



Everest Group Adobe Services PEAK Matrix® Assessment 2025

Focus on Infosys

October 2025



Introduction

In today's rapidly evolving business landscape, the launch of gen AI and the rise of agentic AI have accelerated content creation and transformed creative workflows. Enterprises are increasingly relying on service providers to operationalize AI, standardize workflows, and scale creative operations.

Adobe's Experience Cloud, in conjunction with the Creative Cloud, has emerged as an anchor to embed creativity, personalization, and automation into marketing workflows. Service providers are playing a central role in embedding gen AI into content supply chains, enabling faster production cycles, workflow orchestration, and scalable personalization.

The demand for B2B experiences is rising, and buyers seek consulting-led programs that unify marketing, technology, and design on Adobe. Emerging priorities include the consolidation of platforms, seamless integrations across ecosystems, and the adoption of composable architectures to enhance flexibility and adaptability.

In the report, we present an assessment of 33 service providers featured on the [Adobe Services PEAK Matrix® Assessment 2025](#), a comprehensive matrix that evaluates

and categorizes service providers in terms of their capabilities. The assessment is based on Everest Group's annual Request for Information (RFI) process for the calendar year 2024, interactions with leading Adobe service providers, client reference checks, and an ongoing analysis of the Adobe services market.

The full report includes the profiles of the following 33 leading Adobe services providers featured on the Adobe services PEAK Matrix:

- **Leaders:** Accenture, Capgemini, Deloitte Digital, IBM, Infosys, Merkle, Publicis Groupe, TCS, and WPP
- **Major Contenders:** Bounteous x Accolite, Brillio, Cognizant, Concentrix, DEPT®, EPAM, EY, HCLTech, IPG, LTIMindtree, .Monks, NTT DATA, Omnicom Precision Marketing Group (OPMG), PwC, Rightpoint (a Genpact company), Slalom, Tech Mahindra, Virtusa, Wipro, and Zensar
- **Aspirants:** eClerx, Infogain, Stefanini, and WillowTree (Telus Digital)

Scope of this report

Geography: global

Industry: all industries

Services: Adobe services

This report focuses on Adobe services and offers insights into the key Adobe services market trends

Adobe services

Adobe Creative Cloud

Solutions enabling breakthrough design and collaboration processes to deliver engaging customer experiences for any device or touchpoint, organize, and share assets to work faster, and help ensure brand consistency

Adobe Experience Cloud

Connected suite of cross-channel, digital, and interactive experience solutions enabling enterprises to build lasting customer relationships through solutions catering to entire sales and marketing journeys

Adobe Document Cloud

Enabling digital document management to accelerate the customer life cycle, improve employee productivity, and reduce costs

Use cases

Data insights and audiences	Customer journey mapping and orchestration	Campaign design, execution, optimization, and measurement	Media planning and buying	Content supply chain	Customer life cycle automation	Marketing automation
Engaging brand experiences	Content production and management	Digital commerce	Marketing workflows	Creative asset security	Digital forms and signatures	Data-driven personalization

The assessment will evaluate participants across the end-to-end adoption journey:

Strategy and planning Strategy and roadmap formulation, product(s) selection, feasibility and readiness assessments, integration strategy, governance, program management, and change management advisory and planning support	Design, implementation, and activation Requirements gathering, technical and functional design, configuration design, workload migration, platform setup, customizations, application development and testing, integration, deployment, and activation	Run and operate Performance evaluation and measurement of business value delivered through solutions such as marketing spend effectiveness, lead generation effectiveness, campaign performance evaluation, and content performance evaluation	Measurement, maintenance, and support Performance measurement of solutions through lead generation effectiveness and marketing effectiveness, help desk management, incident management, compliance and regulatory support, new feature addition, and minor and major usability enhancements
--	--	--	--

Custom solution development in collaboration with Adobe (joint GTMs/partnerships for products built on top of the Adobe platform)

Adobe services PEAK Matrix® characteristics

Leaders

Accenture, Capgemini, Deloitte Digital, IBM, Infosys, Merkle, Publicis Groupe, TCS, and WPP

- Leaders are characterized by their ability to deliver large-scale, complex, and end-to-end Adobe programs, supported by advisory depth, global delivery networks, certified talent pools, and broad product specializations
- They maintain a credible suite of proprietary IP, accelerators, and frameworks, often Adobe-accredited, backed by verticalized offerings across multiple industries and B2B use cases, to enable measurable outcomes
- Leaders demonstrate strength across Experience, Creative, and Document Clouds, driving innovation and adoption of next-generation bets such as gen AI, agentic AI, and CSC, and embed responsible AI governance
- They showcase thought leadership through blogs, case studies, and market insights. They are consistently recognized with Adobe awards, maintaining strong field alignment and joint GTM motions with Adobe, securing high visibility in vendor ecosystems and summits

Major Contenders

Bounteous x Accolite, Brillio, Cognizant, Concentrix, DEPT®, EPAM, EY, HCLTech, IPG, LTIMindtree, .Monks, NTT DATA, OPMG, PwC, Rightpoint (a Genpact company), Slalom, Tech Mahindra, Virtusa, Wipro, and Zensar

- Major Contenders focus on implementation, run-and-operate, and post-implementation support services, with depth primarily in Adobe Experience Cloud and selected offerings across other product areas. However, they remain less mature than Leaders in consulting-led transformation and industry-specific IP depth
- They build frameworks, accelerators, and selective co-innovation initiatives, yet their public showcases of newer bets, such as GenStudio, Workfront, or agentic AI, and the portfolio of accredited IP are comparatively limited
- Their delivery models often combine organic expansion with selective acquisitions, giving them credible global reach but with concentration in targeted regions, especially North America and APAC
- While they demonstrate execution efficiency and delivery scale, their visibility in thought leadership, Adobe-accredited IP, and global accolades remains lower than that of Leaders

Aspirants

eClerx, Infogain, Stefanini, and WillowTree (Telus Digital)

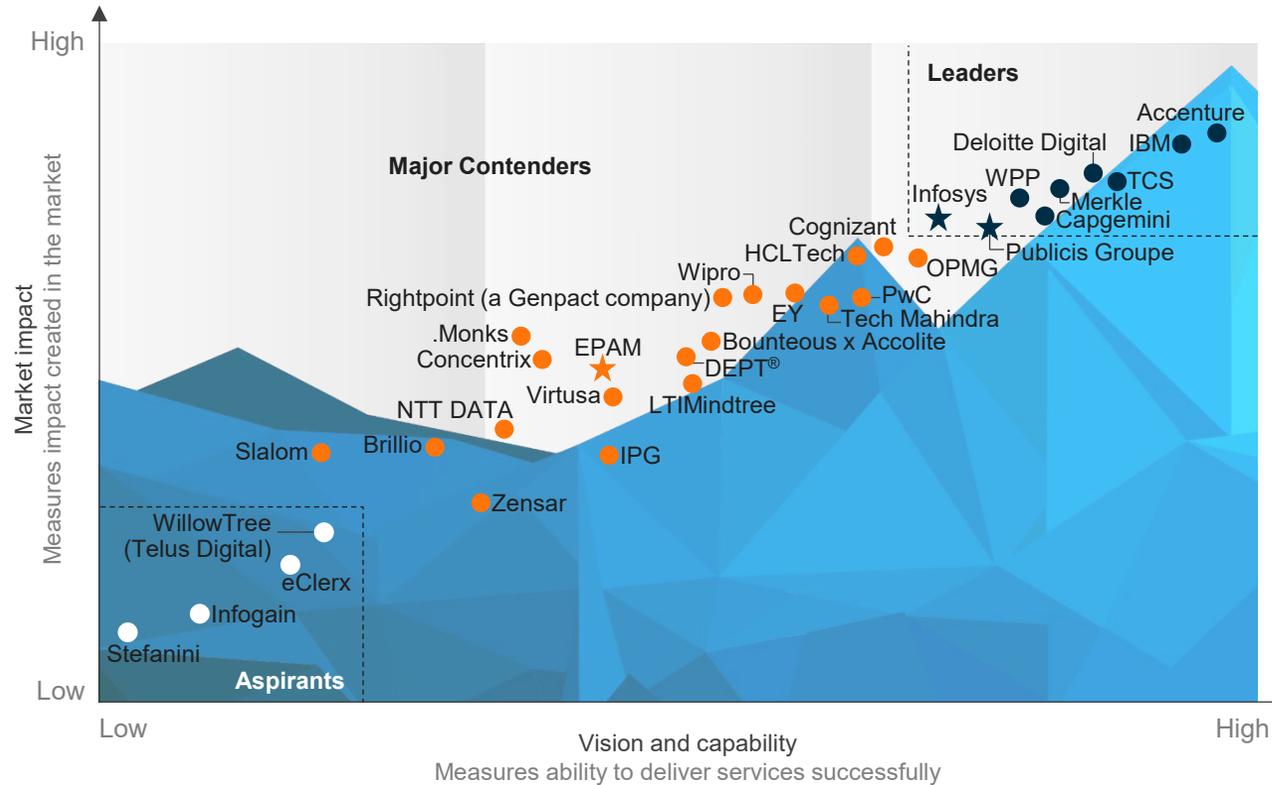
- Aspirants are typically focused on Adobe engagements of low to medium complexity, often serving Small and Midsize Businesses (SMBs)
- Their strengths lie in implementation and managed services, with a narrower consulting and advisory orientation
- They prioritize building certified Adobe talent pools, developing entry-level accelerators, and attracting industry experts, but their portfolios remain limited in breadth and depth
- With fewer product specializations, accolades, and co-innovation initiatives, Aspirants have a smaller footprint in the Adobe ecosystem
- They are best suited for enterprises seeking cost-effective, targeted Adobe delivery rather than multi-cloud, global-scale transformations

Everest Group PEAK Matrix®

Adobe Services PEAK Matrix® Assessment 2025 | Infosys is positioned as a Leader and a Star Performer

Everest Group Adobe Services PEAK Matrix® Assessment 2025^{1,2}

- Leaders
- Major Contenders
- Aspirants
- ☆ Star Performers



1 Assessments for Accenture, Bounteous x Accolite, Brillio, Cappgemini, Deloitte Digital, EPAM, EY, Infogain, IPG, .Monks, Publicis Groupe, Slalom, Stefanini, Virtusa, WillowTree (Telus Digital), WPP, and Zensar excludes service provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, provider public disclosures, and Everest Group's interactions with Adobe services buyers

2 Assessment of IBM, Merkle, and NTT DATA is based on partial inputs provided

Source: Everest Group (2025)

Infosys

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	Scope of services offered	Innovation and investments	Delivery footprint	Overall
								

Strengths

- Infosys is advancing an AI-first Adobe strategy through its Aster × Adobe joint offering, aligning planning, creation, and activation with governed personalization and agentic workflows
- It has a strong portfolio of global and regional specializations across seven Adobe products, emerging as the third-most specialized Adobe solution partner
- It is productizing content-to-commerce with Adobe-accredited solutions such as CommerceEdge and Unified Reseller Network, accelerating Adobe Commerce + AEM builds and time-to-market for multi-brand estates
- It combines its global onshore-offshore delivery mix with multiple studios, enabling enterprises to balance costs with proximity and ensuring consistency in Adobe program execution across regions
- Enterprises can leverage Blue Acorn iCi’s Edge Delivery focus to modernize AEM authoring and web performance along with Adobe-accredited solutions such as CJA Bot Detection that demonstrate its IP-led differentiation

Limitations

- Infosys has limited proof points for Workfront and GenStudio operating models compared to peers, with fewer quantified baselines to evidence measurable CSC gains beyond migration speed
- Enterprises evaluating industry-specific Adobe solutions may find Infosys’ portfolio to be less vertically oriented compared with peers that emphasize sector-tailored offerings
- Its market visibility through Adobe awards and accolades has been lower in the past two years, which limits its visibility and external validation

Market trends

The Adobe services market is expanding as enterprises adopt AI agents, consented identity, and creation-to-activation workflows to tackle fragmentation, cost, speed, and compliance, anchored on a consulting-led transformation approach

Market size and growth

- The total Adobe services market size was estimated to be US\$21-23 billion for calendar year 2024, with a growth of ~16-18% over 2023-24
- Everest growth estimates the total Adobe services market to grow at a CAGR of 17-19% over 2024-27
- The Adobe services market is undergoing accelerated growth globally, driven by AI-led creative workflows for Content Supply Chain (CSC), real-time personalization at scale enabled by first-party data, orchestration of next-generation B2B customer journeys, and increasing investments in agentic AI and Adobe Creative Cloud

Key drivers for Adobe services

AI agents in marketing stacks	Enterprises are piloting on task-bounded agents across the Adobe stack with guardrails, human oversight, and activation integration.
Data-driven personalization	Enterprises are looking to build a consented identity on Adobe Experience Platform (AEP) and Real-Time CDP (RT-CDP) and clean-room collaboration to link audiences, journeys, and measurement, driving demand for Adobe Experience Cloud.
AI-led creative workflows to enable CX orchestration	Enterprises are exploring the creation-to-activation process using GenStudio, Workfront, AEM Assets, Firefly, and Frame.io, with a focus on embedding rights, provenance, and RoI tracking.
B2B experiences	The growing complexity of B2B interactions is creating a demand for Adobe-enabled solutions that orchestrate and optimize multi-stakeholder journeys.
Consulting-led transformation	Organizations are seeking consulting-led support to align Adobe technology deployments with business objectives and operating models.

Opportunities and challenges

Fragmented marketing execution	Disconnected systems and siloed operations limit the ability to leverage data effectively, creating a demand for integrated Adobe-led workflows.
High operational costs	Scaling content creation and personalization increases costs, driving enterprises to adopt automation and AI-enabled Adobe solutions.
Speed to market	Manual processes and complex approval flows delay content delivery, requiring streamlined Adobe-enabled workflows to accelerate execution.
Brand consistency and compliance	Ensuring accurate and compliant messaging across global campaigns remains a challenge, prompting the use of Adobe platforms for governance and quality control.
Multi-channel delivery	Enterprises face complexities in delivering personalized and dynamic content across global and local channels, increasing the demand for Adobe-enabled orchestration.

Provider landscape analysis

Out of the 33 players assessed, Accenture, TCS, and OPMG constitute approximately 30% share of revenue in the Adobe services market

Market share analysis of the providers¹

2024; percentage of the overall market of Adobe services



Provider market share by YoY growth¹

2023-24; increase in percentage of 2023



¹ Providers are listed alphabetically within each range

Key buyer considerations

Buyers are increasingly focused on partners with deep industry expertise, reusable accelerators, and transparent licensing and commercial terms to reduce delivery risk and accelerate time-to-value

Key sourcing criteria

High



Industry expertise and accelerators

Buyers seek partners with deep industry knowledge and proven IP, tools, and accelerators to de-risk delivery and compress time-to-value.



Ecosystem and commercial alignment

Providers must demonstrate a strong understanding of Adobe licensing constructs and a clear commercial picture, with an active, collaborative relationship with Adobe



Outcome and KPI governance

Buyers require continuous value tracking on predefined KPIs, covering output, talent, and knowledge management, embedded upfront in contracts.



Data/Identity activation at scale

Buyers seek partners with proven expertise to scale data and identity activation, covering consented identity resolution and personalization.



Co-innovation and proactive opportunity identification

Enterprises expect partners to go beyond contractual terms to surface new use cases and integrate with the existing Adobe solutions to meet the evolving requirements.

Low

Priority

Summary analysis

Buyers prioritize deep industry expertise, reusable IP and accelerators, and licensing alignment with transparent commercials to reduce risk and accelerate time-to-value.

Contracts embed predefined KPIs across output, talent, and knowledge management, with a clear reporting cadence to ensure measurable value realization.

Buyers adopt a phased approach, sequencing mature product areas before adjacent capabilities, and expect partners to integrate with the existing stack and proactively identify new use cases.

Key takeaways for buyers

Align with providers that bring both industry expertise and tech leadership to ensure fit-for-purpose delivery and innovation scalability

Harness provider-led innovation spanning data, analytics, and AI capabilities to stay ahead of the curve

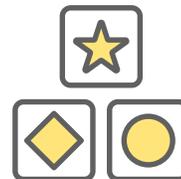
Focus on long-term relationships with providers and use value-based commercials around reusable accelerators and run-operate commitments, with clear governance and enablement



Key observations in the provider landscape

Shifts in provider capabilities

Providers are increasingly focusing on automation, AI-led creative workflows, and consulting-led engagements, influencing future strategies and partner evaluation.



Differentiation across provider types

Several providers were observed to have verticalized IP and accelerators and show higher technical maturity across agentic/gen AI, CSC (GenStudio, Workfront, and AEM), and Adobe Commerce integration.



Key innovations

Notable innovations are AI agents for CX orchestration, AI-led analytics, AEM-centered tooling, and edge delivery services that standardize production and expedites creation-to-activation.

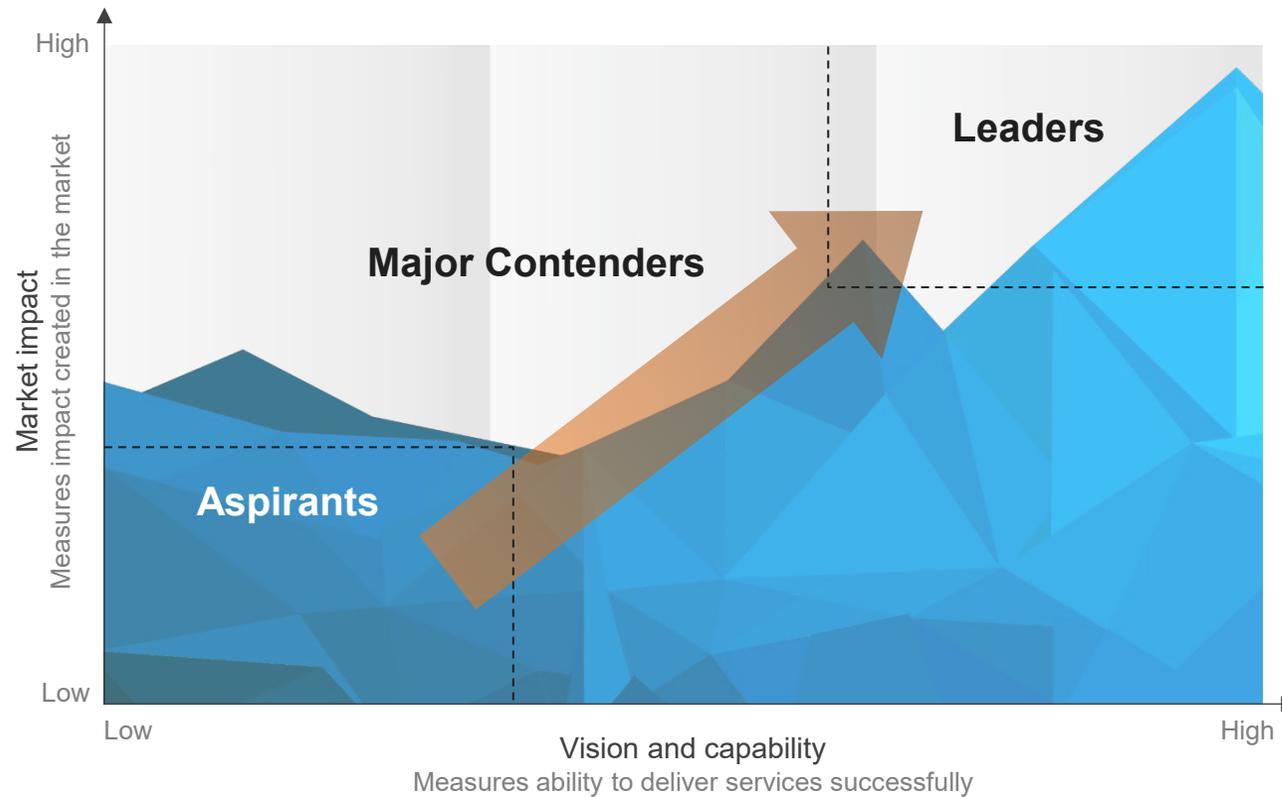
Appendix

PEAK Matrix® framework

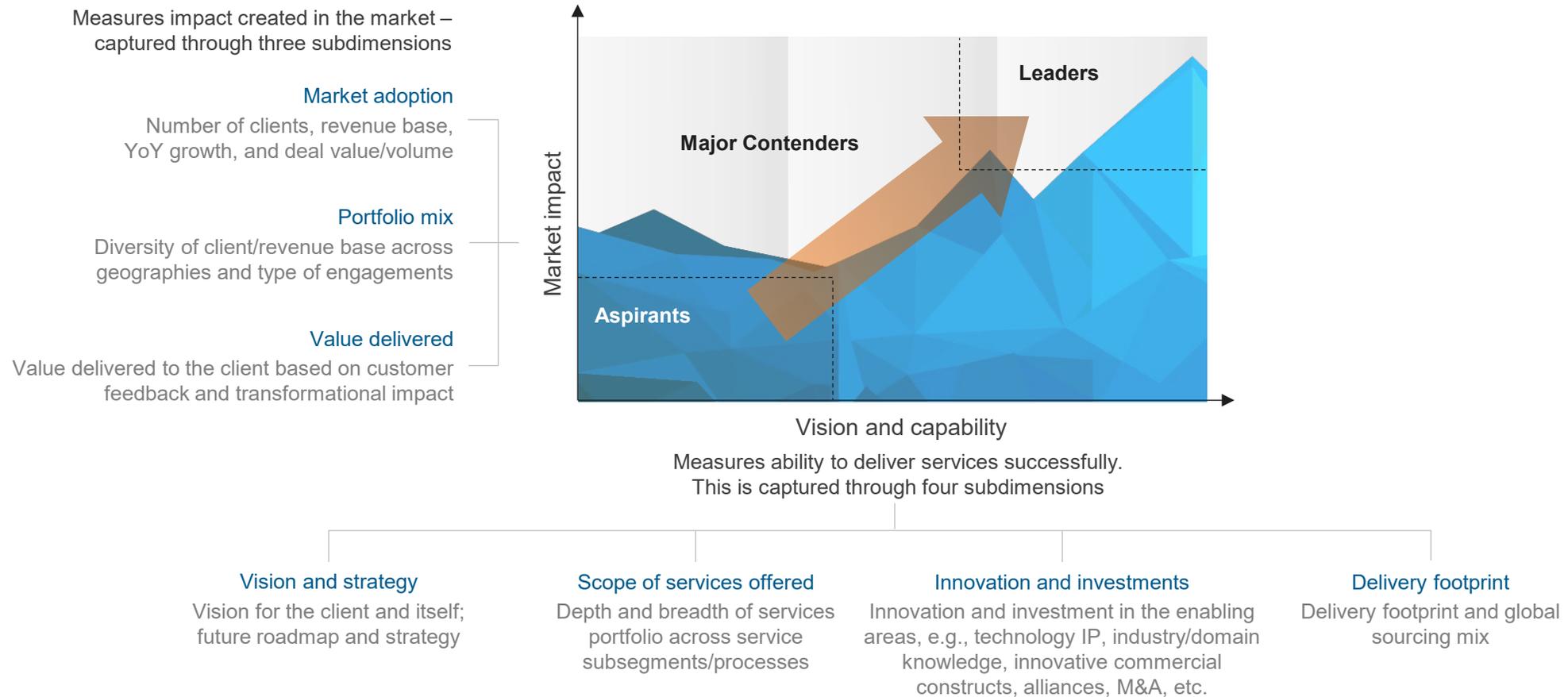
FAQs

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

Everest Group PEAK Matrix



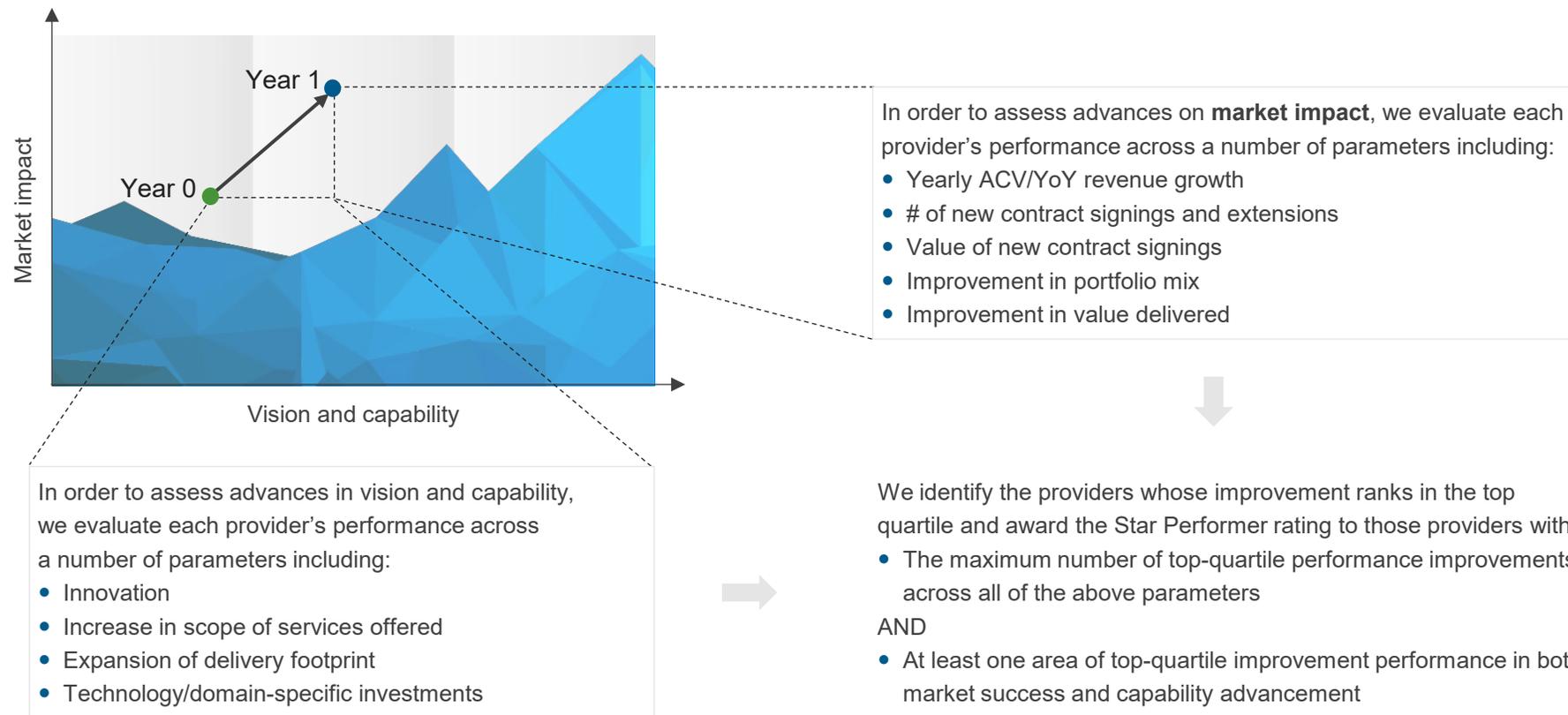
Services PEAK Matrix® evaluation dimensions



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



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 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.

Stay connected

Dallas (Headquarters)

info@everestgrp.com

+1-214-451-3000

Bangalore

india@everestgrp.com

+91-80-61463500

Delhi

india@everestgrp.com

+91-124-496-1000

London

unitedkingdom@everestgrp.com

+44-207-129-1318

Toronto

canada@everestgrp.com

+1-214-451-3000

Website

everestgrp.com

Blog

everestgrp.com/blog

Follow us on



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.

Notice and disclaimers

Important information. Please read this notice carefully and in its entirety. By accessing Everest Group materials, products or services, you agree to Everest Group's Terms of Use.

Everest Group's Terms of Use, available at www.everestgrp.com/terms-of-use, is hereby incorporated by reference as if fully reproduced herein. Parts of the Terms of Use are shown below for convenience only. Please refer to the link above for the full and official version of the Terms of Use.

Everest Group is not registered as an investment adviser or research analyst with the U.S. Securities and Exchange Commission, the Financial Industry Regulation Authority (FINRA), or any state or foreign (non-U.S.) securities regulatory authority. For the avoidance of doubt, Everest Group is not providing any advice concerning securities as defined by the law or any regulatory entity or an analysis of equity securities as defined by the law or any regulatory entity. All properties, assets, materials, products and/or services (including in relation to gen AI) of Everest Group are provided or made available for access on the basis such is for informational purposes only and provided "AS IS" without any warranty of any kind, whether express, implied, or otherwise, including warranties of completeness, accuracy, reliability, noninfringement, adequacy, merchantability or fitness for a particular purpose. All implied warranties are disclaimed to the extent permitted by law. You understand and expressly agree that you assume the entire risk as to your use and any reliance upon such.

Everest Group is not a legal, tax, financial, or investment adviser, and nothing provided by Everest Group is legal, tax, financial, or investment advice. Nothing Everest Group provides is an offer to sell or a solicitation of an offer to purchase any securities or instruments from any entity. Nothing from Everest Group may be used or relied upon in evaluating the merits of any investment. Do not base any investment decisions, in whole or part, on anything provided by Everest Group.

Everest Group materials, products and/or services represent research opinions or viewpoints, not representations or statements of fact. Accessing, using, or receiving a grant of access to Everest Group materials, products and/or services does not constitute any recommendation by Everest Group to (1) take any action or refrain from taking any action or (2) enter into a particular transaction. Nothing from Everest Group will be relied upon or interpreted as a promise or representation as to past, present, or future performance of a business or a market. The information contained in any Everest Group material, product and/or service is as of the date prepared and Everest Group has no duty or obligation to update or revise the information or documentation.

Everest Group collects data and information from sources it, in its sole discretion, considers reliable. Everest Group may have obtained data or information that appears in its materials, products and/or services from the parties mentioned therein, public sources, or third-party sources, including data and information related to financials, estimates, and/or forecasts. Everest Group is not a certified public accounting firm or an accredited auditor and has not audited financials. Everest Group assumes no responsibility for independently verifying such information.

Companies mentioned in Everest Group materials, products and/or services may be customers of Everest Group or have interacted with Everest Group in some other way, including, without limitation, participating in Everest Group research activities.