



Everest Group PEAK Matrix® for Data and Analytics (D&A) Service Provider 2022

Focus on Cognizant
September 2022



Background and scope of the research

Global macroeconomic conditions indicate the rising probability of a recession. Despite the resulting cost pressures, enterprise demand for D&A services is rising as enterprises realize that data-driven solutions focused on cost optimization and building competitive advantage are critical to tackle and survive the slowdown. In this regard, service providers can help enterprises in their digital transformation journey by formulating a vision for D&A, modernizing the D&A landscape, and providing the right talent and niche skill sets to achieve direct business outcomes.

In this research, Everest Group presents an assessment of 30 service providers featured on the D&A services PEAK Matrix®. Each provider profile provides a comprehensive picture of its services focus through a snapshot of its key strengths and limitations, as assessed by Everest Group. The assessment is based on Everest Group’s annual RFI process for the calendar year 2022, interactions with leading D&A service providers, client reference checks, and an ongoing analysis of the D&A services market.

Everest Group has employed the following exclusion criterion before assessing service providers in the [Data and Analytics \(D&A\) Services PEAK Matrix® Assessment 2022](#):

- Service provider should have a separate team and dedicated leadership for its D&A services
- With reference to the D&A services research scope, the service provider should have a meaningful presence across all D&A value chain segments
- The service provider must have substantial annual revenue from its D&A services practice

The full report includes the profiles of the following 30 leading D&A service providers featured on the D&A services PEAK Matrix:

- **Leaders:** Accenture, Capgemini, Cognizant, Deloitte, IBM, Infosys, TCS, and Wipro
- **Major Contenders:** Atos, Brillio, Coforge, DXC Technology, EY, HCL Technologies, Infogain, KPMG, Kyndryl, LTI, Mindtree, Mphasis, NTT DATA, Persistent Systems, PwC, Tech Mahindra, Virtusa, and Zensar
- **Aspirants:** Birlasoft, DMI, Stefanini, and UST

Scope of this report



Geography
Global



Providers
30 leading D&A service providers



Services
D&A services (refer to page 9 for scope of the research)

D&A services PEAK Matrix® characteristics

Leaders:

Accenture, Capgemini, Cognizant, Deloitte, IBM, Infosys, TCS, and Wipro

- Leaders have displayed a vision focused on driving business outcomes through D&A services for their customers
- They have made sustained strategic investments including acquisitions to bridge the portfolio gaps to achieve full services play
- They are at the forefront of innovation and driving change with thought leadership, partnerships, and internal investments in emerging themes such as MLOps, data observability, responsible AI, edge cloud computing, no-code/low-code solutions, data marketplaces, and data fabrics
- Leaders have invested heavily in acquisitions as well as building structured internal talent development programs to ensure the availability of skilled talent to solve complex problems. They have also focused on the breadth of skills, enabling full services play by developing a range of certification programs that help them stay ahead as technology evolves
- Leaders have developed a range of integrated platforms along with industry- and use case-specific accelerators to cut down the trial and run phase to achieve faster outcomes
- Domain focus and willingness to share risk and returns through value-based pricing models have further differentiated them in stakeholder partnerships

Major Contenders:

Atos, Brillio, Coforge, DXC Technology, EY, HCL Technologies, Infogain, KPMG, Kyndryl, LTI, Mindtree, Mphasis, NTT DATA, Persistent Systems, PwC, Tech Mahindra, Virtusa, and Zensar

- Major Contenders have shown high confidence in their sweet spots within the D&A stack. They have a strong base of satisfied clientele within these areas
- Major Contenders have the vision to develop full services play and are investing in talent development programs, acquisitions, IP building, and a partnership ecosystem to enable the same
- They need to supplement their vision and investments with effective communication of success on transformative end-to-end D&A deals to enhance their market perception

Aspirants:

Birlasoft, DMI, Stefanini, and UST

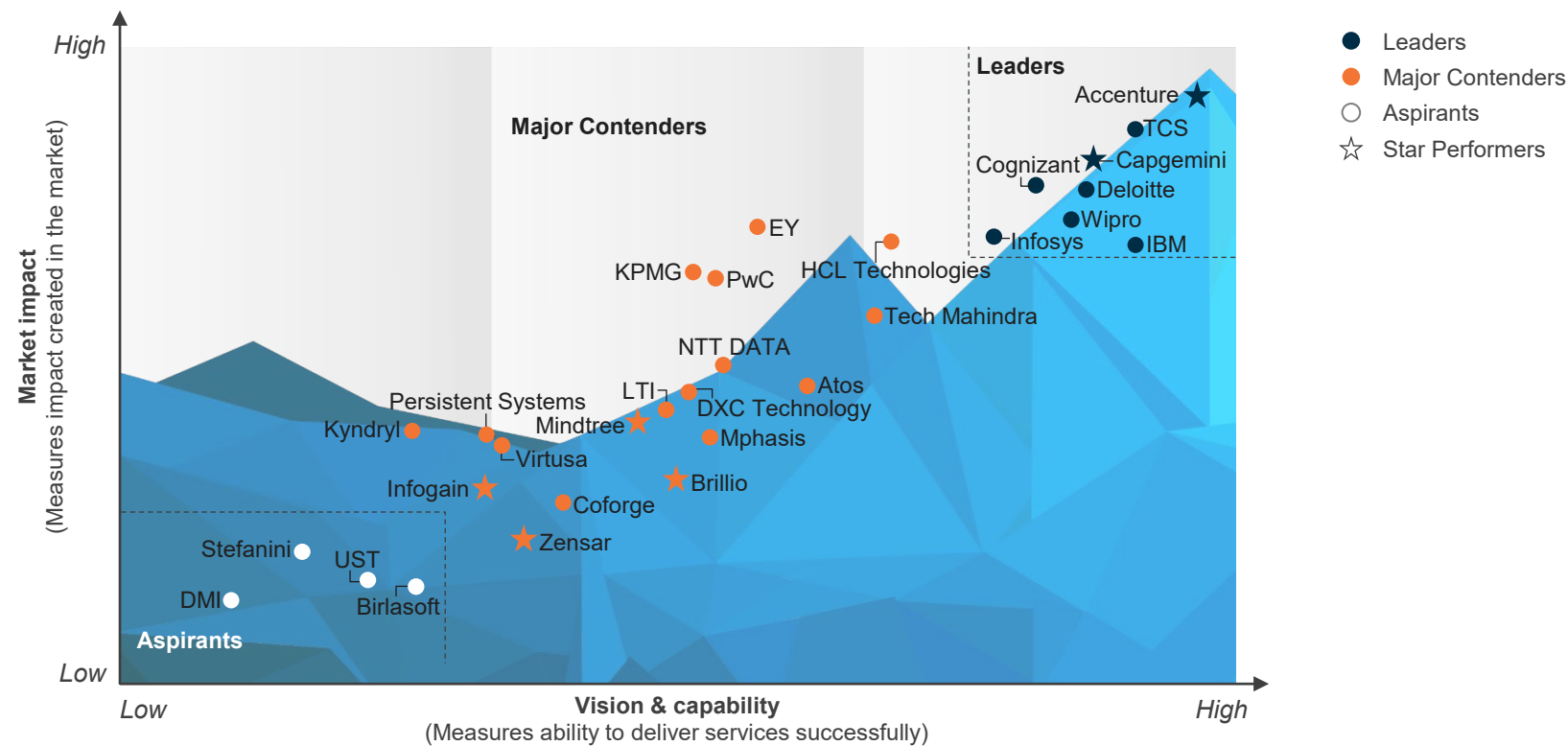
Aim to focus on creating solutions beyond niche areas; most engagements are based on flagship tools and solutions. The majority of investments are also directed toward upgrading and improving the features of these flagship solutions

Everest Group PEAK Matrix®

Data and Analytics (D&A) Services PEAK Matrix® Assessment 2022 | Cognizant positioned as Leader



Everest Group Data and Analytics (D&A) Services PEAK Matrix® Assessment 2022^{1,2,3}



1 Assessments for DMI, Deloitte, DXC Technology, EY, IBM, Infosys, KPMG, NTT DATA, and PwC exclude service provider inputs on this study, and are based on Everest Group's estimates that leverage its proprietary Transaction Intelligence (TI) database, ongoing coverage of service providers' public disclosures, and interaction with buyers. For these companies, Everest Group's data for assessment may be less complete

2 Assessments for Atos, Kyndryl, and Persistent Systems are based on partial inputs provided by service providers and are also based on Everest Group's estimates that leverage its proprietary Transaction Intelligence (TI) database, ongoing coverage of service providers' public disclosures, and interaction with buyers. For these companies, Everest Group's data for assessment may be less complete

3 Kyndryl and Persistent Systems are new entrants on the D&A PEAK Matrix and have therefore not been considered for the Star Performer title

Source: Everest Group (2022)

Cognizant | D&A services profile (page 1 of 5)

Overview

Company overview

Cognizant provides IT, digital transformation, consulting, and BPO services. Its services include business & technology consulting, systems integration, application development & maintenance, cloud & IT infrastructure services, AI, digital engineering, analytics, IoT, business intelligence, data warehousing, CRM, supply chain management, engineering & manufacturing solutions, enterprise resource planning, engineering research & development, and testing solutions. It has expertise across different industries including banking and financial services, healthcare, manufacturing, and retail. The company operates offices in more than 80 cities in 40+ countries across North America, Latin America, Europe, Middle East, and Asia Pacific.

Website: www.cognizant.com	Headquarters: Teaneck, NJ
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Key leaders

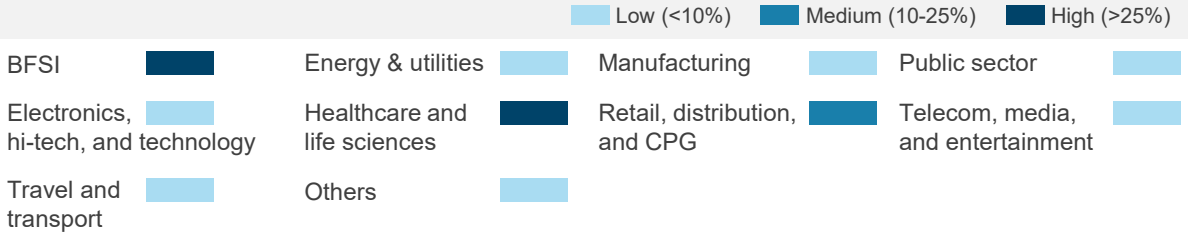
- Allen Shaheen, EVP, AI&A (AI & Analytics) and Digital Engineering Practices
- Matthew O’Kane, Global Head, AI&A Practice
- Timothy Mummerts, Vice President, AI&A Practice

D&A practice overview

Cognizant’s AI&A practice is a key part of its Digital Business & Technology (DB&T) unit, and it works closely with the following subgroups to deliver D&A services:

- Applications: digital experience, software product engineering, enterprise engineering, enterprise applications, and quality engineering and assurance
- Cloud+: dedicated business groups for AWS, Microsoft Azure, and Google Cloud offering cloud infrastructure and security
- IoT: Industry 4.0, 5G, smart products, connected devices, and smart and safe buildings
- Consulting: an independent business unit that helps clients embrace three enabling themes aligned to their entire DB&T portfolio

Adoption by industry



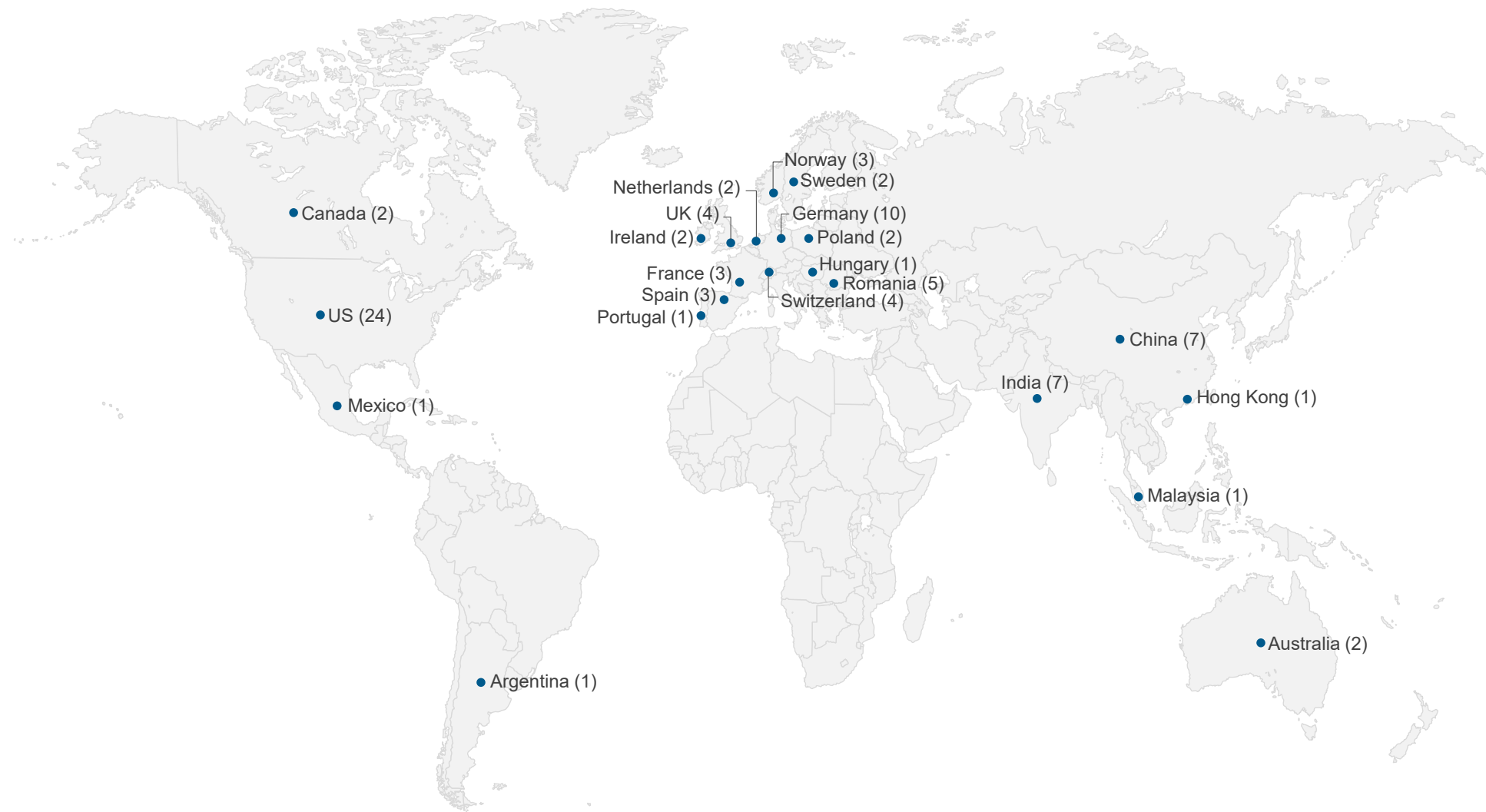
D&A practice fact sheet	2020	2021
Revenue (US\$ million)	5,546	6,316
Number of FTEs	51,478	55,596

Adoption by geography



Cognizant | D&A services profile (page 2 of 5)

Key delivery locations



Cognizant | D&A services profile (page 3 of 5)

Solutions and partnerships

D&A IP overview

Cognizant® Data and Intelligence Toolkit: a flexible data foundry that includes a range of assets and IP across the Data, Analytics & AI value chain. The toolkit offers accelerators that help build extensive automation into common, repetitive tasks across the data life cycle, enabling rapid builds of data platforms and capabilities. Cognizant’s design principles are:

- Plug-and-play with parametrization for known patterns
- Cloud native
- Inter-communicating modules that can be used to compose the end solution solving every leg of the data life cycle

Proprietary IP/solutions/frameworks/accelerators/tools developed internally to deliver D&A services

Solution name	Solution type	Year launched	Details
DataHyperloop	Platform	2021	A build and deployment solution that provides Continuous Integration (CI), Continuous Delivery (CD), and Continuous Testing (CT) automation for data assets being moved to the cloud.
Rapid Analytics & ML Platform (RAMP)	Platform	2020	A platform with certified interoperability across AWS, Azure, and Google Cloud, that enables organizations to apply predictive analytics to their data.
New Horizons	Platform	2019	A platform providing personalized user experience and content enabling deployment, usage tracking, content suggestions, alerts, and actions.

Key partnerships (logos)

Cloud and big data      	ERP   	BI and visualization      	Others       
	Data integration, preparation, and governance   		

Cognizant | D&A services profile (page 4 of 5)

Investments and market success










Other investments to enhance D&A services capabilities, e.g., setting up of new delivery centers / CoEs / innovation labs, and trainings/certifications	
Development	Details
Acquisitions	<ul style="list-style-type: none">Acquired Devbridge, a Chicago-based software consultancy focused on product development and enterprise transformation. This acquisition expands Cognizant's software product engineering capabilities by adding more than 600 engineers across Europe and North AmericaAcquired Ireland-based TQS Integration Limited, an industrial data and intelligence company. This enhances Cognizant's end-to-end smart factory capabilities and digital transformation in manufacturing operationsAcquired ESG Mobility, a German digital automotive engineering R&D provider. Cognizant and ESG Mobility, together, provide IoT services to eight of the world's top 10 automotive original equipment manufacturers
Research & Development (R&D)	<ul style="list-style-type: none">Established several R&D labs located in New York, San Francisco, London, Berlin, Bangalore, Chennai, and Singapore. These labs and CoEs help clients in achieving growth through co-innovation by leveraging the power of data & intelligenceInvested in Global Studios, a physical center of collaboration, to foster knowledge and inspire creativity
Talent	<ul style="list-style-type: none">Developed in-house, a cloud-based hackathon platform, that hosts industry-relevant problem statements and has the ability to score and rank the submissions. Conducted in a variety of skills and proficiencies such as Python, machine learning, natural language processing, data integration, cloud, big data, and data scienceEstablished Cognizant Academy of Data Sciences (CADS), a unique learning model using research, learning, and training to build and nurture best-of-breed data sciences talent around AI skill sets
Co-innovation	<ul style="list-style-type: none">Started The Collaboratories – a design space and lab – to help fast-track solutions, reduce cycle time, and to develop and create the most advanced digital solutions. Clients get to interact with SMEs, they better understand how Cognizant can be a partner to help them achieve their business outcomesStarted client briefing centers – these offer transformative experiences that lead to engaging conversations and actionable insights by meeting with subject matter experts face-to-face

Recent D&A engagements (non-exhaustive)			
Client	Year of signing	Geography	Engagement details
A passenger rail service company	Not disclosed	UK	Cognizant helped build a strategic, intelligent infrastructure program that employed IoT-based remote monitoring systems, capturing real-time and near-real-time asset data to help predict service-affecting failures and inform pre-emptive maintenance actions before services are affected
A major telecommunications company	Not disclosed	North America	Cognizant proposed a transformation approach to migrate 7 Teradata systems, data lake on Hadoop, and AWS data capabilities to Snowflake on Azure. It proposed a robust organizational change management strategy to address people, process, and technology adoption for transition to new ecosystem through data literacy training and coaching. This improved productivity & time-to-market by creating a unified data hub, reduced TCO of applications infrastructure, and streamlined governance and security

Cognizant | D&A services profile (page 5 of 5)

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

- Cognizant is strengthening its cloud partnerships ecosystem by setting up dedicated hyperscaler-focused business units to drive its cloud data modernization business and build cloud-native and industry-specific solutions. For example, it recently invested in a dedicated Google Cloud business group to build cloud-native joint solutions for key industries including retail, life sciences, healthcare, and financial services, and to focus on D&A, AI, process automation, and application modernization
- Cognizant is actively focusing on an IP-led D&A services delivery strategy. It has secured patents across its focus areas including the migration of legacy to cloud, AI, data reliability, and data access & visualization
- Cognizant has further invested in expanding the features of its existing AI platforms and offerings. It has integrated its LEAF offering with verticalized solutions to enable use cases including patient insights, intelligent underwriting, etc. It has also built explainability features through LEAF models to improve model transparency
- Cognizant is building its DataOps capabilities and has developed an accelerator, Data Hyperloop. It enables the Continuous Integration (CI), Continuous Delivery (CD), and Continuous Testing (CT) automation of cloud data and is available in both AWS and Azure marketplaces

Limitations

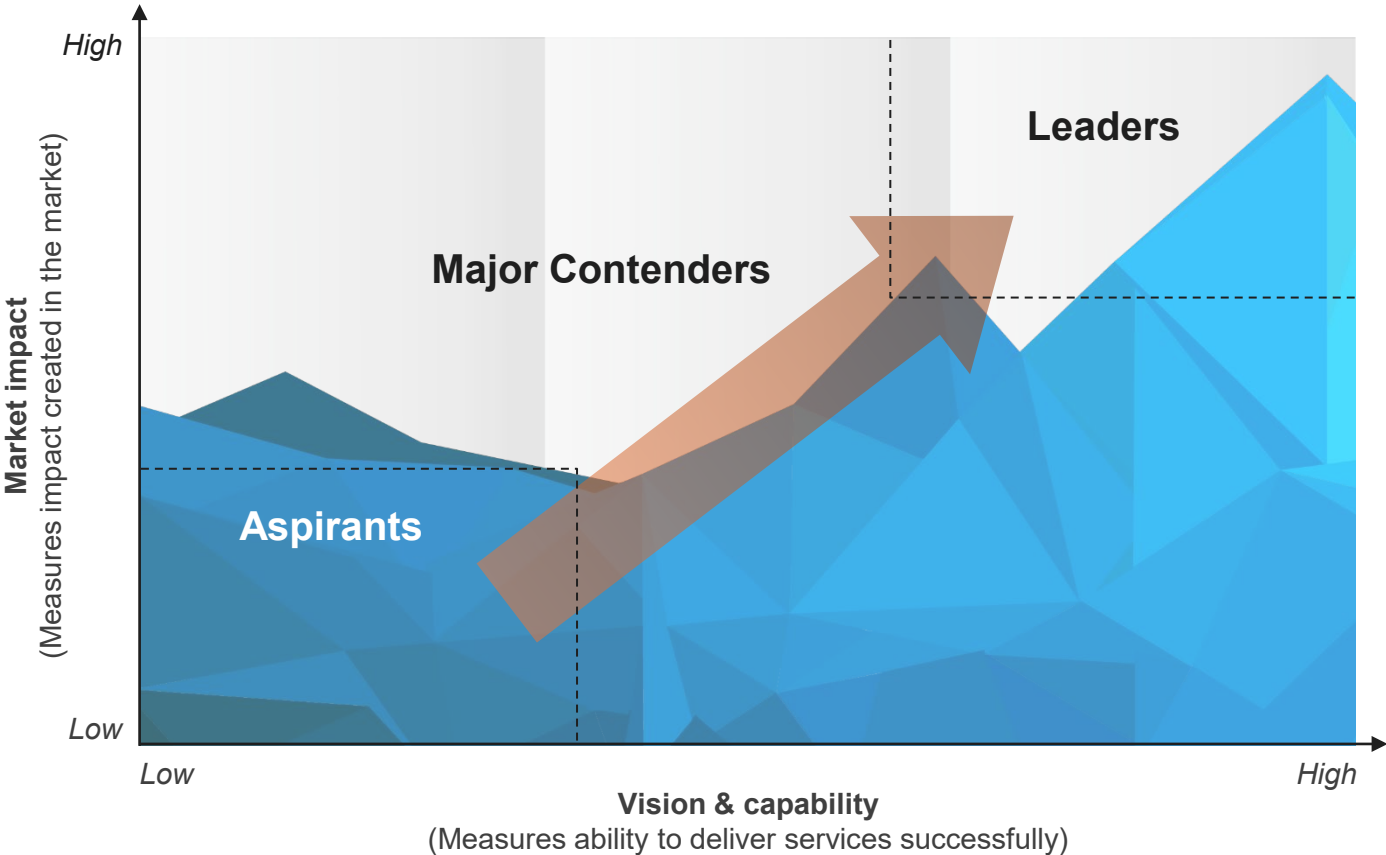
- Although Cognizant has invested in talent retention strategies, it experienced high overall and voluntary attrition in Q1 2022. It has also foregone some deal opportunities due to the rise in talent shortage. Enterprises need to be cautious of staffing challenges posed by attrition
- Some of the clients pointed out that Cognizant is not viewed as a strategic partner in its engagements. Referenced clients also highlighted that although it has a good focus on delivering high-quality deliverables, there is a lack of focus on driving innovation in these engagements
- It lags its peers when it comes to serving clients in the UK and broader European markets. Enterprises in these regions must be cautious of its expertise and experience in delivering services outside its focus geographies

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

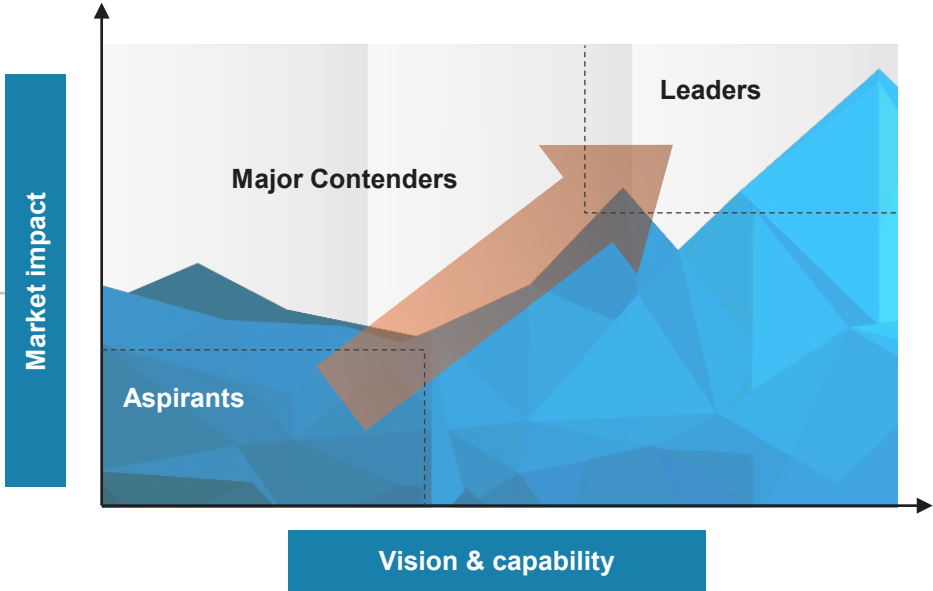
Number of clients, revenue base, YoY growth, and deal value/volume

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

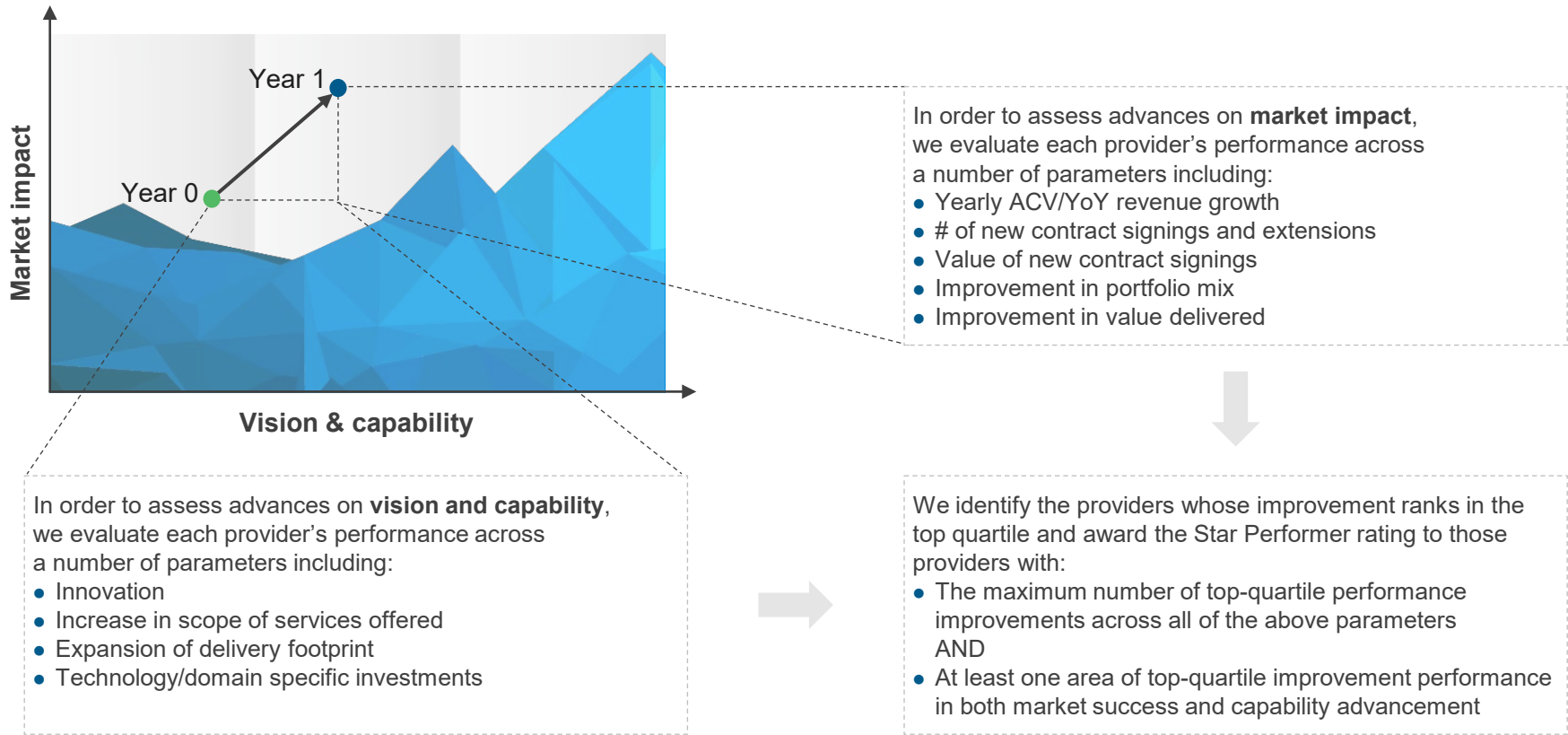
Delivery footprint and global sourcing mix



Everest Group confers the Star Performers 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 Performers title relates to YoY performance for a given vendor and does not reflect the overall market leadership position, which is identified as Leader, Major Contender, or Aspirant.

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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