Everest Group Microsoft Azure Services PEAK Matrix® Assessment 2026

Focus on Accenture and Avanade

August 2026

Introduction

The public cloud services market continues to evolve as enterprises prioritize scalable digital foundations, AI-led transformation, secure modernization, and operational resilience. Microsoft Azure has strengthened its position in this landscape by deepening its capabilities across data and analytics, AI, security, developer productivity, cloud-native infrastructure, and hybrid cloud. Its enterprise relevance is being reinforced by Microsoft Fabric, Azure AI Foundry, Azure OpenAI Service, Copilot and agentic AI offerings, GitHub-led engineering, Microsoft-native security, Azure Arc, Azure Local, and marketplace-led consumption models.

As Microsoft sharpens its emphasis on enterprise AI, industry-aligned cloud solutions, sovereign and hybrid cloud, and ecosystem-led co-innovation, enterprises are turning to Microsoft Azure service providers to accelerate adoption and scale outcomes. Service providers play a pivotal role in translating Microsoft platform innovation into enterprise-ready solutions by combining domain expertise with migration and modernization, data engineering, AI integration, security, FinOps, managed services, and governance capabilities. In this research, we present an assessment and detailed profiles of 29 Microsoft Azure service providers featured in the Microsoft Azure Services PEAK Matrix® Assessment 2026, based on Everest Group's annual RFI process, provider interactions, client reference checks, and ongoing market analysis.

This report includes the profiles of the following 29 leading Microsoft Azure service providers featured on the Microsoft Azure Services PEAK Matrix® Assessment 2026:

- **Leaders:** Accenture and Avanade, Capgemini, Cognizant, HCLTech, IBM Consulting, Infosys, TCS, and Wipro
- **Major Contenders:** Atos, Birlasoft, Brillio, DXC Technology, HSO, Kanerika, Kyndryl, LTM, Mphasis, NTT DATA, Orange Business, Persistent Systems, Rackspace Technology, Sonata Software, Tech Mahindra, and WinWire
- **Aspirants:** Aspire Systems, Chetu, Computacenter, Grazitti Interactive, and Telefónica Tech

Scope of this report

Geography: global

Industry: 29 Microsoft Azure service providers

Services: Microsoft Azure services

Scope of the evaluation

Focus of research

Consulting/Assessment services

- Strategy formulation, TCO analysis, cloud adoption roadmap, and cloud security consulting
- Public cloud feasibility assessment, vulnerability assessment, and security framework assessment

Design/Implementation services

- Design, build, implement, and integrate with public cloud infrastructure
- App/Workload lift and shift, modernization, Microsoft Azure-native application development, integration of workloads with Microsoft Azure services, and API integration

Operate services

- Monitoring, automation, and configuration support for workloads
- Management, capacity planning, optimization services such as DevSecOps, AIOps, and FinOps

Description of Microsoft Azure portfolio segments

Core infrastructure	Analytics & AI	Application development and delivery	Security	Use case-specific solutions
Includes solutions focusing on foundational building blocks	Includes solutions focusing on data analysis, machine learning, and artificial intelligence	Includes tools and solutions for building and deploying applications	Includes solutions augmenting security features to protect data, applications, and infrastructure	Includes ready-to-use solutions tailored to specific horizontal and vertical use cases

Examples of Microsoft Azure portfolio segments

Core infrastructure	Analytics & AI	Application development and delivery	Security	Use case-specific solutions
Azure Virtual Machines, Azure App Service, Azure Functions, Azure Storage Accounts, Azure Virtual Network, etc.	Azure Synapse Analytics, Azure Databricks, Azure Machine Learning, Azure Cognitive Services, Azure Data Factory, etc.	Azure DevOps, Azure App Service, Azure Functions, Azure Kubernetes Service (AKS), Azure API Management, etc.	Azure Security Center, Azure Active Directory (Azure AD), Azure Key Vault, Azure Firewall, Microsoft Defender for Cloud, etc.	**Function-specific solutions:** Azure IoT Hub, Azure HDInsight, Azure Blockchain Service, etc. **Industry-specific solutions:** Azure Media Services, Azure Retail Insights, Azure Digital Twins, etc.

Microsoft Azure services PEAK Matrix® characteristics

Leaders

Accenture and Avanade, Capgemini, Cognizant, HCLTech, IBM Consulting, Infosys, TCS, and Wipro

- Leaders demonstrate broad Azure lifecycle depth, spanning advisory, migration, modernization, data and AI, security, complex workload transformation, and managed services, supported by mature Microsoft-aligned operating models and global delivery scale
- AI-led transformation is a core differentiator, with Leaders investing in Microsoft Fabric, Azure AI Foundry, Azure OpenAI Service, Copilot, GitHub-led engineering, agentic AI, and reusable delivery assets to move enterprise AI programs beyond pilots
- While Leaders show strong breadth, buyers should still validate Azure-specific sovereign operating models, customer-zero AI adoption, IP repeatability, marketplace-led consumption, value-linked commercials, and governance consistency across large programs

Major Contenders

Atos, Birlasoft, Brillio, DXC Technology, HSO, Kanerika, Kyndryl, LTM, Mphasis, NTT DATA, Orange Business, Persistent Systems, Rackspace Technology, Sonata Software, Tech Mahindra, and WinWire

- Major Contenders demonstrate credible Azure execution depth across focused domains such as application and data modernization, managed cloud, security, regulated cloud, Microsoft stack workflow transformation, and industry-aligned use cases
- Several providers show differentiated strengths in areas such as sovereign and hybrid cloud, mainframe/SAP/VMware modernization, Fabric-led data engineering, Copilot and agentic AI accelerators, and Microsoft co-sell or marketplace-oriented motions
- Compared with Leaders, their capabilities are less consistently broad, with gaps around advisory-led transformation, production-scale agentic AI governance, marketplace conversion, customer-zero adoption, regional consistency, and standardized delivery maturity

Aspirants

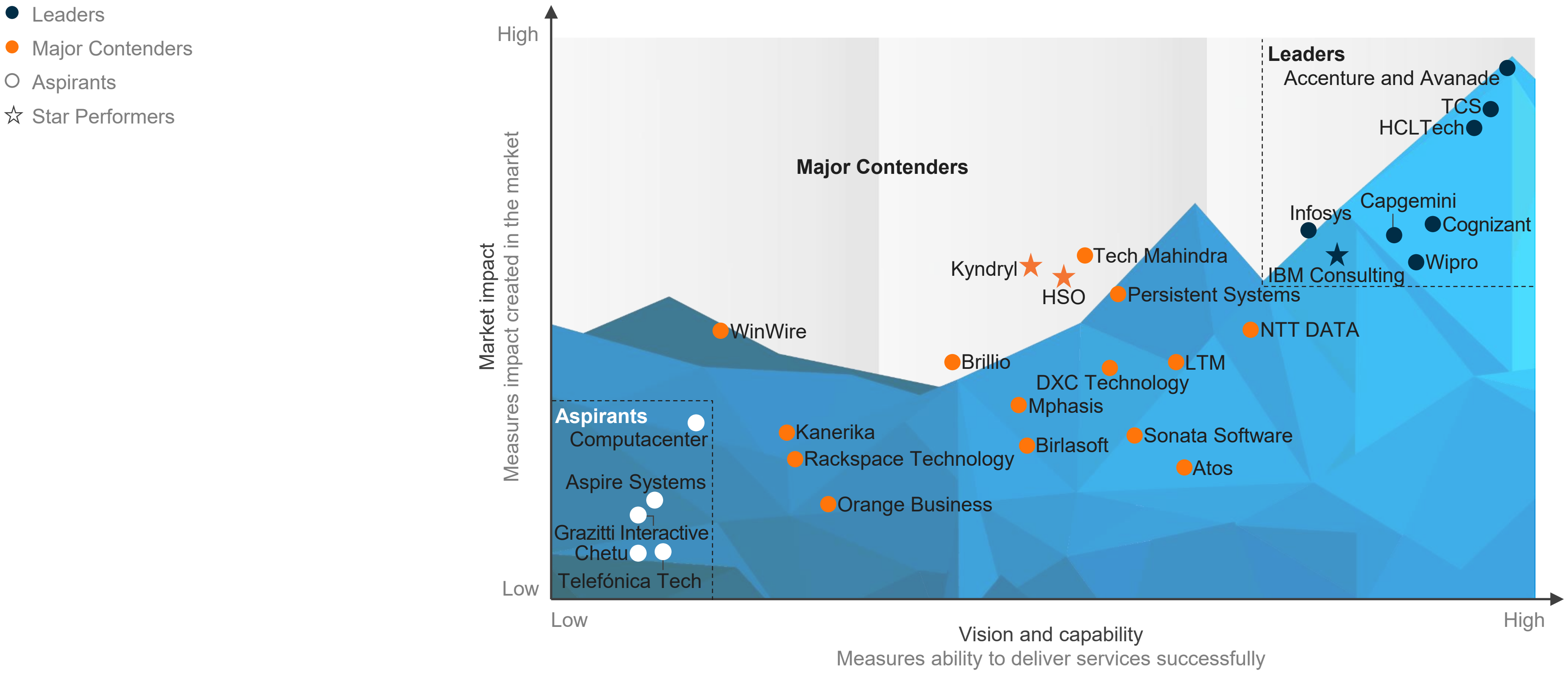
Aspire Systems, Chetu, Computacenter, Grazitti Interactive, and Telefónica Tech

- Aspirants demonstrate selective Azure capabilities in migration, Fabric and data modernization, managed Azure operations, FinOps/cost optimization, AI discovery, and targeted industry or regulated cloud engagements
- These providers are more relevant for focused modernization, mid-scale managed cloud programs, or domain-specific Azure use cases where flexibility, cost-effectiveness, and specialized capability are important selection factors
- Buyers should validate Microsoft ecosystem depth, co-sell and marketplace maturity, delivery footprint, run-state operations, sovereign / Azure Local capability, and production-scale Copilot or agentic AI governance before selecting them for large transformation programs

Everest Group PEAK Matrix®

Microsoft Azure Services PEAK Matrix® Assessment 2026 | Accenture and Avanade is positioned as a Leader

Everest Group Microsoft Azure Services PEAK Matrix® Assessment 2026[1,2,3]



1 Assessment for DXC Technology excludes service provider inputs and is based on Everest Group's proprietary Transaction Intelligence (TI) database, provider public disclosures, and Everest Group's interactions with buyers
2 Assessment for Chetu, Computacenter, and Rackspace Technology is based on partial participation/inputs and supplemented by Everest Group's estimates, leveraging its proprietary data assets, service provider public disclosures, and interactions with buyers
3 Analysis for WinWire and NTT DATA is based on their respective capabilities prior to WinWire's acquisition announcement
Source: Everest Group (2026)

Accenture and Avanade

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 pursuing business process-led agentic transformation can leverage its industry process maps, reusable function and industry agents, and the Just-in-Time Agent Generation Engine to redesign workflows across finance, supply chain, HR, customer service, and industry operations on Microsoft Azure
- Enterprises scaling Azure OpenAI, Microsoft Fabric, Copilot, and agentic AI can leverage Accenture and Avanade's Copilot practice, Microsoft co-investments, and customer-zero learnings to move from experimentation to production-grade adoption with stronger change enablement
- Its focus on industry-tailored solutions on Azure across banking, health, manufacturing, retail, energy and utilities, and public sector demonstrates its ability to align cloud capabilities with enterprises' tangible domain-specific requirements
- Enterprises evaluating complex Azure deployment models can leverage Accenture and Avanade's breadth across SAP and Oracle on Azure, Microsoft Fabric, sovereign private cloud, Azure Arc/Stack architectures, and Microsoft-distributed third-party platforms, supporting transformation across public, hybrid, private, and ecosystem-led cloud models
- Buyers value Accenture and Avanade's proactive account management and talent management practices with resource pools across infrastructure, data and AI, and FinOps

Limitations

- Enterprises pursuing sovereign or highly regulated Azure deployments should validate Accenture and Avanade's Azure-specific operational sovereignty models, including Azure Local and Microsoft Cloud for Sovereignty execution at scale
- Buyers prioritizing differentiated Azure IP should validate adoption, repeatability, and measurable impact of Accenture and Avanade's AI Refinery, Copilot agents, MxDR for Microsoft, and migration factory assets beyond telemetry-led use cases
- Some buyers have noted that Accenture and Avanade may require additional ramp-up time in complex infrastructure and strategic programs, particularly in large public sector Azure/multi-cloud environments
- Some buyers have cited limited contract flexibility and complex legal/commercial processes, which may constrain commercial agility in Azure engagements

Market trends

Microsoft Azure adoption is being shaped by agentic AI-led modernization, secure sovereign and hybrid cloud, and a scaled Microsoft-led ecosystem

Market size and growth

- The global Microsoft Azure services market was estimated at **US$61 billion in 2025**, with migration/modernization and managed services accounting for a large share
- The market is expected to grow at ~15-16%, supported by AI adoption, Fabric-led modernization, Copilot-led productivity, and hybrid cloud demand
- Data, AI, security, and modernization workloads are key demand areas, supported by Microsoft Fabric, Azure AI, Copilot, Defender, Sentinel, Azure Arc, and Azure Local

Key drivers for Microsoft Azure services

Fabric- and AI-led modernization	Microsoft is positioning Fabric, Azure AI Foundry, Azure OpenAI Service, and Copilot as core enablers of AI-ready data foundations, intelligent workflows, and agent-enabled decision support and workflow automation.
Secure cloud and AI resilience	Azure adoption is supported by Microsoft-native security capabilities across Defender, Sentinel, Entra, Purview, and GitHub, helping enterprises strengthen identity, data protection, threat detection, and AI governance.
Sovereign, regulated, and hybrid cloud	Enterprise demand is increasingly shaped by data residency, latency-sensitive operations, and hybrid control needs, with Azure Arc, Azure Local, and sovereign-oriented models supporting regulated and distributed workloads.
Scaled Microsoft partner ecosystem	Providers are shifting from services-led delivery to repeatable solution plays, co-sell motions, marketplace offers, funded PoCs, and packaged accelerators to speed up Azure adoption and consumption.

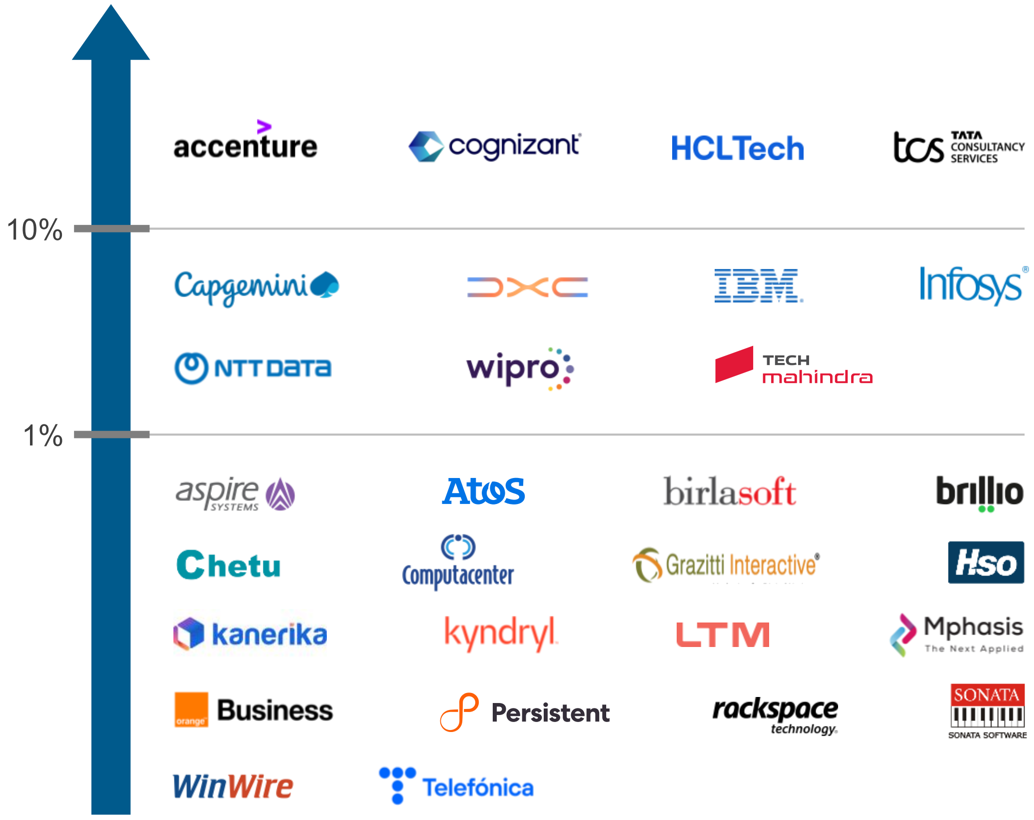
Opportunities and challenges

Scaling Copilot and agentic AI	Enterprises are moving beyond pilots to operationalize Copilot and agentic AI across functions, requiring standardized AgentOps, observability, identity controls, data governance, and secure system integration.
Productizing Microsoft industry solutions	Organizations are prioritizing deployable, compliance-aligned Azure solutions that combine Microsoft cloud, data, AI, security, and workflow capabilities with sector-specific operating context.
Proving Azure business value	Providers need to demonstrate measurable outcomes from Azure investments through KPI-linked benefits, FinOps, run-state optimization, responsible AI controls, and consumption governance.
Strengthening Azure talent and delivery maturity	Enterprises expect providers to combine Azure-certified talent, Microsoft engineering alignment, delivery continuity, and mature governance to reduce variability across large modernization and managed services programs.

Provider landscape analysis

Market share analysis of the providers

2025; percentage of overall market of Microsoft Azure services



Provider market by YoY growth

2024-25; growth in Microsoft Azure services revenue

Note: Providers are listed alphabetically within each range

Key buyer considerations

Buyer shortlists are shifting from baseline Azure capability to providers that can prove reliable delivery, production AI readiness, secure modernization, and transparent business value

Key sourcing criteria

Priority: High → Low

Accountable delivery and operational reliability
Demonstrates predictable execution across migration, modernization, and run services through strong SLAs, stable resources, clear communication, documentation, and ownership of business outcomes

Production-ready AI, Copilot, and agentic AI maturity
Shows the ability to move Azure OpenAI, Copilot, and agentic AI use cases from pilots to governed production, with embedded data readiness, security controls, responsible AI guardrails, and change adoption

Data modernization and AI-ready data foundations
Builds modern Azure data foundations across Fabric, Lakehouse, data pipelines, integration, reporting, and governance to improve data reliability and prepare enterprise data estates for AI-led use cases

Microsoft ecosystem depth and commercial flexibility
Aligns delivery with Microsoft funding, marketplace, CSP, and private-offer models, co-sell motions, technical escalations, and flexible commercial constructs to support scalable transformation

Secure hybrid, sovereign, and legacy modernization capability
Supports complex and regulated Azure estates through security, compliance, Azure Arc, Azure Local, AVS, datacenter exit, VMware/mainframe/SAP modernization, and resilient hybrid operating models

Summary analysis

As Azure adoption matures, buyers are differentiating providers less on basic Azure capability and more on their ability to deliver predictable outcomes across migration, modernization, data, AI, and managed services. Delivery reliability, communication discipline, resource continuity, documentation, and ownership of outcomes are central to provider selection and satisfaction.

AI and data modernization are becoming core Azure demand themes, but buyers remain cautious about moving from pilots to production. Providers that can connect Fabric-led data foundations, Azure OpenAI, Copilot, agentic AI, security, governance, and change management are better positioned to support enterprise-scale adoption.

Microsoft ecosystem strength matters when it creates practical buyer value. Buyers value providers that can access Microsoft funding, resolve issues through escalation paths, align with Azure roadmaps, support marketplace/CSP constructs, and bring reusable accelerators. However, they also expect cost transparency, domain understanding, knowledge transfer, and proactive advisory. Providers that combine Microsoft alignment with accountable execution are viewed as stronger long-term partners.

Key takeaways for buyers

Prioritize partners with deep Microsoft ecosystem alignment, strong Azure specialization, industry-ready solutions, regulated cloud experience, reusable IP, and managed-service accountability for reliability, security, and cost control.

Shifts in provider capabilities

Enterprises are moving beyond toward AI-led modernization, data readiness, and managed operations. Buyers should select providers that can deliver end-to-end transformation across applications, data, infrastructure, security, and run services, with proven capability across Microsoft Fabric, Azure AI Foundry, Copilot, GitHub, and hybrid Azure environments.

Differentiation across provider types

Buyers should differentiate providers by Microsoft ecosystem depth, not just Azure scale. Key markers include co-sell and funding access, Azure Expert MSP / specialization depth, industry solutions, regulated cloud experience, reusable IP, and accountable managed services for reliability, security, and cost control.

Key innovations

Leading providers are embedding agentic AI into migration, modernization, SDLC, data engineering, and cloud operations. Buyers should look for repeatable AI and Fabric factories, AIOps/SRE, FinOps and agent governance, and delivery models that link automation to measurable business outcomes.

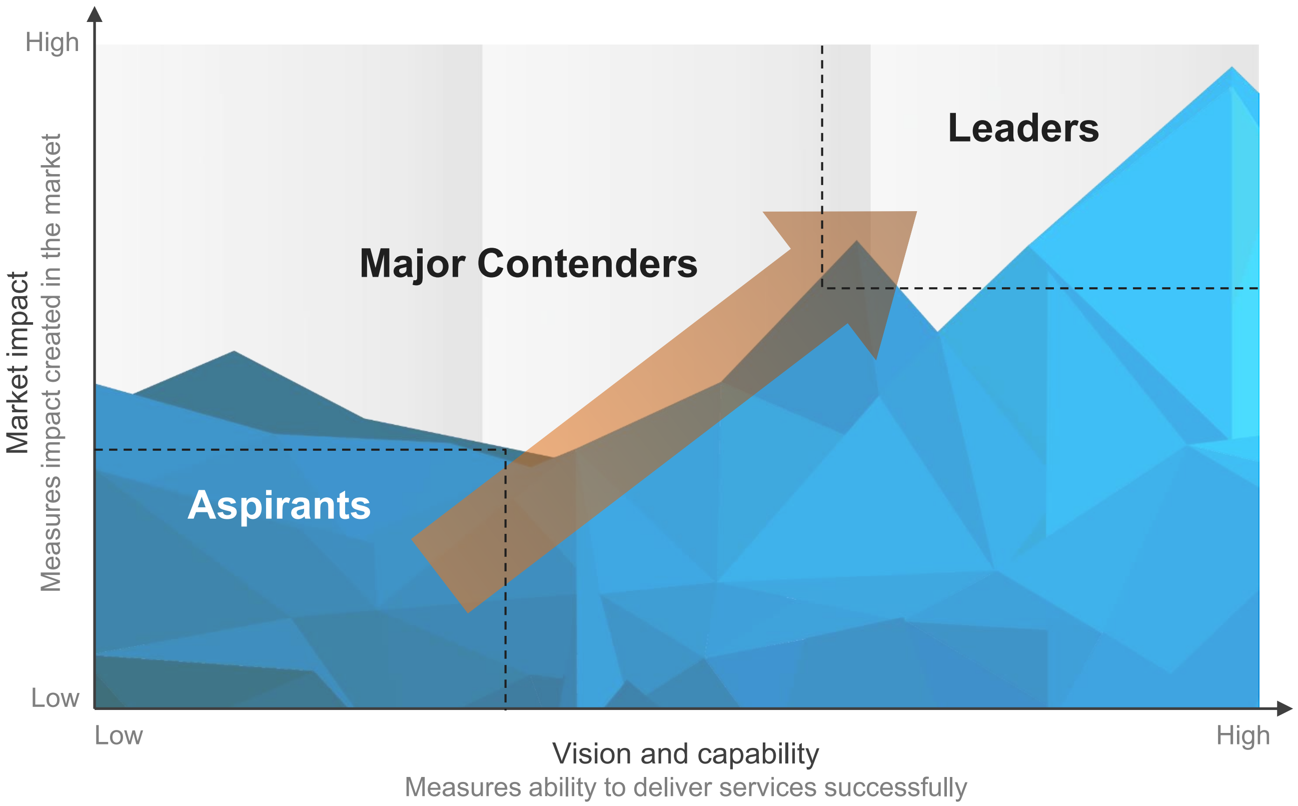
Appendix

PEAK Matrix® framework

FAQs

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

Everest Group PEAK Matrix



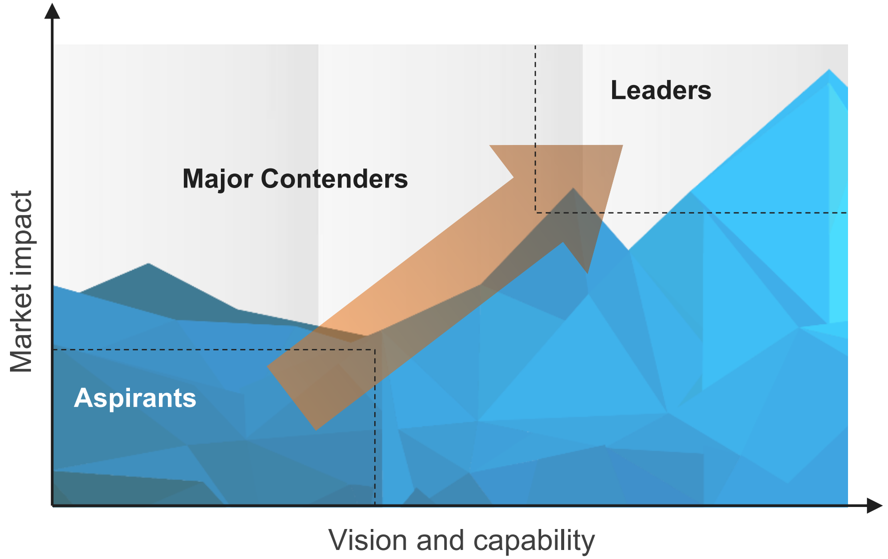
Services PEAK Matrix® evaluation dimensions

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

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 in 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.

Stay connected

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
+1-214-451-3000

Website
everestgrp.com

Blog
everestgrp.com/blog

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