



Everest Group Data and Analytics (D&A) Services PEAK Matrix[®] Assessment 2023

Focus on Wipro
September 2023



Introduction

Enterprises are struggling to strike the right balance between value realization and experimentation through their D&A investments. While RoI and direct business outcomes from D&A initiatives are becoming key priorities for enterprises, the emergence of technologies such as generative AI is pushing enterprises to experiment and build a solid data foundation to enable these technologies. Service providers with their recent investments in next-generation technologies and transition toward driving direct business value for clients can help enterprises navigate the dichotomy in the market successfully.

In this research, we present an assessment and detailed profiles of 27 service providers featured on the D&A services PEAK Matrix®. Each provider profile provides a comprehensive picture of its strengths and limitations. The assessment is based on Everest Group's annual RFI process for calendar year 2023, interactions with leading D&A service providers, client reference checks, and an ongoing analysis of the D&A services market.

The full report includes the profiles of the following 27 leading D&A service providers featured on the [Data and Analytics \(D&A\) Services PEAK Matrix® Assessment 2023](#):

- **Leaders:** Accenture, Capgemini, Cognizant, Deloitte, IBM, Infosys, TCS, and Wipro
- **Major Contenders:** DXC Technology, EPAM, Eviden – an Atos business, EXL, EY, Genpact, HCLTech, KPMG, Kyndryl, LTIMindtree, Mphasis, NTT DATA, Persistent Systems, PwC, Tech Mahindra, and WNS
- **Aspirants:** Stefanini, UST, and Virtusa

Scope of this report



Geography
Global



Providers
27 leading D&A service providers



Services
D&A services (refer to page 10 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 are at the forefront of innovation and driving change with thought leadership, partnerships, and internal investments in emerging themes such as data mesh, generative AI, sustainability, data observability, responsible AI, edge cloud computing, no-code/low-code solutions, AIOps, and data marketplaces
- 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

DXC Technology, EPAM, Eviden – an Atos business, EXL, EY, Genpact, HCLTech, KPMG, Kyndryl, LTIMindtree, Mphasis, NTT DATA, Persistent Systems, PwC, Tech Mahindra, and WNS

- 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

Stefanini, UST, and Virtusa

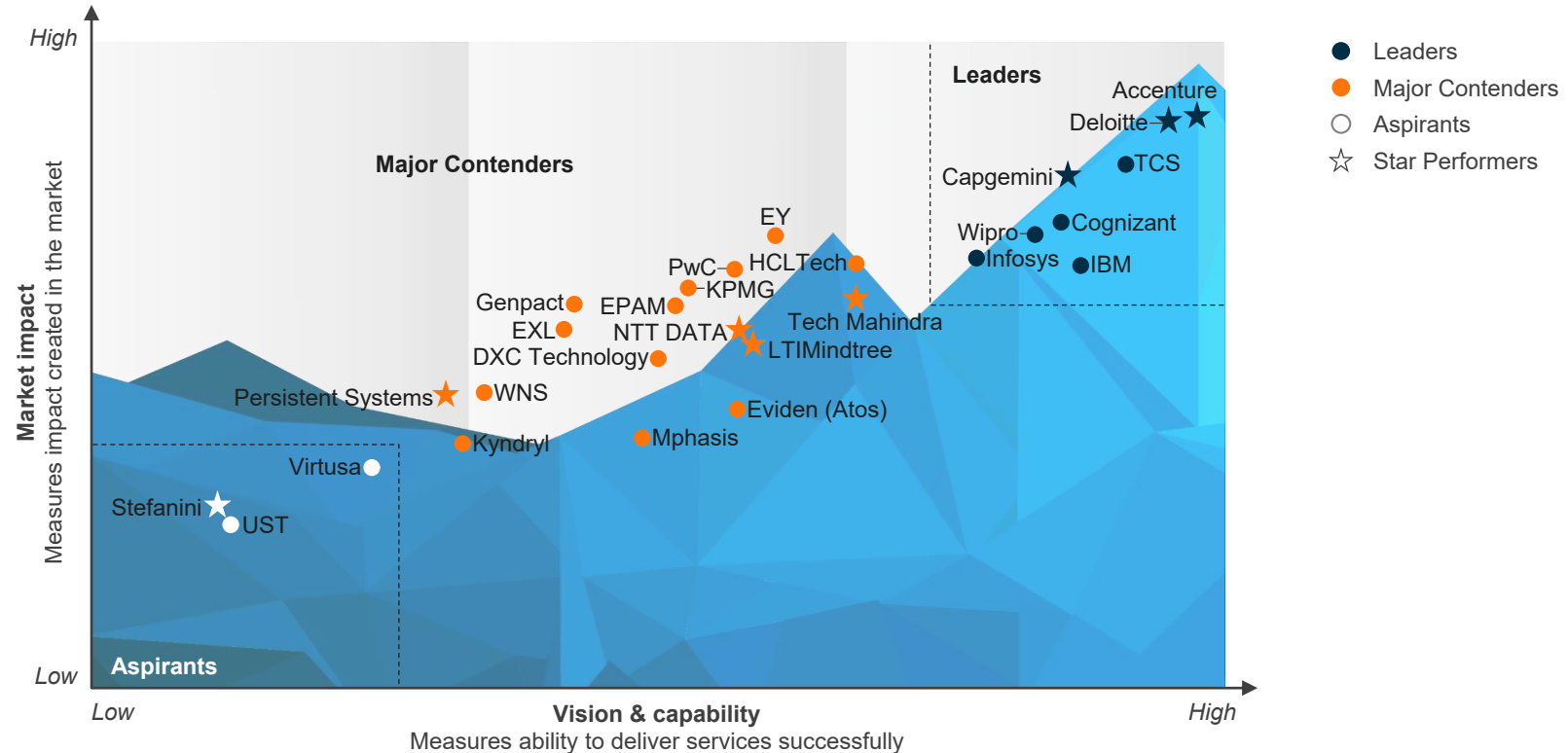
Aspirants aim to focus on creating solutions beyond niche areas; most engagements are based on flagship tools and solutions. The majority of investments are also directed toward upgrading and improving the features of these flagship solutions.

Everest Group PEAK Matrix®

Data and Analytics (D&A) Services PEAK Matrix® Assessment 2023 | Wipro is positioned as a Leader



Everest Group Data and Analytics (D&A) Services PEAK Matrix® Assessment 2023^{1,2,3}



1 Assessments for EY, IBM, Infosys, KPMG, PwC, and UST 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 Eviden – an Atos business 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 EPAM, EXL, Genpact, and WNS are new entrants on the D&A Services PEAK Matrix and have therefore not been considered for the Star Performer title

Source: Everest Group (2023)

Wipro profile (page 1 of 5)

Overview

Company overview

Wipro Limited is a technology services and consulting firm focused on building solutions that address clients' digital transformation needs. Wipro uses the power of cognitive computing, hyper-automation, robotics, cloud, data, analytics, and emerging technologies to help its clients adapt to digital. It has a significant focus on sustainability and corporate citizenship.

Headquarters: Bangalore, India

Website: www.wipro.com

Key leaders

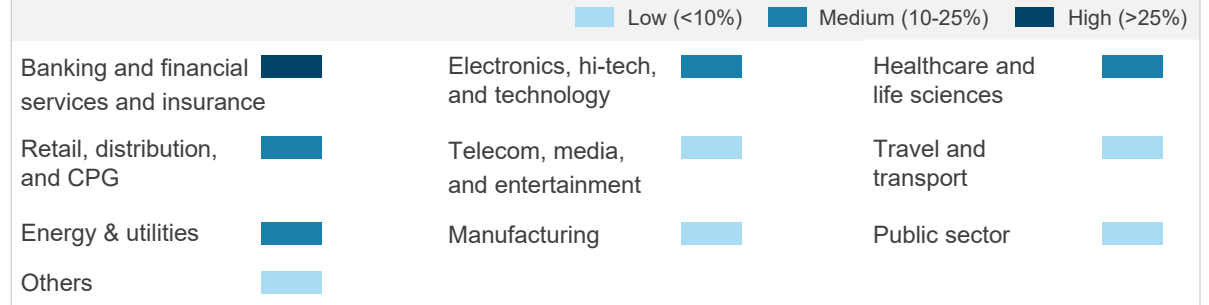
- **Thierry Delaporte**, Chief Executive Officer
- **Nagendra Bandaru**, President and Managing Partner, Enterprise Futuring
- **Sriram Narasimhan**, Senior Vice President – Data, Analytics & Intelligence, Enterprise Futuring

D&A practice overview

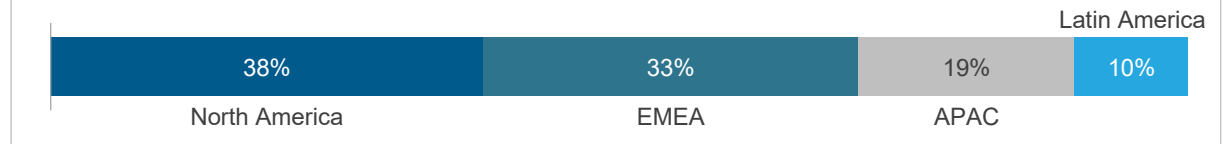
- Wipro's vision is to enable clients to reshape business boundaries by creating intelligent ecosystems with AI and data. Its offerings are aligned to this vision and include strategy advisory & consulting, cloud data modernization, industry business cloud solutions, data monetization, and marketplace
- Wipro advocates the principle of Intelligence Everywhere which focuses on human experiences, while leveraging data and AI responsibly. To enable this, it has invested in developing industry-specific and functional solutions, including data-driven marketing, supply chain optimization, and digital lending solution
- It has invested in enhancing Wipro Data Intelligence Suite, a solution that enables end-to-end automation of the cloud data modernization journey. It also leverages the Data Discovery Platform, a proprietary solution that unlocks the power of industry clouds and derives value of data and insights across the value chain

D&A practice fact sheet	2021	2022
Revenue (US\$ million)	2,618	3,016
Number of FTEs	31,372	35,939

Adoption by industry



Adoption by geography



Wipro profile (page 2 of 5)

Solutions and partnerships

NOT EXHAUSTIVE

D&A IP overview

- Wipro Data Intelligence Suite accelerates modernization by providing modules for strategizing, realizing, and operationalizing the data pipelines, data management, and consumption layers of the data estate. It leverages AI/ML models to enable end-to-end automation of the transformation journey, starting from planning, realizing and operationalizing cloud data estates across cloud-native, multi-cloud, and hybrid cloud architectures addressing different vertical functionalities, mergers and acquisitions, and core banking transformations
- Industry cloud services enabled by the Data Discovery Platform (DDP) improves the value realization process from data estates and is focused on making processes smarter with the infusion of intelligence. It provides descriptive, predictive, and prescriptive insights and comes with industry-focused analytical apps embedded with design thinking and storytelling visualization

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

Product	Solution type	Year launched	Details
Industry business cloud solutions	Solutions	2022	Wipro has built three industry-specific solutions as a part of the Intelligence Everywhere theme: digital lending is a BFS industry business solution for the mortgage industry, supply chain optimization enabled through a control tower for retail and manufacturing, and data and AI-driven marketing for B2C to engage and improve connectivity of known and unknown consumers.
Wipro Data Intelligence Suite (WDIS)	Solution	2021	It is a one-stop solution used by enterprises to cloudify their ecosystems with AI/ML-infused accelerators and ready-to-deploy modules, enabling end-to-end automation of the cloud data modernization process across cloud platforms such as Azure, Google Cloud, and AWS.
Data Discovery Platform (DDP)	Platform	2016	It is a collection of 200+ AI/ML industry-specific analytical applications aimed at improving processes driven by insights through decision intelligence. It operates at the intersection of technology and business in data-driven organizations, encompassing CXO-level users and industry-focused business solutions.

Key partnerships (logos)

BI and visualization	Cloud and big data	Data integration, preparation, and governance	ERP	Others
Anaplan Looker Power BI	Azure AWS CLOUDERA	Collibra denodo	ORACLE IBM	Alation dbt MMUTA incorta
Qlik + a b l e a u ThoughtSpot	databricks Google Cloud snowflake	Informatica talend	SAP salesforce	Reltio MATILLION yugabyteDB

Wipro profile (page 3 of 5)

Investments and market success

NOT EXHAUSTIVE

Other investments to enhance D&A services capabilities, e.g., setting up of new delivery centers / CoEs / innovation labs, trainings/certifications, etc.

Development	Details
Acquisitions	Acquired Rizing, a SAP solutions and services partner in North America. It brings industry expertise and SAP consulting capabilities in enterprise asset management, consumer industries, and human experience management. This acquisition has enabled Wipro to leverage 1,300 business and technology consultants with industry expertise across geographies. Its services enhance Wipro's end-to-end SAP data and analytics capabilities.
CDO/CAO council	Wipro's CDAO council includes expert speakers from various industries that create mindshare among peers to give cross-industry exposure. Wipro held 26 CDAO sessions across industries in CY22, becoming an influencer for several deals/large deals.
Co-innovation	<ul style="list-style-type: none"> Wipro has collaborated with FEV Group, a leading global engineering provider, to open an innovation lab for developing software-defined vehicles. The innovation lab will focus on the creation of automotive use cases, engineer scalable software and electrical/electronic architecture, and build system features Wipro has collaborated with AWS to set up joint innovation centers in Bangalore, Sao Paulo, and Sydney. The center will focus on building solutions around AWS technologies and co-innovate with customers

Recent D&A engagements (non-exhaustive)

Client	Industry	Geography	Engagement details
A global financial services company	BFSI	Europe	Wipro used Wipro Data Intelligence Suite (WDIS) to modernize the data estate into the cloud and adopted a central factory-based delivery approach (application adaption factory) with specialized assembly lines for modernizing typical end-of-life components in the institution.
A US-based financial service provider for armed forces	BFSI	North America	Wipro improved the customer experience by modernizing to a next-generation cloud analytics platform for customer, policy, and claims data. Wipro's flagship IP, WDIS, was used to implement a data modernization program on Snowflake in an outcome-based managed services model.
A multinational beverage company	CPG, distribution, and retail	UK	Wipro used the Marketing Sciences Lab approach to unlock next-generation services by creating an intelligence framework for engaging a billion consumers. This helped to maximize outreach, optimize engagement, and activate conversation and conversion among consumers resulting in acquiring one million new customers with a 50% increase in holiday sales revenue and 129% increase in average cart size.
A large oil and gas exploration and production company in the US	Energy & utilities	North America	Wipro enabled Enterprise Data Warehouse (EDW) modernization to simplify the present data warehouse and reporting by migrating the existing data estate from on-prem to cloud, delivered through an integrated Product Oriented Delivery (POD) delivery model.

Wipro profile (page 4 of 5)










Location landscape



Wipro 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

- Wipro recently restructured to form four global business lines – Fullstride Cloud, Engineering Edge, Consulting, and Enterprise Futuring, with its D&A practice lying under Enterprise Futuring. With a dedicated practice for D&A and AI services, it is building a sharper focus on offering end-to-end D&A services across advisory, implementation, and operations for its clients
- Wipro has strong cloud data modernization capabilities. It has developed an end-to-end data modernization asset, Data Intelligence Suite, which enables assessment, migration, and post-migration validation of data and BI workloads from legacy systems to cloud
- It has started focusing on building industry-focused solutions in collaboration with cloud technology providers. For example, it has developed multiple retail cloud solutions in partnership with Microsoft Azure and is also a launch partner for Snowflake’s data cloud for telecom
- It is also actively focusing on serving clients in data-driven sustainability engagements including data management and third-party data integrations. It is also a founding member of the Transform to Net Zero, which is a global cross-industry alliance of entities focused on a net-zero economy

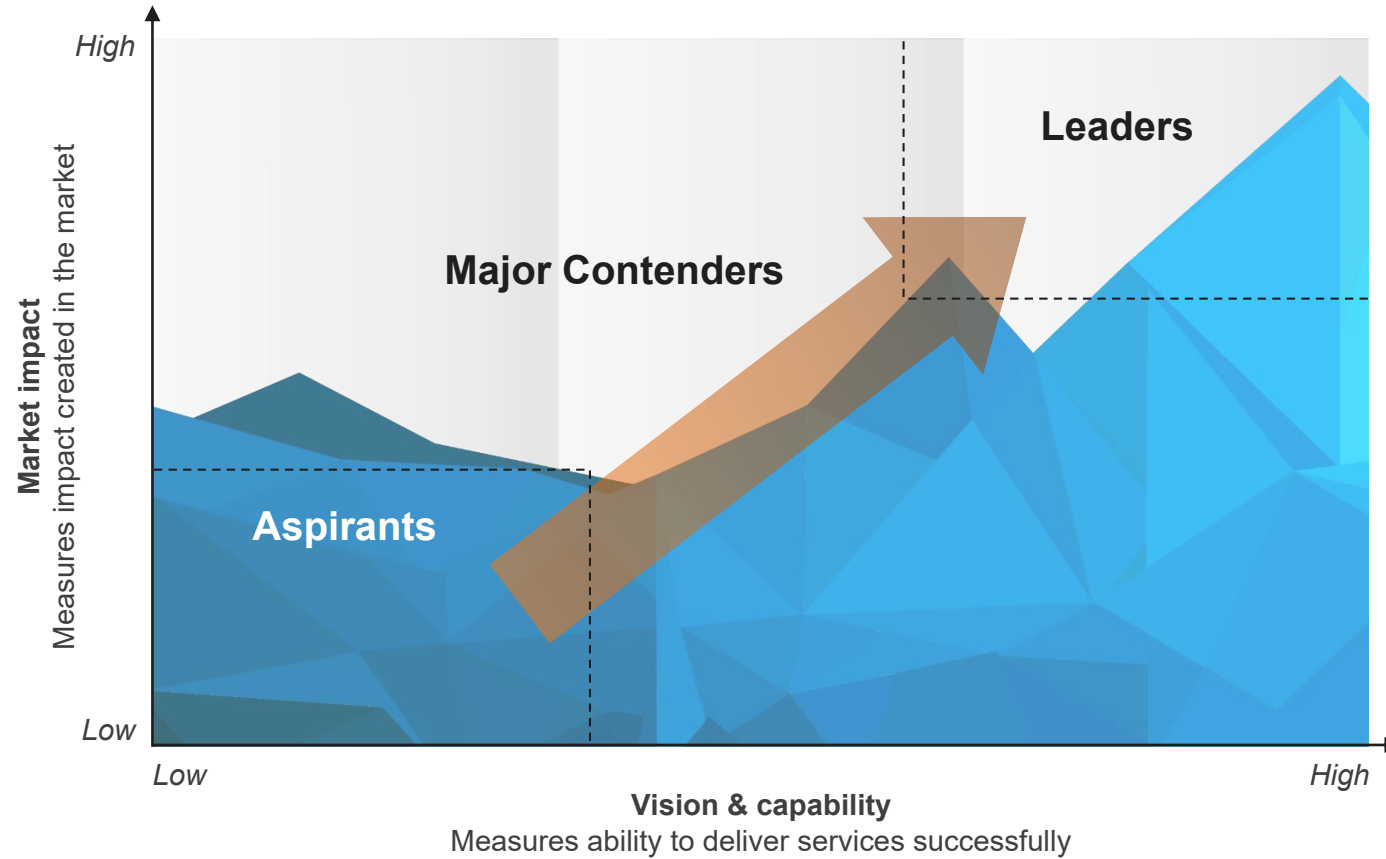
Limitations

- Some clients believe that Wipro’s talent management capabilities could have been better and opined that there were issues related to talent retention. Some of them felt the need for greater proactivity around communications related to talent attrition and onboarding new employees in ongoing projects
- Although Wipro has invested in its consulting capabilities, these improvements have still not reflected in engagements. Some client references feel that the ability of its resources to bring domain-level expertise or understanding of business processes is limited
- Although Wipro has a strong partnership ecosystem, some clients mentioned that it required guidance from the enterprises to facilitate collaboration with the technology providers, and had limited resources with experience on partner-specific tools or solutions in some cases
- Clients highlighted the need for an efficient project management initiative from Wipro. Some clients cited that they experienced delays in response time and the allocation of resources

Appendix

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

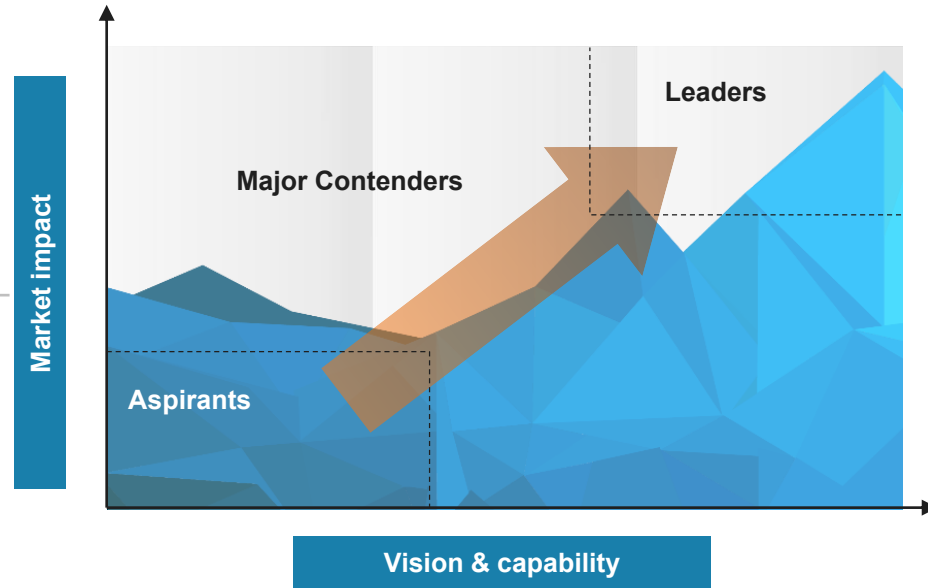
Everest Group PEAK Matrix



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



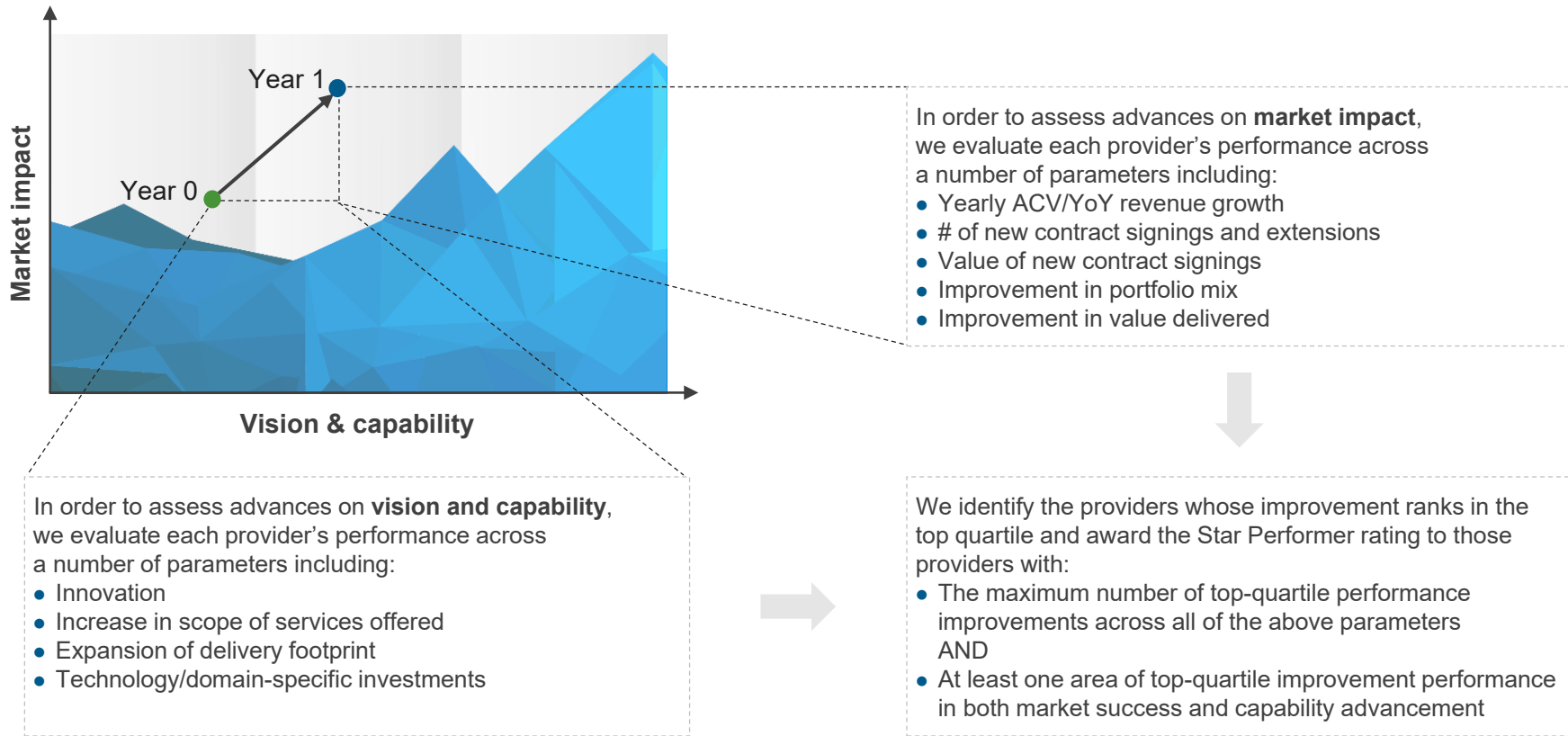
Measures ability to deliver services successfully. This is captured through four subdimensions

- 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 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.

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 the PEAK Matrix assessment are relevant to buyers and providers other than the PEAK Matrix positioning?

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.

What are the incentives for buyers and providers to participate/provide input to PEAK Matrix research?

- 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

What is the process for a provider / technology vendor to leverage its PEAK Matrix positioning?

- 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](#)

Does the PEAK Matrix evaluation criteria change over a period of time?

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.



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.

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