



Everest Group PEAK Matrix[®] for Artificial Intelligence (AI) Service Provider 2022

Focus on Wipro
March 2022



Background of the research

AI has reached a critical juncture and it now moving toward mass adoption and industrialization accelerated by the pandemic. We are seeing AI adoption at a much larger scale across different enterprise segments and industries, as enterprises look to bounce back from the pandemic more resilient and disruption-proof. As a result of this push, enterprises are employing AI as a lever in the broader digital transformation to improve cost-effectiveness, increase employee productivity, manage risks, and better target customers in the digital realm. We expect this wave of AI adoption to continue as more and more businesses look to AI to overcome challenges and sustain their business growth.

This deep percolation of AI across a wide array of enterprises will become the watershed moment known for the advancing and propagation of responsible AI. Enterprises have become more customer sensitive and conscious of their AI adoption practices and are looking to ensure inclusive, fair, and bias-free adoption of AI. Hence, the demand for explainable and responsible adoption of AI is becoming important not just across regulated industries but across a wider set of industries. This is being further accelerated by the plethora of government regulations that are already in place or are expected to come in soon that will impose heavy penalties on non-compliant entities.

As this wave of AI adoption continues to mount, enterprises will increasingly seek third-party support to help them plug in capability gaps, manage complexities, and mitigate challenges pertaining to data management, talent crunch, and responsible and compliant adoption of AI. Hence, the role of IT service providers will become extremely crucial to help enterprises adopt and scale AI in a responsible and sustainable fashion.

In this research, we present an assessment and detailed profiles of 20 IT service providers featured on the [Artificial Intelligence \(AI\) Services PEAK Matrix® Assessment 2022](#). Each service provider profile provides a comprehensive picture of its service focus, key Intellectual Property (IP) / solutions, domain investments, and case studies. The assessment is based on Everest Group's annual RFI process for 2021, interactions with leading IT services providers, client reference checks, and an ongoing analysis of the digital services market.

The full report includes the profiles of the following 20 leading AI service providers featured on the AI Services PEAK Matrix:

- **Leaders:** Accenture, Capgemini, Cognizant, HCL Technologies, TCS, and Wipro
- **Major Contenders:** Atos, DXC Technology, Genpact, IBM, Infosys, Mindtree, Mphasis, NTT DATA, Sopra Steria, Tech Mahindra, Virtusa, and Zensar
- **Aspirants:** Happiest Minds and Stefanini

Scope of this report



Geography
Global



Service providers
20 leading AI service providers



Services
Artificial Intelligence services

AI Services PEAK Matrix® characteristics

Leaders:

Accenture, Capgemini, Cognizant, HCL Technologies, TCS, and Wipro

- Leaders are taking a holistic approach to AI by supporting responsible AI adoption that encompasses explainability, fairness, bias assessment, and regulatory compliances, among other parameters, by developing their own IP in terms of tools and frameworks to ensure responsible adoption of AI
- Leaders are leading the mandate for the confluence of sustainability and artificial intelligence. They are leveraging AI to activate sustainable operations within enterprises, and a few are also investing toward enabling “green AI”
- Leaders are taking a verticalized approach to the market by developing IP and offerings catering to a select group of high-growth industries for AI
- They are looking at broadening the AI horizon by working toward emerging concepts within AI such as federated learning, multi-party computing, and frugal AI
- Leaders have doubled down on partnerships to increase their market share for AI. This does not only mean strong partnerships with hyperscalers but with niche vendors in the market as well

Major Contenders:

Atos, DXC Technology, Genpact, IBM, Infosys, Mindtree, Mphasis, NTT DATA, Sopra Steria, Tech Mahindra, Virtusa, and Zensar

- Major Contenders have built meaningful capabilities to deliver AI services; however, their service portfolios are not as balanced and comprehensive as those of Leaders (either in terms of coverage across AI service segments, industries, geographies, or all)
- They are incorporating elements of explainability and bias assessment within their AI portfolios and offerings by leveraging partnerships and third-party solutions
- Major Contenders are also catching up to the train of verticalization and creating a niche for themselves by developing specialization across a chosen vertical and going deep within it
- They are investing in specific emerging concepts within AI, such as edge AI and frugal, with the application of active and transfer learning mechanisms. They need to amplify proof points showcasing their capabilities to help clients operationalize these emerging AI concepts

Aspirants:

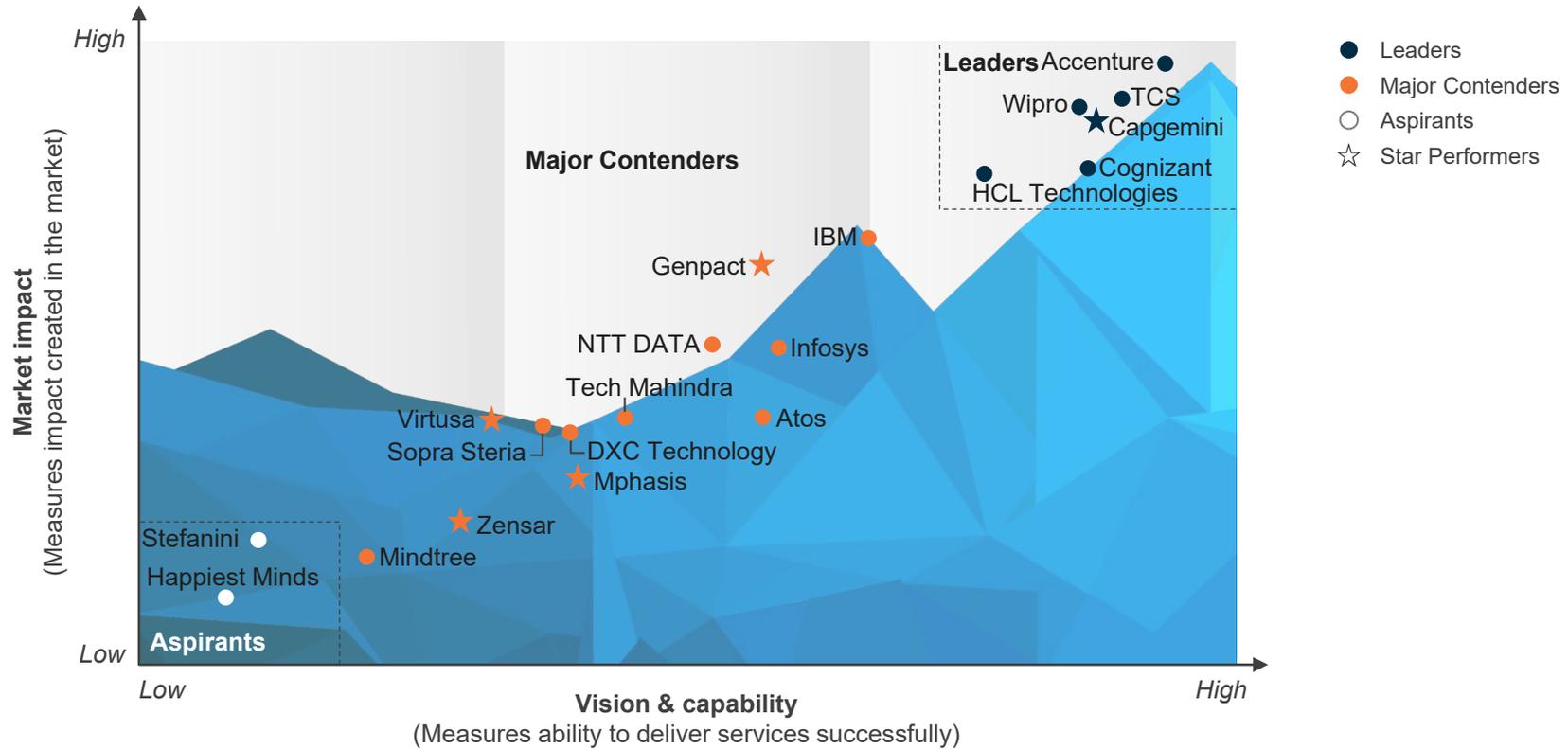
Happiest Minds and Stefanini

- Aspirants have created a niche for themselves by developing specialization in one particular domain of AI such as conversational AI or computer vision and championing it
- Following the Leaders and the demand from the market, Aspirants have started making investments to include explainability in their portfolios

Everest Group PEAK Matrix®

Artificial Intelligence (AI) Services PEAK Matrix® Assessment 2022 | Wipro positioned as a Leader

Everest Group Artificial Intelligence (AI) Services PEAK Matrix® Assessment 2022^{1,2}



1 Assessments for Atos includes partial inputs from the service provider and is based on Everest Group's estimates that leverage its proprietary data assets and service provider public disclosures.
 2 Analysis for DXC Technology, IBM, Infosys, and Tech Mahindra excludes service provider inputs on this particular study and is based on Everest Group's estimates that leverage its proprietary Transaction Intelligence (TI) database, ongoing coverage of the service provider, and public disclosures.

Confidentiality: Everest Group takes its confidentiality pledge very seriously. Any information that is contract-specific will be presented back to the industry only in an aggregated fashion.
 Source: Everest Group (2022)

Wipro | AI services profile (page 1 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 | Scope of services | Innovation & investments | Delivery footprint | Overall |
|  |  |  |  |  |  |  |  |  |

Strengths

- Wipro has established itself as a front runner in the domain of responsible AI. It has developed a mature set of offerings, including ETHICA, that encompasses an array of capabilities ranging from explainability and fairness to regulatory compliance to support enterprises in their journey of responsible AI
- Wipro has an extensive partner ecosystem and leverages a partner-centric approach to ascertain best-fit solutions for its clientele. Its partnership network includes both strong partnerships with hyperscalers and with niche AI technology providers as well
- It has taken a balanced approach to verticalization by developing solutions across both high-volume industries such as BFSI and high-growth industries such as travel and transportation
- Clients appreciate Wipro’s flexible and adaptive approach, dedicated focus on understanding customer problems, experience in defining an AI roadmap, and timely support
- Clients have also acknowledged Wipro for a well-experienced pool of AI talent, good in-house AI capabilities, and design thinking expertise, which add to the solutioning process

Limitations

- Wipro lags its peers in terms of focus on consulting capabilities, which presents an unbalanced portfolio of AI services. Clients have also expressed the need to strengthen its AI consulting capabilities to emerge as a strategic partner
- Its delivery footprint is heavily concentrated in the APAC region. It needs to expand its footprint across Europe and North America to provide a good mix of onshore and offshore capabilities as well
- Wipro should increase investments within the domain of “green AI” to make AI more sustainable, reduce its carbon footprint, and make it more cost-efficient for clients
- Clients have cited the need to enhance its competencies to ensure more effective change management across engagements
- Clients have stated that Wipro needs to engage in more end-to-end deployments that can help alleviate customer pain points

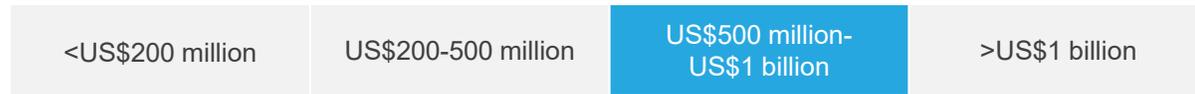
Wipro | AI services profile (page 2 of 4)

Overview

Vision

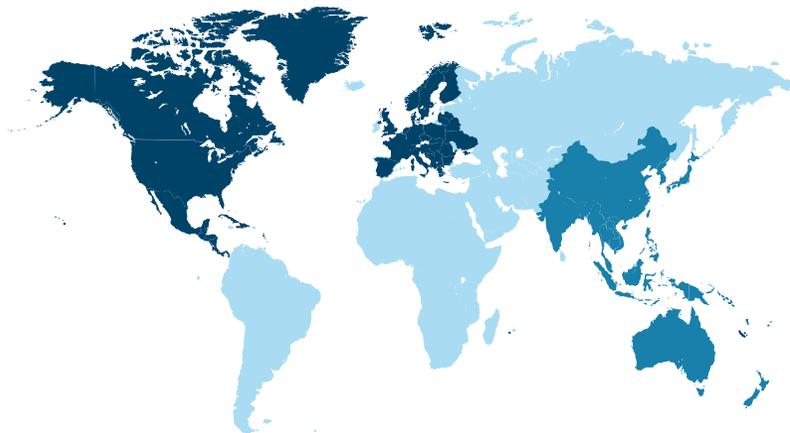
Wipro's vision is to help organizations transform into intelligent enterprises by leveraging trustworthy AI scaled across business functions, supported by actionable insights, and powered by curated data. Becoming an intelligent enterprise helps build the agility to rapidly respond to change, pivot toward the right outcomes, and guard against disruption. Wipro is working toward the growth of the AI industry by enabling wide-scale enterprise adoption, making AI more responsible and trustworthy, and leveraging it for the greater good of mankind.

Overall AI services revenue (2021)



Adoption by geography

Low (<15%) Medium (15-25%) High (>25%)



Low (<10%) Medium (10-25%) High (>25%)

Adoption by service segment



Adoption by industry



Adoption by buyer size



Wipro | AI services profile (page 3 of 4)

Case studies

Case study 1

AI-led transformation of healthcare payer operations

Client: an American for-profit managed healthcare payer

Business challenge

- The client was facing challenges of high exposure and risk due to manual processes. The provider and claims mismanagement posed several business and compliance issues
- The total cost to maintain provider directories was estimated to be >US\$2 billion annually and there was a possibility of the outdated information resulting in fines

Solution

- Implemented a KYP solution to improve provider demographic accuracy to 99% for provider contracts
- Activated first-pass automation for an improved first contact resolution to 98.5% for the group business
- Integrated an ML-based payments integrity solution to detect FWA
- Helped the client with likely denial prediction and routing of claims, thereby reducing rework and wrongful denial by 60%

Impact

- Established an AI CoE with COO sponsorship
- Delivering business impact of over US\$100 million annualized returns with AI-driven interventions in critical business processes and systems
- Saved over US\$70 million in late payment interest through the use of an accountability model, automation, and smart operations
- Achieved OPEX savings of US\$30 million in provider network management, claims processing and member servicing; there was significant -improvement in member and provider experience

Case study 2

Implemented AI-infused intelligent data platform to increase the sales

Client: a leading US distributor of plumbing and building supplies

Business challenge

The client was affected by a high number of returns of home supplies. The program embarked on a transformational journey to help the client in increasing sales via cross-selling/upselling, choosing the right marketing channel, and increasing productivity.

Solution

- Defined an advisory and strategy roadmap through Wipro's design thinking-led workshops to reimagine customer engagement and operations
- Created an AI-infused intelligent data platform with an advanced product catalog that helped to provide intelligent selection options for fittings and plumbing supplies to homeowners
- Optimized the procurement process to build a 360-degree customer view and deliver 30-60-90 days vendor supply; this helped in receiving plans for procurement and in measuring the effectiveness of the marketing campaign

Impact

- There was a 50% increase in productivity of regional quotation centers associated with using AI-infused products
- The client experienced a 20% reduction in the order to fulfillment time using advanced 30-60-90 days' supply insights
- They experienced a 20% increase in targeted email campaign click-through rates using AI-based using pertinent insights
- There was a 40% reduction in batch failure by using scalable intelligent data platform on the Azure cloud
- There was a 10% increase in the customer's e-commerce revenue by leveraging actionable insights

Wipro | AI services profile (page 4 of 4)

Offerings, partnerships, and investments

Proprietary solutions (representative list)

| Solution | Details |
|------------------|---|
| Wipro Holmes | This is a platform with a host of core capabilities in text, image, audio, and video formats. It supports a technology-agnostic end-to-end AI model life cycle covering design and runtime. It also allows enterprises the freedom of choice to build in-house AI applications through the unique Build-it Yourself Low-code feature. |
| InspectAI | An integrated platform that gathers data from drones, cameras, and crawlers, and analyzes these multi-source inputs using AI to identify anomalies related to surface conditions (corrosion, substrate, etc.), missing parts, and the detection of foreign objects. |
| ETHICA Framework | A framework that is used to establish a six-dimension assessment system to address explainability, fairness, bias, transparency, legal/audit, and human intervention. |

Partnerships (representative list)

| Partner name | Details |
|----------------------|---|
| Domino Datalab | A partnership to leverage an on-demand AI platform and solution collaboration platform. |
| Dataiku | A partnership that helps enterprises scale up and transform their AI insights and initiatives on the path to an intelligent enterprise. |
| Swinburne University | A partnership that jointly creates innovative digital solutions, products, and services in the healthcare and smart cities sectors. |

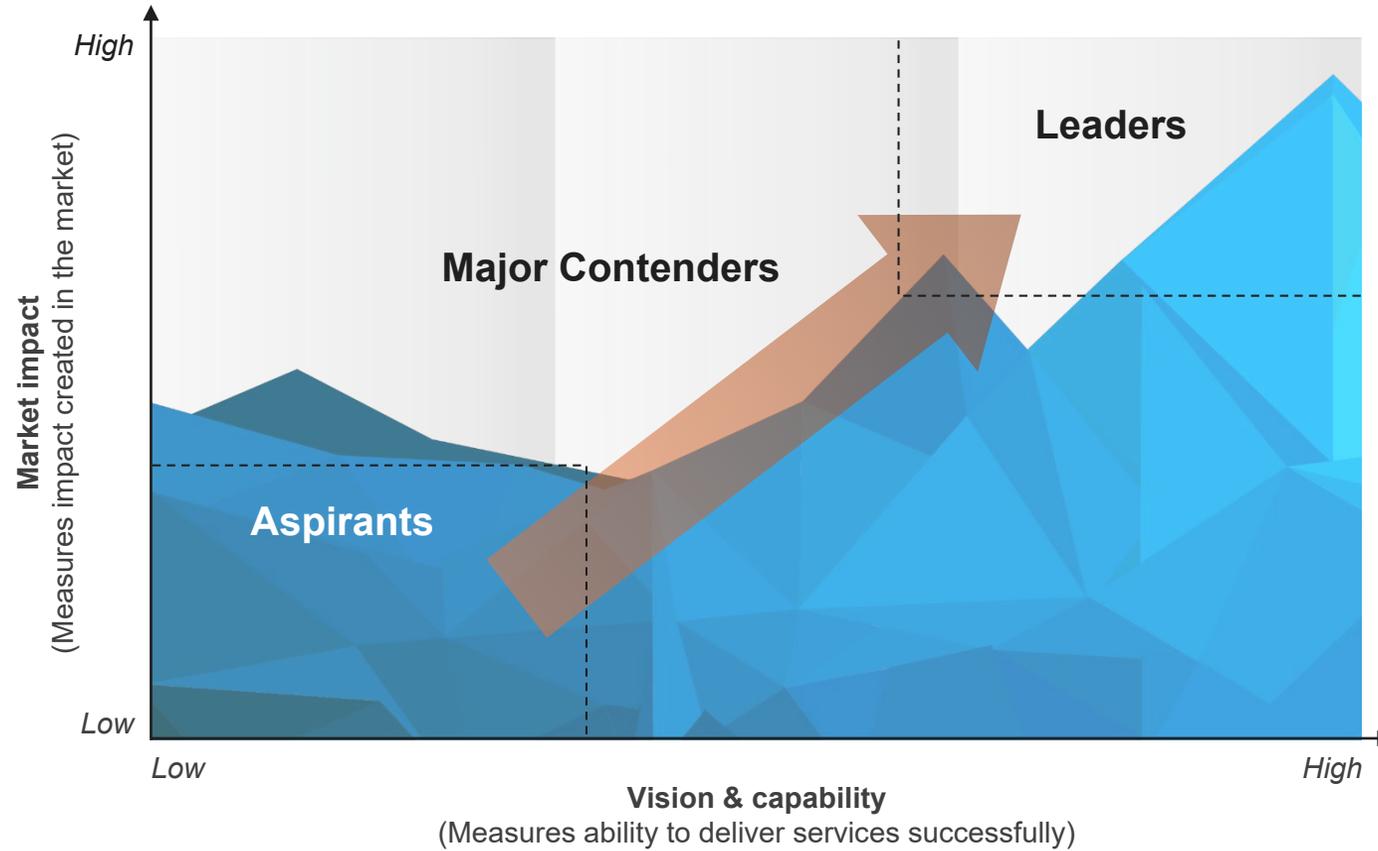
Investments (representative list)

| Investment | Details |
|----------------------------|---|
| School of Decision Science | An initiative to build data scientists, data engineers, data consultants, AI engineers, AI scientists, AI consultants, and data management workforce. |
| AI Pods | Investment to co-locate with clients for a collaborative approach to research and develop new use cases for faster problem solving and to help define a business roadmap. |
| Automyne | This acquisition will help clients to measure RoI for AI and automation engagements and also enable AI governance and digital worker insights. |

Appendix

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

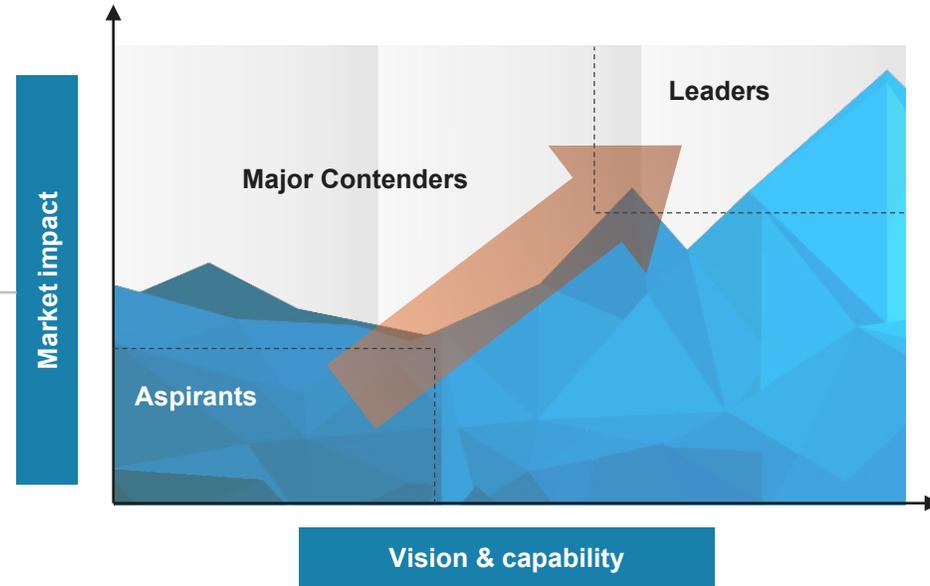
Everest Group PEAK Matrix



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



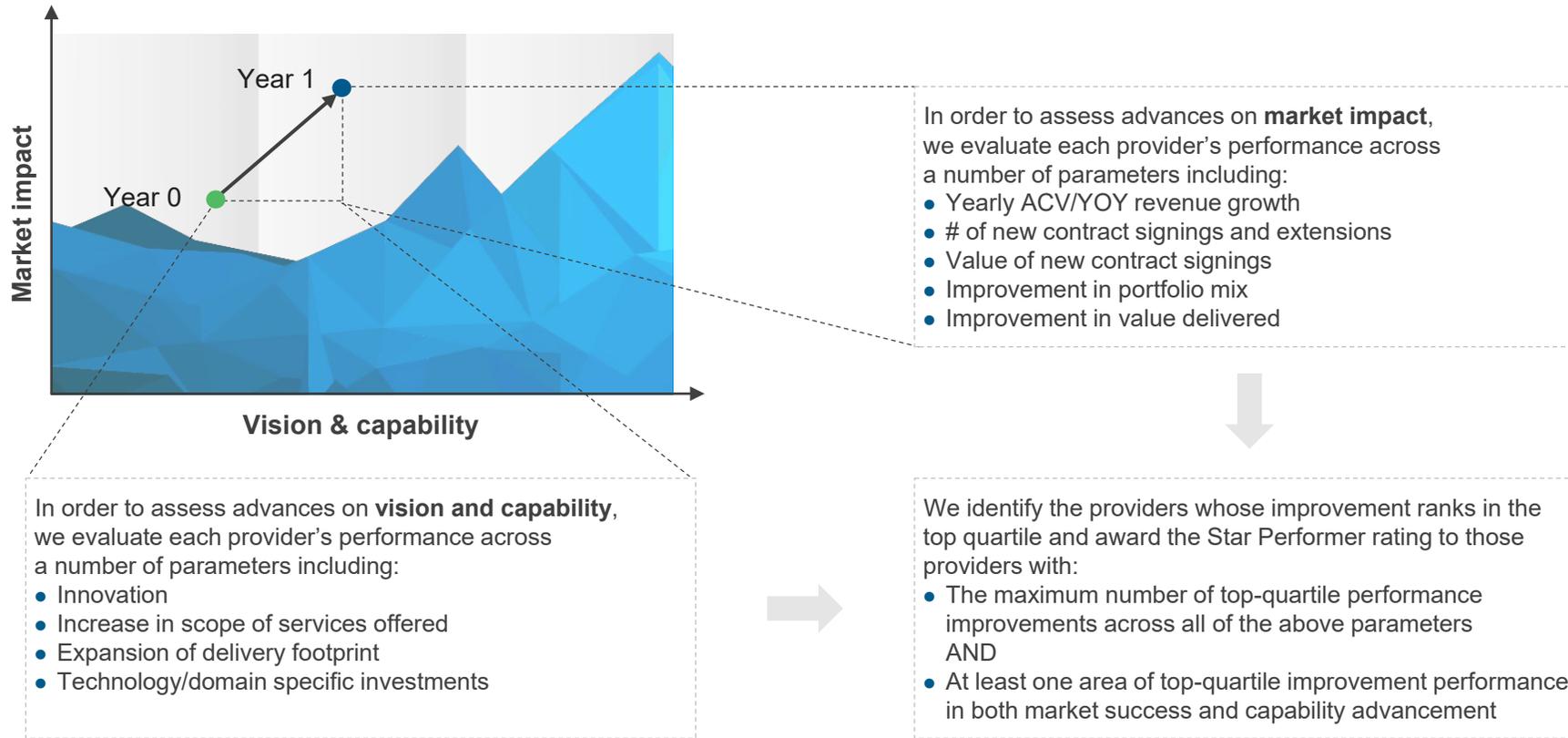
Measures ability to deliver services successfully. This is captured through four subdimensions

- 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 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 vendor 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



Everest Group is a research firm focused on strategic IT, business services, engineering services, and sourcing. Our research also covers the technologies that power those processes and functions and the related talent trends and strategies. Our clients include leading global companies, service and technology providers, and investors. Clients use our services to guide their journeys to maximize operational and financial performance, transform experiences, and realize high-impact business outcomes. Details and in-depth content are available at www.everestgrp.com.

Stay connected

Website

everestgrp.com

Social Media

-  @EverestGroup
-  @Everest Group
-  @Everest Group
-  @Everest Group

Blog

everestgrp.com/blog

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
+1-647-557-3475

This document is for informational purposes only, and it is being provided "as is" and "as available" without any warranty of any kind, including any warranties of completeness, adequacy, or fitness for a particular purpose. Everest Group is not a legal or investment adviser; the contents of this document should not be construed as legal, tax, or investment advice. This document should not be used as a substitute for consultation with professional advisors, and Everest Group disclaims liability for any actions or decisions not to act that are taken as a result of any material in this publication.