

# Everest Group PEAK Matrix<sup>®</sup> for IoT Service Providers 2020

Focus on Wipro  
April 2020

# Background of the research

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- IoT is increasingly becoming the core of an enterprise's broader digital transformation efforts. Enterprises are investing in IoT to achieve operational efficiencies, enhance customer experience, and create new revenue opportunities
- With the IoT market evolving, its adoption is moving beyond the industrial sector to consumer-facing verticals. However, mismatch in intended outcomes and difficulty in generating positive Return on Investment (ROI) continue to be major roadblocks for enterprises
- Service providers are partnering with enterprises to provide end-to-end IoT implementation services. Providers are investing in vertical-specific solutions and accelerators to add value to an enterprise's IoT implementation. Service providers are leveraging next-generation technologies such as edge computing, blockchain, and digital twins to improve functionality and experience
- In this research, we present an assessment of 18 service providers featured on the IoT services PEAK Matrix®

The assessment is based on Everest Group's annual Request For Information (RFI) process for calendar year 2019, interactions with leading IoT service providers, client reference checks, and an ongoing analysis of the IoT services market

## Scope of this report



**Services**  
IoT services



**Geography**  
Global



**Service providers:**  
18 leading IoT service providers

## This report assessed the following 18 service providers on the IoT services PEAK Matrix:

- **Leaders:** Accenture, Atos, HCL Technologies, IBM, TCS, and Wipro
- **Major Contenders:** Capgemini, Cognizant, Deloitte, DXC Technology, Infosys, LTI, NTT DATA, and Tech Mahindra
- **Aspirants:** Happiest Minds, Mphasis, Prodapt, and Zensar

# Introduction and scope

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Everest Group recently released its report titled “[Internet of Things \(IoT\) Services PEAK Matrix® Assessment 2020](#).” This report analyzes the changing dynamics of the IoT services landscape and assesses service providers across several key dimensions.

As a part of this report, Everest Group updated its classification of 18 service providers on the Everest Group PEAK Matrix® for IoT services into Leaders, Major Contenders, and Aspirants. The PEAK Matrix is a framework that provides an objective, data-driven, and comparative assessment of IoT service providers based on their absolute market success and delivery capability. Everest Group also identified 3 service providers as the “2020 IoT services Market Star Performers” based on the strongest forward movement demonstrated on the PEAK Matrix year-on-year.

Based on the analysis, **Wipro emerged as a Leader and a Star Performer** . This document focuses on **Wipro’s** IoT experience and capabilities and includes:

- Wipro’s position on the IoT services PEAK Matrix
- Detailed IoT services profile 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.

# IoT services PEAK Matrix® characteristics

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## Leaders:

Accenture, Atos, HCL Technologies, IBM, TCS, and Wipro

- Leaders have exhibited strong client orientation and the ability to carry out large-scale end-to-end transformation engagements
- Leaders have developed vertical-focused IPs by leveraging next-generation technologies such as AI and blockchain to deliver value to clients
- Innovative pricing models and co-investments with enterprises have helped Leaders develop a long-standing relationship with clients
- Leaders have invested in developing strong partnership ecosystems supplemented by select acquisitions to strengthen their capabilities and offer end-to-end solutions to clients

## Major Contenders:

Capgemini, Cognizant, Deloitte, DXC Technology, Infosys, LTI, NTT DATA, and Tech Mahindra

- Major Contenders have invested in setting up innovation hubs and technology labs, and developing talent base to ensure seamless service delivery for clients
- They have invested in developing an extensive portfolio of solutions, increasingly leveraging next-generation technology to differentiate themselves from other players
- Major Contenders are expanding their focus beyond industrial IoT to consumer-facing verticals and are leveraging their partnership ecosystem to develop vertical-specific solutions

## Aspirants:

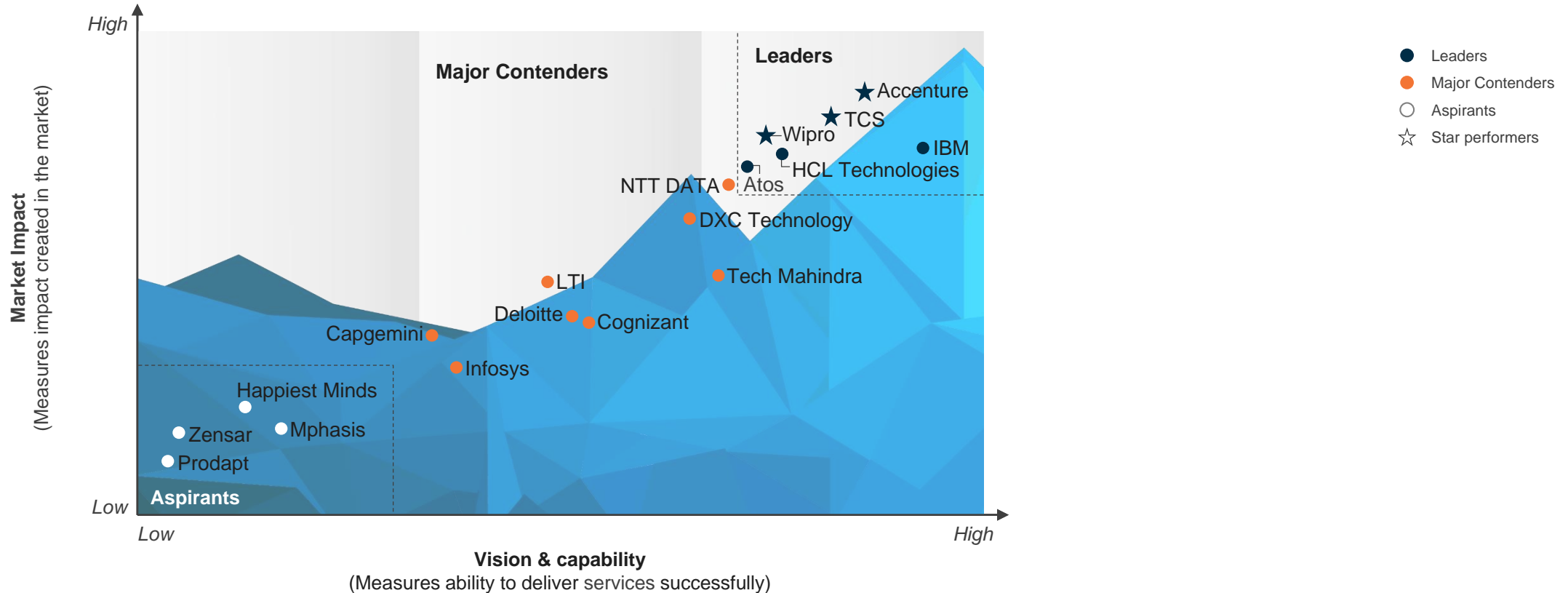
Happiest Minds, Mphasis, Prodapt, and Zensar

- Aspirants have solutions and capabilities focused on specific industries or service areas, with engagements largely centered around achieving operational efficiencies
- Aspirants need to strengthen their partnership ecosystem and invest further in IPs and solutions to provide end-to-end services to clients

# Everest Group PEAK Matrix®

## Internet of Things (IoT) Services PEAK Matrix® Assessment 2020 | Wipro positioned as Leader and Star Performer

### Everest Group Internet of Things (IoT) Services PEAK Matrix® Assessment 2020



Note 1: Assessment for Capgemini includes partial inputs from the service provider, and is based on Everest Group's estimates that leverage Everest Group's proprietary data assets, service provider public disclosures, and interaction with buyers

Note 2: Assessment for Cognizant, Deloitte, Happiest Minds, IBM, Infosys, Prodapt, Tech Mahindra, and Zensar 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, public disclosures, and interaction with buyers

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

Source: Everest Group (2020)

## Overview

**Vision:** Wipro envisions a connected IoT roadmap for its clients, wherein it aims to leverage its IoT capabilities to derive genuine value for realizing client's business outcomes. It leverages its vertical domain expertise along with end-to-end capabilities to create business transformation in a hyper-connected world.

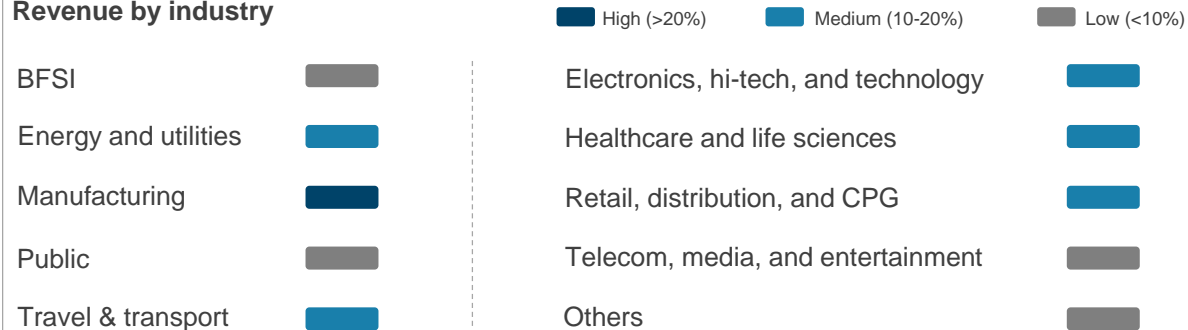
### Strengths

- Wipro's strong engineering capabilities and extensive partnership ecosystem help to provide end-to-end IoT services to clients
- Availability of experienced resources and the ability to scale up resources rapidly for engagements in reasonable time period is appreciated by clients
- Wipro leverages next-generation technologies such as edge computing and blockchain to augment its solutions

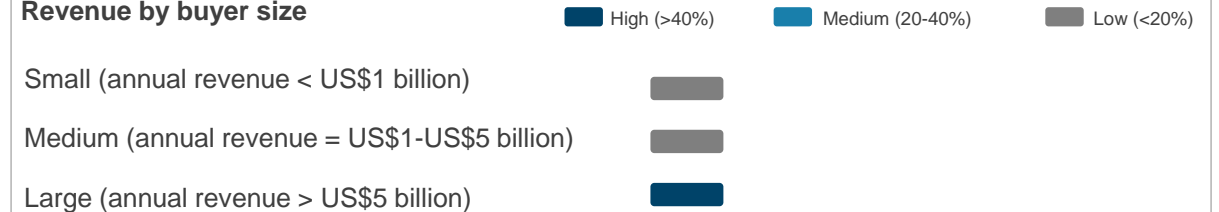
### Areas of improvement

- Wipro takes a strong technology-led approach; however, it should also further enhance its consulting capabilities and be more proactive in guiding clients through their change management journey
- Wipro can further enhance its project execution capabilities to ensure greater consistency in delivery
- Wipro should explore innovative commercial constructs such as outcome-based pricing to drive greater customer confidence

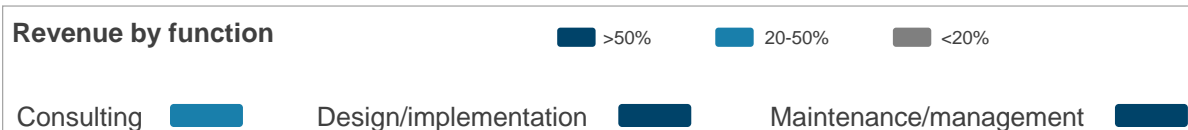
### Revenue by industry



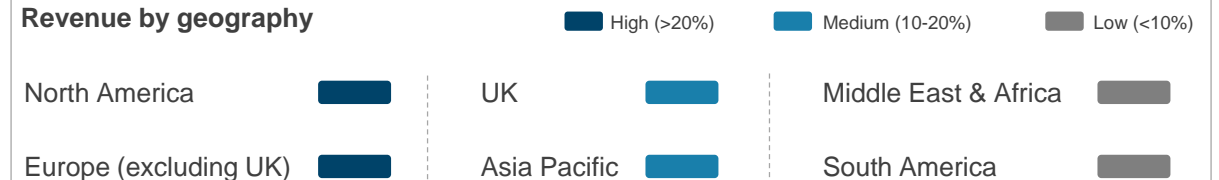
### Revenue by buyer size



### Revenue by function



### Revenue by geography



**Scope of services:** Wipro's IoT framework delivers outcomes such as generating new revenue streams, driving productivity, and enabling competitive differentiation. The framework comprises solutions and services across six critical areas – IoT consulting, IoT platform and application build, solution lead opportunities, IoT security, IoT testing, and IoT analytics. The overall solution approach is customer business-centric, using Wipro's proprietary tools such as Wipro smart i-Connect™, partner platforms and products, start-up ecosystems, and technology and domain leadership.

Case study 1	
Provisioned IoT platform design, setup, configuration, implementation, and integration	
Client	A large Australian water corporation
Business challenge	The client needed to set up a digital information platform to connect asset planners, network operators, and customers with useful insights created from live data. It also wanted to enable an IoT and analytics platform, based on Microsoft Azure services, for the integration and analysis of data from devices such as digital meters, sensors, and SCADA systems
Solution	Wipro managed the field devices indirectly via Telco's IoT platform. It provided IoT platform design, setup, configuration, implementation, and integration with organization enterprise apps along with domain consulting, IoT solution architecture design, and overlay. Acquired data by integrating with Telco IoT platform, processing, and storing on the cloud and analyzed processed and stored data for detecting network leakage hotspots and notifying service team personnel
Impact	<ul style="list-style-type: none"> <li>• This enabled real-time visibility of water and sewer network, improved asset management, and reduced infrastructure and operational costs</li> <li>• It also improved the security of water supply by reducing wastage by detecting network leakages quickly and resolving them. Hence, the client was able to conserve water, ensuring adequate supply for the society</li> </ul>

Case study 2	
Set up live monitoring of various data parameters such as temperature, humidity, and location (GPS)	
Client	A global specialty biopharmaceutical company
Business challenge	The client wanted to maintain the integrity of the consignment as per the specified temperature range. It wanted a fool-proof delivery schedule of time-sensitive shipment to avoid the product reaching the destination in unusable condition. It also wanted to reduce its financial loss and avert delay in delivery for healthcare providers and patients
Solution	Wipro provided live monitoring of data parameters on temperature, humidity, and location (GPS), captured in near real-time or at specified intervals. It used smart contracts for information capture such as shipment details, associated documents, and transactions in a private blockchain for transparent data access for all stakeholders
Impact	<ul style="list-style-type: none"> <li>• This increased patient safety, prevented product wastage due to cold chain break, and preserved brand reputation</li> <li>• The client was able to keep a tab on the delivery schedule of time-sensitive shipments and made sure that the product was in good condition. This also led to reduction in financial losses</li> </ul>

# Wipro | IoT services (page 3 of 3)

## Solutions, partnerships, and investments

### IoT services proprietary solutions (representative list)

Proprietary solutions	Details
CBM – PAM	It is a predictive maintenance solution for different types of industrial assets to increase machine uptime and availability
Asset track and trace	It is an IoT-based solution to track different types of indoor and outdoor assets
Smart and secure cold chain platform	It is an IoT- and blockchain-based solution to monitor temperature-susceptible cargo during transit
Wipro AutoInsights™	It is a connected car platform that uses telematics devices to continuously read data from connected cars and uses sophisticated analytics to offer a wide range of benefits to fleet owners and passengers

### IoT services partnerships (representative list)

Partner name	Details
AWS	Partnered to leverage AWS IoT Services, including Greengrass, to set a new standard for cloud solutions expertise for large organizations worldwide to advance their mission-critical business processes
GE	Partnered to develop joint solution for airside asset management in smart ports (air, nautical, etc.) and the mining industry
HP, Dell Technologies, Cisco, and Analog Devices	Partnered to develop joint solution for the connected worker space and oil and gas sector
PTC	Partnered to leverage PTC ThingWorx, an IoT product suite, and to develop joint solution across the PTC stack focused on digital twin and thread

### IoT services investments (representative list)

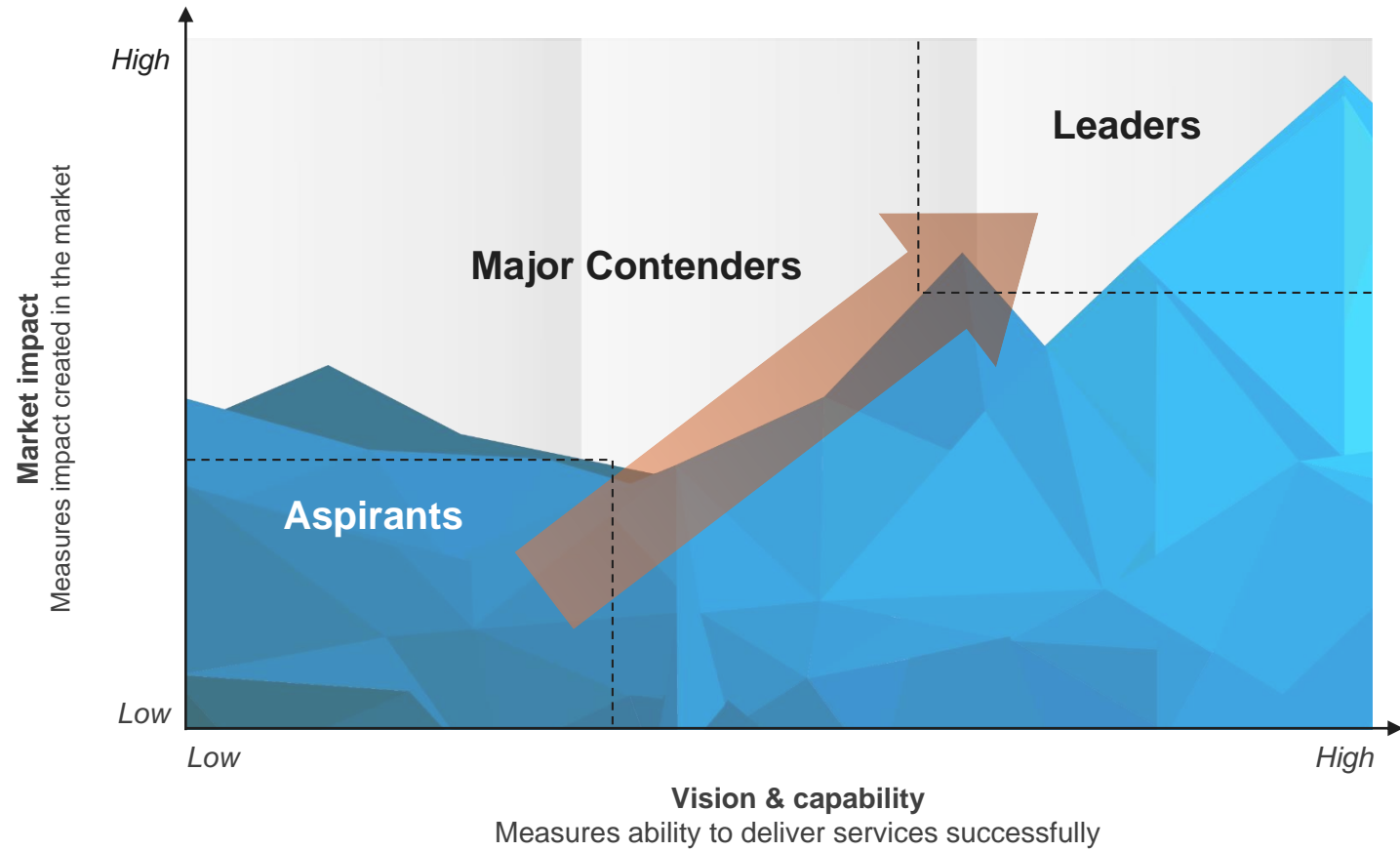
Investments	Details
Acquisition	Acquired Designit, Cooper, and Appirio to lead the business transformation industry enabled through IoT
Top coder	Invested in Top Coder (crowdsourcing company) and leverages the large pool of experts and specialists as a virtual workforce globally available to accelerate development
Lab/CoEs	Invested in multiple labs for different functions such as IoT consulting, IoT testing, and developing of domain-specific solutions

# Appendix

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



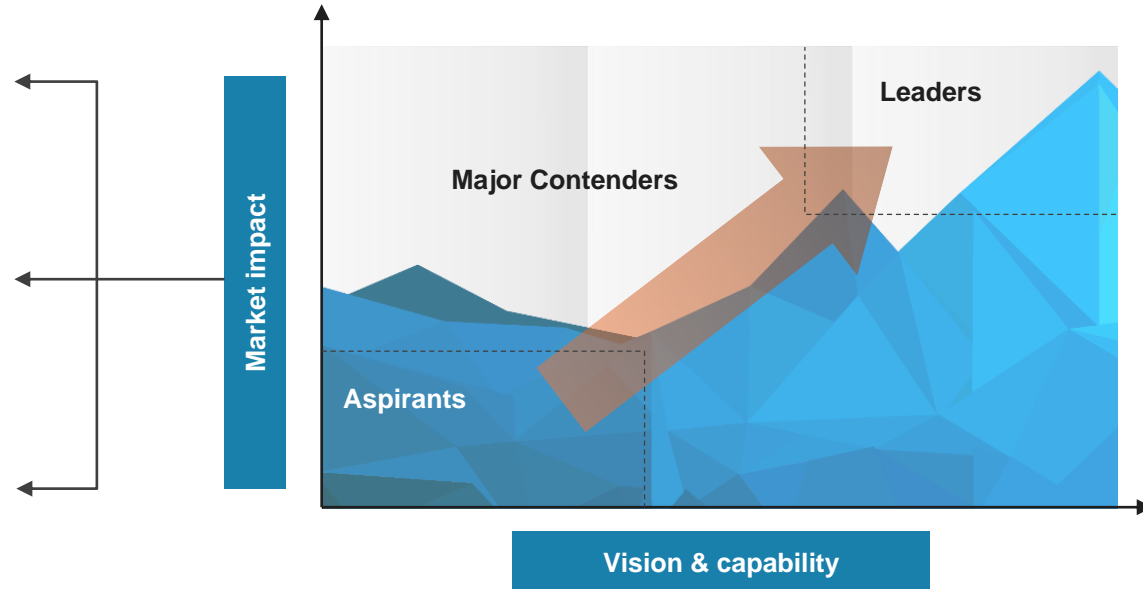
Everest Group PEAK Matrix



# Services PEAK Matrix® evaluation dimensions

Measures impact created in the market – captured through three subdimensions

- Market adoption**  
No. of clients, revenue base, and YOY growth, deal value/volume
- Portfolio mix**  
Diversity of client/revenue base across geos and type of engagements
- Value delivered**  
Value delivered to the client based on customer feedback and transformational impact



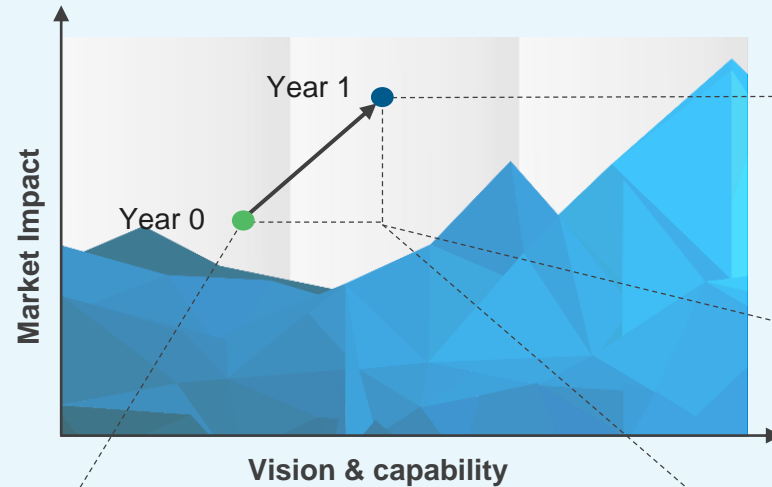
Measures ability to deliver services successfully. This is captured through four subdimensions

- 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 sub-segments / 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



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

*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.*

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## **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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