



# Topic: Everest Group's PEAK Matrix™ for Mobility Services in Global Banking

Focus on Accenture  
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# Background and scope of the research

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## Background of the research

Mobility is transforming every aspect of the banking sector. The mobile is no longer an emerging channel, but a mainstream medium for providing banking services to customers with an application across “change-the-bank”, “run-the-bank”, and “manage-the bank” initiatives. Almost every bank in developed and emerging economies has a basic mobile offering and many offer services such as mobile bill pay, funds transfer, check deposit, and loan/mortgage support.

Mobility in banking is a fast evolving area. As smartphones become an integral part of the next-generation consumers’ lifestyle, they expect their bank’s services and offerings to evolve at the same pace through advanced mobile services. Due to this, banks face a two-way challenge of meeting the growing expectations of their customers as well as adopting the mobile medium in order to transform the way employees of different levels function in their work.

This presents both opportunities as well as challenges for the IT service providers in the banking domain. On one hand, they have the opportunity to capitalize on the demand for mobility services by developing new solutions, frameworks/accelerators, and partnering with banks on their transformation journey and on the other hand, they are facing stiff competition not just from their peers but also from smaller players and start-ups who are disrupting the mobile banking landscape.

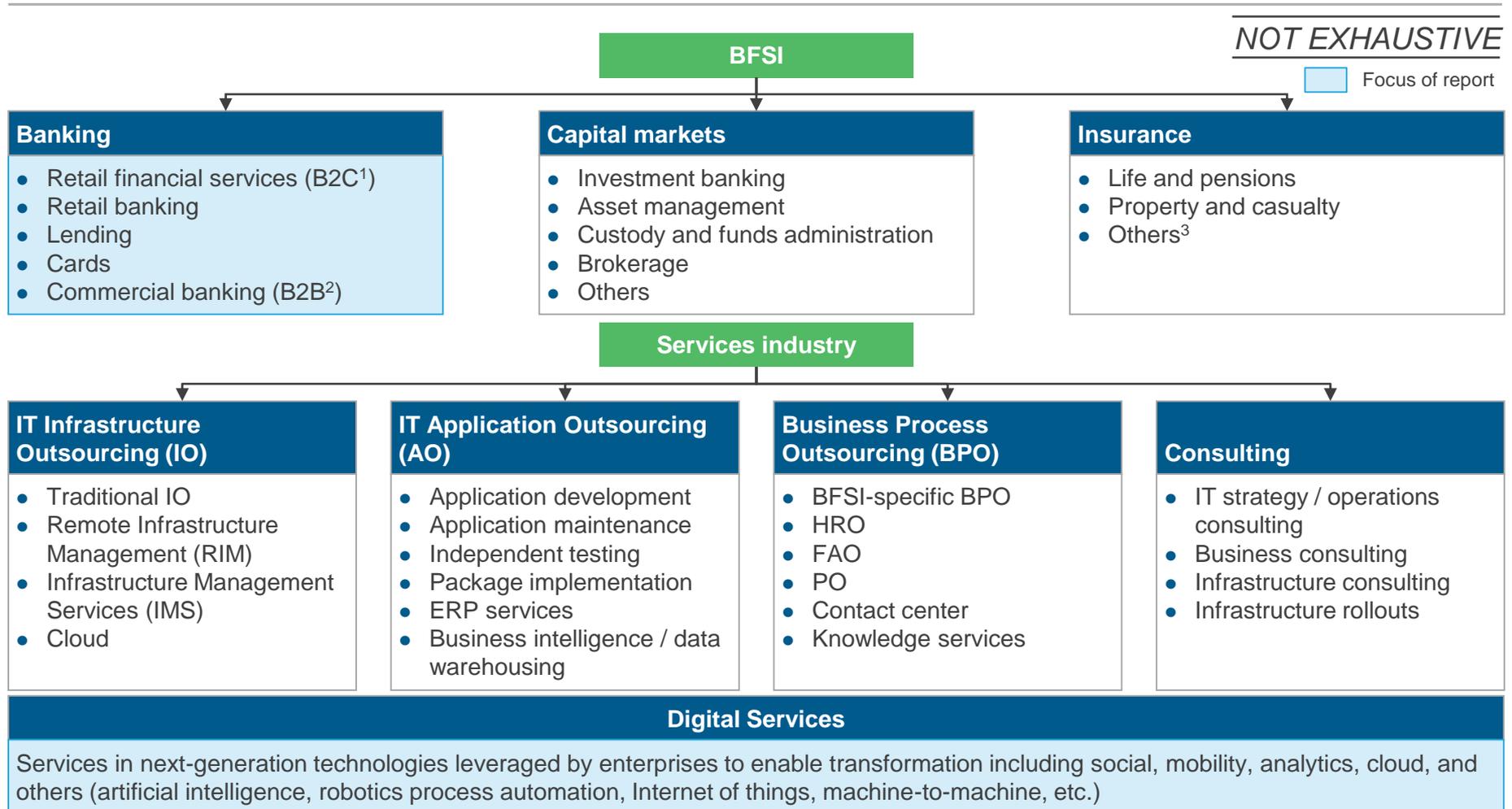
**In this research, we analyze the capabilities of 17 leading technology service providers, specific to mobility in the global banking sector. These providers were mapped on the Everest Group Performance | Experience | Ability | Knowledge (PEAK) Matrix, which is a composite index of a range of distinct metrics related to each provider’s capability and market success. In this report, we focus on:**

- The landscape of service providers for mobility in banking
- Assessment of service providers on a number of capability-related dimensions
- Characteristics of Leaders, Major Contenders, and Aspirants on the Everest Group mobility in banking PEAK Matrix
- Implications for banking buyers and service providers

## Scope of this report

- **Industry:** Banking (retail banking, commercial banking, credit cards, loans, and mortgages); excludes capital markets and insurance
- **Services:** Mobility services
- **Geography:** Global
- **Service providers:** 17 leading service providers with banking mobility capabilities

# This Everest Group report examines the service provider landscape for mobility services in the global banking sector



1 Business-to-consumer relationships

2 Business-to-business relationships

3 Includes other insurance functions such as takaful and reinsurance

# Everest Group's BFSI research is based on two key sources of proprietary information

1

- Everest Group's proprietary database of 500+ IT service contracts within BFSI, of major IT service providers with digital scope of work (updated annually)
- The database tracks the following elements of each digital services relationship:
  - Buyer details including industry, size, and signing region
  - Contract details including TCV, ACV, term, start date, service provider FTEs, pricing structure, and deal description
  - Activity broken down separately for banking, capital markets, insurance, and by LOB (for example, investment banking, asset management, custody, fund administration, and brokerage)
  - Scope includes coverage of buyer geography as well as functional activities
  - Global sourcing including delivery locations and level of offshoring

2

- Service provider briefings<sup>1</sup>
- Ongoing interactions with banking buyers and industry bodies

3

- Everest Group's proprietary database of **operational capability of 20+ BFSI digital technology service providers** (updated annually through primary data collection via service provider RFIs)<sup>1</sup>
- The database tracks the following capability elements for each service provider:
  - Major BFSI clients and recent wins
  - Overall revenue, total employees, and BFSI employees
  - Recent BFSI-related developments
  - BFSI digital technology services delivery locations
  - BFSI digital technology service suite
  - Domain capabilities, proprietary solutions, and intellectual property investments

## Service providers covered in the analysis<sup>1</sup>



1 Assessment for Accenture, CSC, and IBM excludes service provider inputs, and is based on Everest Group's proprietary Transaction Intelligence (TI) database, service provider public disclosures, and Everest Group's interactions with banking buyers

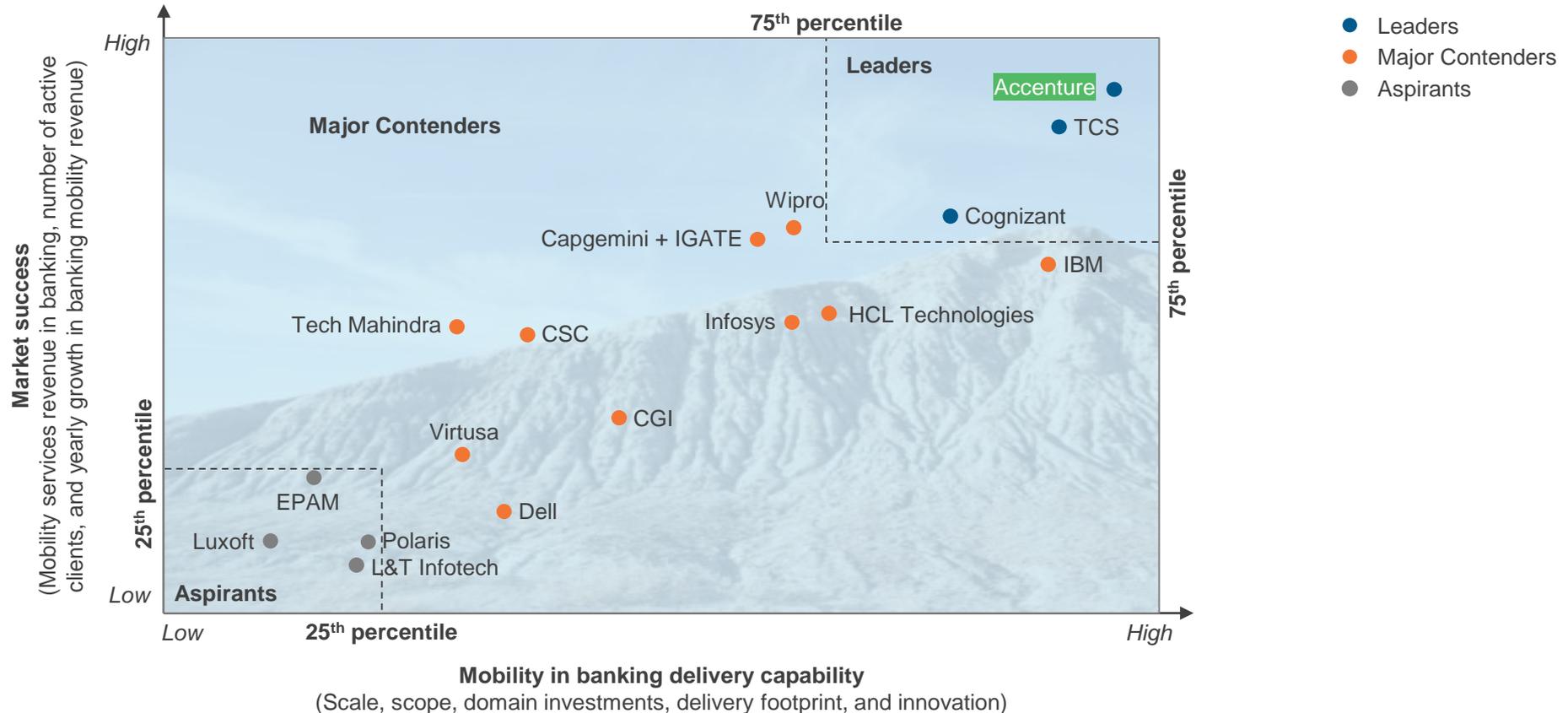
2 Capgemini acquired IGATE in April 2015; the combined business unit has been analyzed as part of this assessment

Note: Everest Group continuously monitors market developments and tracks additional service providers beyond those included in the analysis

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

# Accenture is positioned as a Leader on the inaugural Everest Group PEAK Matrix for mobility services in global banking - 2015

Everest Group Performance | Experience | Ability | Knowledge (PEAK) Matrix for mobility services in global banking<sup>1,2</sup>



1 PEAK Matrix specific to IT outsourcing relationships for mobility services in global banking sector

2 Since this is the inaugural PEAK Matrix evaluation for mobility services in global banking, no Star Performers have been identified

Note: Assessment for Accenture, CSC, and IBM excludes service provider inputs and is based on Everest Group's proprietary Transaction Intelligence (TI) database, service provider public disclosures, and Everest Group's interactions with banking buyers

Source: Everest Group (2015)

# Accenture | Mobility services in banking profile

## Leader

### Headline assessment

A wide range of offerings from consulting to implementation, strong set of solutions, deep-domain expertise, and leading design capabilities has helped Accenture emerge as a Leader on Everest Group's inaugural PEAK Matrix on mobility services in banking

### Analyst comments

- Solutions spanning the spectrum including transaction banking, payments & mobile wallets, and gamification, with services in application management, device management, and content management
- Well-equipped for delivering end-to-end mobility projects with offerings in consulting, designing, developing, testing, implementing, and support
- Large scale, onshore-heavy delivery model, with strong design capabilities
- Early bird to identify potential of mobility in banking with a number of early investments in solutions, alliances, acquisitions, separate practices, and digital studios across key client locations
- **Marquee clients:** BNP Paribas and a large bank in Europe

### PEAK Matrix dimensions assessment

Dimension	Rating
Market success	
Scale	
Scope	
Innovation	
Domain investments	
Delivery footprint	

### Key IP (solutions, tools, frameworks, etc.) – Mobility

- Mobile Wallet/Payments: The Accenture Mobile Wallet platform integrates advanced analytics and big data capabilities, with security elements
- Mobile Loyalty and Offers: Utilizes recommendation tools to enable loyalty and offers use cases
- Enterprise mobility business solutions: Accenture provides industry-focused enterprise mobility business solutions
- Application Factory model: Accenture uses a wide range of tools, processes, and assets to industrialize and accelerate application development, testing, and maintenance services. Examples of tools: Accenture ROSA (Remote, Offshore, Simulate, Automate) test framework

### Key partnerships – Mobility

- Samsung: Accenture established a global strategic relationship to simplify the development, delivery, and management of Samsung KNOX enterprise mobility solutions
- SAP: Strategic relationship to develop and deploy mobility solutions
- Crittercism: Partnership to integrate Crittercism's performance monitoring tool with Accenture's Application Factory solutions

### Key investments (acquisitions, innovation labs, CoE's)– Mobility

- Established digital solution centers in Chicago, United States. and United Kingdom
- Accenture strengthened its mobility capabilities in Europe by acquiring full ownership in Solium, a Madrid-based technology company in July, 2015
- Accenture established the Innovation Center for Mobility in Barcelona

Source: Everest Group (2015)

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# Appendix

### **Does the PEAK Matrix assessment incorporate any subjective criteria?**

- The Everest Group’s PEAK Matrix assessment adopts an objective and fact-based approach (leveraging service provider RFIs and the 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 briefings

### **Is being a “Major Contender” or “Aspirant” on the PEAK Matrix an unfavorable outcome?**

- No. PEAK Matrix highlights and positions only the best-in-class service providers in a particular functional/vertical. 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 in itself a favorable recognition

### **What other aspects of the PEAK Matrix assessment are relevant to buyers and providers besides the “PEAK Matrix position”?**

- The PEAK Matrix position is only one aspect of the 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 to the buyers in selecting particular providers for their specific requirements. It also helps providers showcase their strengths in specific areas

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

- Participation incentives for buyers include a summary of key findings from the PEAK Matrix assessment
- Participation incentives for providers 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 to leverage their PEAK Matrix positioning status ?**

- Providers can use their PEAK Matrix positioning in multiple ways including:
  - Issue a press release declaring their positioning/rating
  - Customized PEAK Matrix profile for circulation (with clients, prospects, etc.)
  - Quotes from the Everest Group’s analysts could be disseminated to the media
  - Leverage the 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**



## 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 empowers 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) and [research.everestgrp.com](http://research.everestgrp.com).

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