Value of new contract signings
- Improvement in portfolio mix
- Improvement in value delivered

In order to assess advances in **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 Performer 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

Q: Does the PEAK Matrix® assessment incorporate any subjective criteria?

A: 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.

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

A: 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.

Q: What other aspects of the PEAK Matrix assessment are relevant to buyers and providers other than the PEAK Matrix positioning?

A: 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.

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

A: 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 in included in our research reports

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

A: 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

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

A: 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.

Stay connected

Dallas (Headquarters)
info@everestgrp.com
+1-214-451-3000

Bangalore
india@everestgrp.com
+91-80-61463500

Delhi
india@everestgrp.com
+91-124-496-1000

London
unitedkingdom@everestgrp.com
+44-207-129-1318

Toronto
canada@everestgrp.com
+1-214-451-3000

Website
everestgrp.com

Blog
everestgrp.com/blog

Follow us on

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**.

Everest Group®
With you on the journey