IDC MarketScape: Worldwide Business and Industrial IoT Consulting and Systems Integration Services 2020 Vendor Assessment

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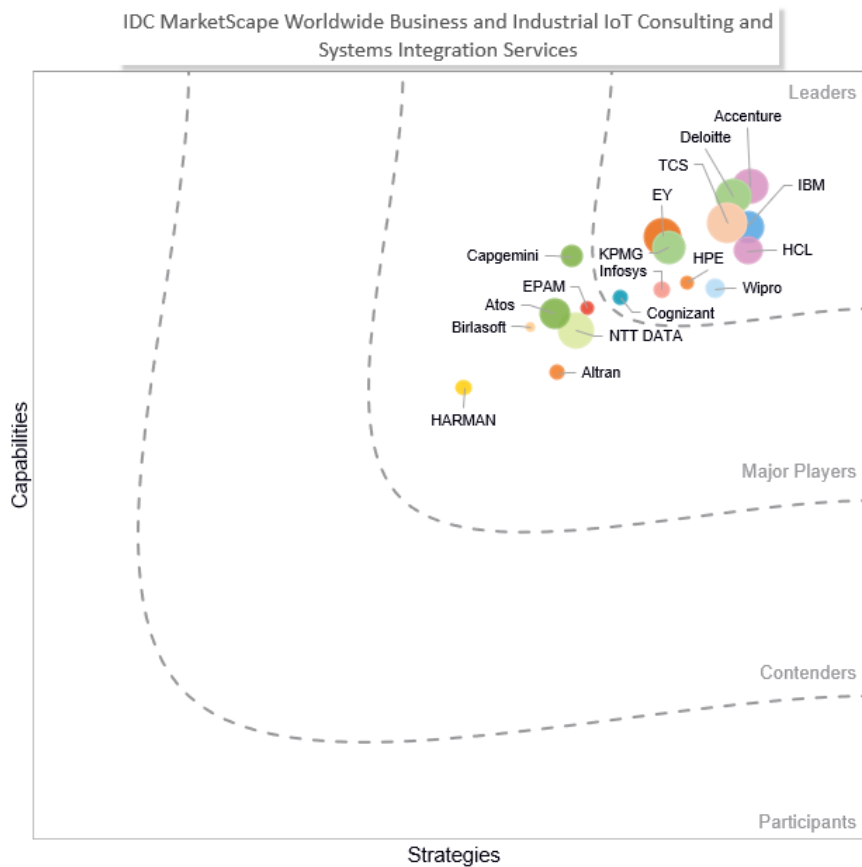
THIS IDC MARKETSCAPE EXCERPT FEATURES: WIPRO

IDC MARKETSCAPE FIGURE

FIGURE 1

IDC MarketScape Worldwide Business and Industrial IoT Consulting and Systems Integration Services Vendor Assessment

Source: IDC, 2020

Please see the Appendix for detailed methodology, market definition, and scoring criteria.

IN THIS EXCERPT

The content for this excerpt was taken directly from IDC MarketScape: Worldwide Business and Industrial IoT Consulting and Systems Integration Services 2020 Vendor Assessment (Doc #US46120820). All or parts of the following sections are included in this excerpt: IDC Opinion, IDC MarketScape Vendor Inclusion Criteria, Essential Guidance, Vendor Summary Profile, Appendix and Learn More. Also included is Figure 1.

IDC OPINION

This IDC study represents a vendor assessment of the 2020 worldwide business and industrial Internet of Things (IoT) consulting and systems integration (C&SI) services market through the IDC MarketScape model. This research is a quantitative and qualitative assessment of the characteristics that explain the success of a vendor in the marketplace and help anticipate the vendor's ascendancy. This IDC MarketScape covers a variety of vendors participating in the worldwide business and industrial IoT C&SI services market. This evaluation is based on a comprehensive framework and a set of parameters expected to be most conducive to success in providing IoT C&SI services in both the short term and the long term. A significant component of this evaluation is the inclusion of the perception of IoT C&SI services buyers of both the key characteristics and the capabilities of these providers. Key findings include:

- Across all 42 strategies and capabilities assessed:
  - The top 3 areas for IoT consulting and systems integration services where vendors did well include:
    - Strategy to "address customer business priorities and build new competencies"
    - Current "breadth of services" provided
    - Current "benefits" that services providers addressed and delivered to their IoT services customers
  - The top 3 areas of improvement for IoT consulting and systems integration services include:
    - Delivery automation specifically for IoT systems integration services
    - Recognition in the form of awards received from technology product vendors and IoT consortiums
    - Billing rates for delivery from onshore, nearshore, and offshore locations
- Based on the survey feedback from 44 of the evaluated vendors' customers, top 2 characteristics related to business priorities that were important to vendors include:
  - Hiring the right engineering talent
  - Improving financial performance for their overall business
- The top 2 service provider characteristics to ensure a successful IoT consulting and systems integration services engagement include:
  - The ability to achieve the desired technology or business outcomes as per contract terms

- The breadth and depth of intellectual property (IP)/tools and knowledge to recommend and integrate existing legacy and/or new IoT infrastructure

IDC MARKETSCAPE VENDOR INCLUSION CRITERIA

This research includes analysis of 18 key IoT C&SI services providers for business and industrial IoT services. IDC has designed the assessment to evaluate the characteristics of each firm – rather than just its size or the breadth of its services. The inclusion criteria dictate that the vendor should be reporting a minimum of $25 million in revenue and 150 resources for these services. In addition, it is conceivable, and in fact the case, that specialty firms can compete with multidisciplinary firms on an equal footing. As such, this evaluation should not be considered as a "final judgment" on the services providers to be considered for an IoT services project. The enterprise should take into consideration its own objectives and requirements to determine which firms should be considered as potential candidates for an engagement. IDC in parallel also provided the participants in this study with an option to be evaluated for IoT engineering and managed services.

ADVICE FOR TECHNOLOGY BUYERS

Many IoT consulting and systems integration services providers have invested and built capability to provide value to their customers. Transformation benefits that clients are experiencing include:

- Detailed operational performance insights
- Real-time asset monitoring ensuring high uptime and reliability
- Superior customer experience (CX) by connecting everything and providing relevant services
- Better understanding of customer needs and expectations

IoT C&SI services providers have built domain-specific assessment and value discovery frameworks that enable the build out of a strategic IoT road map based on their maturity. In addition, they have invested in building off-the-shelf IoT solutions for every industry. Once this IP is integrated, clients begin to realize the benefits in shorter time frames.

In addition, IoT C&SI services providers have partnered with various IoT technology providers to leverage their IP or collaborate and cocreate new IP. Other technology services that are provided in conjunction with IoT include edge, analytics, AR/VR, intelligent operations/robotics, artificial intelligence (AI) and machine learning (ML), and cybersecurity.

IDC recommends that buyers of these services focus on the following when issuing an RFI/RFP and evaluating vendors for IoT C&SI services:

- Clearly identify your end goals in the context of your current IoT infrastructure.
- Ensure that the provider you short-list has experience related to consulting and integrating IoT services for your industry.
- Do evaluate vendor ecosystems (partnerships with technology firms and other stakeholders) and discuss relevant completed projects or ongoing relationships.
- Do not shy away from asking your provider if you need help with return on investment (ROI) or other tools that provide understanding of the benefits of these implementations. This will assist you in securing new or extend existing budgets.

- Do not look at IoT in isolation or with one additional services component (e.g., edge services). Instead, explore the art of the possible based on your end-state aspiration, and consult with your provider to build a road map with various IoT-relevant technology services such as 5G, security, analytics, AI/ML, AR/VR, and autonomous systems.

- Identify areas of your operation where security can never be comprised, and ensure your IoT service provider has the experience and competency to consult and integrate secure operations and infrastructure.

- Wherever applicable, explore any recommendations and services the provider brings to the table regarding your current or aspirational state for combined IT and operational technology (OT) infrastructure, security, alerts, and managed services.

- Do ask the provider to explain how the recommended strategy or implementation fits with your overall business and what your customers expect from you and about the ROI from the investment.

- Explore different pricing models and arrive at a decision that is a win-win for both the provider and you. Pricing models include by unit metric consumption and outcome based.

VENDOR SUMMARY PROFILES

This section briefly explains IDC's key observations resulting in a vendor's position in the IDC MarketScape. While IDC evaluated every vendor against each of the criteria outlined in the Appendix, the description provides a summary of each vendor's strengths and challenges.

Wipro

Wipro is positioned in the Leaders category in the 2020 worldwide IDC MarketScape for business and industrial IoT consulting and systems integration services.

Wipro's vision for IoT is to transform enterprise business, services, and process while enhancing the customer experience. Wipro's IoT engineering services and solutions span across all the major industry segments, including energy and utilities, manufacturing, healthcare, pharma, consumer, retail, smart infra, transportation, and BFSI, supported by over 7,500 professionals and consultants with customer deployment experience across engineering consulting, implementation, systems integration, and global support.

Wipro's IoT-led digital transformation approach is focused on bringing together end-to-end capabilities and solutions for customers and helping them in all aspects of IT-OT integration through product engineering, connectivity, cloud platform engineering, applications build, advanced data analytics and artificial intelligence, enterprise systems integration, and remote command center operations. Wipro has built a partnership ecosystem with market leaders in the IoT space across the edge, network, cloud, and enterprise tiers that enables Wipro to deliver solutions in line with evolving customer needs and technological advancements. Wipro has also developed a portfolio of industry reference solutions and accelerators for IoT/IIoT use cases leveraging key partners such as Microsoft, AWS, and IBM to accelerate IoT adoption among customers by demonstrating quick return on investment.

According to Wipro, it differentiates itself with the EngineeringNXT initiative by providing a unique proposition combining over 35 years of engineering DNA with the depth and breadth of technologies, mature processes, and innovation to offer IT/OT solutions and services through a diverse ecosystem to deliver value to customers at every stage of digital transformation.

Strengths

Clients lauded Wipro for the value delivered for the contract price, quality of its IoT services talent, and its ability to resolve delivery or commercial issues at client locations. IDC noted Wipro's ability to refine existing and building new competencies keeping in mind customers' business priorities, growth focus, and proprietary frameworks and strategy to enable customers to increase adoption for these services as particular areas of strength.

Challenges

Wipro should focus on improving its marketing and communication of its ability to innovate with clients, exploring, offering differentiated pricing models, and improving its partnership strategy to get access to a larger client base.

APPENDIX

Reading an IDC MarketScape Graph

For the purposes of this analysis, IDC divided potential key measures for success into two primary categories: capabilities and strategies.

Positioning on the y-axis reflects the vendor's current capabilities and menu of services and how well aligned the vendor is to customer needs. The capabilities category focuses on the capabilities of the company and product today, here, and now. Under this category, IDC analysts will look at how well a vendor is building/delivering capabilities that enable it to execute its chosen strategy in the market.

Positioning on the x-axis, or strategies axis, indicates how well the vendor's future strategy aligns with what customers will require in three to five years. The strategies category focuses on high-level decisions and underlying assumptions about offerings, customer segments, and business and go-to-market plans for the next three to five years.

The size of the individual vendor markers in the IDC MarketScape represents the market share of each individual vendor within the specific market segment being assessed.

IDC MarketScape Methodology

IDC MarketScape criteria selection, weightings, and vendor scores represent well-researched IDC judgment about the market and specific vendors. IDC analysts tailor the range of standard characteristics by which vendors are measured through structured discussions, surveys, and interviews with market leaders, participants, and end users. Market weightings are based on user interviews, buyer surveys, and the input of IDC experts in each market. IDC analysts base individual vendor scores, and ultimately vendor positions on the IDC MarketScape, on detailed surveys and interviews with the vendors, publicly available information, and end-user experiences in an effort to provide an accurate and consistent assessment of each vendor's characteristics, behavior, and capability.

Market Definition

The Internet of Things (IoT) is a network of sensors (or devices) that constantly monitor the state of the machine, systems, or infrastructure they connect with. These devices monitor and collect data related to various attributes of the machine and enable businesses to get better insight into their manufacturing operations, personal health, or the environment they live/operate in. This IDC MarketScape focuses on IoT services provided in a B2B or B2B2C context only.

IoT categories include the following:

- **Connected and intelligent assets.** Includes sensors and controllers (power and communications hardware/links)
- **IoT gateway (can be communications hardware or software program).** Connects controllers with the cloud infrastructure and sensors
- **Cloud infrastructure.** Stores raw and analyzed data
- **Application software.** Transfers/transmits raw data to on-premises or off-premises infrastructure
- **Analytics software.** Includes business intelligence
- **Secure edge infrastructure**. Processes large data volumes on the manufacturing shop floor before sending to the cloud

Examples of IoT strategy and consulting services offerings include:

- Business consulting, industry, business processing, operations consulting, and others related to IoT
- IoT-readiness status
- IoT road map and ROI strategy
- IoT security strategy
- IoT technology partner recommendations
- Recommendations to use existing infrastructure or rip and replace with new infrastructure guidance

Examples of IoT systems integration services offerings include:

- Install (commissioning/provisioning), integrate, and connect sensors and edge infrastructure to networks and applications.
- Provide user interface design and product design and deploy platforms/solutions (client developed, vendor owned or third party) and custom application development services.
- Customize and test platforms for integration.

LEARN MORE

Related Research

- *IDC FutureScape: Worldwide IT/OT Convergence 2020 Predictions* (IDC #US45597519, October 2019)
- *IDC FutureScape: Worldwide Services 2020 Predictions* (IDC #US44800319, October 2019)
- *Market Analysis Perspective: Worldwide Product Engineering and Operational Technology Services, 2019* (IDC #US45551918, September 2019)
- *Worldwide Product Engineering and Operational Technology Services Forecast, 2019-2023* (IDC #US43276418, July 2019)
- *IDC's Worldwide Product Engineering and Operational Technology Services Taxonomy, 2018* (IDC #US43275418, October 2018)

Synopsis

This IDC study represents a vendor assessment of the 2020 worldwide business and industrial IoT consulting and systems integration services market through the IDC MarketScape model. This research is a quantitative and qualitative assessment of the characteristics that explain a vendor's success in the marketplace and help anticipate the vendor's ascendancy. This IDC MarketScape covers 18 vendors, and the evaluation is based on a comprehensive framework and a set of parameters expected to be most conducive to success in providing IoT consulting and systems integration services during both the short term and the long term.

"Achieving the desired technology or business outcomes as per contract terms and providing the appropriate domain-specific services by leveraging the right IoT engineering talent, IP, and technology vendor partnerships will be key to successful customer partnerships," said Mukesh Dialani, program director, Product Engineering and Operational Technology Services research. "Buyers are also looking for IoT consulting and systems integration services partners that can leverage new digital technologies and provide services to create a road map for an always-aware organization, resulting in improved operations and financial performance."

About IDC

International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications and consumer technology markets. IDC helps IT professionals, business executives, and the investment community make fact-based decisions on technology purchases and business strategy. More than 1,100 IDC analysts provide global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries worldwide. For 50 years, IDC has provided strategic insights to help our clients achieve their key business objectives. IDC is a subsidiary of IDG, the world's leading technology media, research, and events company.

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