



Everest Group Google Cloud Services PEAK Matrix® Assessment 2024

Focus on Accenture

February 2025



Introduction

The public cloud market continues to grow rapidly, fueled by enterprises' increasing focus on digital transformation, scalability, and resilience in a competitive business landscape. Google Cloud has emerged as a key provider in this space, leveraging its robust technology portfolio, including advanced data analytics and AI/ML, to meet the evolving enterprise demands. Google Cloud's offerings such as BigQuery, Vertex AI, and open-source frameworks have positioned it as a preferred choice for organizations prioritizing data-driven innovation and environmental responsibility.

As Google Cloud continues to evolve, enterprises are increasingly turning to Google Cloud SPs to streamline cloud adoption, optimize costs, and develop cloud-native applications. These providers play a pivotal role in helping organizations maximize the value of Google Cloud by offering expertise in migration, automation, and scaling, along with industry-specific insights tailored to client needs. To align with this demand, Google Cloud SPs are enhancing their service portfolios by earning advanced certifications, developing proprietary Google Cloud-specific tools, and strengthening their partnerships with Google.

In the research, we present an assessment and detailed profiles of 26 Google Cloud SPs featured on [Google Cloud Services PEAK Matrix® Assessment 2024](#). The assessment is based on Everest Group's annual Request for Information (RFI) process for the calendar year 2024, interactions with leading Google Cloud SPs, client reference checks, and an ongoing analysis of the cloud services market.

The full report includes the profiles of the following 26 leading Google Cloud SPs featured on the Google Cloud Services PEAK Matrix:

- **Leaders:** Accenture, HCLTech, TCS, and Wipro
- **Major Contenders:** Capgemini, Cognizant, DataArt, Deloitte, DXC Technology, EPAM, Eviden, Genpact, GFT, Infosys, Kyndryl, LTIMindtree, NTT DATA, Onix, Persistent Systems, Quantiphi, Tech Mahindra, and Virtusa
- **Aspirants:** Computacenter, Mphasis, UST, and VVDN

Scope of this report

Geography: global

Providers: 26 Google Cloud SPs

Services: Google Cloud services

Google Cloud services PEAK Matrix® characteristics

Leaders

Accenture, HCLTech, TCS, and Wipro

- Leaders excel in Google Cloud transformation, data modernization, and AI-led initiatives, supported by strong partnerships and innovative frameworks
- Generative AI specializations, accelerators, robust delivery networks, and digital engineering strategies are enabling Leaders to drive growth in their Google Cloud services revenue
- Demonstrable proof points in microservices, containerization, serverless architecture, and partnerships with ISVs make them valuable for large-scale implementations and operational efficiency
- Leaders are recognized for their strong technical expertise, effective talent management, and cost-efficient solutions. However, they face challenges in establishing a robust marketplace presence and demonstrating deep domain expertise for Google Cloud services

Major Contenders

Capgemini, Cognizant, DataArt, Deloitte, DXC Technology, EPAM, Eviden, Genpact, GFT, Infosys, Kyndryl, LTIMindtree, NTT DATA, Onix, Persistent Systems, Quantiphi, Tech Mahindra, and Virtusa

- Major Contenders demonstrate strengths in automation-first solutions, data modernization, and AI-driven transformations, often backed by proprietary tools and frameworks. They maintain a strong offshore delivery presence and mid-market appeal. However, limited local presence in regions such as Europe and APAC and a lack of verticalized solutions across industries hinder their ability to address region-specific and large-scale enterprise requirements
- Proactive thought leadership and advisory capabilities gaps limit their positioning as strategic partners for next-generation technology needs
- While they are appreciated for responsive account management and sector-specific knowledge, challenges with talent attrition, resource provisioning, and delays in project timelines highlight areas for improvement in scalability and service consistency

Aspirants

Computacenter, Mphasis, UST, and VVDN

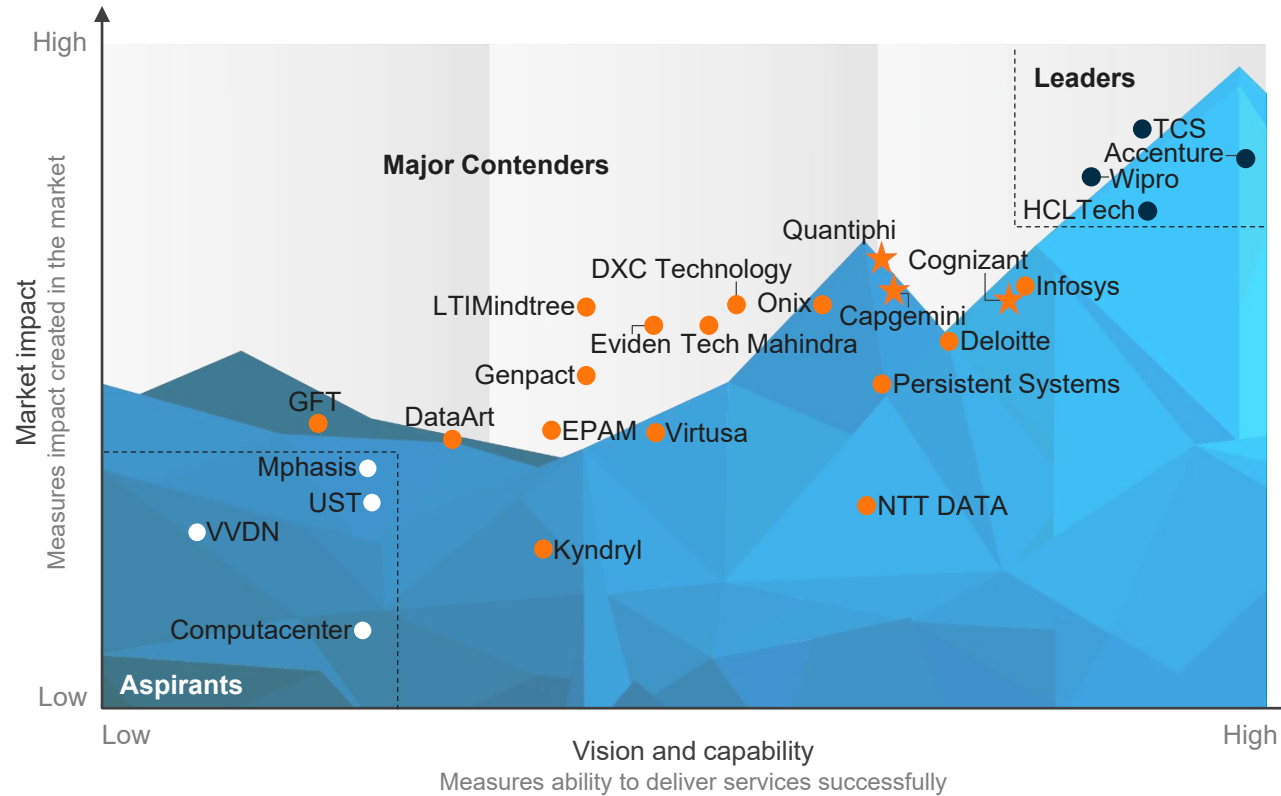
- Aspirants excel in serving small and mid-scale projects with cost optimization and application modernization on Google Cloud
- They demonstrate strength in migration and cloud-native development. However, limitations in handling large-scale transformations and core infrastructure management restrict their suitability for more extensive enterprise needs
- Aspirants' adherence to traditional pricing models and limited proof points in edge computing, network transformation, and automation present barriers to attracting clients seeking innovative, flexible, and economically viable solutions for advanced Google Cloud use cases

Everest Group PEAK Matrix®

Google Cloud services PEAK Matrix® Assessment 2024 | Accenture is positioned as a Leader

Everest Group Google Cloud Services PEAK Matrix® Assessment 2024¹

- Leaders
- Major Contenders
- Aspirants
- ☆ Star Performers



¹ Assessments for Deloitte, DXC Technology, and Tech Mahindra excludes provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, provider public disclosures, and Everest Group's interactions with buyers
Source: Everest Group (2024)

Accenture profile (page 1 of 6)

Overview

Vision for Google Cloud services

The Accenture Google Business Group (AGBG) delivers outcomes centered on total enterprise reinvention, with capability strength including modernization, data and generative AI security, and the latest Google Cloud domains including Google Distributed Cloud (connected and air-gapped). The AGBG strategy is enabled by industry solutions to help enterprises and public sector clients realize value faster.

Headquarters: Dublin, Ireland

Website: www.accenture.com

Overall Google Cloud services revenue (CY 2023)

<US\$1 million	US\$1-10 million	US\$10-100 million	>US\$100 million
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Number of active clients for Google Cloud services

<20	20-50	50-100	>100
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Key leaders

- Scott Alfieri, Global Lead Accenture Google Business Group
- Chetna Sehgal, Global Practice Lead, Accenture Google Business Group
- Andy Tay, Cloud First Lead

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

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 and assessment | ● Design and implementation | ● Operations |
| ● Migration and modernization | | |

Adoption by buyer group

- | | | |
|---|--|---|
| ● Small (annual revenue <US\$1 billion) | ● Midsize (annual revenue US\$1-5 billion) | ● Large (annual revenue >US\$5 billion) |
|---|--|---|

Adoption by geography

- | | | |
|-----------------|------------------|--------------------------|
| ● North America | ● United Kingdom | ● Europe |
| ● Asia Pacific | ● Latin America | ● Middle East and Africa |
| ● Rest of World | | |

Accenture profile (page 2 of 6)

Case studies

[NOT EXHAUSTIVE]

CASE STUDY 1

Modernizing digital transformation to Google Cloud

Client: General Mills, Inc.

Business challenge

The client wanted to be the leading digital food company; however, it faced significant challenges with its on-premise data and analytic ecosystem, hindering efficiency and pace. To overcome this, it invested in modernizing its digital foundation by migrating its data lake and data centers to the cloud, enabling scalability and pursuit of commercial goals. Additionally, it sought to accelerate slow data center migration, demonstrate value, address competing priorities, reduce technical debt, and consolidate various single-source-of-truth repositories to achieve a unified landscape across applications and infrastructure.

Solution

- Collaborated with the client and Google Cloud to create a guiding strategy and execution roadmap for comprehensive digital transformation journey using Google Cloud
- Migrated the client's data lake and 85% of HQ-based hosted applications to Google Cloud, adopting BigQuery as its single enterprise data warehouse, and implementing Vertex AI, Looker, and Apigee API Management to enhance analytics capabilities
- Modernized applications, migrated the SAP estate, and established a robust data and analytics platform

Impact

- Increased speed and agility for delivering solutions to business (M&A, Route to Market, and NPD) from months/years to days/weeks
- Eliminated large CapEx with an average VM utilization rate of less than 15%
- Decommissioned approximately 66% of unnecessary servers and applications
- Established a common data estate, enabling quicker decision-making and stakeholder alignment between technology and business
- Completed data lake migration 30% faster than planned, increasing enterprise agility and setting a strong foundation for future growth and innovation

CASE STUDY 2

Infusing generative AI to elevate digital services across 6,000 hotels

Client: IHG Hotels and Resorts

Business challenge

The client wanted to enhance its mobile application to better engage current and next-generation travelers, support hotel owners by driving revenue from bookings, and integrate with their new loyalty program. The application needed to meet modern technology expectations and cater to two key user groups: loyalty members and hotel owners.

Solution

- Collaborated to co-create a new application using a flexible delivery model or digital factory, which allowed for scalable production and rapid implementation of new features
- Streamlined the development and delivery processes using digital factory, making them predictable, repeatable, and reliable at scale across IHG's global properties
- Working side-by-side, IHG and Accenture brought innovative application features such as additional payment methods (WeChat Pay in China) and digital check-in, to life faster

Impact

- End-to-end personalized experience for booking, check-in, rewards program management, and communication brand
- Increased revenue, usage, and downloads by more than 20% compared to pre-pandemic metrics
- Achieved 4.9-star rating in the iOS application store
- Won three Webby Awards in Apps and Software: Webby Winner – Travel 2024, People's Voice – Travel, and People's Voice – Best User Experience 2024

Accenture profile (page 3 of 6)

Solutions

[NOT EXHAUSTIVE]

Proprietary solutions (IPs/frameworks/accelerators/tools, etc., developed internally to deliver Google Cloud services)

Solutions	Details
Accenture myNav	A full-spectrum cloud platform that simplifies complexity in transitioning to the cloud through pragmatic approaches and insight-driven solutions, driving value realization through proven migration and modernization patterns.
Accenture GenWizard	An automation platform that integrates AI and generative AI-driven automation for software engineering, application and infrastructure management, cloud migration, and modernization delivery, built on Accenture's myWizard® intelligent automation platform with AI capabilities.
Accenture Continuum Control Plane (CCP)	A solution that centralizes and standardizes hybrid multi-cloud management through unified toolsets, data, and intelligent insights, enabling seamless platform balancing across stability functions (FinOps, AIOps, and SecOps) and agility functions (DevOps, GitOps, and BizOps).
Apigee Migration and Application Modernization	A solution that migrates existing APIs and applications to the Apigee platform, updating them with modern technologies and best practices to accelerate application modernization and cloud migrations.
Conversation AI/CCAI	A combination of Accenture assets such as Converse and Google AI solutions, empowering clients to transform customer experiences with new services and channels while scaling operations, maintaining costs, and enhancing service quality.
Data Lite	A comprehensive generative AI solution for data migration, modernization, and decisioning platforms.
Data Migration and Modernization	A suite of Google technology-based solutions to build data lakes, migrate data, and modernize enterprise data for agile consumption and analytics.
Generative AI and Data Activation	An integrated approach combining Google's AI technology and Accenture's expertise, along with industry, functional, and horizontal assets, to support clients across six adoption essentials for generative AI.
Intelligent Supply Chain Platform	An AI-driven solution on Google Cloud that spans integrated business planning, procurement and direct materials, fulfillment and delivery, and intelligent execution control towers.
Managed Detection and Response Platform (MxDR)	A modern Security Operations Center (SOC) solution utilizing Google's SecOps product suite, including Google Threat Intelligence and platform and operational AI solutions.

Accenture profile (page 4 of 6)

Partnerships

[NOT EXHAUSTIVE]

Partnerships (representative list)

Partners	Details
Atlassian	Partnership to help clients streamline their workflows, enhance team collaboration, and accelerate digital transformation.
Collibra	Partnership with a data intelligence platform that helps businesses manage and govern their data.
Confluent	Partnership to enable data streaming platform for innovation within the client's organization.
Databricks	Partnership to help clients unlock the value of their data and drive innovation through advanced analytics and AI.
Elastic	Partnership with search and analytics company to enhance clients' data search, analytics, and observability capabilities.
GitLab	Partnership with DevOps platform to streamline and enhance clients' software development life cycle.
MongoDB	Partnership with NoSQL database provider to help clients manage and leverage their data more effectively.
Neo4j	Partnership with graph database platform to help clients unlock the value of their connected data.
NVIDIA	Partnership to help clients accelerate their AI and digital transformation journeys.
Palo Alto Networks	Partnership with a cybersecurity company to assist clients in strengthening their security posture and protect their digital assets.
ThoughtSpot	Partnership with an analytics and business intelligence platform to help clients unlock insights from their data and drive informed decision-making.
VMWare	Large global partnership to help clients accelerate their digital transformation and cloud journeys.

Accenture profile (page 5 of 6)

Investments and recent activities



[NOT EXHAUSTIVE]

Investments (representative list)

Investments	Details
Google cloud certifications	Investments to certify over 9,000+ resources in Google Cloud.
Google cloud generative AI skill badges	Investments to upskill over 5,000+ FTEs in generative AI technology.
Google R&D funding	Seed funding to identify and pilot/explore new use cases for Google Cloud products and capabilities.
Knowledge management and campaigns	Created a centralized knowledge management for products, assets, and capabilities to enable global sales, delivery, and account teams with latest assets and thought leadership related to Google Cloud.
AGBG expansion	Investments for offering and asset development to iterate and scale Google Cloud capabilities, tools, and offering materials for client delivery.
Joint generative AI CoE	Investments to build industry expertise, technical knowledge, and product resources to build and scale applications using Google Cloud's generative AI portfolio and accelerate time-to-value.
Contact Center AI (CCAI)	Accenture and Google partnership to develop the next generation of customer service enabled by Google's AI capabilities; Contact Center AI (CCAI), a modular suite of services and platform assets, automates interactions and enables agents to solve issues quickly, using AI.
Accenture LearnVantage	Invested US\$1 billion in Accenture LearnVantage, a new service that offers comprehensive technology learning and training services to help enterprises and beyond reskill and upskill their people in technology, data, and AI to achieve greater business value in the AI economy.










Accenture profile (page 6 of 6)

Everest Group assessment – Leader

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

- Enterprises can leverage Accenture and Google Cloud's joint generative AI Center of Excellence (CoE) to explore innovative production generative AI use cases while ensuring ethical and responsible AI adoption
- Enterprises can rely on Accenture to integrate Google Distributed Cloud for secure, local data processing, backed by advanced security Large Language Models (LLMs), compliance assurance, and support from global Security Operations Centers (SOCs)
- Accenture's suite of industry solutions, combined with its collaboration with Google Cloud to drive impactful industry narratives, makes it suitable for enterprises seeking tailored, ready-to-deploy offerings
- Enterprises can rely on Accenture's expertise with Google Distributed Cloud to ensure data compliance and security, while enjoying the benefits of Google Cloud's scalability and innovation
- Clients recognize Accenture's ability to tailor innovative solutions to their specific needs by leveraging business data to create personalized offerings

Limitations

- A recurring challenge for Accenture is the lack of transparency, with key client stakeholders being occasionally bypassed during the decision-making processes of Google Cloud engagements
- Despite its competitive pricing, Accenture's rigidity in contractual terms and conditions has been noted as a limitation for Google Cloud engagements, impacting its ability to adapt to evolving client needs
- Enterprises may find Accenture's limited number of Intellectual Property (IP) on Google Cloud Marketplace presence a barrier to accelerating delivery and fulfilling Google Cloud contractual commitments
- Clients have highlighted that while Accenture excels in execution, it occasionally falls short in proactively addressing concerns or anticipating potential issues, which can impact project timelines

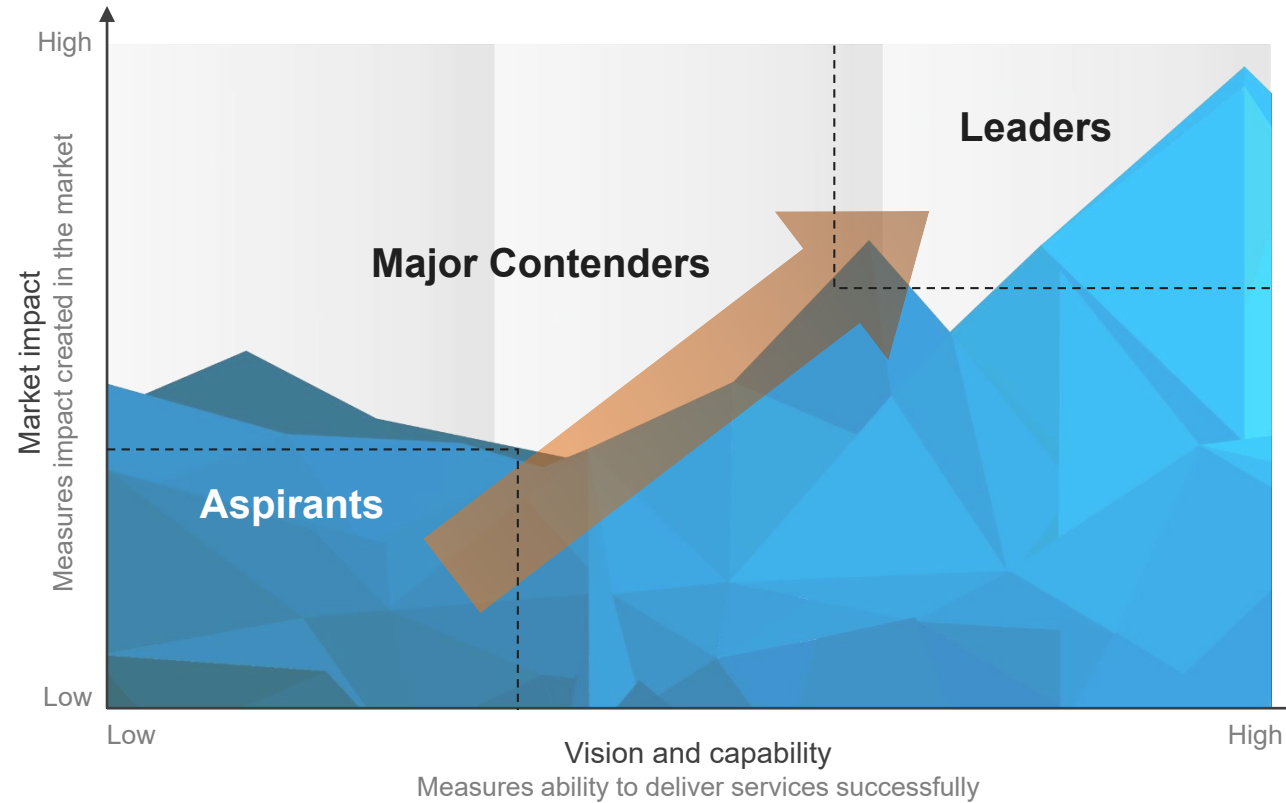
Appendix

PEAK Matrix® framework

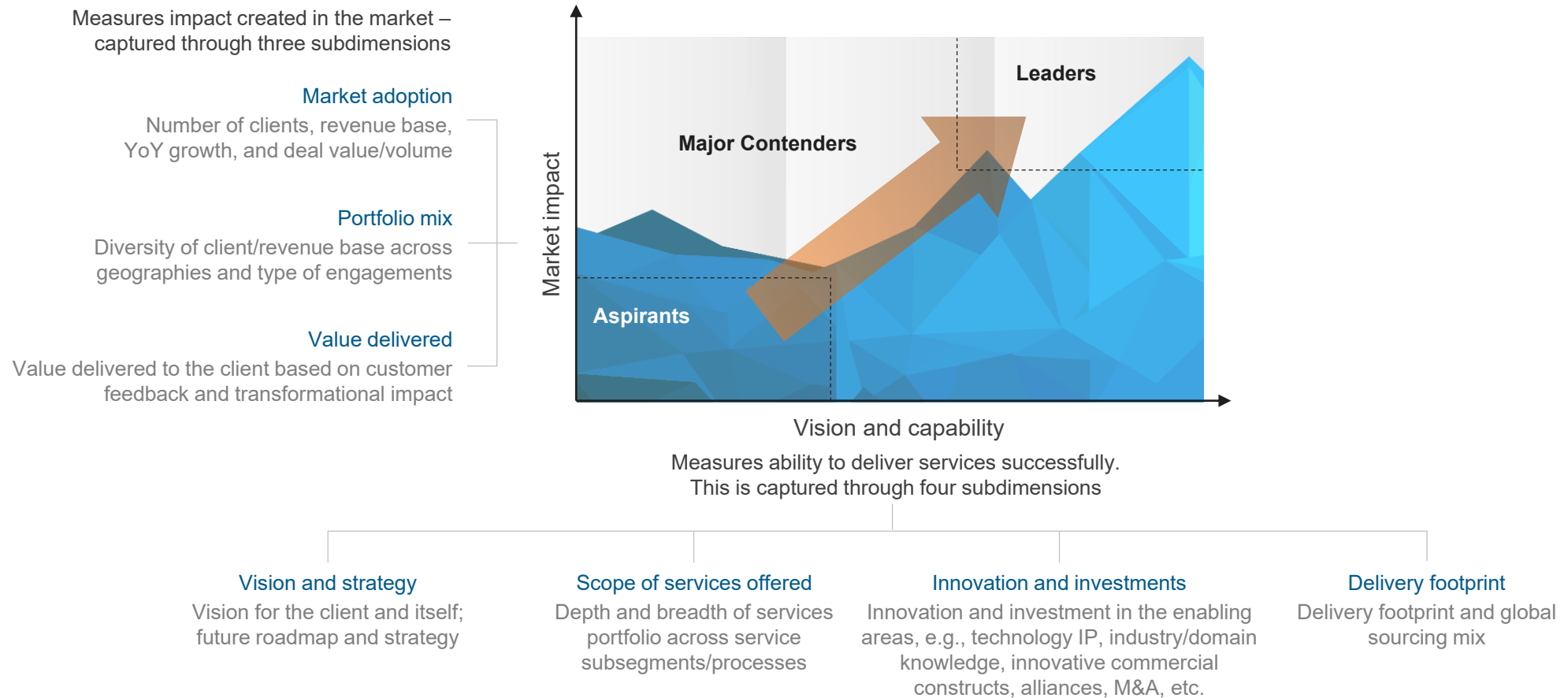
FAQs

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



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 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.

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