



# Everest Group Data and Analytics (D&A) Services PEAK Matrix® Assessment 2023

**Focus on Deloitte**  
September 2023



# Introduction

Enterprises are struggling to strike the right balance between value realization and experimentation through their D&A investments. While RoI and direct business outcomes from D&A initiatives are becoming key priorities for enterprises, the emergence of technologies such as generative AI is pushing enterprises to experiment and build a solid data foundation to enable these technologies. Service providers with their recent investments in next-generation technologies and transition toward driving direct business value for clients can help enterprises navigate the dichotomy in the market successfully.

In this research, we present an assessment and detailed profiles of 27 service providers featured on the D&A services PEAK Matrix®. Each provider profile provides a comprehensive picture of its strengths and limitations. The assessment is based on Everest Group’s annual RFI process for calendar year 2023, interactions with leading D&A service providers, client reference checks, and an ongoing analysis of the D&A services market.

The full report includes the profiles of the following 27 leading D&A service providers featured on the [Data and Analytics \(D&A\) Services PEAK Matrix® Assessment 2023](#):

- **Leaders:** Accenture, Capgemini, Cognizant, Deloitte, IBM, Infosys, TCS, and Wipro
- **Major Contenders:** DXC Technology, EPAM, Eviden – an Atos business, EXL, EY, Genpact, HCLTech, KPMG, Kyndryl, LTIMindtree, Mphasis, NTT DATA, Persistent Systems, PwC, Tech Mahindra, and WNS
- **Aspirants:** Stefanini, UST, and Virtusa

## Scope of this report



**Geography**  
Global



**Providers**  
27 leading D&A service providers



**Services**  
D&A services (refer to page 10 for scope of the research)

## D&A services PEAK Matrix® characteristics

### Leaders

Accenture, Capgemini, Cognizant, Deloitte, IBM, Infosys, TCS, and Wipro

- Leaders have displayed a vision focused on driving business outcomes through D&A services for their customers
- They are at the forefront of innovation and driving change with thought leadership, partnerships, and internal investments in emerging themes such as data mesh, generative AI, sustainability, data observability, responsible AI, edge cloud computing, no-code/low-code solutions, AIOps, and data marketplaces
- Leaders have invested heavily in acquisitions as well as building structured internal talent development programs to ensure the availability of skilled talent to solve complex problems. They have also focused on the breadth of skills, enabling full services play by developing a range of certification programs that help them stay ahead as technology evolves
- Leaders have developed a range of integrated platforms along with industry- and use case-specific accelerators to cut down the trial and run phase to achieve faster outcomes
- Domain focus and willingness to share risk and returns through value-based pricing models have further differentiated them in stakeholder partnerships

### Major Contenders

DXC Technology, EPAM, Eviden – an Atos business, EXL, EY, Genpact, HCLTech, KPMG, Kyndryl, LTIMindtree, Mphasis, NTT DATA, Persistent Systems, PwC, Tech Mahindra, and WNS

- Major Contenders have shown high confidence in their sweet spots within the D&A stack. They have a strong base of satisfied clientele within these areas
- Major Contenders have the vision to develop full services play and are investing in talent development programs, acquisitions, IP building, and a partnership ecosystem to enable the same
- They need to supplement their vision and investments with effective communication of success on transformative end-to-end D&A deals to enhance their market perception

### Aspirants

Stefanini, UST, and Virtusa

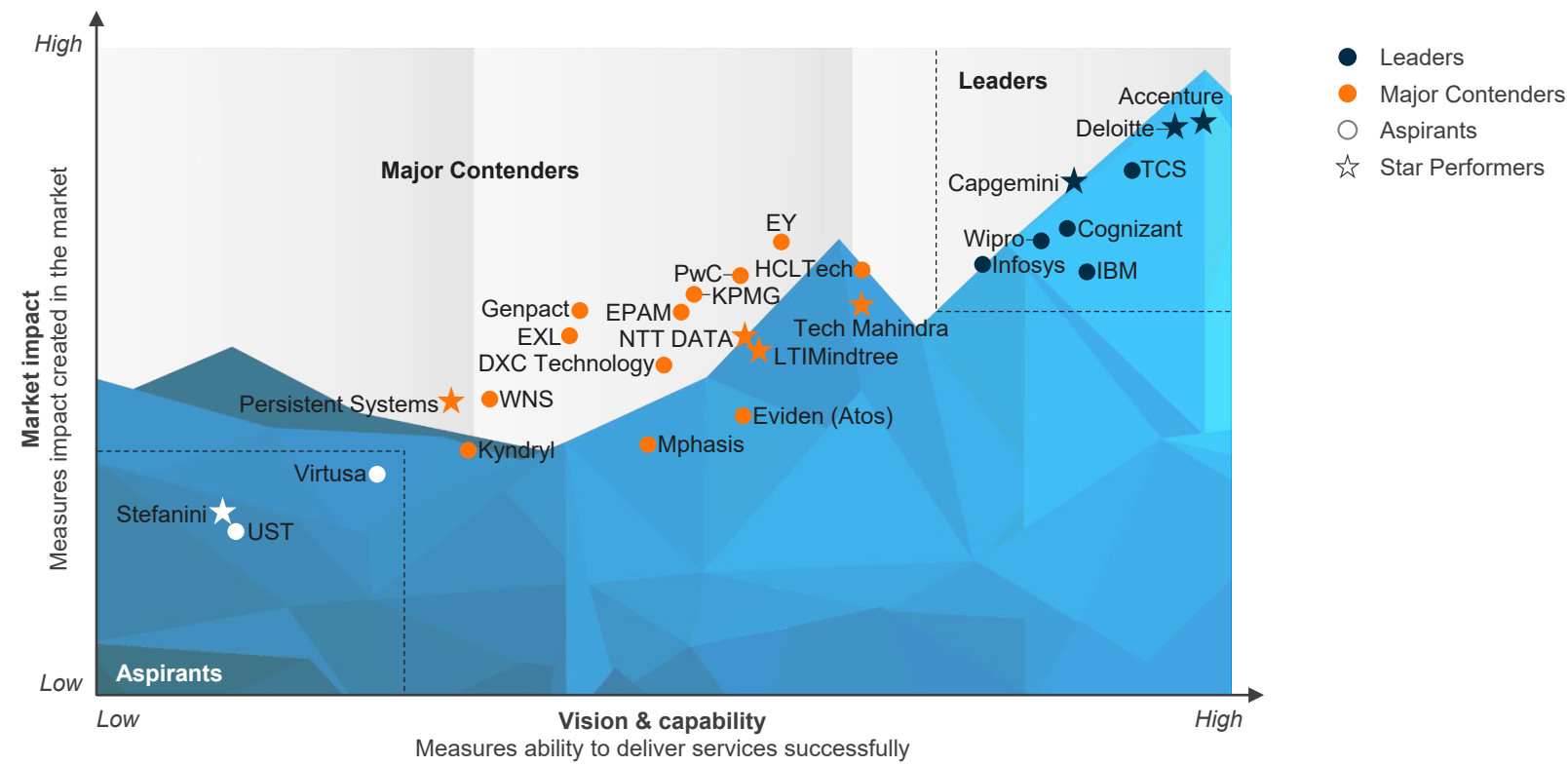
Aspirants aim to focus on creating solutions beyond niche areas; most engagements are based on flagship tools and solutions. The majority of investments are also directed toward upgrading and improving the features of these flagship solutions.

# Everest Group PEAK Matrix®

## Data and Analytics (D&A) Services PEAK Matrix® Assessment 2023 | Deloitte is positioned as a Leader and a Star Performer



Everest Group Data and Analytics (D&A) Services PEAK Matrix® Assessment 2023<sup>1,2,3</sup>



1 Assessments for EY, IBM, Infosys, KPMG, PwC, and UST exclude service provider inputs on this study, and are based on Everest Group's estimates that leverage its proprietary Transaction Intelligence (TI) database, ongoing coverage of service providers' public disclosures, and interaction with buyers. For these companies, Everest Group's data for assessment may be less complete

2 Assessments for Eviden – an Atos business and Persistent Systems are based on partial inputs provided by service providers and are also based on Everest Group's estimates that leverage its proprietary Transaction Intelligence (TI) database, ongoing coverage of service providers' public disclosures, and interaction with buyers. For these companies, Everest Group's data for assessment may be less complete

3 EPAM, EXL, Genpact, and WNS are new entrants on the D&A Services PEAK Matrix and have therefore not been considered for the Star Performer title

Source: Everest Group (2023)

# Deloitte profile (page 1 of 5)

## Overview

### Company overview

Deloitte provides industry-leading audit and assurance, tax and legal, consulting, financial advisory, and risk advisory services to nearly 90% of the Fortune Global 500® and thousands of private companies. Deloitte’s professionals deliver measurable and lasting results that help reinforce public trust in capital markets, enable clients to transform and thrive, and lead the way toward a stronger economy, a more equitable society, and a sustainable world. Deloitte has presence across 150+ countries and territories.

**Headquarters:** Not applicable

**Website:** [www.deloitte.com](http://www.deloitte.com)

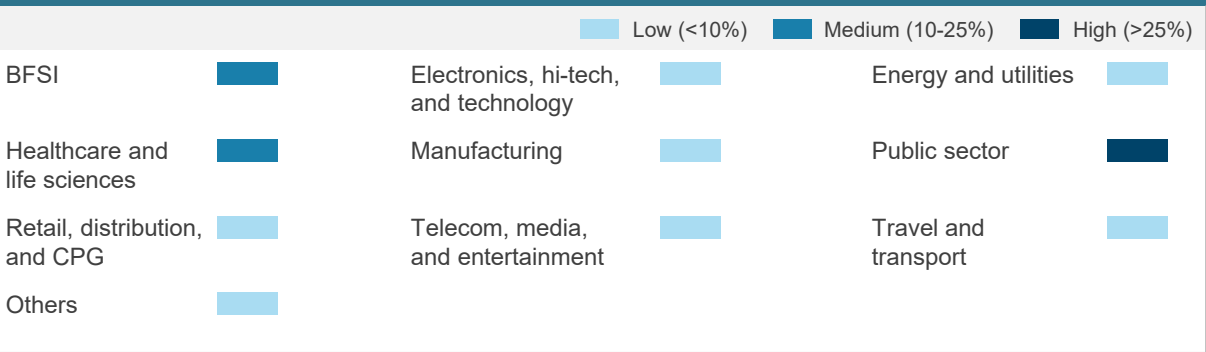
### D&A practice overview

- Deloitte provides a range of advice, implement, and run D&A services. It transforms the business capabilities of its clients by leveraging data, analytics, and AI and orchestrating complex business transformations
- Its D&A capabilities are organized according to the business priorities of its customers and consist of three categories: core D&A capabilities, which are intended to speed up value delivery and scale its clients' capabilities; industry- and domain-specific D&A offerings, to integrate D&A and AI into entire value chains of its clients; and stand-alone hybrid operate businesses with its own P&L to tackle clients' challenges through an as-a-service delivery model
- Deloitte’s generative AI practice focuses on helping clients and society harness the power of generative AI, strategically across the enterprise, to drive trustworthy and sustainable outcomes. It provides an end-to-end generative AI service, which amplifies its data and generative AI expertise with attention to: regulations (risk advisory), IP (legal), controls (audit & assurance), workforce (consulting), etc.

| D&A practice fact sheet | 2021   | 2022   |
|-------------------------|--------|--------|
| Revenue (US\$ million)  | 9,400  | 11,000 |
| Number of FTEs          | 38,000 | 42,000 |

1 Everest Group estimates  
Source: Everest Group (2023)

### Adoption by industry<sup>1</sup>



### Adoption by geography



# Deloitte profile (page 2 of 5)

## Solutions and partnerships

NOT EXHAUSTIVE

D&A IP overview

- Deloitte has more than 500 in-market assets, solutions, and accelerators to drive efficiencies, introduce innovation, and improve client experiences. These assets include the Converge™ suite, application modernization suite, Deloitte Code Converter (DCC), Deloitte Product Data X-Ray (DPDx), SaS2OS Converter, and Data Analytics Objects (DAO), among others
- Deloitte works with its partners to jointly create assets and services and collaborate with technology providers (including AWS, GCP, NVIDIA, and Informatica) to incorporate advanced tools and processes into offerings through solutions built on its proprietary AI/data platform, Cortex, Deloitte provides no-code/low-code tools to its practitioners across consultative businesses

| Proprietary IP/solutions/frameworks/accelerators/tools developed internally to deliver D&A services |               |               |  |
|---|---------------|---------------|--|
| Product   | Solution type | Year launched | Details  |
| Converge™   | Platform      | 2014          | Converge combines Deloitte's deep industry expertise, enterprise-quality software, and a curated ecosystem of partners to deliver proven technology solutions. The capability, ConvergeHEALTH, was set up considering the needs in LSHC organizations to connect data and share information and insights. Deloitte has now launched ConvergePROSPERITY and ConvergeCONSUMER for FSI and consumer industries. |
| CortexAI™   | Platform      | 2020          | CortexAI™ is a multi-cloud AI platform with a set of plug-and-play technologies for data, analytics, intelligent automation, and AI/ML. It integrates multiple AI capabilities from leading cloud providers and AI start-ups with Deloitte's algorithms and models.  |
| Data-as-a-Service   | Solution      | 2021          | Deloitte's Data-as-a-Service is both a product and a platform and helps modernize clients' data platforms by combining its domain expertise with data tools from ecosystem partners in a secure, configurable cloud platform.  |
| OperateEdge™  | Platform      | 2021          | OperateEdge™ integrates system infrastructure, ITSM tools, and other DevSecOps tools and leverages the power of artificial intelligence and machine learning technologies to bring a comprehensive approach to IT operations management. It is Deloitte's platform for managing large-scale managed service engagements.   |
| Smart Factory   | Accelerator   | 2022          | Smart Factory is a pre-configured suite of cloud-based IoT applications designed to help in smart manufacturing processes across the enterprise. It simplifies the process of synchronizing clients' talent, assets, and operations to enable a connected platform.  |

Key partnerships (logos)

BI and visualization



Cloud and big data



Data integration, preparation, and governance



ERP



Others



# Deloitte profile (page 3 of 5)

## Investments and market success

NOT EXHAUSTIVE

| Other investments to enhance D&A services capabilities, e.g., setting up of new delivery centers / CoEs / innovation labs, trainings/certifications, etc. |  |
|---|--|
| Development   | Details  |
| Acquisitions  | <p>Deloitte made 30+ acquisitions across various regions in recent years:</p> <ul style="list-style-type: none"><li>• SFL Scientific (US): enhances Deloitte’s capabilities to help deliver numerous high-quality and complex projects across public and private sectors, providing deep domain, scientific, and analytics solutions</li><li>• Reformis (UK): provides technology, business, and change management consultancy services to clients in the investment and wealth management industry; Reformis is a specialist in providing and implementing data and technology solutions to the investment and wealth management market.</li><li>• Intellify (Australia): adds deep understanding of the entire AI management life cycle and specialization in AWS and Databricks; helps capture and address emerging opportunities such as personalization, value chain optimization, and workforce optimization</li><li>• Integrated Enterprise Solutions(China): a Hong Kong-based specialist provider of IT with vast experience in systems integration using digital and analytics technologies, advanced solutions, and innovative approaches</li><li>• Shanghai Advanced Analytics Service Company (China): strengthens the data analytics and cloud capabilities of Deloitte China’s consulting practice, enhances Deloitte’s end-to-end digital solutions for clients, and improves its ability to develop digital products and services</li></ul> |
| Talent development  | <ul style="list-style-type: none"><li>• Deloitte has various programs including New Hire Analyst, Experienced Professionals, Hiring our Heroes, partner training pathways, global AI fluency, and training pathways for data operations</li><li>• Deloitte AI Institute supports all external-facing AI efforts as well as investment in talent across all functions. Activities include, but not limited to, publications on AI eminence, marketing efforts for conferences, partnerships with thought leaders, specialized AI and data education and collaboration with educational institutes, policy groups, and start-ups on directed research and marquee studies</li><li>• The Deloitte AI Academy serves as Deloitte’s engine to bridge the AI talent gap in the market today by educating its way to AI talent growth. The academy offers trainings programs (technical and non-technical) in AI for its talent regardless of business, level, or technical proficiency</li></ul>   |

| Recent D&A engagements (non-exhaustive)                      |                                |           |  |
|--|--------------------------------|-----------|--|
| Client   | Industry                       | Geography | Engagement details   |
| An American multinational fast food chain                    | Consumer – food/beverage       | Americas  | Deloitte’s AI-based restaurant platform called <b>Restaurant of the Future</b> enabled the client to undertake an AI-driven futuristic digital journey that automated order processing, helping overcome labor shortages while resulting in increased revenue.                 |
| A large American bank  | Financial services – BCM       | Americas  | Deloitte’s cloud data modernization solution spanning Advise, Implement, and Operate/Run, empowered the client with risk and regulatory compliance, best-in-class profitability reporting, and seamless data reconciliation, thus laying the foundation for AI transformation. |
| Department of transport and planning for a metropolitan city | Government and public services | APAC      | Deloitte’s Optimal Reality platform enables a real-time digital twin for the city. AI powers computer vision data to help reroute the traffic across the city.   |
| A leading trade and tourism group                            | Consumer – retail              | EMEA      | Deloitte built foundational data management and modernization capabilities for a client so that the organization could widen its customer base while keeping the personal data secured.  |










**Deloitte profile** (page 4 of 5)  
Location landscape



# Deloitte profile (page 5 of 5)

## Everest Group assessment – Leader and Star Performer

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

- Through its consult-to-operate model, Deloitte positions itself as a strategic partner for enterprises in D&A engagements. It leverages its strong domain expertise to drive thought leadership in the D&A market, which reinforces its forward-looking stance as it relates to next-generation services
- Deloitte has strong focus on driving strategic partnerships with both its clients and partners:
  - Referenced clients mentioned that it acts as a strategic partner in engagements and has a strong focus on driving investments in emerging technologies
  - In partnership with technology providers such as AWS and NVIDIA, it has invested in solutions for next-generation themes including autonomous operations, code generation, and mobility, among others
- It has invested in high-growth geographies such as Europe and Asia Pacific through multiple acquisitions. It recently acquired Etain (Ireland), Intellify (Australia), and Shanghai Advanced Analytic Service Company (China) to build its capabilities across cloud, advanced analytics, and AI services

### Limitations

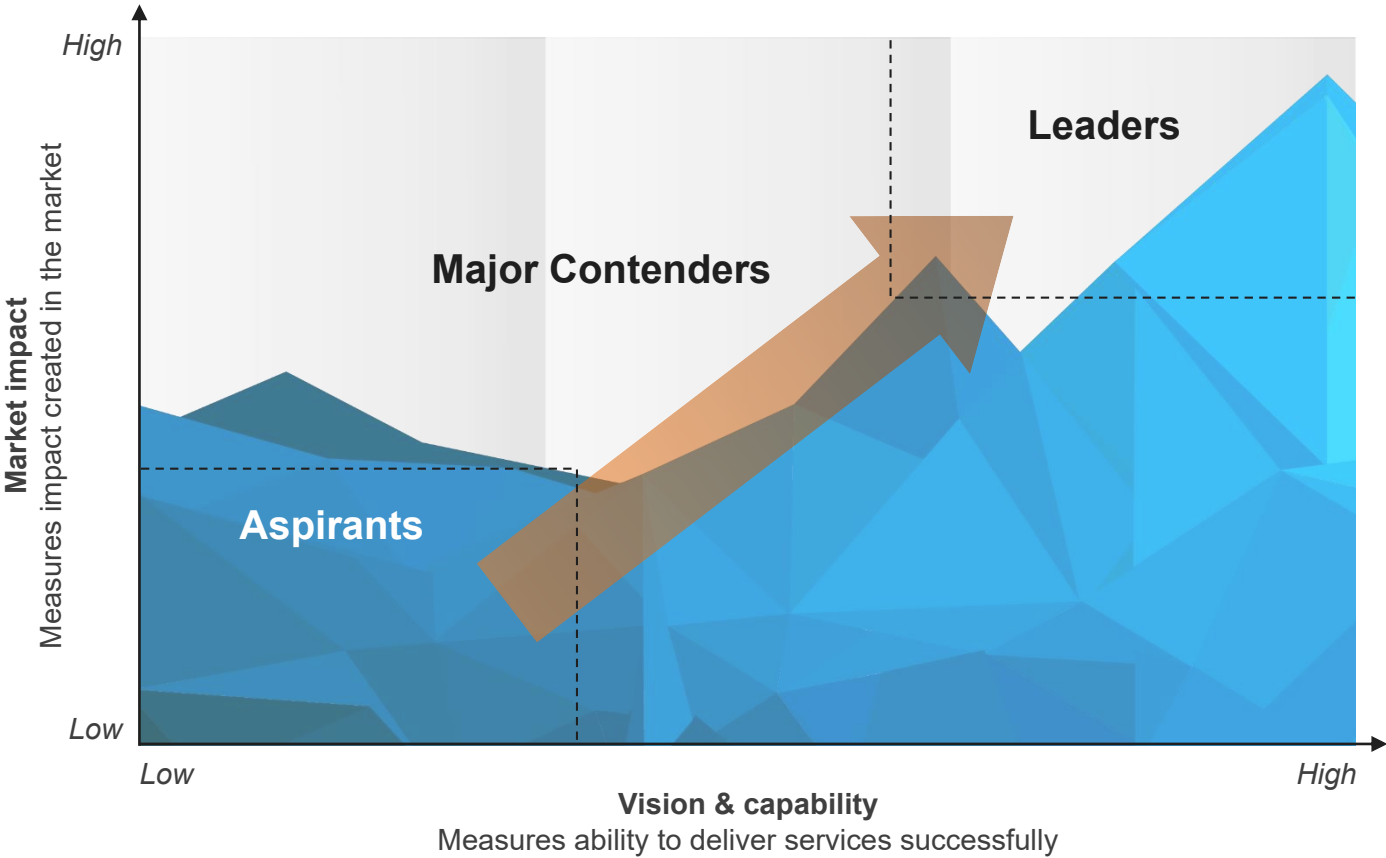
- Deloitte is viewed as a premium-priced player by enterprises in comparison with traditional service integrators that are more focused on driving cost efficiencies. While many enterprises find value for their money, those looking for cost savings as a primary objective must evaluate Deloitte’s commercial constructs carefully
- Being a major audit player, it needs to ensure compliance with several regulations/standards, and this may limit Deloitte’s ability to collaborate extensively with all the clients equally
- Deloitte has a geography-based and complex organization structure. This impacts, to some extent, its ability to easily and effectively address the requirements of global clients

# 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

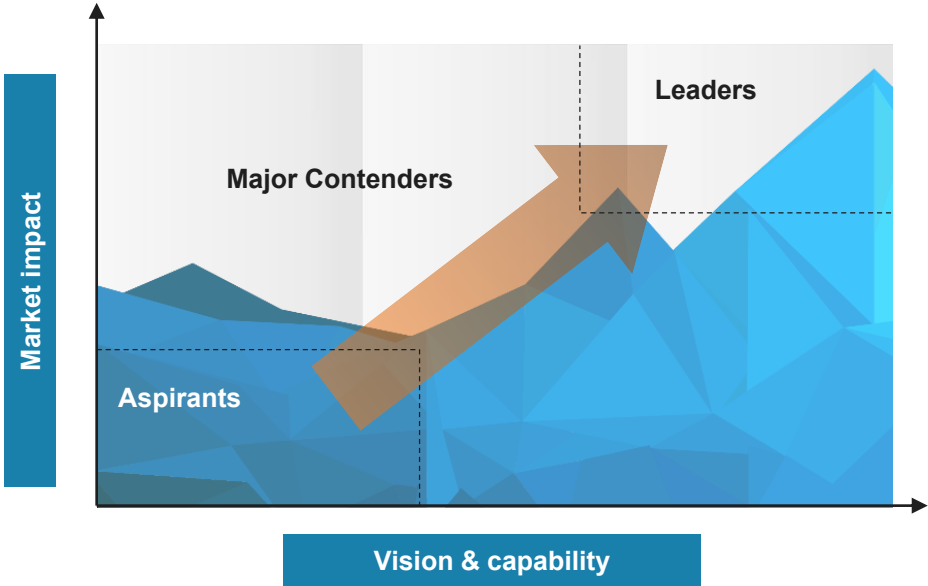
Number of clients, revenue base, YoY growth, and deal value/volume

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

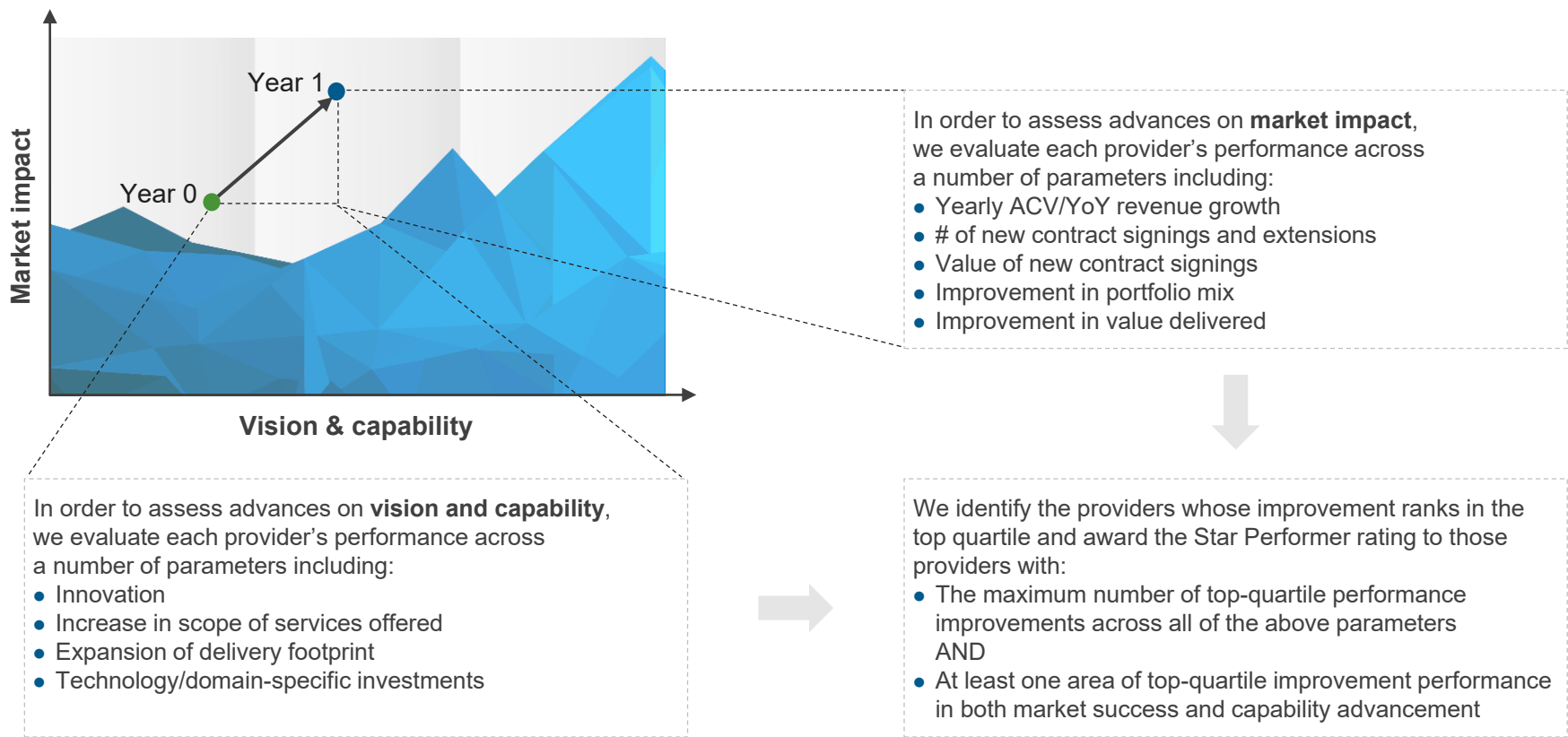
Delivery footprint and global sourcing mix



# 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 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 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 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](http://www.everestgrp.com).

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