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Everest Group SAP Business Application Services PEAK Matrix® Assessment 2025

Focus on **Wipro**

February 2025

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Introduction

Over the past few years, the SAP services market has undergone a strategic transformation, evolving from traditional enterprise software to a key driver of digital transformation. The focus has now shifted to cloud adoption, AI integration, and sustainability, with initiatives such as RISE with SAP and GROW with SAP playing a critical role.

With nearly 60-70% of enterprises yet to migrate to S/4HANA, the upcoming migration wave will significantly reshape the market. Scalable migration approaches, such as brownfield and hybrid strategies, will be essential to balance business continuity with techno-business transformation.

With the rising demand for customized solutions, service providers are investing in industry-specific accelerators to reduce migration complexity and fasten the deployment process. To help enterprises move to S/4HANA, service providers are scaling up their S/4HANA expertise and enhancing partnerships with hyperscalers to boost their partner ecosystem. This ecosystem-driven approach will not only support smoother migrations but also help enterprises achieve tangible business outcomes at a lower Total Cost of Ownership (TCO).

As SAP's innovations converge with the urgency of S/4HANA migrations, the next few years will redefine the enterprise ERP landscape. For enterprises, strategic alignment is imperative to capitalize on these opportunities, ensuring successful migrations that accelerate digital transformation and deliver lasting, sustainable value.

This research includes an assessment of 30 service providers featured on the SAP Business Application Services PEAK Matrix® Assessment 2025. The assessment is based on Everest Group's annual RFI process for the calendar year 2024, interactions with leading providers, client reference checks, and ongoing analysis of the SAP services market.

The full report includes the profiles of the following 30 leading SAP Business Application services providers featured on the SAP Business Application Services PEAK Matrix:

- **Leaders:** Accenture, Capgemini, Deloitte, EY, HCLTech, IBM, Infosys, NTT DATA, and Wipro

- **Major Contenders:** All for One, Birlasoft, Bristlecone, Cognizant, DXC Technology, Eviden, Genpact, Hitachi Digital Services, Kyndryl, LTIMindtree, PwC, SD Worx, TCS, Tech Mahindra, T-Systems, and UST

- **Aspirants:** Kaar Technologies, Mphasis, Resolve Tech Solutions, TSP – The Silicon Partners, and Zensar

Scope of this report

Geography: global

Industry: market activity and investments of 30 leading SAP service providers

Services: SAP Business Application Services

SAP Business Application services PEAK Matrix® characteristics

Leaders

Accenture, Capgemini, Deloitte, EY, IBM, Infosys, HCLTech, NTT DATA, and Wipro

- Leaders are characterized by their ability to successfully execute large-scale, complex, and end-to-end SAP Business Application Services, underpinned by their strong global delivery network and robust partner ecosystem

- These providers have strong SAP partnerships and recognitions such as Platinum Partner, RISE with SAP Validated Partner and GROW with SAP Partner, alongside multiple SAP awards. They demonstrate expertise in at least seven competencies, maintain a high certification ratio, and leverage SAP-specific acquisitions to further enhance their offerings and market presence. They also excel in delivering global client engagements with a good spread of onshore and offshore support

- Leaders have helped enterprises with their advisory capabilities to navigate the business transformation and have leveraged a mature suite of in-house and SAP-certified industry solutions to accelerate time-to-market for their clients

Major Contenders

All for One, Birlasoft, Bristlecone, Cognizant, DXC Technology, Eviden, Genpact, Hitachi Digital Services, Kyndryl, LTIMindtree, PwC, SD Worx, TCS, Tech Mahindra, T-Systems, and UST

- These providers have built meaningful capabilities to deliver SAP Business Application Services – advisory, implementation, and managed services; however, their service portfolios are not as balanced and comprehensive as those of Leaders (in terms of coverage across SAP product areas, geographies, or verticals)

- These providers have good partnerships with SAP and often specialize in select verticals in delivering SAP-specific services. They have often been recognized by SAP with multiple partner awards showcasing their credibility in the SAP services market

- Major Contenders are also making continued investments in building proprietary tools and solutions, as well as in scaling their talent for delivering SAP services

Aspirants

Kaar Technologies, Mphasis, Resolve Tech Solutions, TSP – The Silicon Partners, and Zensar

- Aspirants have good proof points in enabling low to medium-complex implementation and maintenance for SAP Business Application Services primarily for Small and Midsize Buyers (SMBs)

- They are either focused on a region(s) or vertical(s) or currently have a relatively small SAP practice

- Clients acknowledge their pricing and commercial flexibility as well as their engagement flexibilities

- Despite their relatively smaller size, they aim to grow faster by scaling their talent base, investing in IP and solutions, and expanding into new markets

Everest Group PEAK Matrix®

SAP Business Application Services PEAK Matrix® Assessment 2025 | Wipro is positioned as a Leader and a Star Performer

Everest Group SAP Business Application Services PEAK Matrix® Assessment 2025[1,2]

- ● Leaders
- ● Major Contenders
- ○ Aspirants
- ☆ Star Performers
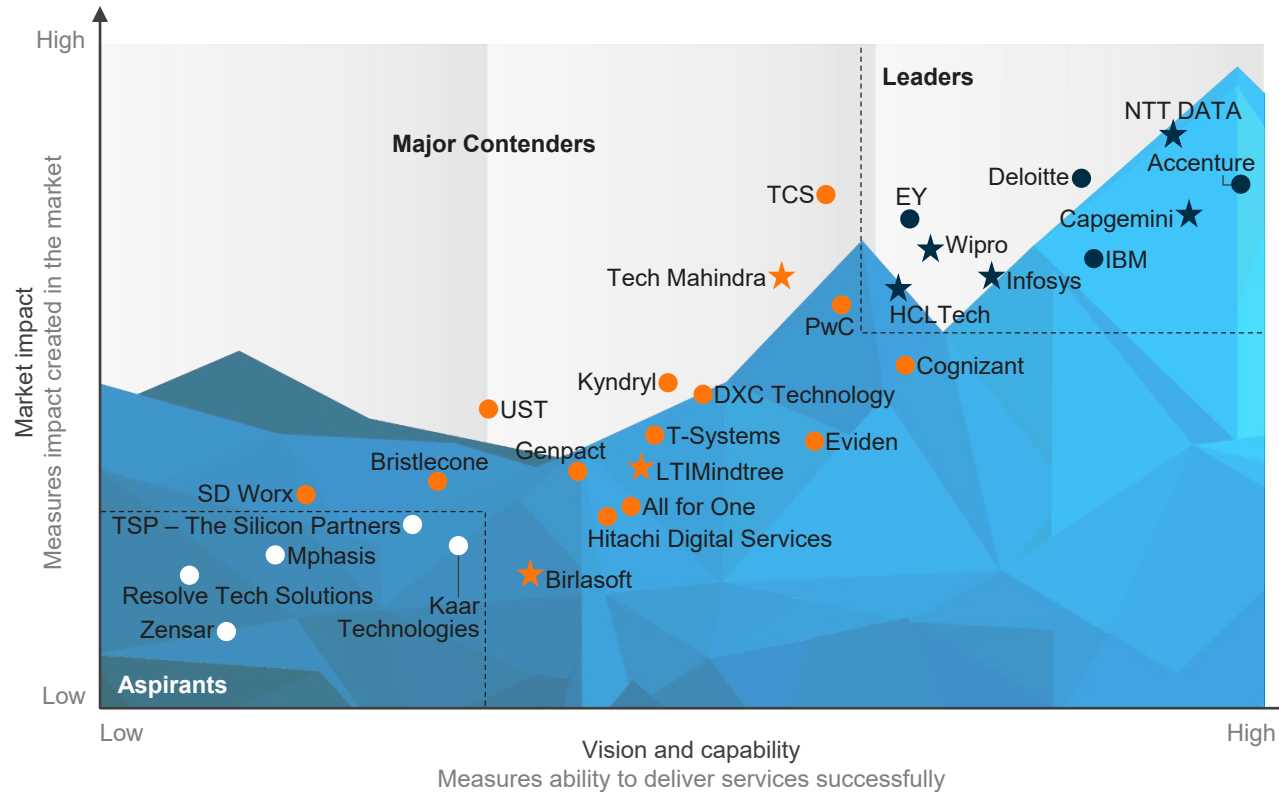
1 Assessment for Accenture, All for One, Deloitte, EY, LTIMindtree, PwC, and T-Systems exclude service provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, provider public disclosures, and Everest Group's interactions with buyer
2 Analysis for Capgemini, Eviden, and IBM is based on partial inputs provided
Source: Everest Group (2025)

Wipro profile (page 1 of 5)
Overview

Vision for SAP Business Application Services

Wipro's vision is to keep investing to enhance its S/4HANA transformation offerings, including consulting, implementation, and RISE with SAP solutions. It aims to expand its BTP capabilities in integration, application development, analytics, and industry cloud solutions. By scaling its eSymphony framework and Wipro Full Stride, it focuses on delivering hyper-personalized assets and accelerators across multiple industries. It also integrates generative AI in its S/4HANA services, to bring innovation and value to its customers.

Current partnership status with SAP: GSSP

Number of projects completed: 680+
(From January 01, 2023 till March 31, 2024)

Number of SAP business applications-certified FTEs: 13,000+
(till March 31, 2024)

Proportion of SAP business application services revenue

By geography   ○ Low (<10%)   ● Medium (10-25%)   ● High (>25%)

● North America	● Europe	● United Kingdom
○ South America	○ Middle East and Africa	● Rest of the World

By key products   ○ Low (<10%)   ● Medium (10-25%)   ● High (>25%)

● SAP S/4HANA	● SAP Ariba	● SAP SuccessFactors
○ SAP Analytics Cloud	○ SAP Industry Solutions	○ Other applications[1]

1 Others include SAP Concur, SAP BTP, RISE with SAP, GROW with SAP, SAP ECC, and SAP Fieldglass

Proportion of SAP business application services revenue

By business function   ○ Low (<15%)   ● Medium (15-30%)   ● High (>30%)

○ Consulting	● Implementation	● Maintenance and support

By industry   ○ Low (<10%)   ● Medium (10-15%)   ● High (>15%)

○ Banking and financial services	● Electronics, hi-tech, and technology	● Healthcare and life sciences
● Retail, distribution, and CPG	○ Telecom, media, and entertainment	○ Travel and transport
● Energy and utilities	● Manufacturing	○ Public sector
● Others		

By buyer size (annual revenue)   ○ Low (<10%)   ● Medium (10-25%)   ● High (>25%)

● Small (annual client revenue <US$1 billion)	● Midsize (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)	

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Wipro profile (page 2 of 5)

Key solutions

[R E P R E S E N T A T I V E   L I S T]

Proprietary solutions

Solution name	Industry in focus	Focused SAP module(s)	No. of engagements leveraged in	Details
Near Zero Cost Migration Offering	Horizontal – across all industries	RISE with SAP	2	The solution provides a secure environment to migrate to RISE S/4HANA and implement a consistent approach that helps in reducing complexity and risk.
SaFE Water	Utilities	SAP S/4HANA	14	The solution supports metering, billing, sales, customer service, enterprise asset management, finance, procurement, and inventory management.
Intelligent Real Estate Enterprise	Real estate	ERP	6	The solution supports customer management, lease management, facility management, real estate management, finance, and accounting.
Rizing HCM: Blueline	Horizontal – across all industries	SAP SuccessFactors	16	The solution assists with the management of SAP SuccessFactors HCM Suite using a configuration management form.

SAP-certified solutions on SAP marketplace

Solution name	Industry in focus	Focused SAP module(s)	No. of engagements leveraged in	Details
Wipro STO360	Oil and gas and manufacturing	BTP and ERP	15	The solution enables business users to adhere to industry norms when conducting plant maintenance operations during the design, execution, and closure of shutdown-turnaround-outage processes.
Wipro Prosumer Onboarding Solution	Energy and utilities	BTP	8	The solution provides a transparent onboarding experience for green energy prosumers by employing a configurable workflow and business rules framework based on SAP BTP.
Wipro SmartBiz Bots	Utilities	BTP / data & analytics	6	It is a bot that enables the collecting unit of utility firms to perform mass write-offs by giving an external input file that they can process using any of the primary key entities such as a business partner, contract account, contract, or a specific document number.
Rizing: Carbon	Horizontal – across all industries	SAP S/4HANA and SAP ERP	16	The solution assists in synchronizing large transaction volumes between SAP and project planning systems (such as Primavera P6), enabling quicker decision-making and project transparency and performance.

Wipro profile (page 3 of 5)

Key investments and partnerships

[R E P R E S E N T A T I V E   L I S T]

Key investments

Investment theme	Focused SAP module(s)	Details
Technology investment	All SAP products	Invested US$1 billion in generative AI to expand Wipro's data, analytics, and AI capabilities; improve FullStride cloud; and develop new consulting services to leverage AI to create new value.
Expansion of the portfolio of services	S/4HANA, EAM, HCM, and RISE with SAP	Acquired Rizing and expanded capabilities to provide solutions including advisory, implementation, and management services to improve consulting and domain knowledge.
Geographical expansion	S/4HANA, EAM, HCM, and RISE with SAP	Increased its presence in Europe, Latin America, and the Middle East by localizing, hiring additional salespeople, setting up nearshore delivery hubs, and forming local partnerships; with the acquisition of Rizing, it increased its global footprint in North America (Atlanta, Stamford, and Montreal), Europe (London, Dublin, The Hague, and Walldorf), Asia (Manila, Kuala Lumpur, and Singapore), and Australia and New Zealand (Perth, Melbourne, Sydney, and Wellington).
Innovation	SAP Innovation Hub, SAP Co-innovation Lab, and Lab45	Added additional co-innovation labs with its partner; it also developed Lab45, which is used for design-led SAP transformation engagements, a workspace to stimulate collaboration within a multi-disciplinary team working in an agile framework.

Key partnerships

Partner ecosystem		
Microsoft	AWS	GCP
Tricentis	Celonis	SNP

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Wipro profile (page 4 of 5)
Case studies

CASE STUDY 1

Harmonized global operations by standardizing processes across geographies, reduced costs, and accelerated growth with SAP S/4HANA.

Business challenge

The client faced operational challenges due to multiple legacy systems spread across geographies and business channels, hindering the execution of key business initiatives and the harmonization of processes in finance and supply chain. The diverse, customized, and disparate systems could not support the client's growth across various regions, with basic functions consuming considerable resources and time, thereby increasing the TCO.

Solution

The client invested in building and releasing out a global template of standardized processes with limited adjustments across all brands, starting in North America. This solution enabled an increase in volume and a faster turnaround for golf club customization. A unified global platform was implemented to enable shared services, replacing outdated IT systems and processes with a modern digital core to support future growth.

Impact

- Developed a global template supported by Rizing's Future Reference Solution (FRS) approach and pre-configured accelerator

- Released SAP S/4HANA for all brands and regions, starting with North America, covering wholesale operations, club customization, manufacturing, and B2C/B2B integration

- Reduced the time and resources required for basic functions, leading to lower TCO

CASE STUDY 2

Transformed CX and service delivery through the digital implementation of the SaFE Water solution.

Business challenge

The client aimed to improve CX and cost-effective service delivery through digital transformation.

Solution

Wipro helped the client in leveraging its deployment accelerator, SaFE Water, with pre-configured water business scenarios, enabling faster time-to-market supported by built-in industry best practices. Wipro used design thinking to implement S/4HANA on a greenfield basis. It also created an end roadmap with process modelling in ARIS.

Impact

- Produced over 100,000 bills in 10 minutes and over 80,000 invoices in less than four minutes

- Eliminated the offline method for property segmentation and divisions

- Decreased the Average Handle Time (AHT) and call abandonment rate 81% as compared to legacy systems

- Replaced 10 distinct applications with one-page responsive UI, resulting in up to a 70% improvement in navigation time

Wipro profile (page 5 of 5)

Everest Group assessment – Leader and Star Performer

Measure of capability:　◔ Low　● High

Market impact				Vision and capability				
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Technology capability	Services capability	Innovation and investments	Overall
◕	◕	◑	◗	◔	◑	◕	◑	◗

Strengths

- Wipro is a suitable service provider for enterprises seeking SAP services, especially S/4HANA migration, in manufacturing, energy and utilities, and retail and CPG industries

- Large enterprises seeking end-to-end services can benefit from its investments in geographic expansion across emerging regions such as LATAM and EMEA, and its partnerships with hyperscalers and Independent Software Vendors (ISVs)

- Its industry-specific custom-built IP and solutions such as SmartBitz (utilities-focused), Supply Chain Risk Visibility (supply chain-focused), and Spend Analytics (manufacturing-focused) help clients expedite the time-to-market of their products

- Clients across the entire buyer spectrum – SMBs and large enterprises – find Wipro as to be a relevant partner for their SAP services engagements

Limitations

- Clients seeking resources proximity at onshore and nearshore locations may need to assess its delivery capabilities at the desired locations before engaging with Wipro for SAP services

- Enterprises seeking outsourcing partners for SAP services with deep expertise in CRM, Financial Management (FM), and spend management should further evaluate Wipro's expertise
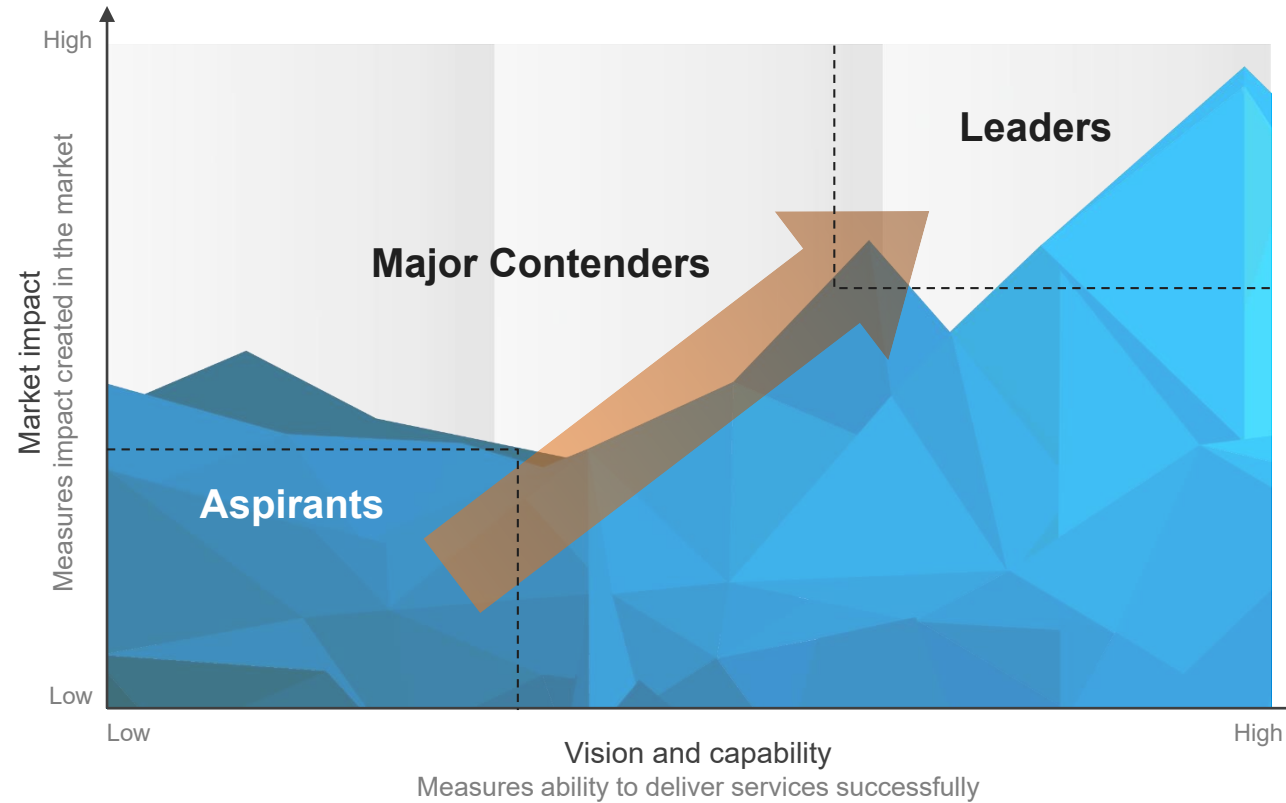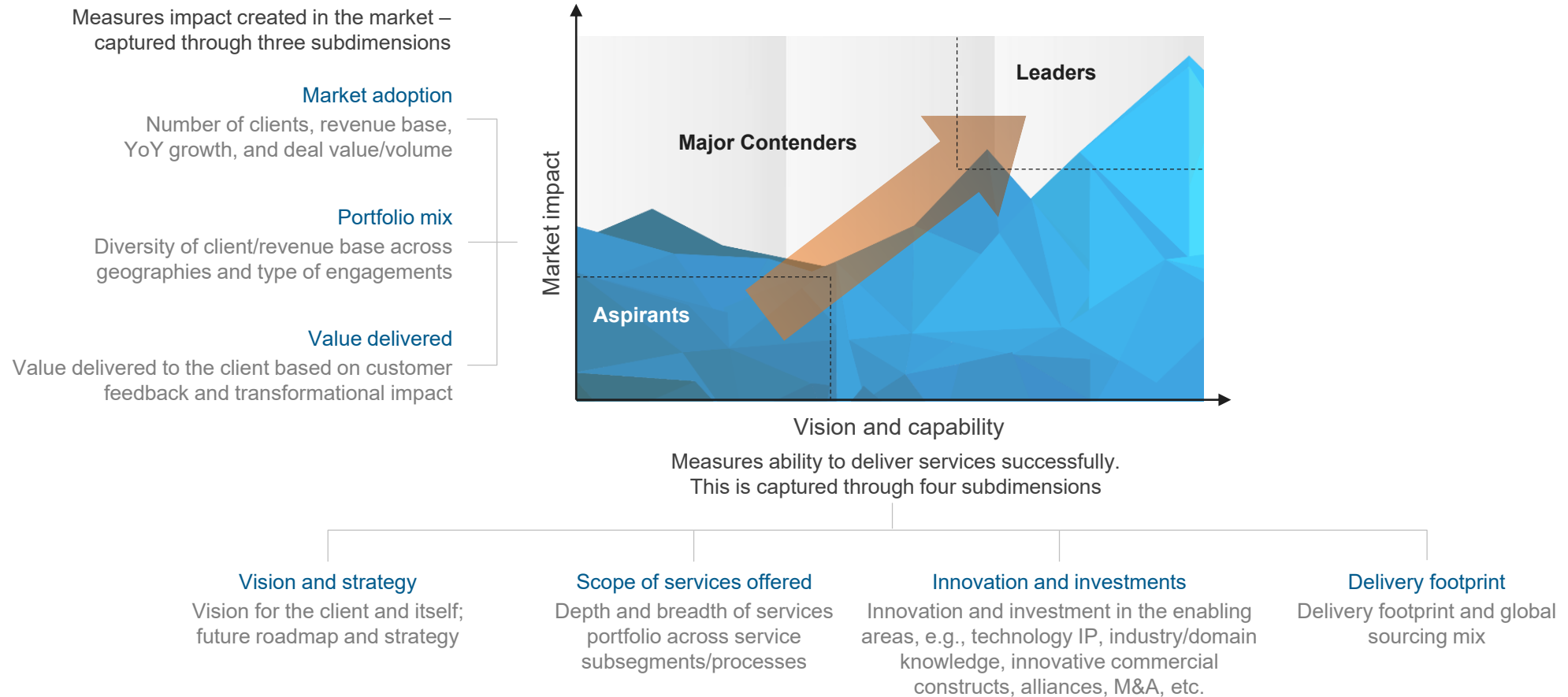
Appendix

PEAK Matrix® framework

FAQs

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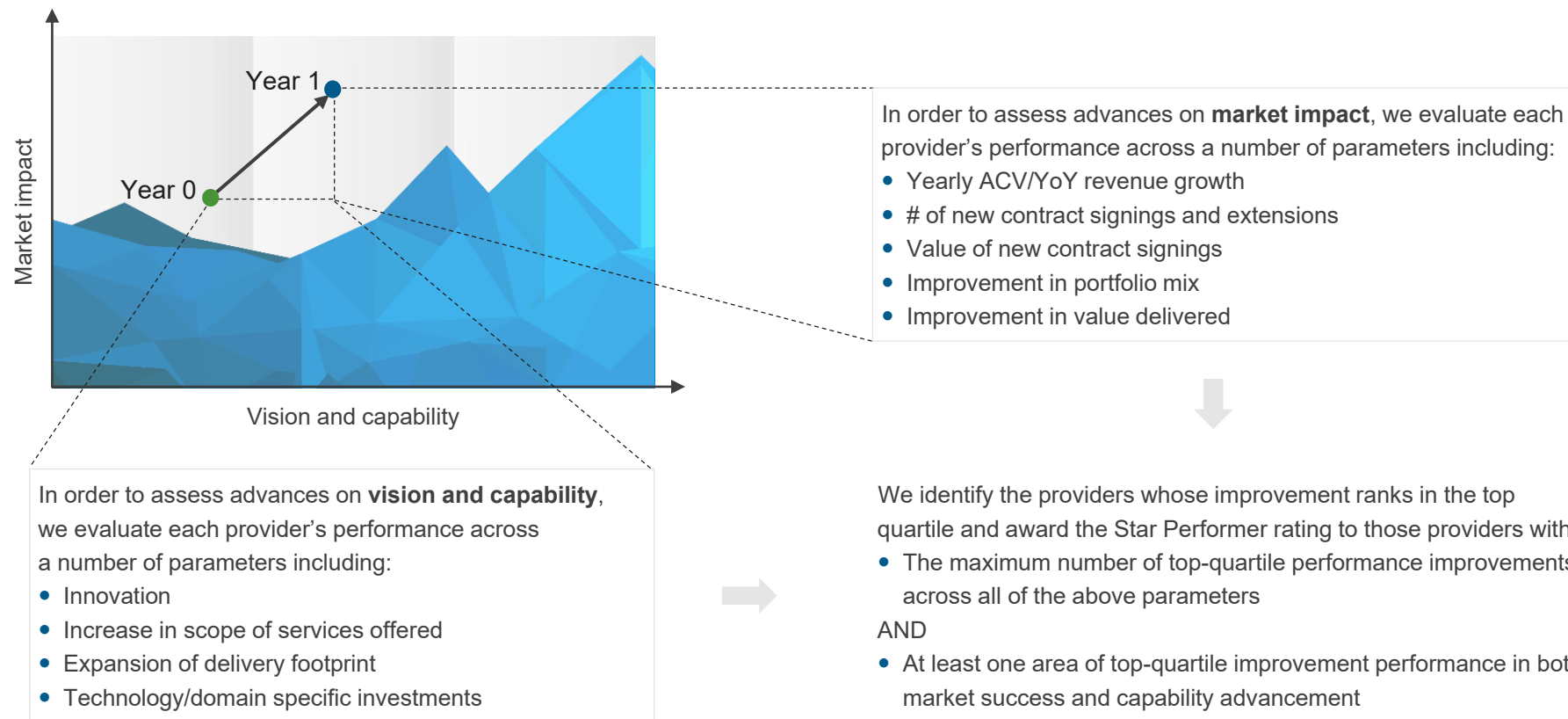
Everest Group PEAK Matrix

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

Everest Group confers the Star Performer 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

In order to assess advances on **market impact**, we evaluate each provider's performance across a number of parameters including:
- Yearly ACV/YoY revenue growth
- # of new contract signings and extensions
- Value of new contract signings
- Improvement in portfolio mix
- Improvement in value delivered

In order to assess advances on **vision and capability**, we evaluate each provider's performance across a number of parameters including:
- Innovation
- Increase in scope of services offered
- Expansion of delivery footprint
- Technology/domain specific investments

We identify the providers whose improvement ranks in the top quartile and award the Star Performer rating to those providers with:
- The maximum number of top-quartile performance improvements across all of the above parameters

AND
- At least one area of top-quartile improvement performance in both market success and capability advancement

The Star Performer title relates to YoY performance for a given provider and does not reflect the overall market leadership position, which is identified as Leader, Major Contender, or Aspirant.

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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