Pega Services PEAK Matrix® Assessment 2021

December 2020: Complimentary Abstract / Table of Contents

Everest Group
PEAK MATRIX®
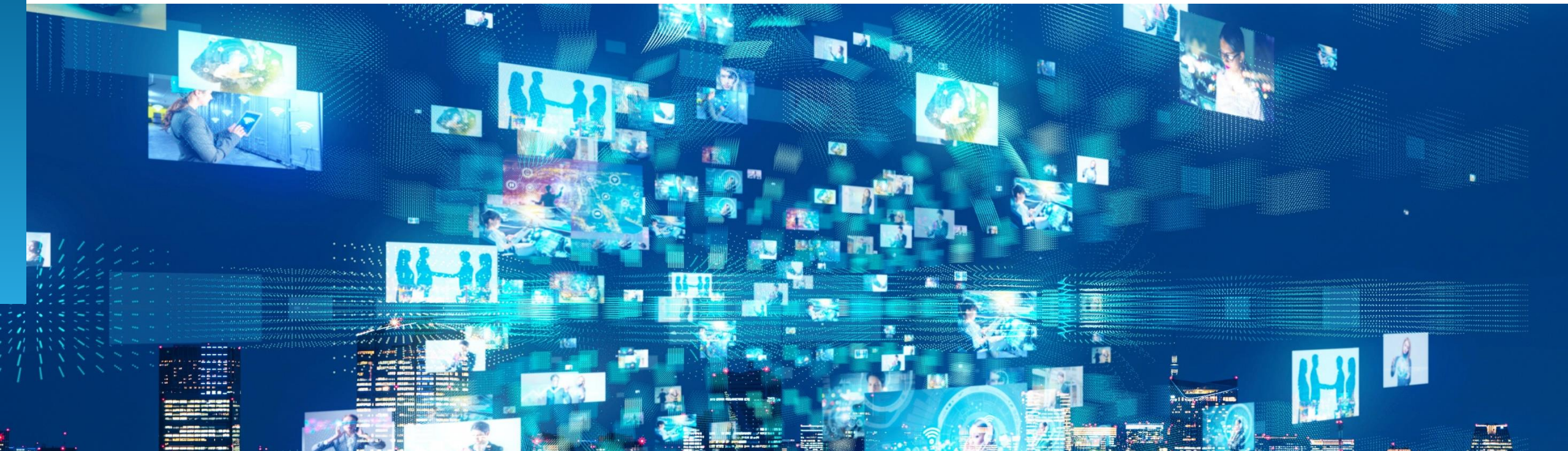
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▶ **Market Vista™**
  Global services tracking across functions, sourcing models, locations, and service providers – industry tracking reports also available

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- Workshops

Custom research capabilities
- Benchmarking | Pricing, delivery model, skill portfolio
- Peer analysis | Scope, sourcing models, locations
- Locations | Cost, skills, sustainability, portfolio – plus a tracking tool
- Tracking services | Service providers, locations, risk
- Other | Market intelligence, service provider capabilities, technologies, contract assessment

Contents

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Background of the research

- The early adopters of Pega were looking to adopt its core solutions to help them streamline and automate tedious and recurring back-end manual processes. However, enterprise expectations have evolved, and they are now looking to effectively connect the back-end and client-centric operations to offer better stakeholder experience

- In response to the changing market landscape, Pega's product portfolio has expanded from core Robotic Process Automation (RPA), Business Process Management (BPM), case management, and low-code platform to customer engagement / CRM solutions – including customer service, sales automation, marketing, field service management, Customer Decision Hub (CDH), and co-browse – with deep industry contextualization.

- With changing client expectations and evolving Pega landscape, service providers are investing in building strong talent pool, creating horizontal and industry-specific solutions, establishing an innovation ecosystem, and are ramping up their domain capabilities to complement the industry functionalities/frameworks offered by Pega across key verticals such as BFSI, healthcare and life sciences, telecom, and public sector

- In this research, we present an assessment of 16 service providers featured on the Pega services PEAK Matrix®

The assessment is based on Everest Group's annual Request For Information (RFI) process considering investments made till September 2020, interactions with leading Pega service providers, client reference checks, and an ongoing analysis of the Pega services market

This report includes the profiles of the following 16 leading Pega service providers featured on the Pega services PEAK Matrix® :

- **Leaders:** Accenture, Capgemini, Cognizant, TCS, and Virtusa
- **Major Contenders:** Aaseya, Atos, Coforge, HCL Technologies, Infosys, Mphasis, Tech Mahindra, and Wipro
- **Aspirants:** Areteans, TTEC, and Zensar
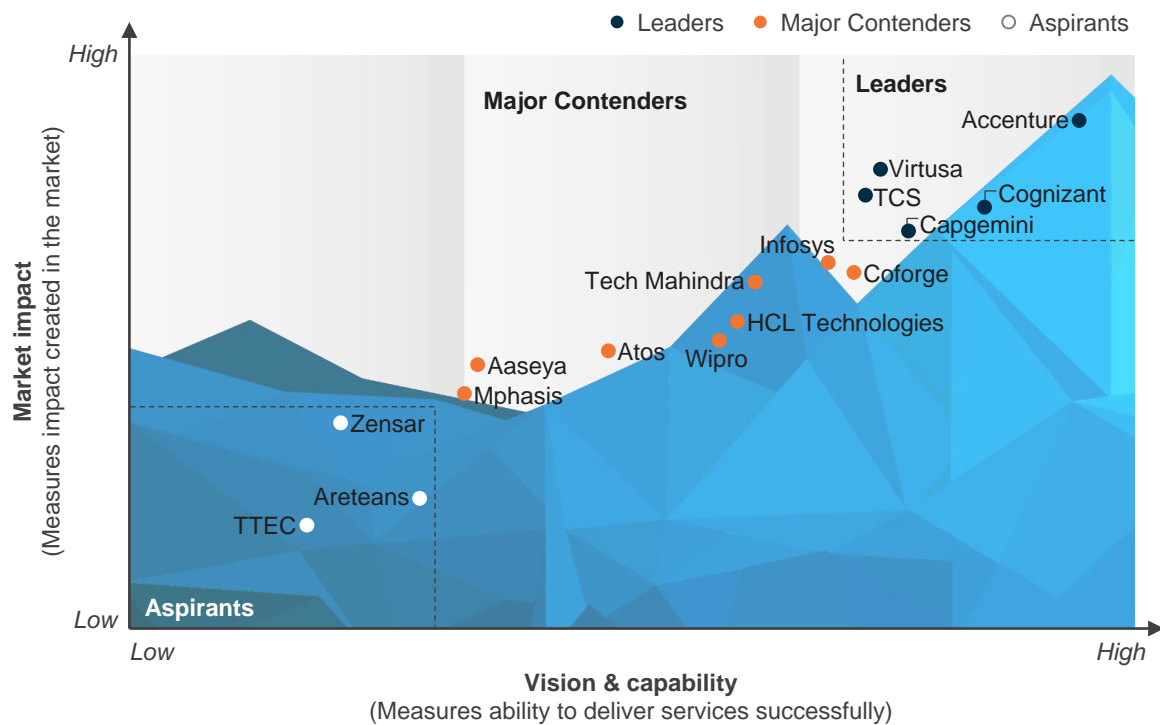
Scope of this report:

Geography
Global

Service providers
16 leading Pega
service providers

Services
Pega services

This study offers four distinct chapters providing a deep dive into key aspects of Pega services market; below are three charts to illustrate the depth of the report

Pega Services PEAK Matrix® Assessment 2021

Illustrative example

Measure of capability: ● High ◐ Low

● Leaders   ● Major Contenders   ○ Aspirants

High

Market impact
(Measures impact created in the market)

Major Contenders

Leaders

- Accenture
- Virtusa
- TCS
- Cognizant
- Capgemini
- Infosys
- Coforge
- Tech Mahindra
- HCL Technologies
- Atos
- Wipro
- Aaseya
- Mphasis
- Zensar
- Areteans
- TTEC

Aspirants

Low

Low — **High**

Vision & capability
(Measures ability to deliver services successfully)

Note: Assessments for Areteans, Atos and Infosys exclude service provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, service provider public disclosures, and Everest Group's interactions with buyers

Confidentiality: Everest Group takes its confidentiality pledge very seriously. Any contract-specific information will be presented back to the industry only in an aggregated fashion

Capability assessment

Illustrative example

Measure of capability: ● High ◐ Low

Service provider	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Service provider 1	◕	◕	◔	◔	◔	◔	◕	◕	◕
Service provider 2	◔	◑	◑	◑	◔	◑	◕	◑	◑
Service provider 3	◔	●	●	◑	●	◑	◑	◕	◕
Service provider 4	◑	◕	◑	◑	●	◕	◕	◕	◑
Service provider 5	◔	◑	●	◑	◑	◑	◑	◑	◑
Service provider 6	◑	◑	◑	◑	◑	◑	◑	◑	◑
Service provider 7	◑	◑	◑	◑	◑	◑	●	◑	◑
Service provider 8	◔	◔	◑	◔	◔	◔	◔	◔	◔
Service provider 9	◔	◔	●	◔	●	◔	◔	◔	◔

Everest Group's remarks on service providers

Illustrative example

Measure of capability: ● High ◐ Low

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

- Service provider 1 has credible proof-points in executing transformational ServiceNow projects across ITSM and Non-ITSM areas with relatively higher focus on BFSI, HLS, manufacturing, and the public sector
- Its global footprint and strong onshore-centric delivery model can benefit clients looking for a business partner with whom they can work in proximity

Areas of improvement

- Though service provider 1 has the largest pool of certified talent, a few clients have highlighted that the company can further improve its talent management practices by ensuring on-time availability and high-quality talent across different phases of the engagement
- Buyers perceive it as a premium-priced player in the ServiceNow services market, which may not be a right fit for cost-conscious clients

Research calendar
Enterprise Platform Services

<table>
<tr><td></td><td>█ Published</td><td>█ Planned</td><td>█ Current release</td></tr>
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Flagship EPS reports	Release date
Services for Cloud ERP – PEAK Matrix™ Assessment 2020: The Market is Growing but Not Fast Enough	November 2019
Salesforce Services PEAK Matrix® Assessment 2020	May 2020
Salesforce Services – Solving for the Missing Link	June 2020
Salesforce Marketing and Commerce Cloud Services PEAK Matrix® Assessment 2020	July 2020
Salesforce Marketing and Commerce Cloud Services Provider Compendium 2020	August 2020
ServiceNow Services PEAK Matrix® Assessment 2021	October 2020
ServiceNow Service Provider Compendium 2021	November 2020
Pega Services PEAK Matrix® Assessment 2021	**December 2020**
Pega Service Provider Compendium 2021	Q1 2021
ServiceNow Services – State of the Market Report 2021	Q1 2021

Thematic EPS reports	Release date
BigTech Battle: Digital Experience Platforms (DXP) Assessment – Rise of the Digital Experience Platform	June 2019
Cloud Management Platform Trailblazers: Top 10 Start-ups Creating Buzz in the Market	October 2020
S/4HANA: Learnings from Current Adoption	Q1 2021
Rise of the Disruptive SaaS	Q1 2021

Note: For a list of all our published EPS reports, please refer to our website page

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