Everest Group®

Everest Group Cloud Services PEAK Matrix® Assessment 2023 – Europe

Focus on Accenture
October 2023

Everest Group
PEAK MATRIX®

Introduction

Cloud adoption has reached a stage of maturity where organizations are now leveraging cloud services for increasing operational efficiency, enabling business innovation, and accelerating organizational growth. However, existing economic headwinds have prompted enterprises to scrutinize their cloud modernization spend and intensify their focus on cloud operations. Hybrid cloud and multi-cloud strategies are being adopted to enhance reliability and utilize the best-of-the-breed offerings across cloud providers. At the same time, industry-specific cloud offerings, AI-backed cloud solutions, cloud sustainability, and product-centric operations are gaining traction. In the European market, the cloud adoption strategy is being defined based on regional nuances. There is an increasing demand for sovereign private and hybrid cloud-hosted infrastructure to support enterprises' business enablement and growth. Additionally, there is a continued momentum toward AI-enabled automation and SRE-enabled operations to better manage their multi-cloud environment. Service Providers (SPs) have increased investments in regional delivery centers and are focusing on strengthening their regional partnerships with technology vendors in the public and private cloud space to provide compliant and accelerated cloud transformation services.

In the report, we present an assessment and detailed profiles of 27 cloud SPs featured on Cloud Services PEAK Matrix® Assessment 2023 – Europe. The assessment is based on Everest Group's annual RFI process for calendar year 2023, interactions with leading cloud SPs, client reference checks, and an ongoing analysis of the cloud services market.

The full report includes the profiles of the following 27 leading providers featured on the cloud services PEAK Matrix – Europe:

- **Leaders:** Accenture, Capgemini, HCLTech, Infosys, TCS, and Wipro
- **Major Contenders:** Atos, Cognizant, DXC Technology, Deloitte, EPAM, Fujitsu, GFT, IBM, Kyndryl, LTIMindtree, Microland, Mphasis, NTT Data, Orange Business, Sopra Steria, and Tech Mahindra
- **Aspirants:** Aspire Systems, Sonata Software, UST, Unisys, and Virtusa

Scope of this report

Geography
Europe

Providers
27 cloud SPs

Services
Cloud services

Cloud Services – Europe PEAK Matrix® characteristics

Leaders

Accenture, Capgemini, HCLTech, Infosys, TCS, and Wipro

- Leaders continue to showcase expertise in end-to-end integrated cloud transformation engagements with a credible suite of IP and solutions including industry cloud solutions and AI-enabled offerings
- They are making strategic investments in expanding their partner ecosystem with prominent technology vendors, niche providers, regional vendors, and start-ups to co-create solutions and engage in joint GTM activities
- These providers are providing a value-focused transformation approach, demonstrating strong complex workload transformation capabilities, providing sustainability-focused cloud transformation approach, and making headway into disruptive themes such as generative AI to optimize their operational efforts and accelerate enterprises' cloud journey

Major Contenders

Atos, Cognizant, DXC Technology, Deloitte, EPAM, Fujitsu, GFT, IBM, Kyndryl, LTIMindtree, Microland, Mphasis, NTT Data, Orange Business, Sopra Steria, and Tech Mahindra

- While these providers are augmenting their broader cloud capabilities with targeted investments in talent development and partnership ecosystem, their end-to-end integrated cloud transformation capabilities and regional delivery capabilities have some visible gaps
- These providers are maintaining their market impact in terms of YoY growth and value delivered to clients while increasing investments in the development of horizontal and vertical cloud offerings

Aspirants

Aspire Systems, Sonata Software, UST, Unisys, and Virtusa

- Aspirants are approaching the market with a higher focus on certain segments of cloud services rather than a balanced portfolio, limited vertical focus, and restricted delivery footprint
- However, these providers are gradually increasing investments in assets including blueprints, accelerators, and solutions, service and technology partnerships, and expanding scope of their service offerings to contend in the mature cloud services market

Everest Group PEAK Matrix®
Cloud Services PEAK Matrix® Assessment 2023 – Europe | Accenture is positioned as a Leader

Everest Group Cloud Services PEAK Matrix® Assessment 2023 – Europe[1,2,3,4]
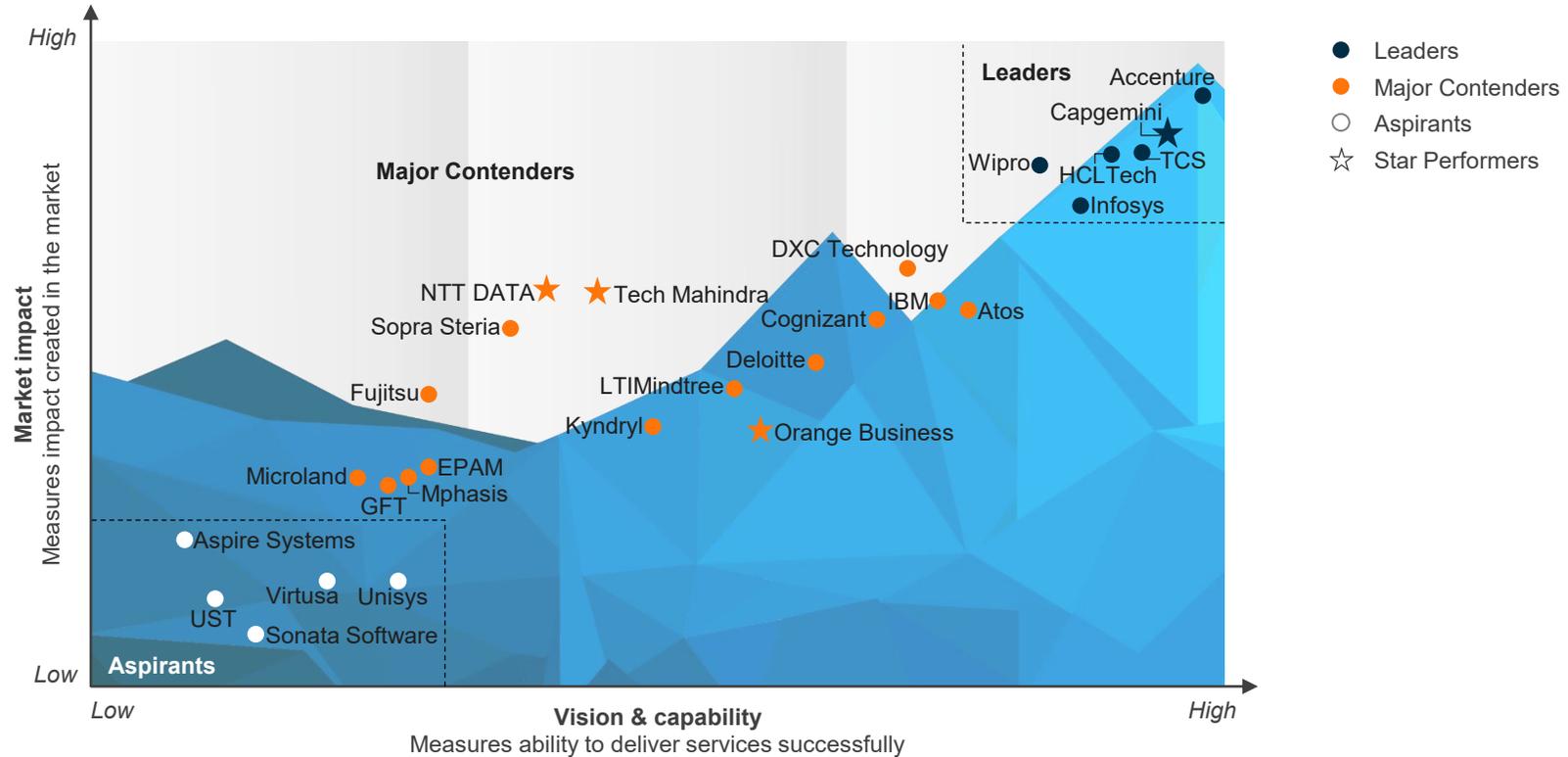
1   Assessments for Cognizant, Deloitte, Fujitsu, IBM, and Sopra Steria excludes service provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, ongoing coverage of these service providers, service provider public disclosures, and Everest Group's interaction with buyers
2   Analysis for Atos is based on capabilities before its split into Atos and Eviden
3   Analysis for IBM is based on capabilities after the split into IBM and Kyndryl
4   Analysis for LTIMindtree is based on capabilities after the merger of LTI and Mindtree
Source: Everest Group (2023)

Accenture profile – Europe (page 1 of 6)
Overview

Cloud services vision

Through its Cloud First organization, Accenture aims to offer a full spectrum of services to help enterprises realize the value from their cloud investments through solutions encompassing areas such as data and AI, application transformation, strategy, security, and sustainability. It is recognized for its end-to-end cloud solutions, including innovative strategy and design and enablement of underlying cloud technology.

Overall cloud services revenue (2022)

<US$200 million	US$200-500 million	US$500 million-US$1 billion	>US$1 billion

Scope of coverage

Consulting services	Infrastructure design/build services	Cloud modernization services
Private cloud hosting	Cloud operations	Cloud security

Legend: ▮ Low (<10%) ▮ Medium (10-20%) ▮ High (>20%)

Adoption by buyer group

Small (annual revenue <US$1 billion)	Medium (annual revenue US$1-5 billion)	Large (annual revenue >US$5 billion)

Adoption by industry

BFSI	Energy and utilities	Manufacturing
Healthcare and life sciences	Electronics, hi-tech, and technology	Telecom, media, and entertainment
Public sector	Retail and CPG	

Adoption by service segments

Consulting services	Cloud infrastructure design/build	Cloud operating services
Cloud modernization services	Private cloud hosting services	Cloud security services

Adoption by geography

UK & Ireland	Nordics	DACH
Benelux	France and Southern Europe	
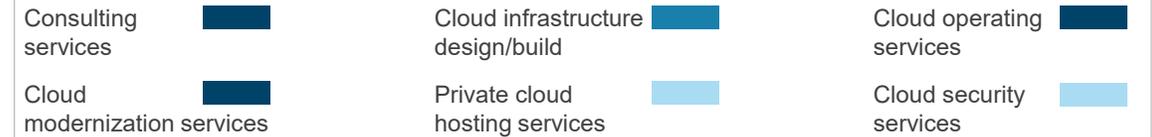
Accenture profile – Europe (page 2 of 6)
Case studies

Case study 1	IT infrastructure modernization to AWS

Client: Sanoma

Business challenge

The company was looking to shift its focus from traditional publishing to digital content delivery; however, but its legacy systems could not support this transition. It therefore wanted to modernize its IT infrastructure to keep pace with the rapidly changing technology landscape. Additionally, the company needed to address the issues related to scalability, security, and flexibility.

Solution

- Conducted a comprehensive assessment of Sanoma's IT environment to identify the systems and data that would be migrated to the cloud
- Migrated more than 100 applications and over 1,000 TB of data to the cloud by leveraging AWS
- Renewed network environment with new technologies and devices
- Migrated user workstations (4,000+) to Windows 10 and all user files to Microsoft's OneDrive file-hosting service
- Implemented Office365, moved from on-premise Microsoft SharePoint to SharePoint Online
- Provided training and coaching to assist the workforce in its transition to the new cloud-based IT and workplace models
- Provided ongoing support to Sanoma to help it manage and optimize its cloud environment

Impact

- Improved transparency, resiliency, and agility
- Enabled better access to tools, data, and services

Case study 2	Transformation and management of IT operations

Client: Siltronic AG

Business challenge

The client faced challenges in establishing its autonomous IT system, process landscape, and operational model. Its existing on-premises data centers struggled to keep pace with the growing demands of its operations. It encountered numerous challenges, including limited scalability, high maintenance costs, and prolonged deployment cycles. These limitations hindered its ability to respond swiftly to market dynamics and inhibited its overall business growth.

Solution

- Took over the client's IT operations and assisted in driving and accelerating the client's full IT transformation
- Set up and executed new technologies, including cloud and on-premises infrastructure, networking ecosystems, application operations, security, and service management
- Helped the client migrate over 1,000 servers and 4,000 items of production equipment to a hybrid cloud environment using Microsoft Azure

Impact

- Improved and modernized the IT environment
- Reduced time-to-market

Accenture profile – Europe (page 3 of 6)
Solutions

Proprietary solutions (IPs/frameworks/accelerators/tools, etc. developed internally to deliver cloud services) (representative list)	
Solutions	**Details**
Accenture myNav®	myNav is Accenture's full-spectrum cloud platform, covering an organization's entire cloud-enabled transformation effort. myNav facilitates quick cloud migration and architecting solutions, including change management. It also enables clients with tools that help them innovate, consequently creating a differentiation and an edge in the market. The platform comprises capabilities such as Business Case Builder, Architect Designer, Green Cloud Advisor, Sovereign Cloud Advisor, Change Advisor, Migrator, Cloud Manager and Optimizer, and Industry Advisor. It allows enterprises to: ● Migrate IT landscapes and select the right cloud infrastructure for enterprise needs ● Accelerate value by structuring the architecture, applications, and data for the cloud and implementing cloud-first strategies in the workforce and operating model
Cloud Transformation and Run	It transforms the core IT business through migration, modernization, and innovation in the cloud with Accenture's cloud CoE, operating model, and optimized cloud-managed services.
The Connected Customer Experience	It reimagines experiences for the digital age and helps clients scale personalized, real-time, and omnichannel service journeys at speed using AI and predictive analytics.
Applied Technology and Operations for Markets (ATOM)	● It is a multi-client processing on-demand service platform where clients plug their trading and treasury processes and related IT and operations functions ● It is a fully integrated modular service with near real-time data MI and reporting, comprehensive multi-market support, and trade status information. It has an integrated view of the business across all regions ● Accenture provides this solution as a Business Process-as-a-Service (BPaaS) model or Platform-as-a-Service (PaaS) model for transaction processing and shared services including IT and operations
Accenture Cloud Platform for Government (ACP4Gov)	It is a FedRAMP cloud management solution that allows for the management of cloud resources and offers end-to-end visibility into provisioning, utilization, real-time health, and spend across cloud ecosystems.

Accenture profile – Europe (page 4 of 6)
Partnerships

Partnerships (representative list)	
Partners	**Details**
Ecosystem partners	It partnered with 230 companies of leading ecosystem providers that bring deep expertise, provide opportunities for co-innovation, and bring best-of-breed technologies and products to deliver complete solutions.
Accenture business groups	Accenture partnered with its cloud service providers to offer the best of their products and services to deliver accelerated value to clients. • Cloud service providers: Microsoft Azure, Amazon Web Services, Google, and Alibaba • Platforms: Microsoft, SAP, and Oracle • SaaS: Salesforce, Workday, and ServiceNow • Replatform: IBM/Red Hat and VMware
Academic partnerships	Accenture has partnered with more than 900 universities globally, for a range of activities, from recruiting, thought leadership, education, and research to sponsorships. Some major partners include Massachusetts Institute of Technology (MIT), Carnegie Mellon University, Stanford University, and the Alan Turing Institute.

Accenture profile – Europe (page 5 of 6)
Investments and recent activities

Investments (representative list)	
Investments	**Details**
Acquisitions	• SKS Group: a German consulting firm specializing in helping banks across Germany, Austria, and Switzerland modernize their technology infrastructure and address regulatory requirements using SAP S/4HANA® solutions • Allgemeines Rechenzentrum GmbH (ARZ): acquired the people and business assets of ARZ, a technology service provider focused on the banking sector in Austria; the acquisition expands Accenture's cloud-based banking offerings, ranging from core banking services to online banking, as well as regulatory services for clients across Europe • Sentia: the acquisition bolstered Accenture's capabilities to provide end-to-end cloud infrastructure services across public, private, and sovereign clouds • AFD.TECH: a Paris-based network services company specializing in network engineering, operations, and services
Accenture Cloud First	It formed Accenture Cloud First to accelerate digital transformation to realize value from the cloud at speed and scale.

Accenture profile – Europe (page 6 of 6)
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

- Accenture will be a good fit for enterprises looking for an integrated approach across infrastructure, applications, data, AI, and security owing to its broad partner ecosystem and end-to-end solution suites

- Its 360-degree value framework, talent-transformation embedded delivery model, and recent acquisition of Cloudeasier can help enterprises increase the value realized from their cloud investments

- Enterprises can accelerate their cloud sustainability and sovereign cloud-driven, end-to-end cloud transformation and management mandate with Accenture's myNav solution suite

- With its recent acquisitions of Wabion, Avieco, and Sentia, Accenture has fueled its capabilities to support clients in the fields of consulting, DevOps, public cloud transformation, and sustainability

- Clients have highlighted its thought leadership, long-standing relationship, and talent's expertise as key differentiators

Limitations

- Enterprises from the healthcare and life sciences and manufacturing domains need to do careful due diligence while seeking in-depth industry cloud solutions for accelerated cloud adoption

- Enterprises need to carefully assess Accenture's private cloud services capabilities as its market mindshare and proof points lags peers

- Accenture's GTM presence in the Nordics and Benelux regions lags peers; enterprises need to cross-check its delivery capabilities in serving these geographies before engaging with it

- Some clients have raised concerns regarding Accenture being a premium-priced provider compared to peers

Appendix

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

Everest Group PEAK Matrix
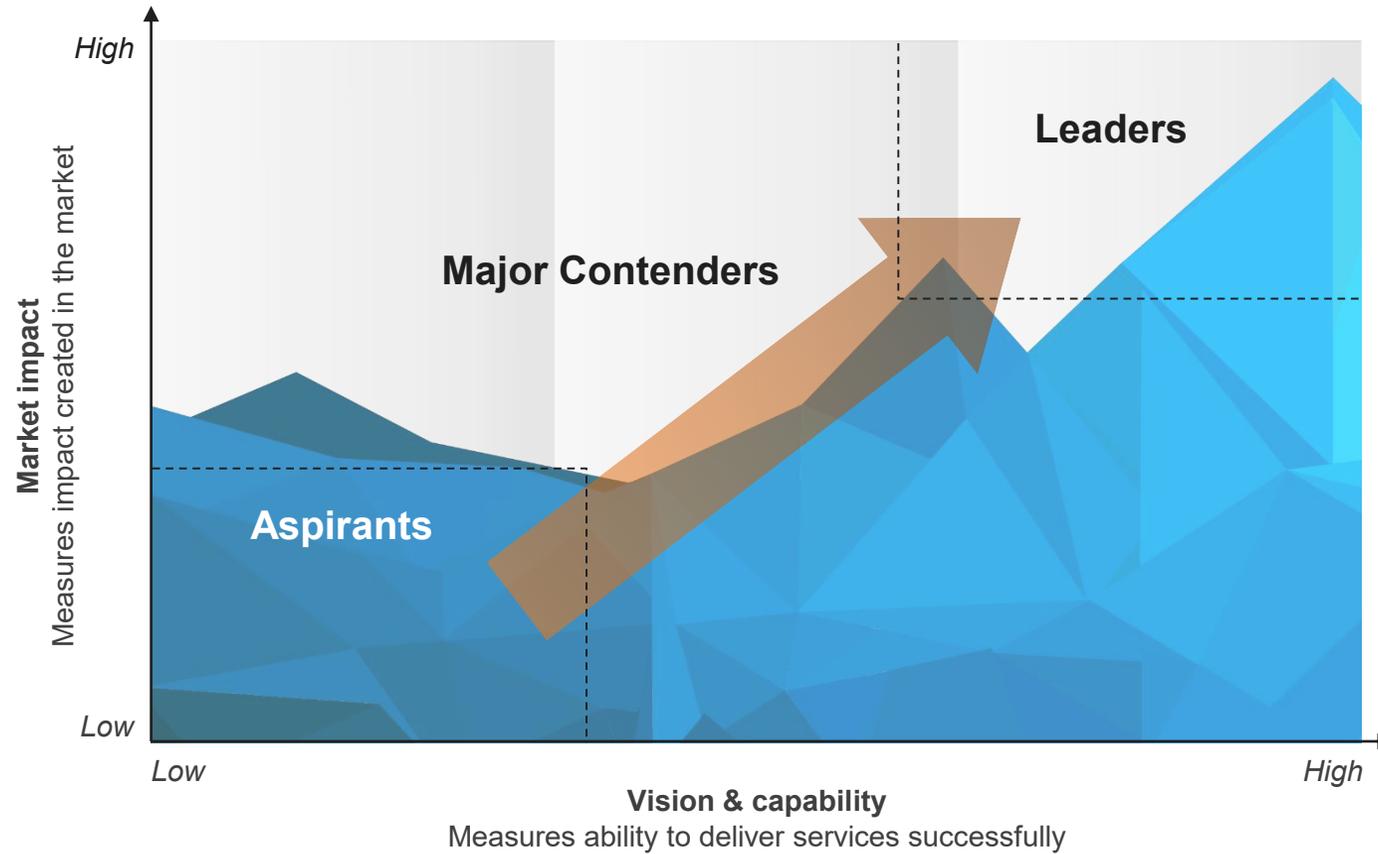
Services PEAK Matrix® evaluation dimensions

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

Market impact

Leaders

Major Contenders

Aspirants

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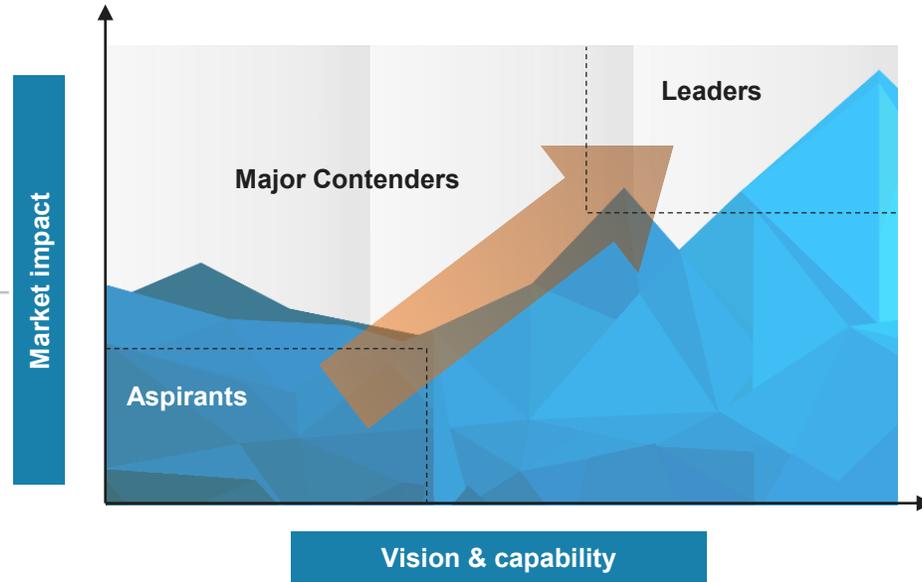
Measures ability to deliver services successfully.
This is captured through four subdimensions

Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint
Vision for the client and itself; future roadmap and strategy	Depth and breadth of services portfolio across service subsegments/processes	Innovation and investment in the enabling areas, e.g., technology IP, industry/domain knowledge, innovative commercial constructs, alliances, M&A, etc.	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
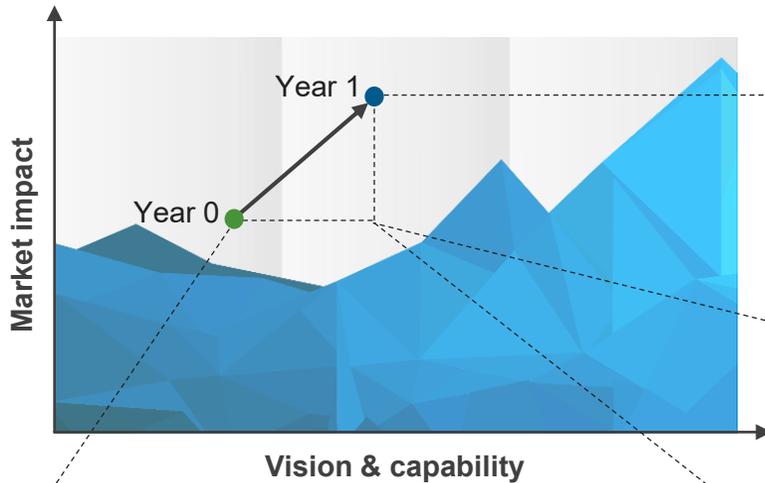
In order to assess advances on **market impact**, we evaluate each provider's performance across a number of parameters including:
- Yearly ACV/YoY revenue growth
- # of new contract signings and extensions
- Value of new contract signings
- Improvement in portfolio mix
- Improvement in value delivered

In order to assess advances on **vision and capability**, we evaluate each 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 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 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.

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 the PEAK Matrix assessment are relevant to buyers and providers other than the PEAK Matrix positioning?
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.

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

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

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

Everest Group®

With you on the journey

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**.

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