



Everest Group Application Management Services PEAK Matrix® Assessment 2025

Focus on Deloitte
January 2025



Introduction

As enterprises expand and modernize their IT estates across cloud and on-premise environments, growing architectural complexities and limited visibility into application landscapes are driving a greater focus on Application Management Services (AMS) to ensure smoother modern application operations. Enterprises are looking to reduce their AMS costs and improve productivity by adopting next-generation technologies such as generative AI. They are increasingly bundling their run scope with other services such as application modernization and infrastructure management to derive more value from their investments.

In this report, we present an assessment and the detailed capabilities of 30 AMS providers operating in the global application services market. Each profile provides a commentary on the strengths and limitations across its key Intellectual Property (IP) / solutions, partnerships, investments, and case studies. The assessment is based on Everest Group's annual RFI process for the calendar year 2024, interactions with leading application

management service providers, client reference checks, and an ongoing analysis of the application services market.

The full report includes the profiles of the following 30 leading application management service providers featured on the [Application Management Services PEAK Matrix® Assessment 2025](#):

- **Leaders:** Accenture, Capgemini, Cognizant, Deloitte, HCLTech, Infosys, TCS, and Wipro
- **Major Contenders:** Encora, Genpact, Hitachi Digital Services, HTC Global Services, Innover, Jade Global, Kyndryl, LTIMindtree, Mastek, Mphasis, NTT DATA, Orion Innovation, SLK Software, Tech Mahindra, UST, Virtusa, and Visionet
- **Aspirants:** 3i Infotech, Datamatics, Dexian IT Solutions, GAVS, and VVDN Technologies

Scope of this report

Geography: global

Industry: market activity and investments of 30 leading service providers

Services: AMS

Application Management Services PEAK Matrix® characteristics

Leaders

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

- Leaders lead with focused vision and strategy to deliver Application Management Services (AMS) to a balanced customer portfolio spread equally across all regions and verticals
- They are making strategic investments to expand their partnership ecosystem with not just mainstream technology providers but also niche start-ups in the domains of automation, observability, testing, and AI; they continue to keep pace with market dynamics and make headway into disruptive themes such as AIOps, SRE, hyperautomation, and gen AI
- Providers in this category have a strong offshore delivery footprint in the APAC region (primarily India and other Southeast Asian regions) and have also built nearshore delivery capabilities in Latin America, the Middle East, and Eastern Europe to deliver cost-effective services within the same time zone to on-site locations

Major Contenders

Encora, Genpact, Hitachi Digital Services, HTC Global Services, Innover, Jade Global, Kyndryl, LTIMindtree, Mastek, Mphasis, NTT DATA, Orion Innovation, SLK Software, Tech Mahindra, UST, Virtusa, and Visionet

- Service providers in this category are driving focus on strengthening their services offerings through dedicated investments in IP development and partner network expansion, however, their services portfolio and delivery capabilities are not as balanced as those of Leaders
- They continue to exhibit strong industry credentials for delivering application management services across select verticals and geographies, making them strong contenders to Leaders

Aspirants

3i Infotech, Datamatics, Dexian IT Solutions, GAVS, and VVDN Technologies

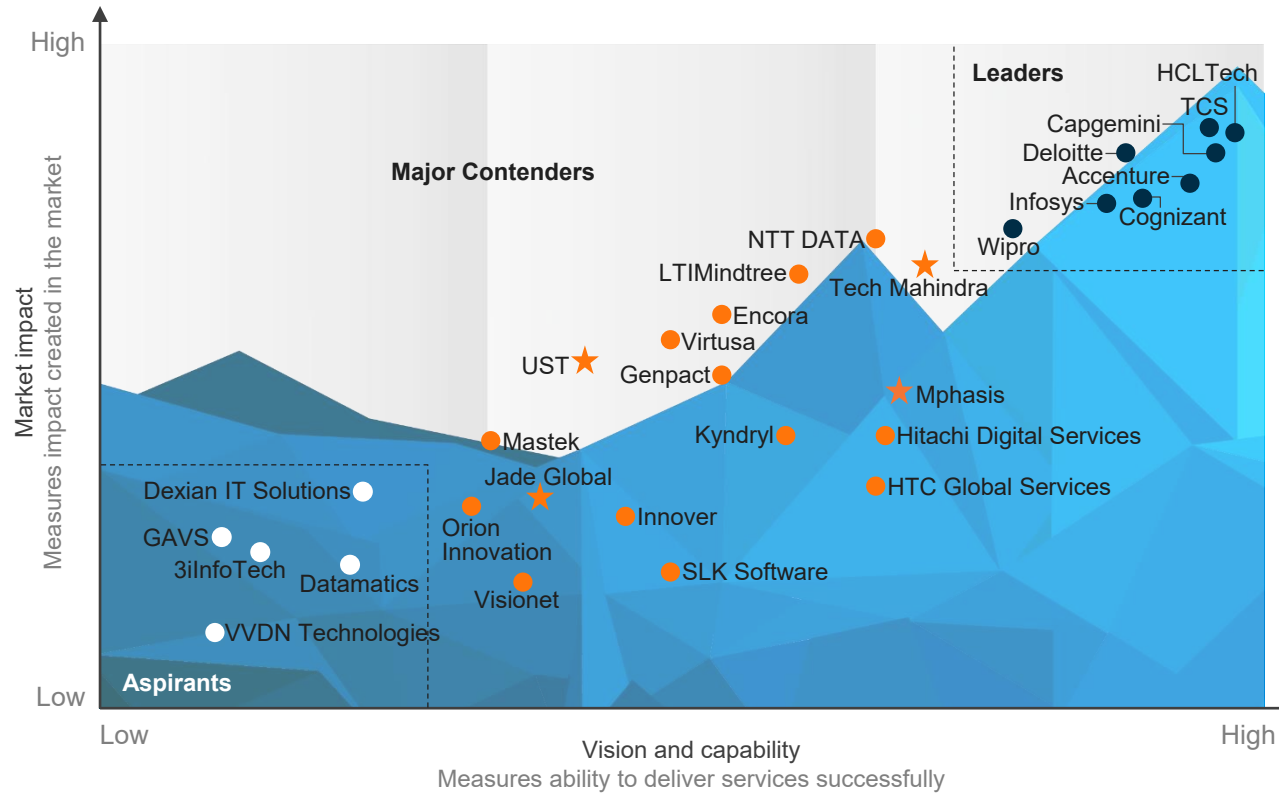
- Providers in this category have limited market presence, delivery footprint, and customer portfolio compared to Leaders and Major Contenders
- However, they are gradually increasing their investments to develop point solutions and accelerators in focused areas, expanding their partner network, and augmenting their services portfolio to contend in the mature application management services market

Everest Group PEAK Matrix®

Application Management Services PEAK Matrix® Assessment 2025 | Deloitte is positioned as a Leader

Everest Group Application Management Services PEAK Matrix® Assessment 2025^{1,2}

- Leaders
- Major Contenders
- Aspirants
- ☆ Star Performers



¹ Assessments for Accenture, Infosys, and Wipro exclude service provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, provider public disclosures, and Everest Group's interactions with buyers

² Analysis for Kyndryl and NTT DATA include partial inputs from service providers, and is based on Everest Group's estimates leveraging its proprietary data assets, service provider public disclosures, and interaction with buyers

Source: Everest Group (2025)

Deloitte profile (page 1 of 4)

Overview

Vision for Application Management Services (AMS)

Deloitte envisions a future where AMS is powered by machines and generative AI, supported by human talent, working together in a multi-dimensional, hybrid architecture. This system manages a wide range of application types including bespoke, native, SaaS, and platform-based applications, with performance metrics assessed by Business Level Agreements (BLAs) and Experience Level Agreements (XLAs).

Scope of services

Deloitte's offers a unique form of recurring client engagement, where it deeply integrates continuous improvement into clients' operations by delivering a blend of specialized domain and industry expertise, technology, and transformation knowledge across its multi-disciplinary model. These outcome-driven services are designed to help clients continuously perform, innovate, accelerate growth, and confidently manage risk. It provides exceptional value across advisory, implementation, and operational services.

AMS revenue (CY2023)

<US\$200 million	US\$200-500 million	US\$500 million-US\$1 billion	>US\$1 billion
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AMS revenue mix (CY 2023)

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

By industry

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

By geography

- North America
- Europe
- Asia Pacific
- South America
- Middle East and Africa
- Rest of the world

By buyer size

- Small (annual client revenue <US\$1 billion)
- Medium (annual client revenue US\$1-5 billion)
- Large (annual client revenue US\$5-10 billion)
- Very large (annual client revenue US\$10-20 billion)
- Mega (annual client revenue >US\$20 billion)

Deloitte profile (page 2 of 4)

Solutions, partnership, and recent investments

[REPRESENTATIVE LIST]

Proprietary solutions for AMS

Solution name	Details
OperateEdge™ generative AI solutions	It is a patented intelligent automation platform intended to innovate and transform AMS delivery.
Digital insights	It is a proactive problem management platform that enables root cause analysis and issue resolution recommendations by producing insights from historical ticketing data.
Deloitte's digital FTE	It is an autonomous end-to-end testing platform that assists enterprises in automating all aspects of testing including requirement analysis, conversion to automation scripts, execution of these automation scripts, and automatic sharing of test findings with stakeholders. It helps to reduce human errors in testing processes, while also increasing productivity and efficiency through standardized accelerated delivery.

AMS partnerships

Partner name	Details
ServiceNow	It partnered with ServiceNow as a Global Elite Partner and as the winner of nine 2024 Partner of the Year awards, Deloitte integrates technology solutions across various industries to drive profitable business outcomes for customers. Examples include the company's dedicated ServiceNow assets and solutions group delivering industry-scale outcomes in government and public services, energy, resources, and industrials, and life sciences and health care sectors, as well as the integration of generative AI workflows into its operate services.
NVIDIA	It partnered with NVIDIA to develop new markets for AI and generative AI manufacturing solutions. Deloitte has been NVIDIA's Consulting Partner of the Year for the past four years, collaborating with customers to co-innovate using NVIDIA technologies.

AMS investments

Investment name/theme	Details
Industry advantage	It invested US\$2 billion to develop industry-specific solutions and assets, accelerating the IndustryAdvantage™ initiative for clients. This investment aligns with Deloitte's focus on combining domain expertise with modern engineering, AI, and cybersecurity principles. It also includes enhancements to its cloud-native Converge™ platforms.
Project Olympus	It co-invested US\$200 million and established a fund to research and develop industrial engineering solutions. This venture combined DigiPrint, Deloitte's new model for harnessing the power of industry clouds, with technical and industry expertise, along with the security and scale of AWS. This enabled the design of solutions to help clients advance business priorities, address sector challenges, and drive consistent digital transformation.

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Case studies

CASE STUDY 1

Helped a US-based agricultural and chemical company streamline global operations and enhance efficiency through SAP and custom solutions

Business challenge

The customer wanted to implement new procedures for its three product families' product development, building on Deloitte's Operate and SAP solutions. It hired over 20 vendors to develop software for 35 applications across its digital marketplace, quality, supply chain, maintenance, and enterprise operations business groups.

Solution

Deloitte delivered AMS for over 250 custom technology applications, spanning 40+ technologies and modules across 30+ countries and four continents. It supported three SAP landscapes and nine environments, serving a user base of over 27,000. The solution also included custom application development for over 200 applications across 15+ technologies, executed by 10 pods. The modernization programs included cloud migration, enterprise platform management, digital platform management, internal data analytics, and custom application development and support.

Impact

- Reduced ticket volume by 40%
- Deployed 85 automations in one year to drive efficiency
- Saved 900 hours per month by automation
- Delivered 40,000 change request hours every year

CASE STUDY 2

Helped a leading European electronic placement platform enhance global placement process with its Azure-based platform

Business challenge

The customer started the process of permanently changing the status quo to electronic placement. The subsequent stage aimed to continuously enhance data collection and flow in the placement process, as well as generate process efficiencies and cost savings that were crucial for preserving the market's top spot worldwide. It made the decision to build a completely new green field platform with contemporary design to realize this ambition for 2023 and beyond.

Solution

Deloitte led the development of a new Azure-based platform using OutSystems, MongoDB, and AI technologies. By employing a scaled agile methodology, it created a managed service to run and enhance the London market electronic placement platform. The service included service delivery management, a business service desk, cloud and application management, and security monitoring. This next-generation platform supported over 13,000 monthly placements, serving 10,000 brokers and 11,000 underwriters.

Impact

- Resolved more than 200 service requests per day during high trading times, provided direction and training to the new platform, and delivered more than 14 releases and 220 enhancements since go-live
- Reduced ticket volume by 43% since launch owing to production defect correction, task automation, and platform optimization
- Deployed 214 automations in year one to drive efficiency in AMS, saving 300 hours per month










Deloitte profile (page 4 of 4)

Everest Group assessment – Leader

Measure of capability:  Low  High

Market impact

Vision and capability

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

- Deloitte’s investments to enhance its gen AI capabilities – exemplified by its recent acquisition of OpTeamizer, launch of GenAI Assist suite of tools, and partnership with providers such as NVIDIA – are helping it gain market credibility
- Its strong network of global technology providers – such as AWS, GCP, ServiceNow, SAP, UiPath, and RedHat – supported by joint Go-To-Market (GTM) strategies, service partnership awards, and solution co-creation, helps it bolster its end-to-end AMS capabilities
- A few enterprise clients value its ability to act as a strategic partner during AMS engagements and appreciate its willingness to go above and beyond

Limitations

- Enterprise clients have highlighted that Deloitte’s teams act as silos, with limited communication, which can sometimes result in slower decision-making
- A few enterprise clients have also called out its limited proactiveness in delivering value beyond the scope of the engagement through automation and gen AI-led productivity gains

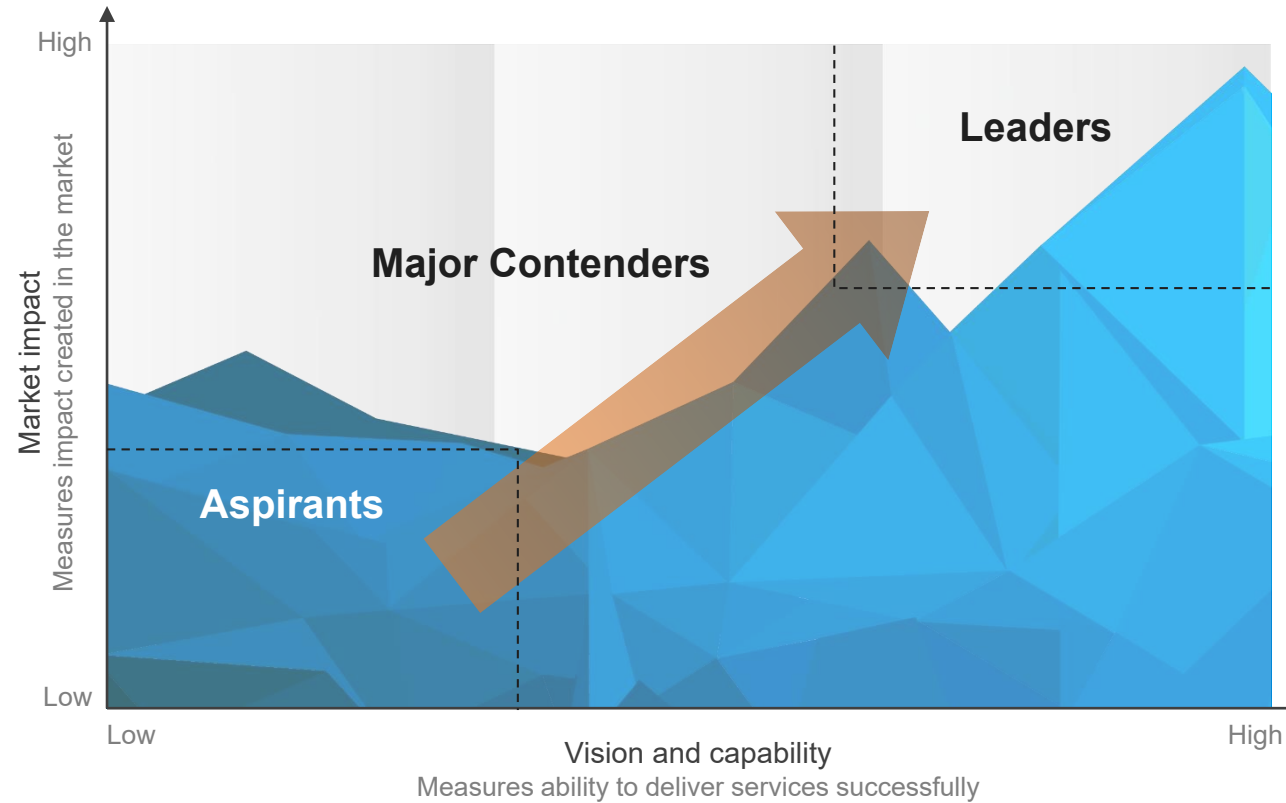
Appendix

PEAK Matrix® framework

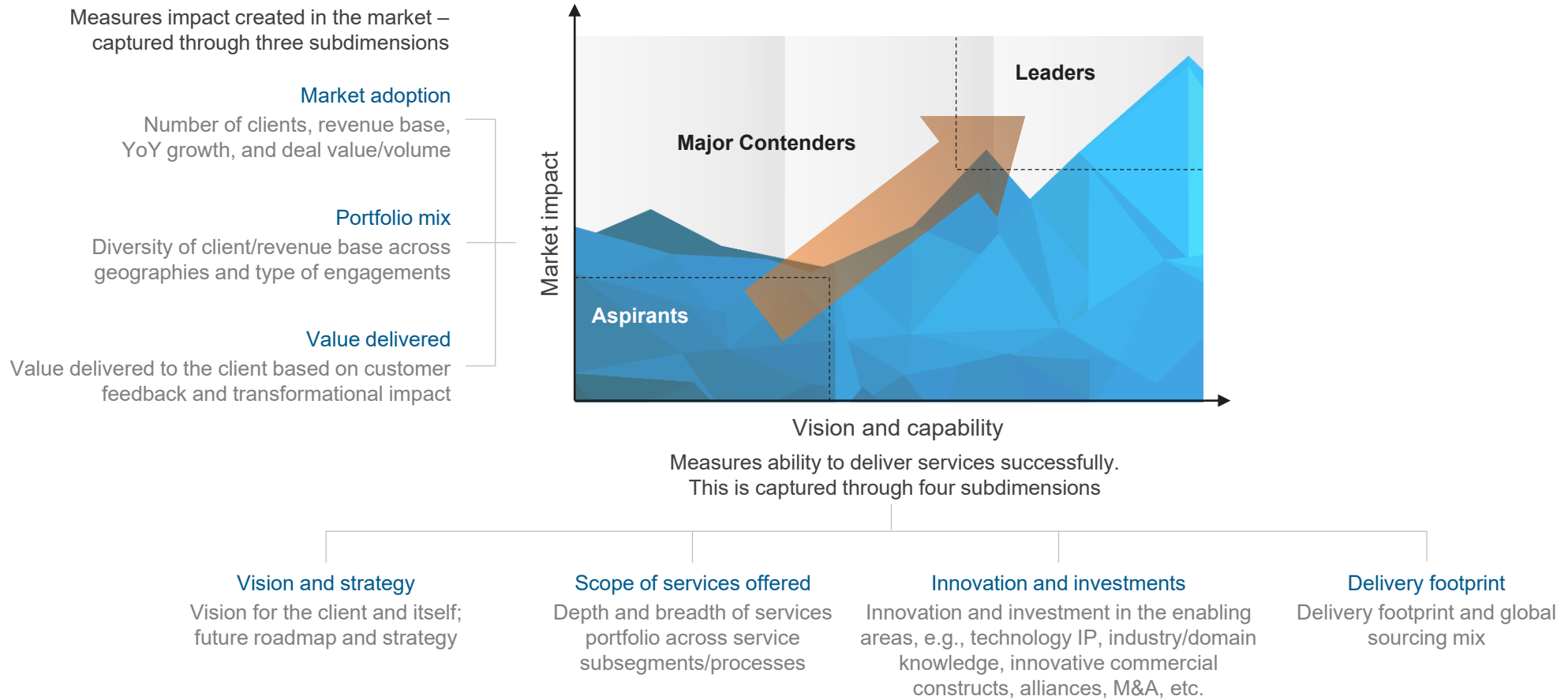
FAQs

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



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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