

# Everest Group PEAK Matrix® for Application Transformation Service Providers 2021

**Focus on Wipro**  
August 2021



## Background of the research

Application transformation is an on-going and continuous process where the application’s environment and its features constantly evolve based on the changing business needs and advancements in technologies. To compete in the digital world, enterprises are not only looking to shed yesterday’s applications with flexible and modular cloud-based applications, but also to reimagine their processes to align with their cloud-first strategy.

In this research, we present an assessment and detailed profiles of 29 application transformation service providers featured on the application transformation services PEAK Matrix®. Each service provider profile captures 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 the calendar year 2021, interactions with leading application transformation services providers, client reference checks, and an ongoing analysis of the application transformation services market.

**This report includes the profiles of the following 29 leading application transformation service providers featured on the application transformation services PEAK Matrix®:**

- **Leaders:** Accenture, Cognizant, HCL Technologies, IBM, Infosys, TCS, and Wipro
- **Major Contenders:** Aspire Systems, Atos, Brillio, Capgemini, Deloitte, DXC Technology, LTI, Mindtree, Mphasis, NTT DATA, Softtek, Sopra Steria, Stefanini, Tech Mahindra, UST, and Virtusa
- **Aspirants:** Cybage, Damco Solutions, Datamatics, GAVS, Jade Global, and Value Labs

### Scope of this report:



**Geography**  
Global



**Service providers**  
29 leading application transformation service providers



**Services**  
Application transformation services

## Application transformation services PEAK Matrix® characteristics

### Leaders:

Accenture, Cognizant, HCL Technologies, IBM, Infosys, TCS, and Wipro

- Leaders have exhibited strong client orientation and have helped their clients in the transformation of complex business-critical applications to achieve faster time-to-value and enhanced user experience
- They have made significant investments in building IPs and partnerships to accelerate the application transformation process and deliver custom solutions to clients
- While Leaders are delivering enhanced business value, they can further fine-tune certain aspects of their application service delivery such as price and solution flexibility

### Major Contenders:

Aspire Systems, Atos, Brillio, Capgemini, Deloitte, DXC Technology, LTI, Mindtree, Mphasis, NTT DATA, Softtek, Sopra Steria, Stefanini, Tech Mahindra, UST, and Virtusa

- Major Contenders have exhibited a high degree of responsiveness to client requirements and have supported clients in building strategy and prospective business cases
- They have been able to transform sophisticated applications and are extensively leveraging partnership network to fill capability gaps
- Major contenders need to develop proof points to demonstrate capabilities to develop complex and critical applications leveraging next-generation technology

### Aspirants:

Cybage, Damco Solutions, Datamatics, GAVS, Jade Global, and Value Labs

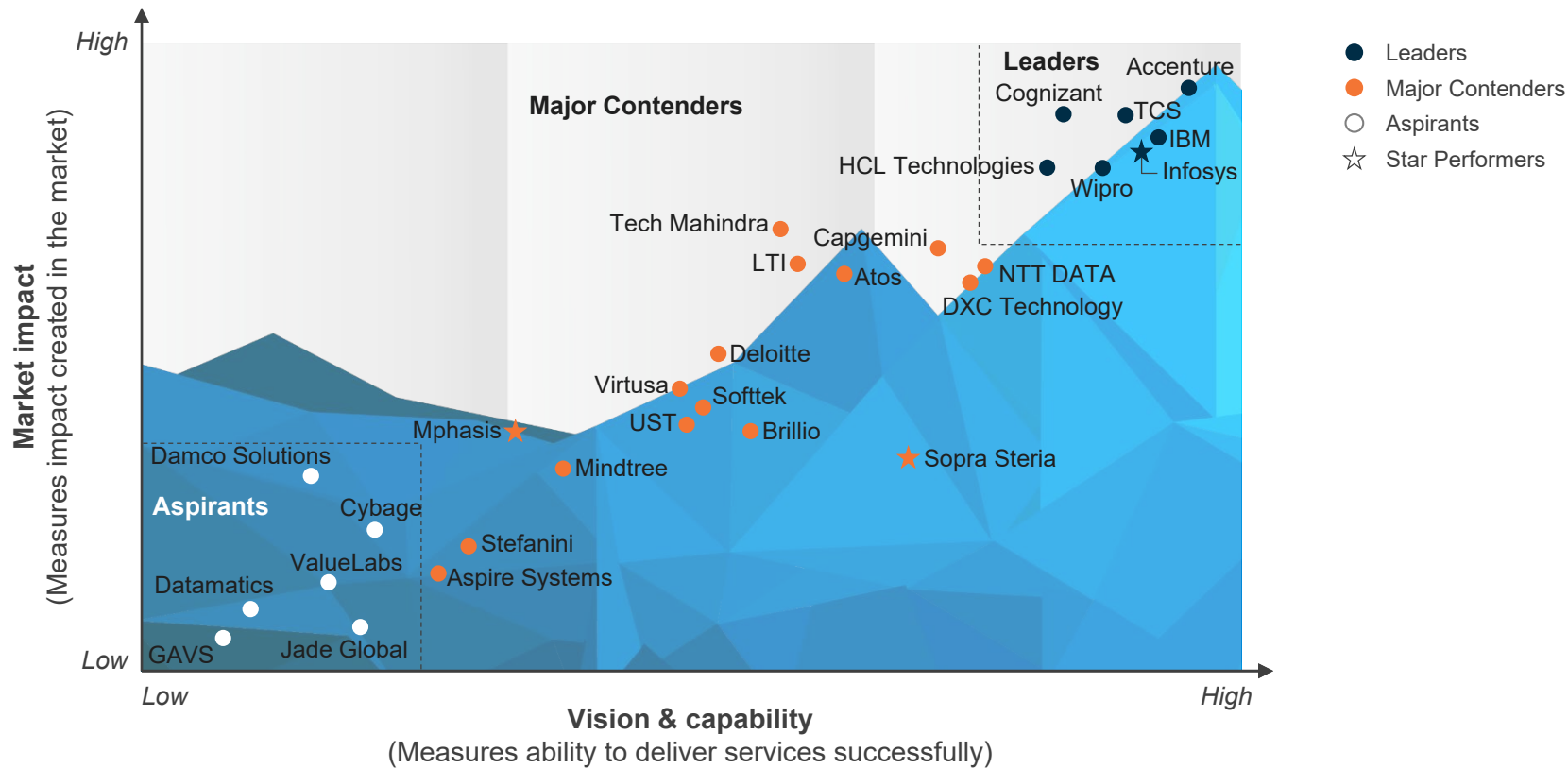
- Aspirants are either focused on a region(s) or vertical(s), or currently have relatively small application transformation practice
- While they are limited by scale to cater to the requirements of large global players, they have been collaborating with clients and other service providers to drive innovation and value through their niche capabilities
- Aspirants need to invest in developing IPs and partnerships to enhance their service offering

# Everest Group PEAK Matrix®

## Application Transformation Services PEAK Matrix® Assessment 2021 | Wipro positioned as Leader



Everest Group Application Transformation Services PEAK Matrix® Assessment 2021<sup>1,2,3</sup>



<sup>1</sup> The source of all content is Everest Group unless otherwise specified that leverage its proprietary data assets, service provider public disclosures, and interaction with buyers

<sup>2</sup> Assessment for Atos, Capgemini, and Deloitte excludes service providers' inputs on this particular study and is based on Everest Group's estimates










<sup>3</sup> Assessment for ValueLabs includes partial inputs from the service provider, and is based on Everest Group's estimates that leverage its proprietary data assets, service provider public disclosures, and interaction with buyers

Source: Everest Group (2021)

# Wipro | application transformation 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 offered	Innovation and investments	Delivery footprint	Overall
								

### Strengths

- Investments in crowdsourcing and remote agile initiatives helped Wipro stand differentiated, with better talent readiness and access to a wider pool of resources
- Wipro has built strong suite of application transformation-focused solutions leveraging its partnerships with leading technology and cloud vendors
- Its verticalized and contextual solutions are well appreciated by clients
- Wipro has enhanced its capabilities in design, product engineering, and UI/UX-driven transformation through focused acquisitions
- Client management and flexible pricing models are cited as some of the key strengths by Wipro’s clients

### Limitations

- Wipro’s solutions are suited for radical transformations, but does not resonate well with mid- and small-segment clients needing incremental modernization
- It needs to further enhance its talent management practices to provide consistent talent in application transformation programs
- Clients have expressed the need for Wipro to be more proactive in cost-cutting initiatives in application transformation engagements

# Wipro | application transformation services profile (page 2 of 4)

## Overview

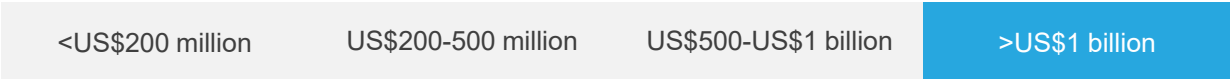
### Vision

Wipro's vision is to enable its clients to build adaptive, resilient, and thriving enterprises through an offering portfolio across application transformations services with focus on business solutions, cloud, digital and technologies and innovation along with focus on assets, architects and alliances. It aims to be a trusted partner to its clients in their application transformation journey and enable them to become an industry leader.

### Scope of services

Wipro's Application Transformation service provides end-to-end offering, from strategy definition to projects execution. Its cloud first approach takes a holistic approach across - business, IT, people and processes to deliver digital transformation

### Application transformation services revenue

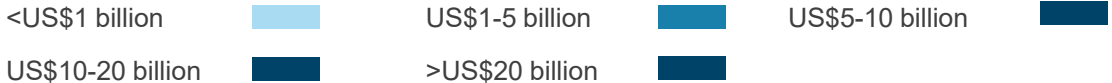


High (>20%) Medium (10-20%) Low (<10%)

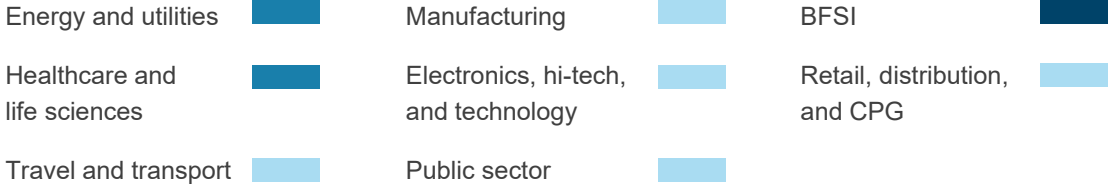
### Adoption by function



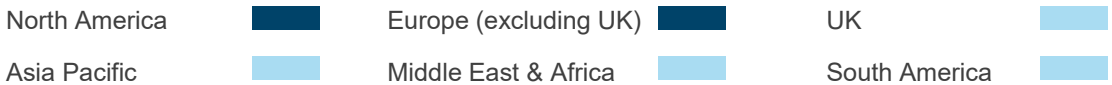
### Revenue by buyer size



### Adoption by industry



### Revenue by geography



# Wipro | application transformation services profile (page 3 of 4)

## Offerings

Proprietary solutions for application transformation (representative list)	
Solution name	Details
Cloud studio	Enables customers to reimagine their cloud-led transformation through a highly automated and industrialized approach. Built on a shared services model, Wipro claims the solution to deliver five times faster cloud adoption, 30% cost reduction, and three times faster business acceptances
Wipro modernIZ	modernIZ platform offers an array of leading market products and in-built accelerators in modernization for all application layers
Wipro digital rig	Digital Rig enables enterprises to build a federated and composable DevOps platform using tools and capabilities already available. It enables day-zero productivity, with self-service and blueprint capabilities that bring velocity to all engineering activities
Wipro devNXT	devNXT is an AI-driven platform that democratizes engineering by bringing assets and capabilities together, allowing enterprises to conceive and launch disruptive solutions with just a few clicks. It improves productivity by 40% and reduces effort by 30%

Application transformation services partnerships (representative list)	
Partner name	Details
AWS	It is a premier consulting partner and first GSI partner for EMR Migration. Wipro recently achieved the AWS Mainframe Migration competency status and launched the AWS Launchpad in Sydney to offer in house technical expertise for Australian businesses
Azure	It is an elite partner for Microsoft on Azure IoT. It has won the 2020 Microsoft Partner of the Year award for application innovation and data estate modernization. Wipro is a Microsoft Gold Competency Partner
SAP	It is a Global Strategic Services Partner - highest level of partnership for SIs
GCP	Wipro is a Google Cloud Premier Partner with specializations in Work Transformation - Enterprise, Security, Cloud Migration & expertise in SAP on Cloud. Wipro, in partnership with Google, has setup Google Innovation Arena to showcase the possibilities of the Google Cloud experience. Wipro recently achieved Google Cloud Partner Specialization in Application Development

Application transformation services investments (representative list)	
Investment name	Details
Joint investments with partners	Triangulation initiatives (Wipro, hyperscaler & partner tools) for delivering complex transformations done through integrated toolsets comprising Wipro & partner IPs. Created Hyperscaler Studios such as AWS Launch Pads, Google Innovation Arena, Azure Studio, and IBM Novus Lounge
Big Bet Cloud investments	Investments in one-stop marketplace helping customers to assess, strategize, and move to Cloud that include lift and shift, refactor, replatform, cloud-native, and DevOps with a highly automated and industrialized approach
Investments in Ventures and Acquisitions	US\$150 million fund II to invest in early to mid-stage companies for building innovative enterprise software solutions across key technology areas, including cybersecurity, application development, analytics, cloud infrastructure, test automation, and AI

# Wipro | application transformation services profile (page 4 of 4)

## Case studies

Distribution across predominant methodology used to transform the application

Low (<10%) Medium (10-20%) High (>20%)



Case study 1

**Touchless order and dynamic fulfillment for a leading footwear manufacturing company**

**Client:** Footwear manufacturing company

**Business challenge**

- Manual order management processes were posing a great challenge in managing shipment and tracking products, leading to high-cost distribution
- Complex and labor-intensive order process, fragmented information flows, and siloed data handling.

**Solution**

- Product evaluation and selection for the client’s enterprise workflow platform
- Wipro facilitated their Pega fitment analysis and Pega upgrade strategy creation and implementation
- Deployed a touchless order management solution, which simplified the ordering process significantly
- Optimized and automated order processing and in-transit order management
- Touchless order and exception management program expansion plan across multiple divisions and Europe and APAC regions.

**Impact**

- Achieved 91.5% touchless orders
- Over 99% reduction in manual order entry efforts
- Over 33.3% reduction in order processing time and 99% reduction in processing errors

Case study 2

**Helping a leading financial services company adopt multi cloud strategy to standardize tech and improve time to market**

**Client:** Leading financial services

**Business challenge**

- Lack of standardization across lines of business
- Pace of public cloud adoption constrained by stringent regulations
- Dependency on single cloud vendor and significant license, support, and operational overheads
- Huge backlog of applications (2,000+) waiting for transformation. Lift & Shift of application leading to rework during the BAU stage

**Solution**

- Adopted multi-cloud strategy leading to “best in class” hosting of workloads and reduced business risk with no vendor lock-in
- Created private cloud services delivered through hybrid cloud Target Op Model.
- Application migration through pattern-based decision framework supporting multiple cloud providers
- Standardized the DevOps environment for traditional and cloud native application architectures
- Use “fresh build” approach with prioritized roadmap to migrate 450 apps to the Azure stack private cloud

**Impact**

- More than 30% reduction in migration backlog within seven months
- About 27% reduced cost of test environment hosting
- Mutable infrastructure through fresh build architecture

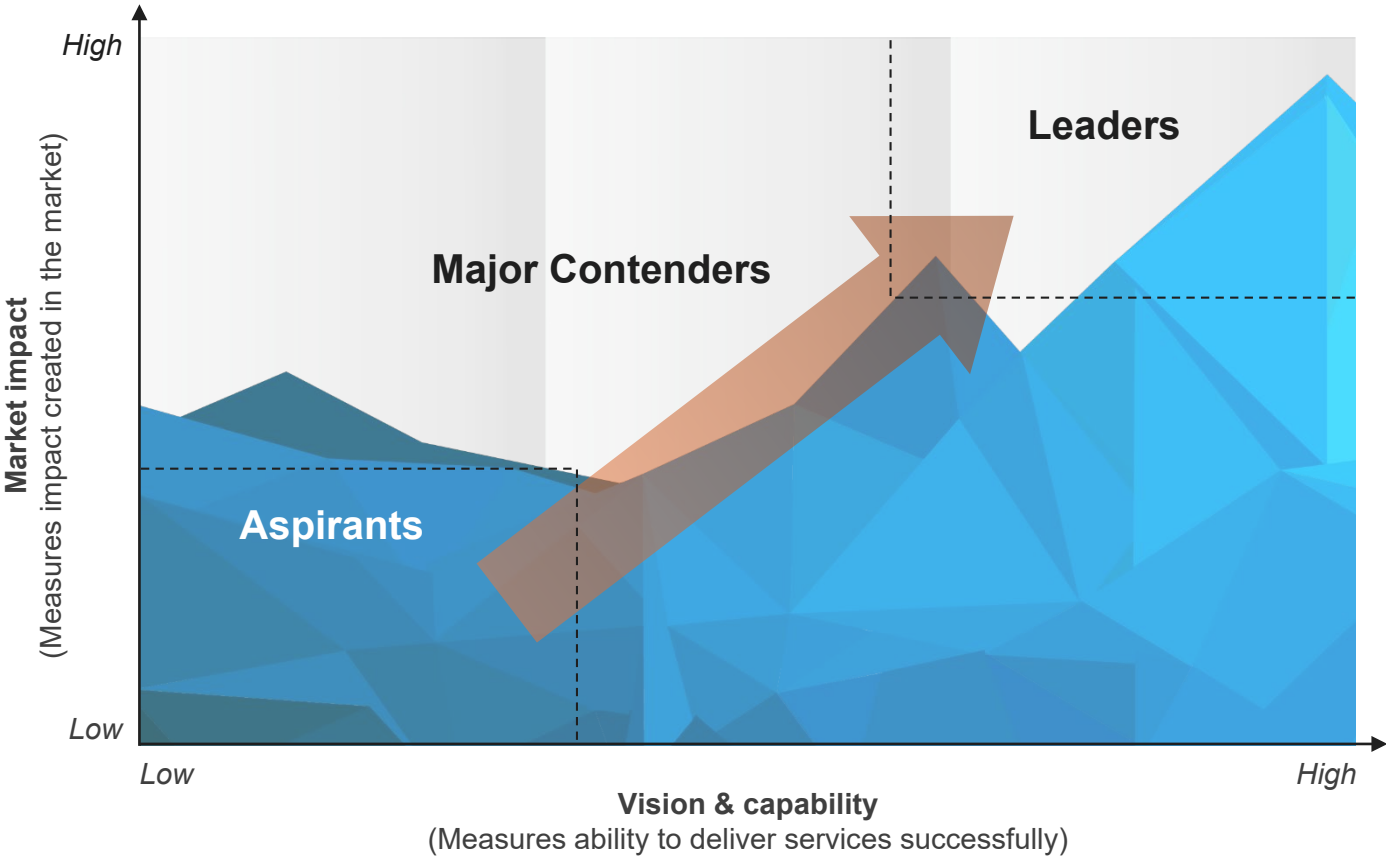


# Appendix

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

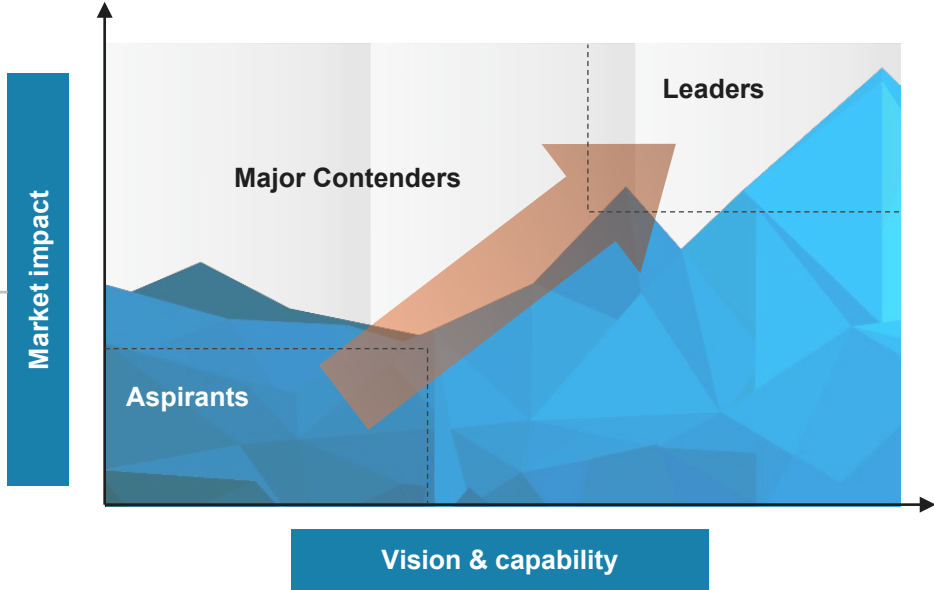
Number of clients, revenue base, YOY growth, and deal value/volume

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.

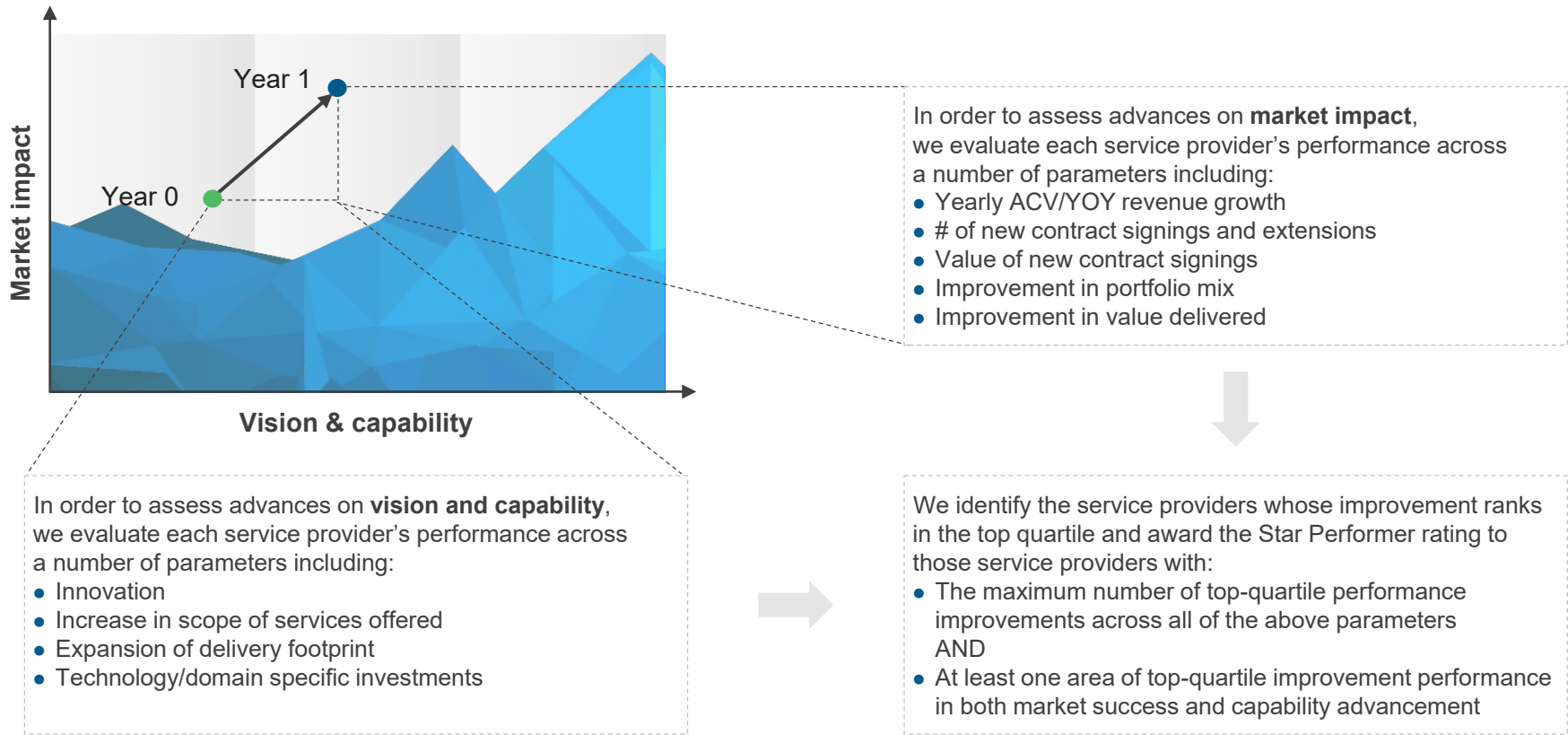
Delivery footprint

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 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



Everest Group is a research firm focused on strategic IT, business services, engineering services, and sourcing. Our clients include leading global companies, service providers, and investors. Clients use our services to guide their journeys to achieve heightened operational and financial performance, accelerated value delivery, and high-impact business outcomes. Details and in-depth content are available at [www.everestgrp.com](http://www.everestgrp.com).

## Stay connected

### Website

[everestgrp.com](http://everestgrp.com)

### Social Media

 @EverestGroup

 @Everest Group

 @Everest Group

 @Everest Group

### Blog

[everestgrp.com/blog](http://everestgrp.com/blog)

### Dallas (Headquarters)

[info@everestgrp.com](mailto:info@everestgrp.com)

+1-214-451-3000

### Bangalore

[india@everestgrp.com](mailto:india@everestgrp.com)

+91-80-61463500

### Delhi

[india@everestgrp.com](mailto:india@everestgrp.com)

+91-124-496-1000

### London

[unitedkingdom@everestgrp.com](mailto:unitedkingdom@everestgrp.com)

+44-207-129-1318

### Toronto

[canada@everestgrp.com](mailto: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.