Everest Group Microsoft Azure Services PEAK Matrix® Assessment 2024

Focus on **Wipro**

January 2025

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Background of the research

The public cloud market has seen rapid expansion in recent years, driven by enterprises' growing need for digital transformation, innovation, and operational resilience. Microsoft Azure has capitalized on this demand, accelerating its adoption through investments in cutting-edge technologies such as generative AI in association with Open AI, industry-specific cloud solutions, data management (including Microsoft Fabric), and robust security features.

As Azure continues to evolve, enterprises are increasingly relying on Azure service providers to guide them through seamless cloud migrations and optimize their cloud environments. These providers offer critical expertise in cost control, resource optimization, and cloud-native development, ensuring businesses can fully leverage the power of Azure to drive growth and innovation.

In response to these evolving needs, Azure service providers are strengthening their go-to-market strategies, expanding certifications and specialization, and developing Azure-specific Intellectual Property (IP). Strong relationships with Microsoft enable these providers to deliver tailored, industry-specific solutions that enhance

operational efficiency and unlock new avenues for business value.

In the research, we present an assessment and detailed profiles of 29 Microsoft Azure Service Providers (SPs) featured on Microsoft Azure 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 Microsoft Azure SPs, client reference checks, and an ongoing analysis of the cloud services market.

The full report includes the profiles of the following 29 leading Microsoft Azure SPs featured on the Microsoft Azure Services PEAK Matrix:

- **Leaders:** Accenture, Capgemini, Cognizant, HCLTech, Infosys, TCS, and Wipro

- **Major Contenders:** DataArt, DXC Technology, EPAM, Eviden, EY, Happiest Minds, HSO, IBM, Kyndryl, LTIMindtree, Mphasis, NTT DATA, Orange Business, Persistent Systems, Tech Mahindra, UST, and Virtusa

- **Aspirants:** Computacenter, GFT, Orion Innovation, Sutherland, and VVDN

Scope of this report

Geography: global

Providers: 29 SPs

Services: Microsoft Azure Services

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Microsoft Azure services PEAK Matrix® characteristics

Leaders

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

- Leaders demonstrate strong market impact and extensive capabilities across the Azure ecosystem, supporting enterprises with end-to-end services, including infrastructure, application modernization, data transformation, and AI adoption

- They are increasingly emphasizing generative AI integration, automation, and industry-tailored solutions, enabling enterprises to unlock value through advanced Azure capabilities and specializations

- Many leaders are integrating Environmental, Social, and Governance (ESG) tracking and FinOps solutions to enhance cloud sustainability and optimize costs, addressing enterprises' growing need for responsible and efficient cloud operations

- However, they often overlook small and midsize enterprises, with premium pricing and limited commercial innovation, posing adoption barriers. Despite strong execution, gaps in documentation and partnership flexibility persist

Major Contenders

DataArt, DXC Technology, EPAM, Eviden, EY, Happiest Minds, HSO, IBM, Kyndryl, LTIMindtree, Mphasis, NTT DATA, Orange Business, Persistent Systems, Tech Mahindra, UST, and Virtusa

- Major Contender's collaboration with Microsoft and Independent Software Vendors (ISVs) underpins many successful Azure engagements, and is also lauded for their commercial flexibility and competitive pricing in some cases

- They demonstrate strong technical expertise, robust service portfolios, and proven capabilities for AI adoption and data modernization; however, they often lack tailored industry solutions and proactive innovation

- And even though delivery networks support global Azure workloads, issues with onshore availability and cross-team collaboration can impact scalability and quality

Aspirants

Computacenter, GFT, Orion Innovation, Sutherland, and VVDN

- Aspirants excel in cost optimization, managed services, and workload migration but fall short in advanced Azure specializations, generative AI, and vertical-specific use cases, making them less suited for large-scale transformations

- Their reduced competitiveness is attributed to a lack of innovative commercial strategies, serverless and cloud-native development expertise, and multi-vendor digital infrastructure support

- They offer reliable operations frameworks but face challenges in scaling services for large, complex Azure engagements. Gaps in talent management, technology partnerships, and tailored solutions hinder their ability to meet evolving enterprise demands

Everest Group PEAK Matrix®

Microsoft Azure Services PEAK Matrix® Assessment 2024 | Wipro is positioned as a Leader

Everest Group Microsoft Azure Services PEAK Matrix® Assessment 2024[1]

- ● Leaders
- ● Major Contenders
- ○ Aspirants
- ☆ Star Performers
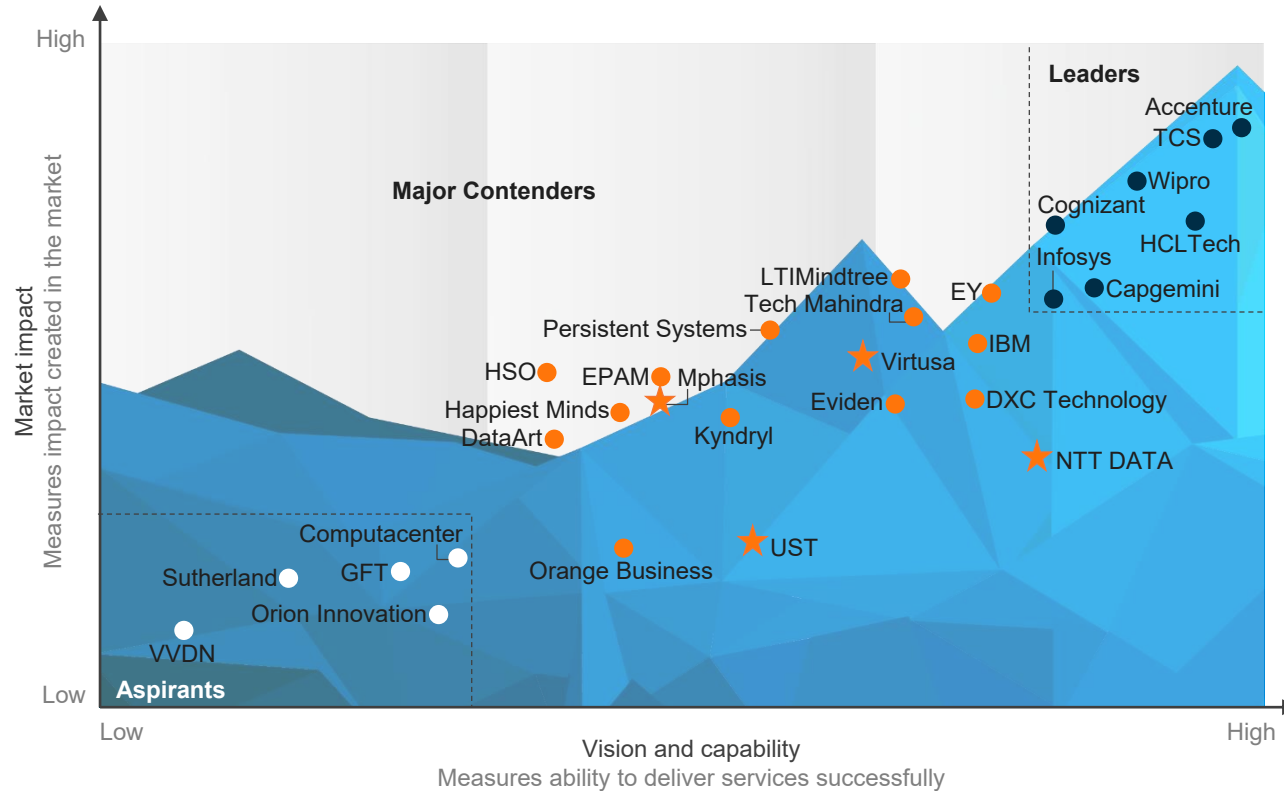
Wipro profile (page 1 of 6)
Overview

Vision for Microsoft Azure services

Wipro's Microsoft Azure business aligns with Microsoft's digital transformation strategy, emphasizing business acceleration, enhanced customer experiences, and connected insights through intelligent cloud solutions. By leveraging Microsoft's ecosystem – Office 365, Power Platform, Copilot, and Azure AI – Wipro delivers innovative, end-to-end solutions. The strategy focuses on Microsoft Copilot deployment, responsible AI with security, M365 core, and Azure migrations. It holds 15 Microsoft Advanced Specializations and aims to achieve 7,000+ certifications by FY25. Through initiatives such as Cloud Studio Wipro facilitates effective multi-cloud programs, ensuring value and innovation for clients in a rapidly evolving technological environment.

Headquarters: Bengaluru, India   **Website:** www.wipro.com

Overall Microsoft Azure services revenue (CY2023)

<US$1 million	US$1-10 million	US$10-100 million	>US$100 million

Number of active clients for Microsoft Azure services

<20	20-50	50-100	>100

Key leaders
- Jo Debecker, FullStride Cloud Global Business Leader
- Ramachandran Padmanabhan, Global Head – Microsoft BU
- Satish Y, Senior Vice President and Global Head – FullStride Cloud Practices

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● 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	● Implementation	● Operations
● Migration and Modernization		

Adoption by buyer group

● Small (annual client revenue <US$1 billion)	● Medium (annual client revenue US$1-5 billion)	● Large (annual client revenue >US$5 billion)

Adoption by geography

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

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Wipro profile (page 2 of 6)
Case studies

CASE STUDY 1

Helping enterprise in their modernization journey

Client: a leading energy enterprise

Business challenge
The client aimed to modernize its applications and infrastructure to move from a CapEx to OpEx model, reduce technology debt, and decrease its data center footprint. It sought to transition from an on-premise private cloud and data center to a hybrid cloud ecosystem. Additionally, it wanted to leverage innovation and automation to better control and steer its assets digitally to serve its customers more effectively.

Solution
- Carried out application maintenance, development, hybrid cloud hosting, consulting, cloud-native development, and portfolio assessment and rationalization
- Established a 360-degree partnership with the client, which involved setting up a public cloud landing zone, conducting public cloud application assessments, and implementing a pay-per-use model
- Optimized service management processes by streamlining them with the consolidation of tools
- Monetized and modernized assets through asset takeover and value-based service offerings
- Executed a hybrid cloud transformation to reduce on-premise footprint and shift toward the public cloud
- Set up data centers and data room management in Germany and the UK, and a regulated managed private cloud in Sweden

Impact
- Reduced regulated content approval cycles from weeks to minutes
- Achieved a 50% reduction in cost and overall investment using the pay-per-use model
- Improved stability and security postures by 90%
- Reduced the data center footprint by 95%

CASE STUDY 2

Predicting customer churn

Client: a leading food service and facilities service provider in the US

Business challenge
The client wanted to understand the health of its B2B clients across the country. It aimed to assess the risk and probability of client churn and identify the top three features contributing to churn for each client.

Solution
- Devised business logic to generate customized features, with around 90% customized features; generated both training and prediction pipelines in the Azure ML workspace
- Used a classification algorithm to predict churn; utilized SHAP for local interpretation and identifying the top three contributing features for each client
- Employed Azure Application Insight for logging and providing detailed reports for each pipeline run; leveraged reading and writing files from the blob storage

Impact
- Saved up to 5% of the customer churn rate, accounting for significant savings
- Achieved a solution recall of 0.88 on the production data

Wipro profile (page 3 of 6)
Solutions

[N O T   E X H A U S T I V E]

Proprietary solutions (IP/frameworks/accelerators/tools, etc., developed internally to deliver Microsoft Azure services)

Development	Details
Lab45 AI Platform	The platform offers pre-built applications and skills to accelerate the adoption of Gen AI across industries and domain functions.
devNXT	It is an AI-powered modernization solution designed to accelerate legacy applications (.NET, VB) migration by optimizing modernization, remediation, and assured ops processes.
Falcon	It is a digital supply chain management platform that solves manual and paper-based asset documentation by digitizing the supply chain leveraging suite of Azure services.
Netoxygen Loan Origination Solution (LOS) on SaaS	It helps lenders close more loans at lower costs, with its highly automated, workflow-driven, Point of Sale (POS) to closing solution, delivering superior borrower and colleague experience.
Industry Business Solutions	These are Azure Data and AI-powered solutions that help organizations across various sectors leverage data and analytics to drive innovation, improve operational efficiency, and enhance customer experiences.
Wipro Data Intelligence Suite on Azure (WDIS)	WDIS is a comprehensive suite of tools and solutions designed to enhance data analytics and intelligence capabilities for enterprises. It accelerates data transformation and monetization to unlock business opportunities
Smart i-Building	It is an integrated IoT and intelligent building management solution that runs on Microsoft Azure Platform.
NOVA Wealth Platform	It is an advanced AI platform that embodies Wipro's expertise in delivering cutting-edge technology solutions tailored for the financial services industry.
Payor in a Box	It is digitalizing Healthcare Solution delivered as a consulting-led, AI-powered solution for all healthcare needs.
Azure Data Manager for Energy	It is customization, integration, ingestion, and adoption services using OSDU Azure Data Manager for Energy.
Intelligent Airports	Wipro's Intelligent Airports Suite leverages data and analytics for customer intelligence, operational analytics, non-aeronautical revenue, asset downtime prediction, safety, security, and sustainability, all aimed at enhancing operational efficiency and passenger satisfaction.
Microsoft Cloud for Sustainability Solution	The AMS Transition Solution on Azure AI provides the tools and insights needed for effective sustainability reporting, driving sustainability initiatives, and enabling business transformation. It identifies opportunities to optimize tools, systems, and processes, reducing environmental impact while adding business value.
AI360 Platform	It is an AI ecosystem to help business leverage AI. With many service offerings, accelerators, solutions, and use cases, AI360 aims to deliver integrate AI into customer operations.
Wipro Enterprise Generative AI (WeGA) Studio	It is a suite of best practices, tools, and accelerators that enhance AI capabilities across all three layers (model, application, platform) of the gen AI stack. It provides consulting and engineering expertise in LLMs and related technologies, bridging the gap between commercial and open-source models for quick development and RoI, without building anew.
LIFT Framework	Wipro's Copilot Adoption Framework is designed to guide organizations in successfully implementing AI solutions, particularly emphasizing Microsoft-based solutions.

Wipro profile (page 4 of 6)

Partnerships

[R E P R E S E N T A T I V E   L I S T]   [N O T   E X H A U S T I V E]

Partnerships

Partners	Details
Corent	It is a partnership for enterprise application assessment, migration, modernization, and FinOps.
Mobilize.net	It is a partnership for application modernization services
Skytap	Wipro works with Skytap, a cloud service provider that helps enterprises run traditional applications on Azure. This partnership uses Skytap's cloud-native tools to migrate, modernize, and optimize legacy workloads on Azure including IBM AIX, IBM i, and IBM LinuxONE. Together, Wipro and Skytap collaborate on go-to-market efforts, solution development, and customer projects to address client needs effectively.
VMware	Wipro partners with VMware, a leader in cloud infrastructure and digital workspace technology. Using VMware Tanzu's Kubernetes capabilities, Wipro's BoundaryLess Enterprise Solution supports scalable and flexible cloud-native applications. The partnership also offers CloudSimple for managing VMware workloads on Azure, enabling seamless migration and operations for multi-cloud environments.
Nutanix	Wipro collaborates with Nutanix to deliver edge solutions and cloud services. This partnership focuses on providing cloud-like experiences with Nutanix's hyper-converged infrastructure, combining Nutanix's technology with Azure to offer scalable and efficient solutions.
Intel	Wipro works with Intel to enhance Azure-based cloud solutions by integrating technologies such as Intel Xeon processors and Optane memory. These efforts include solution development and performance optimization to deliver reliable, high-performance cloud services.
NVIDIA	Wipro leverages NVIDIA's advanced GPU technology to support AI/ML on Azure, providing the computing power required for complex AI workloads and data analysis.
AMD	Wipro aims to deliver improved Azure-based solution performance through its collaboration with AMD, enabling the delivery of high-performance, cost-effective cloud solutions
Dr. Migrate	Wipro also collaborates with Dr. Migrate to help clients transition to the cloud efficiently, minimizing disruption while optimizing migration strategies.
Databricks	Wipro uses Databricks to enhance data and analytics on Azure, integrating its unified analytics platform for advanced data processing, ML, and AI solutions.
Redhat	Wipro integrates Red Hat's open-source technologies to improve the flexibility and reliability of Azure-based applications, ensuring robust performance for clients.

Wipro profile (page 5 of 6)

Investments and recent activities

[REPRESENTATIVE LIST] [NOT EXHAUSTIVE]

Investments

Investments	Details
Acquisitions	Wipro Limited acquired Capco, Edigle, Ampion, Rizing Intermediate Holdings to augment SAP capabilities, ITI, and DesignIT
Wipro Invested Platform	Wipro has built various platforms such as Lab45 AI Platform ,Wipro devNXT: AI powered Modernization Solution, Wipro Falcon: Digital Supply Chain Management Platform, Wipro's NetOxygen Loan Origination Solution (LOS) on SaaS, Industry Business Solutions for Healthcare powered by Microsoft Fabric, Wipro Data Intelligence Suite on Azure, Wipro's Smart i-Building, NOVA Wealth Platform, payer-in-a-box, Azure Data Manager for Energy, Intelligent Airports, Microsoft Cloud for Sustainability Solution, AI360 Platform, WeGA platform, LIFT Framework, and Cloud Studio
Cloud Studio Platform	It has invested in building solutions on services such as cloud migration factory, boundaryless enterprise, cloud native development, SRE and AIOps, FinOps and cloud economics, and multi/hybrid cloud management
AI 360	It made a US$1 billion investment to train resources in areas such as platform development, AI ecosystem, supported through its Lab45 Innovation Hub
Talent	It has made talent investments through its cloud innovation centers, AI training, certifications on cloud, next-gen capability building, certified IPs, and Wipro Azure CoE
Geo-specific investments	It has dedicated partner teams across all region such as Cloud Studio's innovation hubs in multiple geographies, and invested in marketing across geographies
Capital investments	Wipro Ventures, Wipro's strategic investment arm, has made several investments in innovative companies including Altizon, Avaamo, Cloud Genix, Cloud Knox, Cycognito, Ema, Functionize, Intsights, Kognitos, vernacular.ai, Moogsoft, Haptik, and Red Hat

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Wipro 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 seeking to invest in data foundation initiatives on Microsoft Azure would appreciate its credible market proof points as well as focused solutions such as FullStride Data Intelligence Suite and Data Discovery Platform (DDP)

- Enterprises seeking to expedite the migration of legacy SAP systems to SAP S/4HANA on Microsoft Azure will appreciate Wipro's focused specialization, involvement in the SAP RISE Mid Market Acceleration Program, access to Microsoft funding, SAP Cloud Migration Framework, and credible market proof points

- Wipro's alignment with the Microsoft Customer Engagement Model (MCEM) and its integrated approach to the Microsoft ecosystem, including Copilot and Azure AI, position it as a strong end-to-end strategic partner for enterprises' Azure environments

- Enterprises with sustainability needs for their Azure workloads can leverage Wipro's integrated sustainability approach as well as focused solutions such as Sustainable Software-Defined Infrastructure (SSDI)

- Clients have appreciated Wipro for its global infrastructure capabilities as well as its outcome-based commercial models for Microsoft Azure engagements

Limitations

- While Wipro has built consulting expertise through acquisitions such as Rizing, Edgile, and CAPCO, those looking for large-scale, Azure-specific consulting-led engagement need to carefully evaluate Wipro's capabilities

- Enterprises from LATAM and MEA need to reassess Wipro's fit as a hands-on long-term strategic partner for Azure-focused needs, as its market presence is limited in these regions

- Enterprises with cloud sovereignty needs for Azure workloads should do due diligence before engaging with Wipro, as its investments in this area lags peers

- Enterprises looking for comprehensive FinOps support on Azure may find Wipro's offerings focused primarily on cost optimization, lacking the broader cloud financial management capabilities seen in leading peers

- Some clients have highlighted value delivery through innovation and commercial flexibility as potential areas of improvement for Wipro in Azure engagements
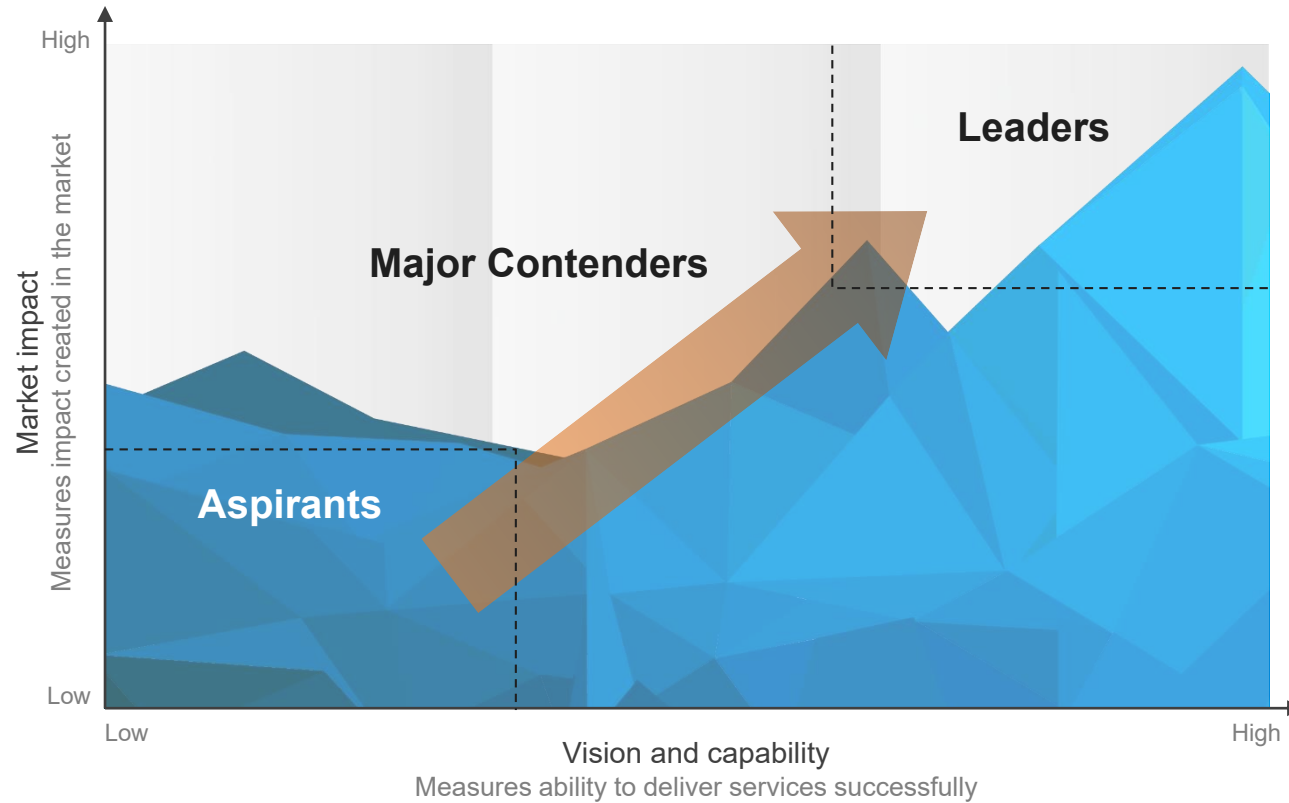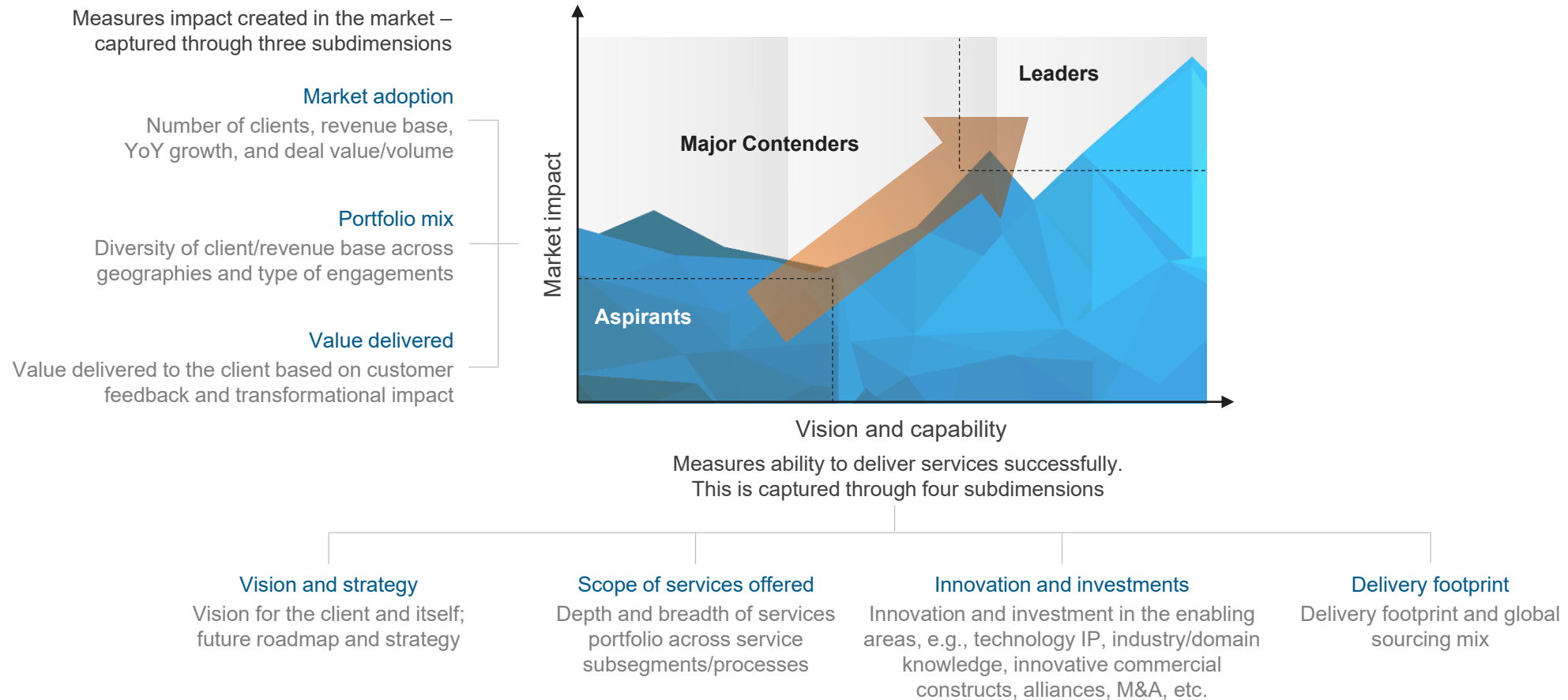
Appendix

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

Market impact

Leaders

Major Contenders

Aspirants

Vision and capability

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.

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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**.

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With you on the journey