

Everest Group PEAK Matrix® for Digital Product Engineering Service Provider 2022

Focus on Infosys
March 2022



Background and introduction of the research

The recent advances in technology have led to a massive digital wave in the engineering world, wherein physical products are being enhanced by making them smarter, connected, autonomous, and intelligent. To cater to the evolving customer needs and provide a rich customer experience, enterprises are making significant investments in the next-generation technologies such as AI/ML, AR/VR, 5G, blockchain, IoT, and cybersecurity, which serve as the backbone of digital products. However, the rapid pace of innovation and the need to stay ahead of market trends in this current space necessitates the need to establish a compelling partnership ecosystem that can help enterprises accelerate time-to-market. To cater to this growing demand from enterprises, engineering service providers are actively enhancing their capabilities and offerings to unlock the potential of data from connected products, integrate multiple technologies for better user experience, and ultimately engineer technologically sound digital products.

This research is the first edition of Everest Group’s [Digital Product Engineering Services PEAK Matrix® Assessment 2022](#), wherein we have presented an assessment of 30 engineering service providers featured on the PEAK Matrix, along with the sourcing considerations for enterprises. This assessment is based on the RFI responses from service providers, interactions with their digital product engineering leadership, client reference checks, and ongoing analysis of the engineering services market.

The full report includes the profiles of the following 30 leading engineering service providers featured on the Digital Product Engineering PEAK Matrix:

- **Leaders:** Accenture, Capgemini, Cognizant, HCL Technologies, Infosys, LTTS, TCS, and Wipro
- **Major Contenders:** Bosch Global Software Technologies (BGSW), Cyient, eInfochips, Experion Technologies, GlobalLogic, GS Lab, Happiest Minds, HARMAN DTS, Infinite Computer Solutions, Innominds, Itransition, Mindtree, Mphasis, Sasken, SoftServe, Tech Mahindra, and VVDN Technologies
- **Aspirants:** Accolite Digital, Aspire Systems, Daffodil Software, e-Zest, and Sonata Software

Scope of this report



Geography
Global



Providers
30 leading engineering service providers



Services
Digital product engineering services

Digital Product Engineering Services PEAK Matrix® characteristics

Leaders:

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

- The Leaders segment comprises both pure-play as well as broad-based IT-heritage firms that have developed dominant capabilities in offering multidisciplinary digital product engineering services
- Leaders have been able to successfully grow organically by forming partnerships with hardware, embedded, and software vendors and making investments in developing labs, CoEs, and innovation centers in next-generation technologies such as AR/VR, IoT, analytics, AI/ML, 5G, semiconductor engineering, and ASIC design
- Their global delivery presence has helped them achieve the right balance of client proximity and cost advantages in servicing large-scale engagements
- These players are extensively focusing on putting their skin in the game and shifting beyond traditional pricing models toward emerging commercial constructs such as outcome-based, revenue sharing, and risk-reward models

Major Contenders:

Bosch Global Software Technologies (BGSW), Cyient, eInfochips, Experion Technologies, GlobalLogic, GS Lab, Happiest Minds, HARMAN DTS, Infinite Computer Solutions, Innominds, Itransition, Mindtree, Mphasis, Sasken, SoftServe, Tech Mahindra, and VVDN Technologies

- Major Contenders also comprise both IT-heritage firms as well as pure-play engineering service providers
- These players are actively making investments in establishing labs and CoEs and developing IPs and solutions in areas such as AI/ML, testing, analytics, IoT, cybersecurity, and embedded systems
- Although they have strong partnerships across software engineering, some of their strategic partnerships/alliances in the areas of embedded and hardware engineering are yet to mature at par with the Leaders

Aspirants:

Accolite Digital, Aspire Systems, Daffodil Software, e-Zest, and Sonata Software

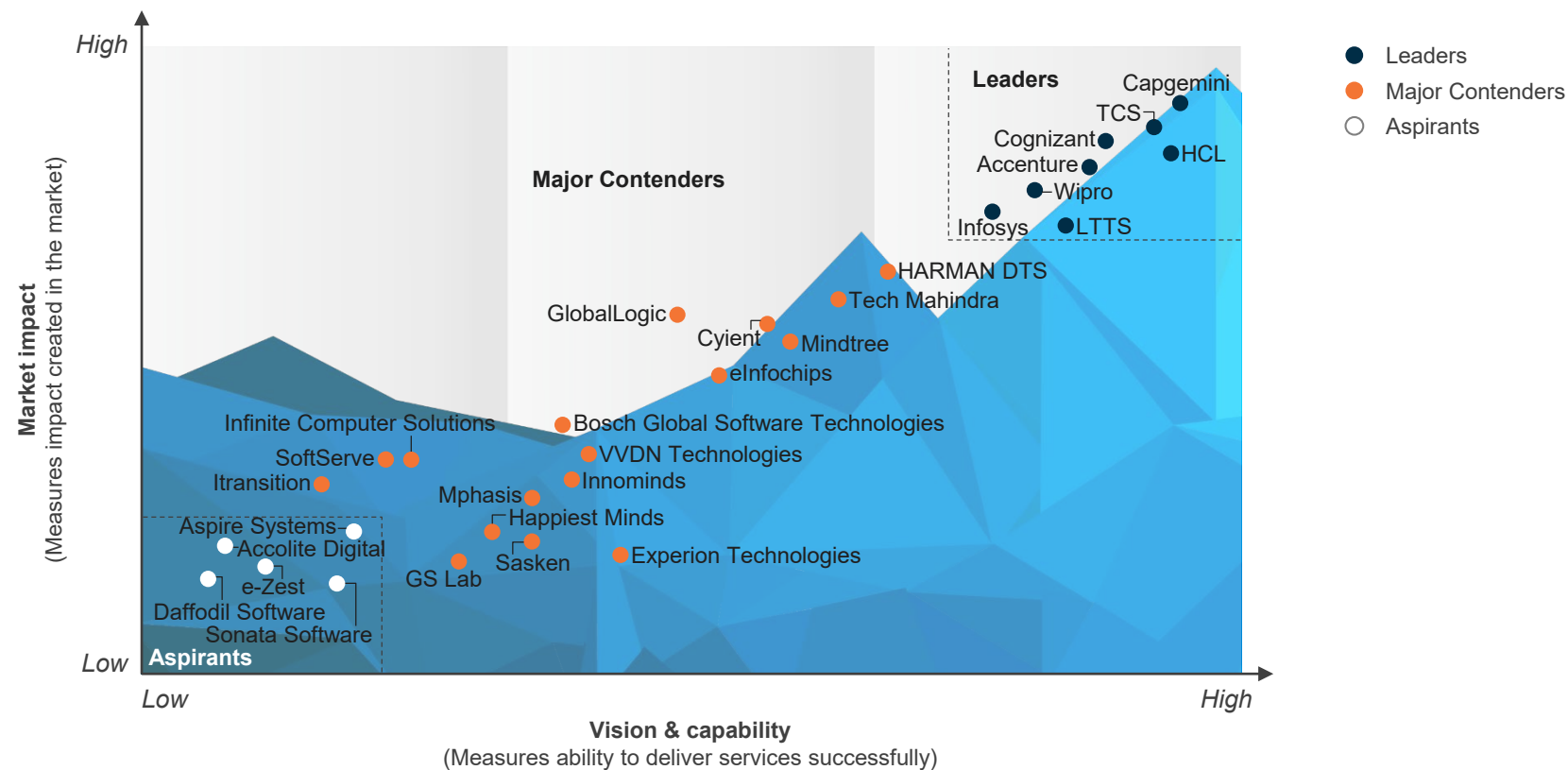
- Aspirants offer capabilities mostly across the software engineering part of the value chain and have a limited portfolio of services required to develop hardware and embedded products
- Although Aspirants are actively training and upskilling their engineering talent, their investments in labs, CoEs, partnerships, and IPs are limited

Everest Group PEAK Matrix®

Digital Product Engineering Services PEAK Matrix® Assessment 2022 | Infosys positioned as Leader



Everest Group Digital Product Engineering Services PEAK Matrix® Assessment 2022^{1,2,3}












1 Assessments for SoftServe and Tech Mahindra exclude service provider inputs and are based on Everest Group’s proprietary Transaction Intelligence (TI) database, service provider public disclosures, and Everest Group’s interaction with buyers.
2 Assessment of Capgemini is inclusive of Altran (part of Capgemini) and reflects their joint capabilities and market impact.
3 While GlobalLogic was acquired by Hitachi in July 2021, the assessment has been conducted on the basis of GlobalLogic as a stand-alone entity only.
Source: Everest Group (2022)

Infosys | digital product engineering services profile (page 1 of 4)

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

- The acquisition of Kaleidoscope Innovation has expanded Infosys' capabilities in product design and development and provided access to industries such as medical devices, consumer electronics, and industrial products
- It has dedicated offerings in next-generation technologies, which are backed by investments in establishing labs and forming partnerships in areas such as IoT, 5G, autonomous systems, and connectivity
- Clients appreciate its proactive communication, project management skills, and transparency in operating processes and mechanisms
- It is perceived as a commercially competitive player in the market

Limitations

- Smaller organizations / start-ups have highlighted Infosys' lack of agility in processes and approach as a challenge, especially given its scale of operations
- Clients expect Infosys to further strengthen its training and onboarding program to provide more industry-specific and hands-on training to fresh engineering graduates straight out of college

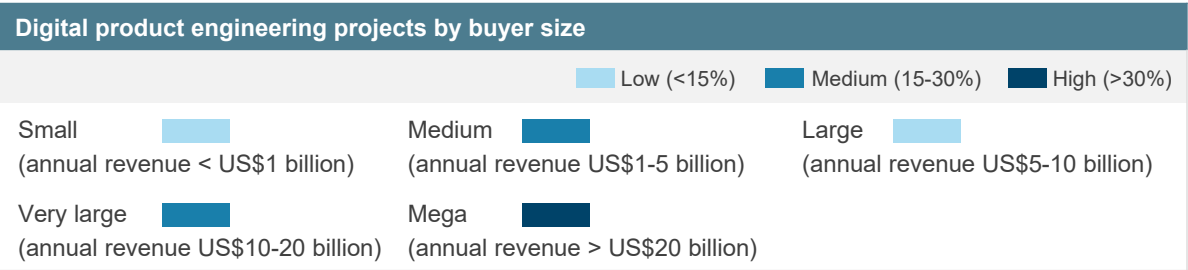
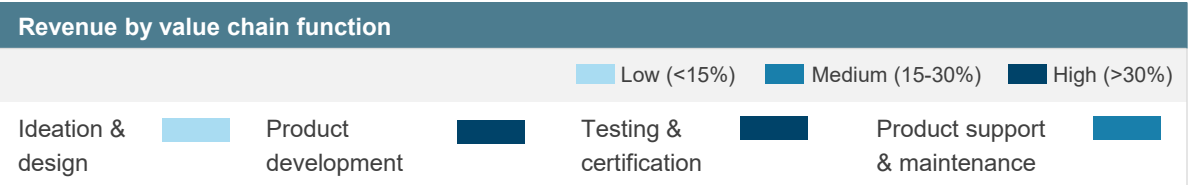
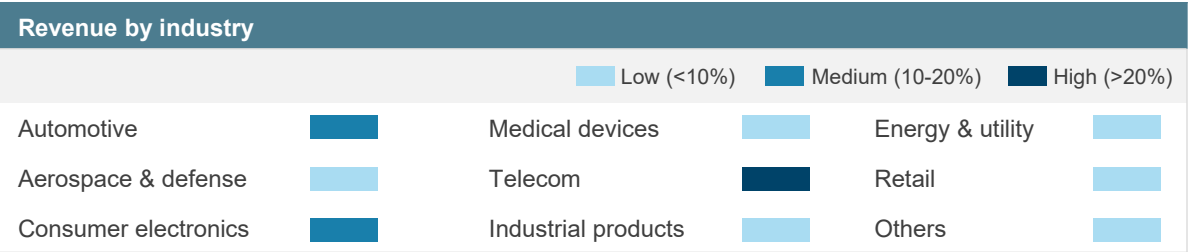
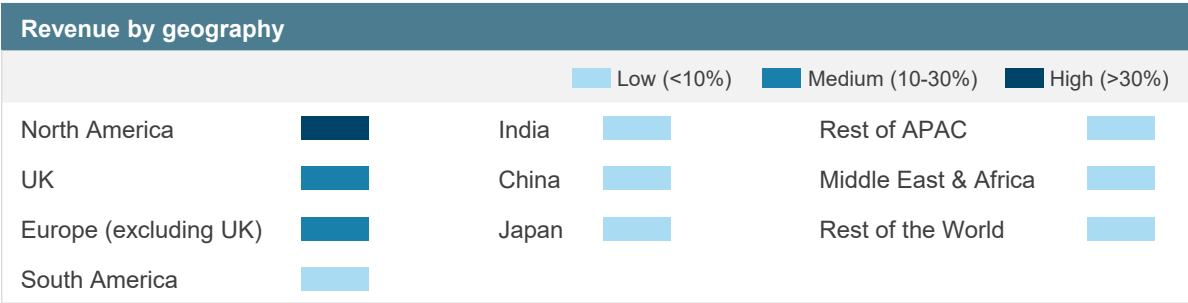
Infosys | digital product engineering services profile (page 2 of 4)

Overview

Vision & strategy

Infosys helps enterprises develop connected processes, connected products, and connected infrastructure, thereby enhancing their competitive advantage, improving customer experience, increasing operational efficiencies, enhancing quality with increased revenue upside, and reducing the cost of operations.

Infosys' strategy for business growth is based on five pillars – SCALE framework (focuses on smart and connected, engineering cost take out, as-a-service economy, agile-live engineering, ecosystem integration), solution enrichment with cloud and next-generation technologies, focus on talent development, bolstering partner ecosystem (joint GTM), and innovation investment.



Source: Everest Group (2022)

Infosys | digital product engineering services profile (page 3 of 4)

Case studies and solutions

Case study 1

Helped a US-based medical devices company to develop a remote patient monitoring and device monitoring solution

Business challenge
The client wanted to develop a next-generation solution for remote patient monitoring for patients with implanted cardiac devices such as pacemakers and defibrillators.

Solution and impact
Infosys led end-to-end development of a remote patient monitoring platform that was integrated with the hospital Electronic Medical Record (EMR) system. Infosys leveraged its agile model, automation reference framework, dedicated labs, and domain knowledge to develop the solution. The developed platform reduced patient visits to hospitals by enabling remote follow up and interrogation of data generated from the implanted device. The solution further led to 30% cost savings and ensured faster release cycles.

Case study 2

Helped a Europe-based company deliver video streaming services over the internet

Business challenge
The client was looking for a partner to develop and deploy its next-generation Internet Protocol Television (IPTV) solution based on the Android Open-Source Project (AOSP) platform.

Solution and impact
Infosys took the complete ownership of the software stack – development, system integration, testing, and automation. Infosys developed features such as dynamic ad insertion, hybrid software development download, personalized UI, and integration with third-party devices (Netflix, Cisco VQE). The team streamlined the release process, reduced time-to-market, increased customer base, and accelerated feature development with exponential team ramp up.

Proprietary solutions (representative list)	
Solution	Details
Automated framework	A framework for high performance CAD data visualization in mixed reality and other immersive environments that optimizes complex engineering CAD data with many convex polygons on XR devices
Autonomous system platform	A platform that provides comprehensive and tailored autonomous systems solutions that help enterprises with unmanned smart transportation services to deliver financial savings and support their digital transformation journeys
Device simulator	A cloud-based tool that performs a realistic simulation of the actual hardware device in consideration, helps software development move independently, and allows simulation of multiple versions of a device
Nia Knowledge	A platform that helps in building knowledge-based solutions related with the building and consumption of domain-specific knowledge graphs
Robotic platform	A platform powered by Robotic Assisted Test Automation Framework (RATAF) that focuses on verification & validation automation of Human Machine Interface (HMI) activities in non-traditional service areas; it helps in automating the human- intensive process, time-consuming workflows, and monotonous and mundane type of activities
Solar panel robot platform	A platform that is equipped with integrated dry-cleaning and on-demand wet cleaning modules; it has a built-in AI platform that recognizes the dirt and performs on-demand wet cleaning automatically at the precise location enabling conservation of the freshwater resource
Video intelligence solution	A solution suite that brings the power of video intelligence and AI on edge to smart things such as retail, office spaces, malls, and factories; it can be leveraged across various use cases such as people occupancy detection on floors/rooms, people counting, visitor footfall counting, and visitor interaction analysis

Infosys | digital product engineering services profile (page 4 of 4)

Investments and partnerships

Key alliances and partnerships (representative list)	
Company	Details
AT&T, Sierra Wireless, Telestra, and Vodafone	A strategic partnership to enable connected products with connectivity features/services
AWS, Azure, Intel, PTC, Rockwell, and Siemens	A partnership to leverage intelligent device services and develop and deploy IoT-based solutions on the cloud
deaForge	A collaboration to provide enterprises with drone technology and image processing services
FogHorn	An alliance to offer edge analytics and computing solutions to enterprises
Kaynes Technologies	A partnership to develop solar panel cleaning robots
University of Aachen, IIIT Delhi, MIT, Stanford, and Purdue University	An academic alliance to enable R&D in next-generation technologies such as AI/ML, AR/VR, 5G, blockchain, and data & analytics

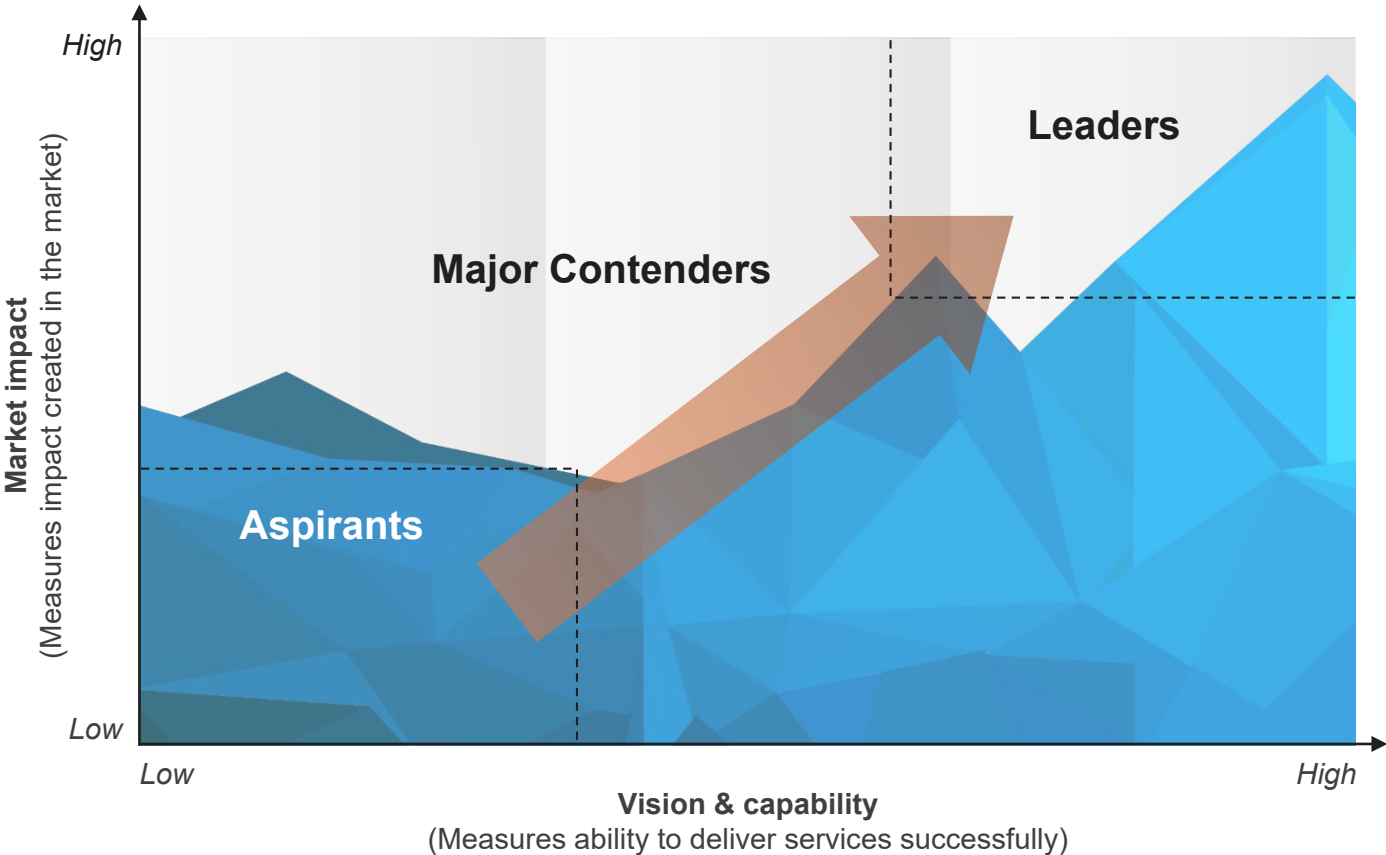
Recent digital product engineering services investments/acquisitions (representative list)	
Investment/target	Details
5G living labs	Investment to provide enterprises with solutions powered by 5G
Digital innovation hubs	Investment to set up six technology and innovation hubs in the US to develop solutions enabled by next-generation technologies
IoT living labs	Investment to leverage IoT labs for co-creation with enterprises in technology areas such as smart spaces
Kaleidoscope	Acquisition to bolster capabilities in product design and development of smart products
Medical devices lab	Investment to drive technology development and delivery in areas such as rapid prototyping, embedded systems, and mobile compatibility validation

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

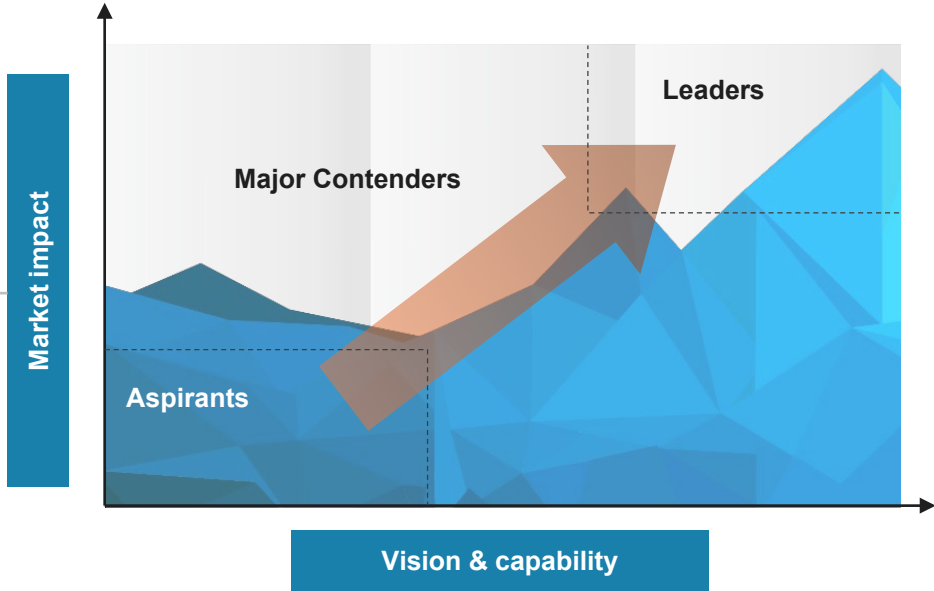
Number of clients, revenue base, YOY growth, and deal value/volume

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 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



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