

# Everest Group PEAK Matrix® for Next-generation Application Management Service Providers 2021

**Focus on Infosys**  
January 2021



## Background of the research

Application management as a practice area has evolved over the years with changing technologies and enterprise priorities. As with other segments within application services, the focus of application management has been improving productivity and reducing costs while ensuring applications are up and running. Next-generation application management is the evolution of the traditional AMS. More mature models of service delivery, newer financial constructs, and evolved governance models apart from the use of more advanced technologies are some of the differentiating factors of next-generation AMS vis-à-vis traditional AMS. Enterprises are increasingly demanding next-generation AMS from their service providers in order to cut the run spend and divert it toward modernization and creation of new assets.

This report examines the dynamics of the global next-generation application management service provider landscape. We present an assessment of 24 service providers featured on the next-generation application management services PEAK Matrix®.

**This report includes the profiles of the following 24 leading next-generation AMS service providers featured on the next-generation application management services PEAK Matrix®:**

- **Leaders:** Accenture, Capgemini, Cognizant, HCL Technologies, IBM, Infosys, TCS, and Wipro
- **Major Contenders:** Aspire Systems, DXC Technology, LTI, Mphasis, Mindtree, NTT DATA, Softtek, Stefanini, Tech Mahindra, Unisys, UST Global, and Zensar
- **Aspirants:** Datamatics, GAVS, Jade Global, and Yash Technologies

### Scope of this report:



**Geography**  
Global



**Service providers**  
24 leading next-generation application management service providers



**Services**  
Next-generation application management service providers

## Next-generation application management services PEAK Matrix® characteristics

### Leaders:

Accenture, Capgemini, Cognizant, HCL Technologies, IBM, Infosys, TCS, and Wipro

- Leaders have exhibited strong client orientation and have helped their clients in the management of complex business-critical applications using next-generation application management principles to achieve faster time-to-value, enhanced user experience, reduce the run spend, and drive innovation
- They have made significant investments in building IPs and partnerships to accelerate the application development process and deliver custom solutions to clients
- While Leaders are delivering enhanced business value, they can further fine-tune certain aspects of their application service delivery such as price and solution flexibility

### Major Contenders:

Aspire Systems, DXC Technology, LTI, Mphasis, Mindtree, NTT DATA, Softtek, Stefanini, Tech Mahindra, Unisys, UST Global, and Zensar

- Major Contenders have exhibited a high degree of responsiveness to client requirements and have supported clients in building strategy and prospective business cases
- They have been able to develop sophisticated applications and are extensively leveraging partnership network to fill capability gaps
- Major Contenders need to develop proof points to demonstrate capabilities to lead large-scale transformation of complex and critical applications leveraging principles of next-generation application management

### Aspirants:

Datamatics, GAVS, Jade Global, and Yash Technologies

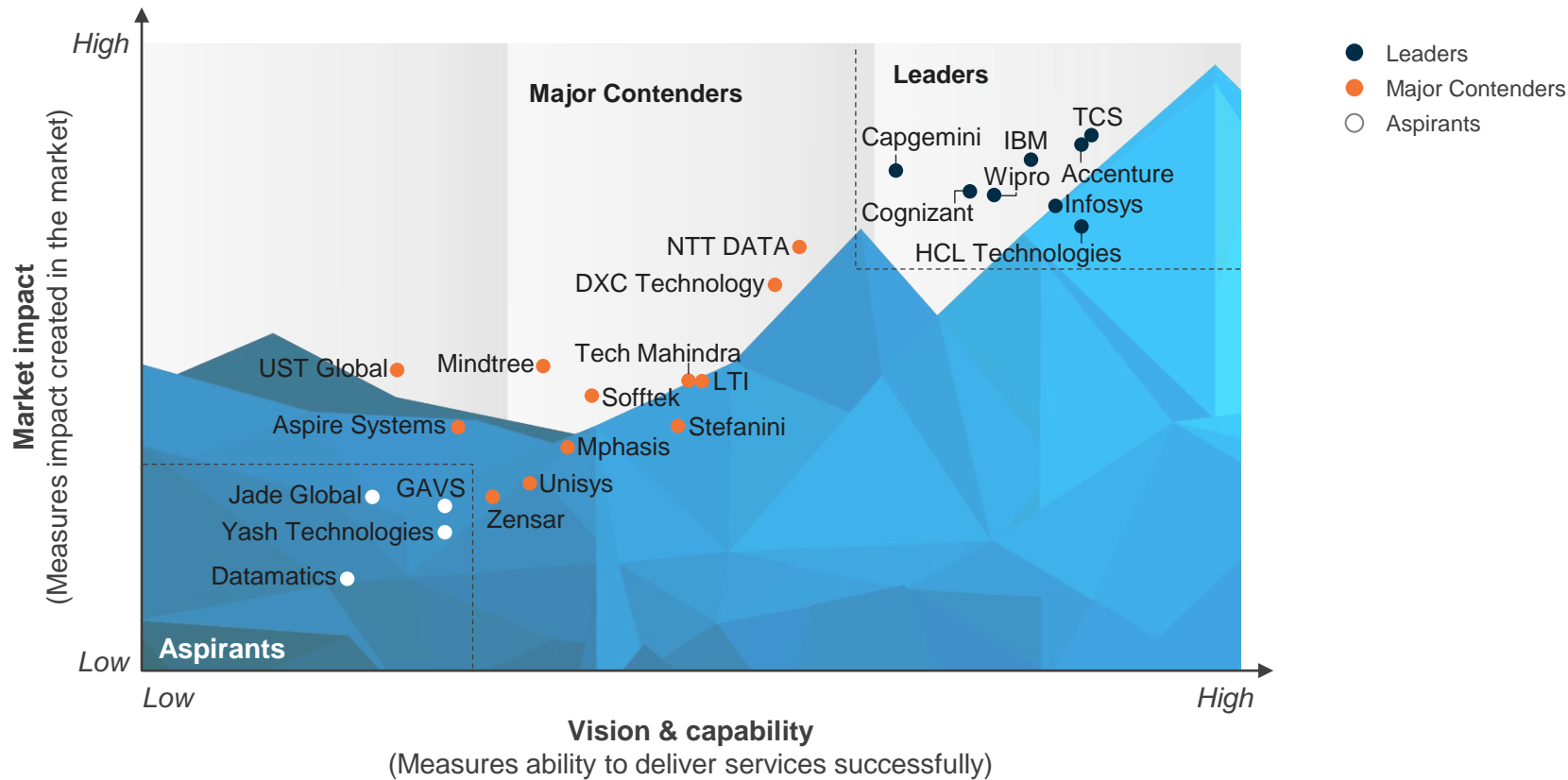
- Aspirants are either focused on a region(s) or vertical(s), or currently have relatively smaller next-generation AMS practice
- While they are limited by scale to cater to the requirements of large global players, they have been collaborating with clients and other service providers to drive innovation and value through their niche capabilities
- Aspirants need to invest in developing IPs and partnerships to enhance their service offering

# Everest Group PEAK Matrix®

## Next-generation Application Management Services PEAK Matrix® Assessment 2021 | Infosys positioned as Leader



Everest Group Next-generation Application Management Services PEAK Matrix® Assessment 2021



Note: PEAK Matrix® specific to next-generation application management services  
Source: Inputs from market players, recruitment firms, and investment agencies

# Infosys | Next-generation application management services (page 1 of 3)

## Overview

**Overview of services:**

Infosys offers next-generation AMS services as a part of its application development and maintenance services. It has a three-dimensional service delivery framework, and the three dimensions are vertical services aligned to industry domain, horizontal services aligned to technology and services, and innovation cutting across both the vertical and horizontal services. This matrix structure is led by a single delivery partner for a particular customer to bring unified and integrated services and the single point for end-to-end accountability for client deliveries.

**Vision:**

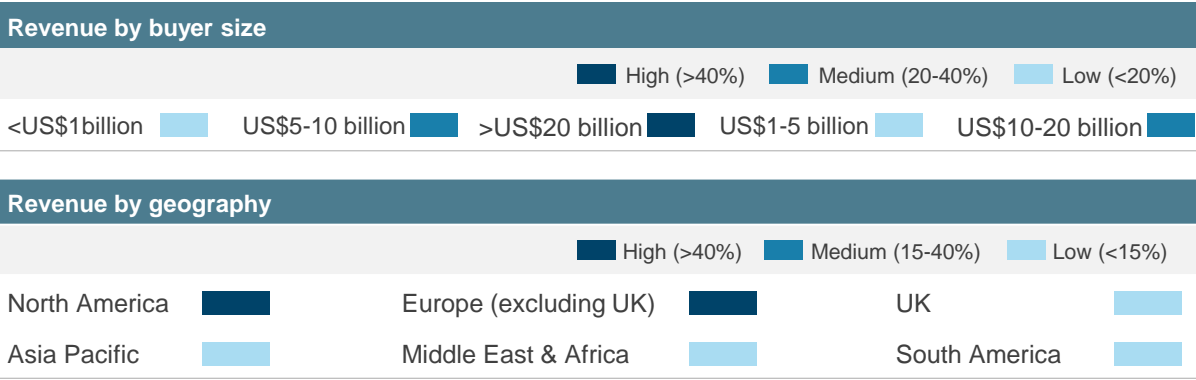
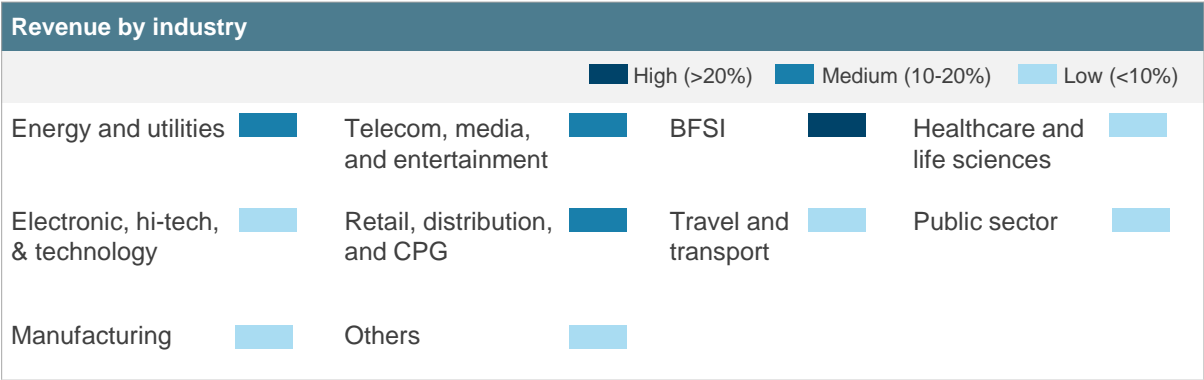
Infosys' vision for next-generation application management services is to create platform-based services, developed on the principles of "Live Enterprise." It aims to unlock synergies and efficiencies for the enterprise, while also transforming the application management services to be pivoted on business process KPI, as against the traditional IT SLA-governed services. This vision is centered on making enterprises move from a 'fail and fix' model to a 'predict and prevent' model with the use of AIOps, machine-first, cognitive automation, and AI-led analytics solutions.

**Strengths**

- Infosys has a strong value proposition for next-generation AMS around "Zero Touch AMS," which is enabled through its hyperautomation solutions and self-service through AI/ML tools
- Its messaging around fully-remote service delivery for next-generation AMS, enabled by LEAP and Meridian platforms, is gaining traction in the market
- Infosys has increased its focus on business outcomes and KPIs, in addition to IT SLAs, in its next-generation AMS portfolio
- There is a strong focus on talent investments and L&D programs for next-generation AMS skills, where it leverages its Wingspan platform for training its own and clients' resources

**Areas of improvement**

- Infosys needs to further demonstrate proof points of next-generation AMS pricing and engagement models
- It needs to enhance its AMS-centric consulting capabilities to drive next-generation value levers for clients through operating model transformation and similar services
- Despite talent investment, Infosys lags behind peers in building next-generation technology-based AMS solutions and needs to add more tools and solutions leveraging AI/ML



# Infosys | Next-generation application management services (page 2 of 3)

## Case studies and solutions

Case study 1

Transforming AMS and developing digital capabilities

**Client:** An electricity company in the Western United States

**Business challenge**

The client was looking for a managed services partner to provide application development and maintenance, testing, and digital services. The main objectives were service tranquility, O&M cost optimization, managing and controlling business outcomes, and increased agility for business and IT transformation

**Solution**

Infosys developed a business-facing and outcome-based service model including business SLAs, OLA setup, and governance, and maintained a portfolio-based setup for critical business areas. It ensured Agile/DevOps transformation across the portfolios to accelerate service delivery and enabled clients' digital transformation journey through industry leading programs such as renewables Integration and EV adoption

**Impact**

Infosys targeted to migrate 30% of applications to cloud in the first 24 months, implement cross-phase integration through the integrated PDR service delivery model, improve ITSM efficiency using lean and six sigma techniques, and accelerate pace of digital transformation across IT and OUs

Case study 2

Increasing automation and operational efficiency

**Client:** Large Europe-headquartered financial conglomerate

**Business challenge**

The client was facing lack of end-to-end SLA, high volume of tickets, operational risk, and high onsite presence. It had no automation and was facing the problem of multiple vendors

**Solution**

Infosys built an AI/ML-based solution for elimination of tickets and ensured outcome-based delivery with committed reduction of ticket volume (50% in 36 months). Carried out tools implementation for telemetry and dashboards for proactive operations; and developed LEAN operating model, integrated business aligned service delivery, and SLA framework

**Impact**

Resulted in 32% reduction in tickets, 25% reduction in FTEs, and up to 60% improvement in turnaround time

Next-generation application management services proprietary solutions (representative list)	
Proprietary solutions	Details
Live Enterprise Application Management Platform (LEAP)	A solution for next gen AMS; from transition, to transformation of application management services to next-generation digital application management. The solution helps clients in taking AMS from a 'fail and fix' model to a 'predict and prevent' model, with the use of AIOps, machine-first cognitive automation, and AI-led analytics solutions
DigiTran	The solution simplifies activities within the enterprise by providing a one-stop solution to enable digitization, optimization, harmonization, and pluggable automation of processes
Infosys AssistEdge	A cohesive RPA platform built with a suite of automation and AI capabilities, it has a wide range of capabilities from automating repetitive manual tasks and improving data quality, to enhancing customer experience

# Infosys | Next-generation application management services (page 3 of 3)

## Partnerships and investments

NOT EXHAUSTIVE

Next-generation application management services investments (representative list)	
Partnership	Details
Automation Anywhere	Partnered to automate end-to-end business processes with software bots or digital workers that perform repetitive and manual tasks, resulting in dramatic productivity gains, improved customer experience, and more engaged employees
Blue Prism	Partnered to leverage Blue Prism's connected-RPA that can automate and perform mission-critical processes, allowing clients' people the freedom to focus on more creative, meaningful work. Infosys has developed micro bots in BluePrism that are generalized in Infosys BotT Factory to give a jumpstart to botification of AMS
AppDynamics	Leveraged to build intelligent reports and dashboards that receive data ingestion from AppDynamics and templatize them to use as accelerators for next-generation AMS
Acquisition	Details
Skava	Acquired to help clients bring new digital experiences to their customers through IP-led technology offerings, new automation tools, and expertise in emerging technologies
Simplus	Acquired to leverage capabilities in cloud consulting, implementation, data integration, change management, and training services for Salesforce CPQ and billing applications
WongDoody Holding Company Inc.	Acquired a full-services creative and consumer insights company, dealing with issues of digital transformation, customer experience, and engagement
Talent	Details
Mysore training facility	Infosys has the world's largest corporate training facility with 600+ full-time educators, 35+ behavioral training experts, and 1,000+ extended team of practitioners who run extensive training programs for up to 10,000 people at a given time, at its Mysore, India, facility
Lex	In-house developed, anytime-anywhere learning platform, Lex, that offers over 900 courses curated for consumption on-the-go
Wingspan	Infosys has invested in developing an online learning platform for its customers. It hosts multiple technology courses
University tie-ups	Collaborations with many universities including the Rhode Island School of Design to train employees on design skills, with Purdue University on cybersecurity, with Trinity College, Hartford, on business analysis skills, with Cornell University on program management, with the University of North Carolina for data analytics, etc.

Source: Everest Group (2020)

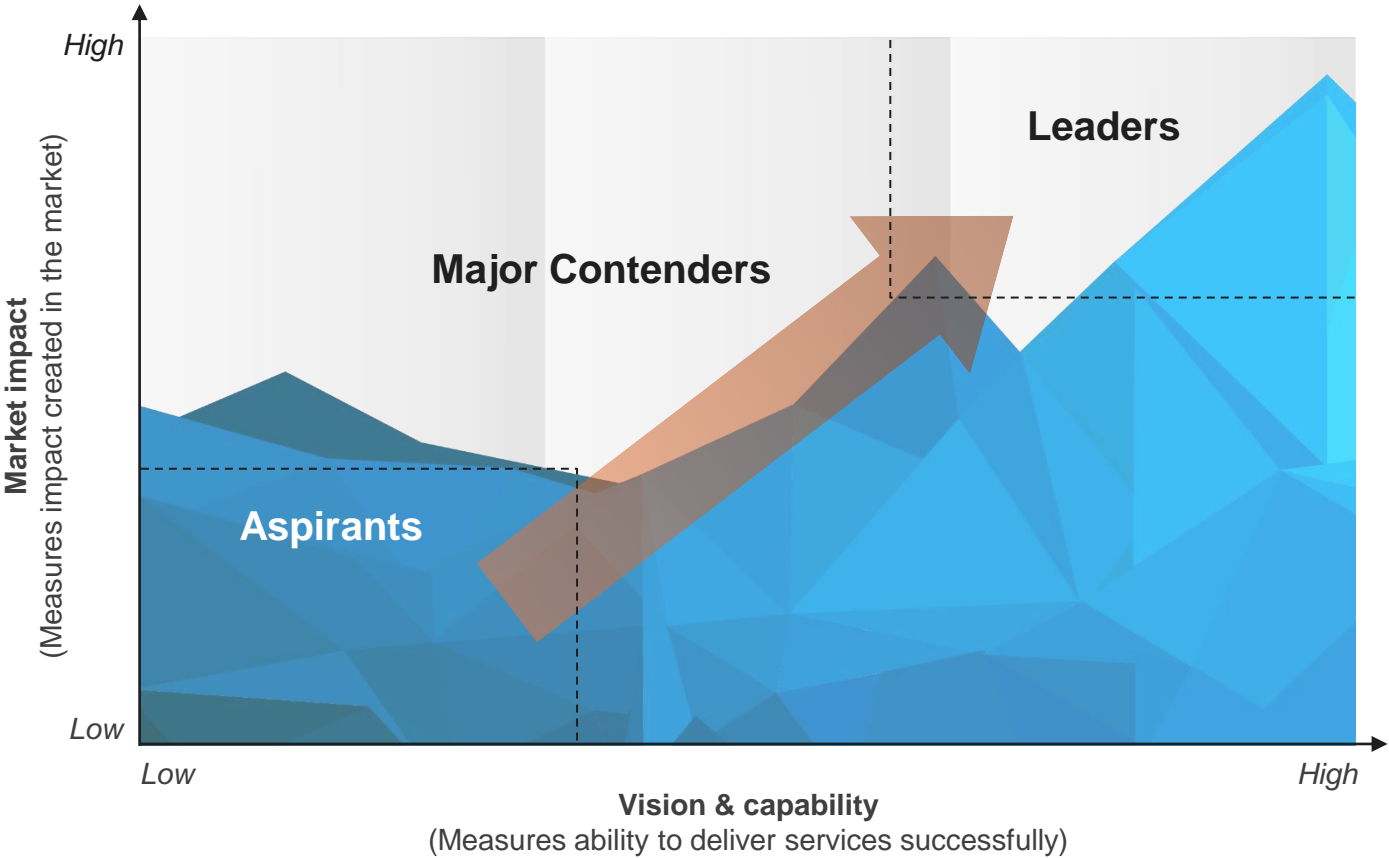
# Appendix



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

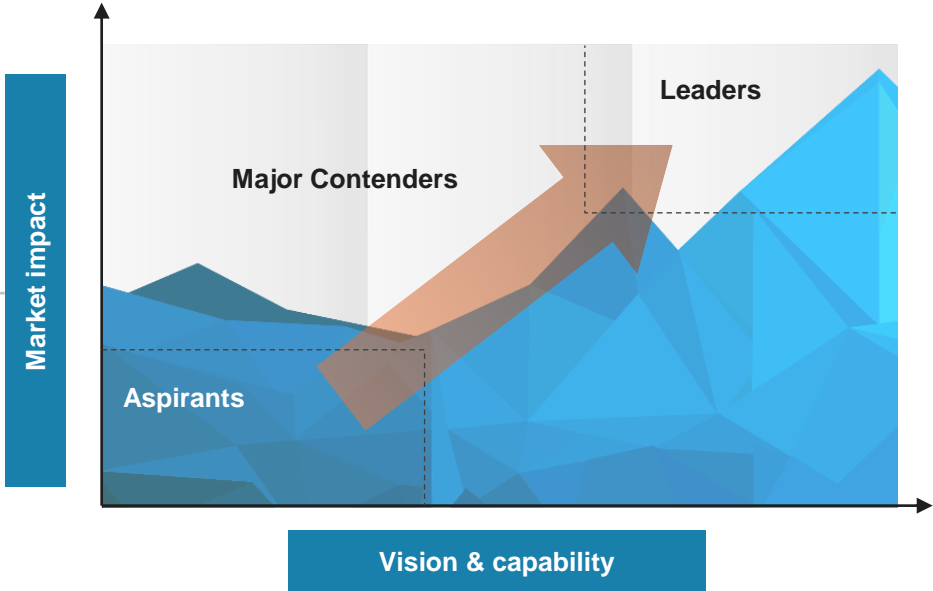
Number of clients, revenue base, YOY growth, and deal value/volume

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



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 service 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 service 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 service 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



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