Everest Group®

Everest Group PEAK Matrix® for Data and Analytics (D&A) Service Provider 2022

Focus on Wipro
August 2022

Everest Group
PEAK MATRIX®

Background and scope of the research

Global macroeconomic conditions indicate the rising probability of a recession. Despite the resulting cost pressures, enterprise demand for D&A services is rising as enterprises realize that data-driven solutions focused on cost optimization and building competitive advantage are critical to tackle and survive the slowdown. In this regard, service providers can help enterprises in their digital transformation journey by formulating a vision for D&A, modernizing the D&A landscape, and providing the right talent and niche skill sets to achieve direct business outcomes.

In this research, Everest Group presents an assessment of 30 service providers featured on the D&A services PEAK Matrix®. Each provider profile provides a comprehensive picture of its services focus through a snapshot of its key strengths and limitations, as assessed by Everest Group. The assessment is based on Everest Group's annual RFI process for the calendar year 2022, interactions with leading D&A service providers, client reference checks, and an ongoing analysis of the D&A services market.

Everest Group has employed the following exclusion criterion before assessing service providers in the Data and Analytics (D&A) Services PEAK Matrix® Assessment 2022:

- Service provider should have a separate team and dedicated leadership for its D&A services
- With reference to the D&A services research scope, the service provider should have a meaningful presence across all D&A value chain segments
- The service provider must have substantial annual revenue from its D&A services practice

The full report includes the profiles of the following 30 leading D&A service providers featured on the D&A services PEAK Matrix:

- **Leaders:** Accenture, Capgemini, Cognizant, Deloitte, IBM, Infosys, TCS, and Wipro
- **Major Contenders:** Atos, Brillio, Coforge, DXC Technology, EY, HCL Technologies, Infogain, KPMG, Kyndryl, LTI, Mindtree, Mphasis, NTT DATA, Persistent Systems, PwC, Tech Mahindra, Virtusa, and Zensar
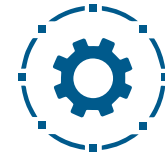- **Aspirants:** Birlasoft, DMI, Stefanini, and UST

Scope of this report

Geography
Global

Providers
30 leading D&A service providers

Services
D&A services (refer to page 9 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 have made sustained strategic investments including acquisitions to bridge the portfolio gaps to achieve full services play
- They are at the forefront of innovation and driving change with thought leadership, partnerships, and internal investments in emerging themes such as MLOps, data observability, responsible AI, edge cloud computing, no-code/low-code solutions, data marketplaces, and data fabrics
- 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:

Atos, Brillio, Coforge, DXC Technology, EY, HCL Technologies, Infogain, KPMG, Kyndryl, LTI, Mindtree, Mphasis, NTT DATA, Persistent Systems, PwC, Tech Mahindra, Virtusa, and Zensar

- 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
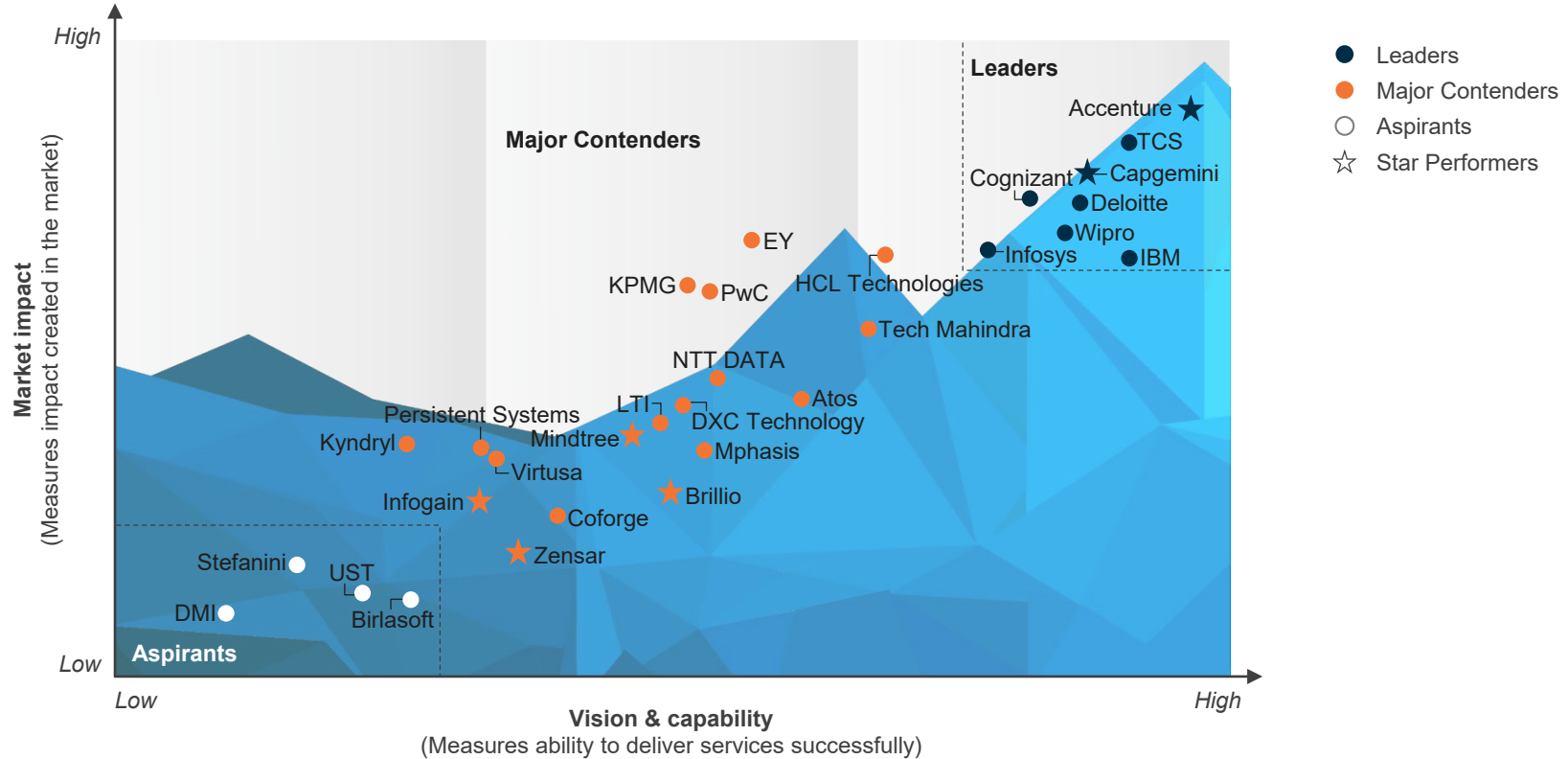
Aspirants:

Birlasoft, DMI, Stefanini, and UST

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 2022 | Wipro positioned as Leader

Everest Group Data and Analytics (D&A) Services PEAK Matrix® Assessment 2022[1,2,3]

Market impact
(Measures impact created in the market)

High

Low

Leaders

Major Contenders

Aspirants

- Leaders
- Major Contenders
- Aspirants (Aspirants)
- Star Performers (Star)

Accenture ★
TCS
Cognizant ★ Capgemini
Deloitte
Wipro
Infosys IBM
EY
KPMG PwC
HCL Technologies
Tech Mahindra
NTT DATA
LTI Atos
Persistent Systems DXC Technology
Kyndryl Mindtree ★ Mphasis
Virtusa
Infogain ★ Brillio
Coforge
Stefanini Zensar ★
UST
DMI Birlasoft

Vision & capability
(Measures ability to deliver services successfully)

Low — High

1 Assessments for DMI, Deloitte, DXC Technology, EY, IBM, Infosys, KPMG, NTT DATA, and PwC 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 Atos, Kyndryl, 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 Kyndryl and Persistent Systems are new entrants on the D&A PEAK Matrix and have therefore not been considered for the Star Performer title

Source: Everest Group (2022)

Wipro | D&A services profile (page 1 of 5)
Overview

Company overview

Wipro Limited is a global information technology, consulting, and business process services company that harnesses the power of cognitive computing, hyper-automation, robotics, cloud, data, analytics, and emerging technologies to help its clients adapt to the digital world and make them successful. It has a strong commitment to sustainability and good corporate citizenship along with delivery of services. Wipro has over 258,000 dedicated employees serving clients across six continents.

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

Key leaders

- Thierry Delaporte: CEO
- Rajan Kohli: President and Global Managing Partner, iDEAS
- Harish Dwarkanhalli: President and Head, Apps & Data
- Sriram Narasimhan: SVP and Global Head, Data & Analytics

D&A practice overview

- Wipro has adopted an operating model that enables delivery with sectors organized by markets and horizontals organized by capabilities. The four Strategic Market Units (SMUs) cater to geography-specific demands. The horizontals are organized under the two global business units – iDEAS (Integrated Digital, Engineering & Application Services) and iCORE (Infrastructure Cloud, Operations, and Risk & Enterprise)
- Wipro is working on creating an Intelligent Ecosystem through its business advisory offerings to enable process reimagination for clients, Insights@Scale offerings to enable transformation by redefining customer engagements, data transformation offerings to address the data engineering and data life cycle management components, and AI offerings focus on infusing AI into business processes & corresponding entities
- Wipro launched FullStride cloud services, committing an investment of US$1 billion in cloud capabilities. It has developed the Data Intelligence Suite as a flagship solution for aiding clients in their cloud data modernization journey

Adoption by industry

	High (>25%)	Medium (10-25%)	Low (<10%)

BFSI	High	Energy & utilities	Medium	Manufacturing	Low	Public sector	Low
Electronics, hi-tech, and technology	Medium	Healthcare and life sciences	Medium	Retail, distribution, and CPG	Medium	Telecom, media, and entertainment	Medium
Travel and transport	Low	Others	Low				
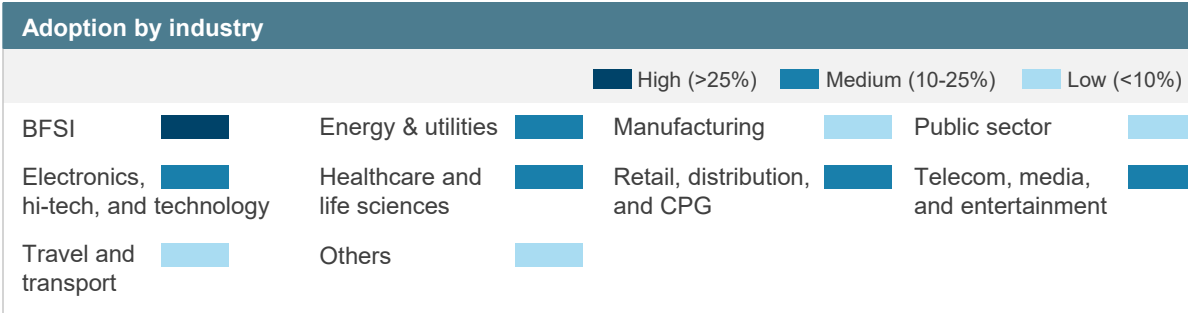
D&A practice fact sheet	2020	2021
Revenue (US$ million)	2,310	2,618
Number of FTEs	28,057	31,372

Adoption by geography

North America	EMEA	APAC	Latin America
56%	34%	8%	2%

Wipro | D&A services profile (page 2 of 5)
Key delivery locations

Wipro | D&A services profile (page 3 of 5)
Solutions and partnerships

D&A IP overview

- Wipro's advisory-led approach helps reimagine business processes where the E-IQ framework allows exploring new revenue streams, metro map helps customers build a data strategy, and The Sciences Lab (xSL) enables data-driven business insights
- Insights@Scale helps customers make informed decisions by providing actionable insights. For example, the Data Discovery Platform enables Insights-as-a-Service at every stage of the decision-making process for business efficiencies and growth
- The data transformation IPs including Data Intelligence Suite that supports clients in their cloud data modernization journey, data marketplace to enable data exchanges across the enterprise, and NextGen DI, makes data integration simpler and IQNxt, for augmented data management. Wipro's industry-specific assets, such as Vantage, NetOxygen, digital twin, Promax, among others, focus on providing vertical-specific solutions for clients across industries
- AI services include solutions, such as Intelligent Document Processing (IDP), digitization and processing of unstructured documents leveraging deep learning, and contact center intelligence, to help clients create a contact center accessible anywhere virtually. Wipro's focus is on delivering verticalized business solutions around BFSI, healthcare & life sciences, and the retail & consumer industries. These solutions include digital lending, supply chain and demand sensing, and clinical trial management

Proprietary IP/solutions/frameworks/accelerators/tools developed internally to deliver D&A services

Solution name	Solution type	Year launched	Details
Data Intelligence Suite	Platform	2021	Data Intelligence Suite is a cloud migration & transformation suite focused on modernizing the data estates, including data pipelines, data stores, and BI visualization, to help the customers fast track their cloud data modernization journey.
Data Discovery Platform (DDP)	Platform	2016	Data Discovery Platform (DDP) is a collection of 200+ AI/ML industry-specific analytical applications that can help reimagine and redefine processes driven by insights through decision intelligence.
Wipro HOLMES™	Platform	2015	Wipro HOLMES™ delivers next-generation services built on cognitive computing capabilities, such as cognitive search, deep text extraction, and intelligent process automation, with 100+ pre-built models incorporating strong domain knowledge through a vertical-focused approach.

Key partnerships (logos)

Cloud and big data

ERP

Data integration, preparation, and governance

BI and visualization

Others

Wipro | D&A services profile (page 4 of 5)
Investments and market success

Other investments to enhance D&A services capabilities, e.g., setting up of new delivery centers / CoEs / innovation labs, and trainings/certifications	
Development	**Details**
Acquisitions	• Acquired **Capco**, a leading management and technology consulting firm in Europe. This acquisition makes Wipro one of the largest end-to-end global IT services providers in the banking and financial services industry • Acquired **Ampion**, a leading Australian provider of cyber security, DevOps, and quality & data engineering services. This strengthens Wipro's presence in Australia and New Zealand (ANZ) • Acquired **4C**, an independent Salesforce Platinum Partner in Europe and the Middle East. This will strengthen Wipro's Salesforce consulting capabilities
Co-innovation	• **CDAO Council:** the advisory offers an invitation-only CDO council (currently 18 members from global banks, manufacturers, retailers, and other industries) where peers connect to share, learn, and hear from each other and experts • **CROAMIS:** an integrated solution designed for air cargo carriers, cargo ground handling agents, cargo revenue accounting, and Unit Load Devices (ULD) handlers. This asset was co-innovated along with its customer, Qatar Airways • **IBM TRIRIGA**: Wipro and IBM have partnered to co-develop and deliver the Integrated Workplace Management Solution (IWMS) that delivers a comprehensive suite of applications, enabling organizations to manage the entire real estate life cycle • **Vantage**: an AI/ML-powered content intelligence platform with automated content moderation and hate speech / fake news recognition. This platform is co-innovated with academia by leveraging the research on hate speech / fake news and codemix
Innovation	• **FullStride cloud services:** Wipro FullStride Cloud Services brings together the full portfolio of Wipro's cloud-related capabilities, offerings, and talent. The company has committed to invest US$1 billion in cloud technologies, capabilities, acquisitions, and partnerships over the next three years • **Data Intelligence Suite:** A set of AI/ML-infused accelerators with ready-to-deploy modules, namely, Strato, Alto, & Cirro, enabling end-to-end automation of the cloud modernization journey, spanning across the cloud services providers

Recent D&A engagements (non-exhaustive)			
Client	**Year of signing**	**Geography**	**Engagement details**
A Global leader in beverage alcohol industry	2021	Europe	Wipro leveraged the Marketing Sciences Lab approach to unlock next-generation services by building an intelligence framework for engaging a billion consumers. This approach helped in evolving unknown consumers in to truly connected consumers. It follows a five-part strategy of trends discovery, products perception, consumers insights, networks insights, and actions to maximize consumer outreach.
A British financial institution	2021	Europe	Wipro + CAPCO team has proposed a comprehensive transformation solution aligned to the client's objectives through proposition of deep insurance expertise, strong understanding of the client's general insurance business, ability to scale, world-class data capability, de-risked transformation approach, skin in the game, dedicated leadership oversight etc. It leveraged IP, Data Intelligence Suite for modernization of data pipelines, data management, and BI.
A multinational payments company	2021	US	Wipro utilized the E-IQ framework for assessing process automation maturity to identify several quick wins and areas of Long-Term (LT) improvement & scalability. It also provisioned a centralized treasury for European database through advisory and implementation services.

Wipro | D&A services profile (page 5 of 5)
Everest Group assessment – Leader

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

- Wipro has actively focused on investing in data modernization solutions and building automated data and ETL migration to cloud assets. These are as follows:
  - It launched its cloud initiative, FullStride Cloud Services, and committed US$1 billion as an investment in cloud technologies, acquisitions, and partnerships in early 2021
  - It developed the Data Intelligence Suite platform that includes modules to enable ML-driven data and BI workloads migration across multiple sources and target systems
- It has invested in its advisory capabilities including a CDO/CAO advisory initiative to help these stakeholders define their data strategy through expert speaker sessions, workshops, and peer connects
- Referenced clients appreciate the quality of the talent pool offered by Wipro in these engagements. Clients appreciate the breadth of skills offered by its resources and its experience in working in similar engagements

Limitations

- Wipro's attrition rate for D&A talent has increased in 2021 compared with 2020. Some of the client references also mentioned that the turnover of team members was a key challenge in its engagements
- Although it has built strong CDO/CAO or CXO-level relations over the years, it has relatively lower engagement with CEOs in comparison with its peers. Clients have also cited the lack of a storytelling approach and identification of key pain points as areas of improvement
- Some clients feel that it needs to work on expanding the business and domain understanding of the resources allocated. Despite its investments in advisory capabilities, some clients also mentioned that Wipro did not function as a strategic partner and that it is not actively sharing best practices or new innovative ideas
- Clients highlighted the need for an efficient project management initiative from Wipro. Some clients cited that they experienced delays in the response time and the allocation of resources

Appendix

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

Everest Group PEAK Matrix
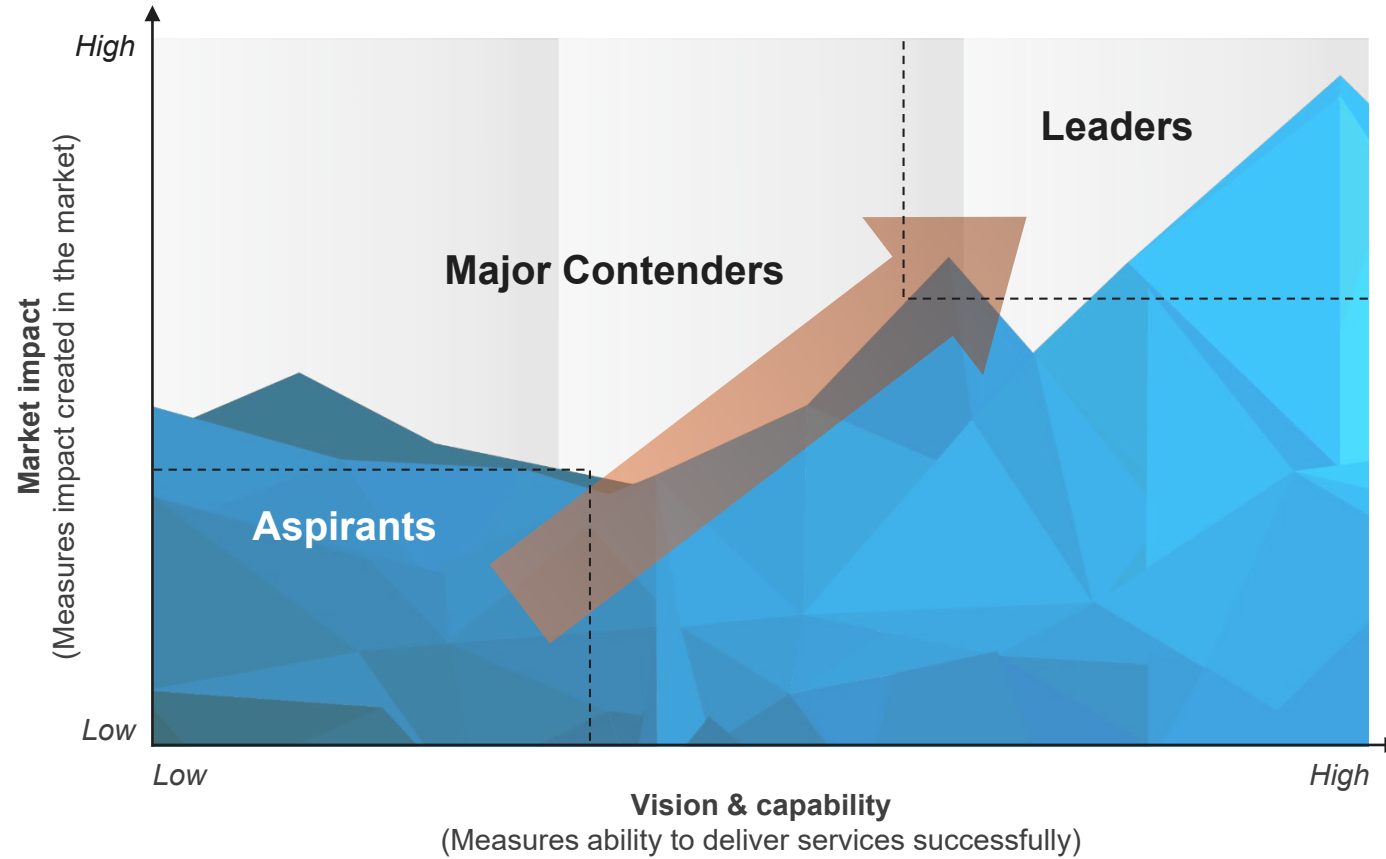
Services PEAK Matrix® evaluation dimensions

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

Market impact

Leaders

Major Contenders

Aspirants

Vision & capability
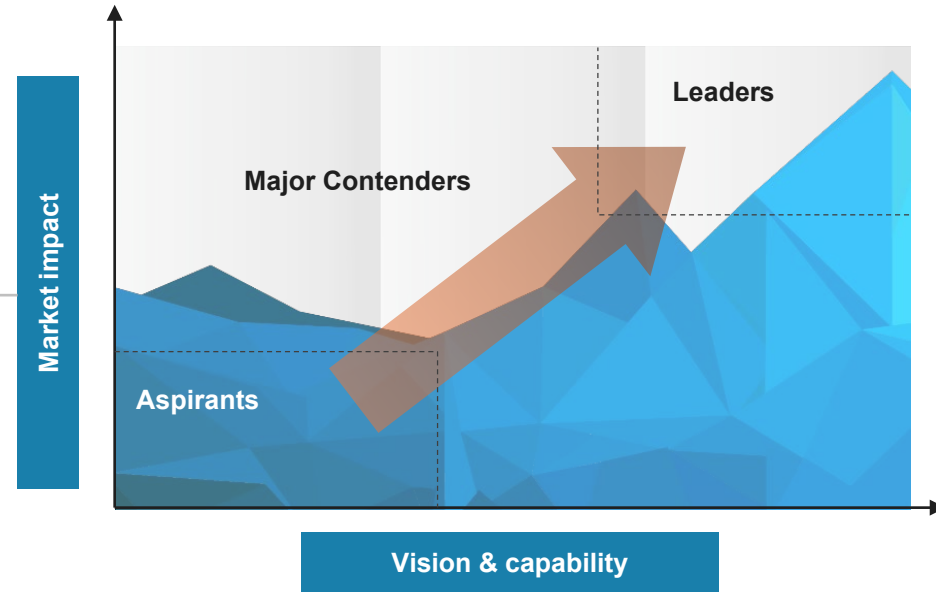
Measures ability to deliver services successfully.
This is captured through four subdimensions

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

Does the PEAK Matrix® assessment incorporate any subjective criteria?
Everest Group's PEAK Matrix assessment adopts an unbiased and fact-based approach (leveraging provider / technology vendor RFIs and 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/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 PEAK Matrix assessment are relevant to buyers and providers besides the "PEAK Matrix position"?
A PEAK Matrix position is only one aspect of 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 for buyers in selecting particular providers/vendors for their specific requirements. It also helps providers/vendors showcase their strengths in specific areas

What are the incentives for buyers and providers to participate/provide input to PEAK Matrix research?
- Participation incentives for buyers include a summary of key findings from the PEAK Matrix assessment
- Participation incentives for providers/vendors 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 provider / technology vendor to leverage their PEAK Matrix positioning and/or "Star Performer" status ?
- Providers/vendors can use their PEAK Matrix positioning or "Star Performer" rating in multiple ways including:
  - Issue a press release declaring their positioning. See citation policies
  - Customized PEAK Matrix profile for circulation (with clients, prospects, etc.)
  - Quotes from Everest Group analysts could be disseminated to the media
  - Leverage 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.

Does the PEAK Matrix evaluation criteria change over a period of time?
PEAK Matrix assessments are designed to serve present and future needs of the enterprises. 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 as well as serve the future expectations of enterprises

Everest Group®

With you on the journey

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