Everest Group®

# Everest Group Data and Analytics (D&A) Services PEAK Matrix® Assessment 2025

Focus on Accenture

November 2025

PEAK MATRIX®

# Introduction

Enterprises are rethinking their data strategies as they prepare for a new wave of business demands. Their focus is shifting from broad transformation to practical outcomes, such as improving efficiency, cutting costs, and getting more value from existing investments. Many are trying to address long-standing data challenges by moving to data-centric platforms and adopting data products that can scale quickly and reduce friction across the organization. Increasingly, enterprises are also looking at AI to improve data processes to make their ecosystems more resilient and reliable.

Governance is also taking center stage, with metadata management becoming especially critical to ensure consistency, trust, and compliance. Enterprises are realizing that without strong governance, even the most advanced platforms struggle to deliver meaningful results. Service providers are now focusing on creating value propositions that align with these demand trends. This includes dedicated IPs, AI-infusion, innovative commercial constructs, and strong technology provider ecosystem.

In the report, we present an assessment and detailed profiles of 24 service providers featured on the Data and Analytics (D&A) Services PEAK Matrix® Assessment 2025. Each profile provides a comprehensive picture of the provider's strengths and limitations. The assessment is based on Everest Group's annual RFI process for the calendar year 2025, interactions with leading D&A service providers, client and partner reference checks, and an ongoing analysis of the D&A services market.

**The full report includes the profiles of the following 24 leading D&A service providers featured on the D&A Services PEAK Matrix:**

- **Leaders:** Accenture, Capgemini, Cognizant, Deloitte, HCLTech, IBM Consulting, Infosys, TCS, Tech Mahindra, and Wipro
- **Major Contenders:** Coforge, DXC Technology, EXL, EY, Genpact, Kyndryl, LTIMindtree, Mphasis, NTT DATA, and PwC
- **Aspirants:** Akkodis, Sonata Software, Stefanini, and UST

## Scope of this report

**Geography:** global

**Industry:** all-encompassing industries globally

**Services:** D&A services

# Data and Analytics (D&A) – Scope of research

Everest Group's D&A program takes an end-to-end view of the market covering all aspects of the data and analytics services

**Industry coverage:** BFSI | Healthcare and life sciences | Retail and CPG | Telecom | Media and entertainment | Energy and utilities | Technology

**Functional coverage:** Sales | Marketing and branding | Finance and Accounting (F&A) | Procurement | Supply chain and operations | Human Resources (HR) | Customer support

### Strategy and consulting for D&A

- Vision and strategy for D&A initiatives
- Data architecture and infrastructure assessment and consulting
- D&A consulting, road-mapping, and tool selection advisory
- Business case and use case development

### D&A governance, privacy, and security

- Data quality (data profiling, cleansing, enhancement, etc.)
- Master data management
- Metadata management (data lineage, catalog, etc.)
- Identity and access management
- Data encryption and masking
- Sensitive data management
- Compliance, validation, and auditing
- Data security and privacy
- Data observability

### Enterprise data management and modernization

- Data architecture
- Data storage, design, and administration
- Data warehouse, lake, and lakehouse
- Vector and graph databases
- Data integration
- Data virtualization
- Data fabric and mesh
- Data platform implementations
- Data engineering
- Data modernization and migrations
- Real-time data processing
- Data marketplaces

### Analytics and BI

- Implementation of analytical and BI tools/platforms
- Domain-specific analytics
- Predictive and prescriptive analytics
- BI modernization
- IoT and edge analytics
- Persona-based dashboards
- Self-serve analytics and insights
- Data storytelling

AI-enabled D&A services across the value chain for broader D&A engagements

# D&A services PEAK Matrix® characteristics

## Leaders

Accenture, Capgemini, Cognizant, Deloitte, HCLTech, IBM Consulting, Infosys, TCS, Tech Mahindra, and Wipro

- Leaders have positioned themselves as end-to-end strategic partners for D&A services, spanning value chain segments
- They are at the forefront of innovation and rapidly building capabilities for emerging technologies such as data for AI, agent-led data modernization, data products, and knowledge graphs
- They have also aggressively invested in creating a strong partnership ecosystem across larger providers as well as emerging and niche providers
- They have developed multiple IPs and accelerators that can act as proof points for their capabilities as well as reduce TAT for service delivery
- Leaders have also invested in multiple acquisitions and talent programs to strengthen their delivery pyramid

## Major Contenders

Coforge, DXC Technology, EXL, EY, Genpact, Kyndryl, LTIMindtree, Mphasis, NTT DATA, and PwC

- 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
- They have the vision to develop end-to-end services play and are investing in talent development programs, acquisitions, IP, and a partnership ecosystem to enable the same
- They will have 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

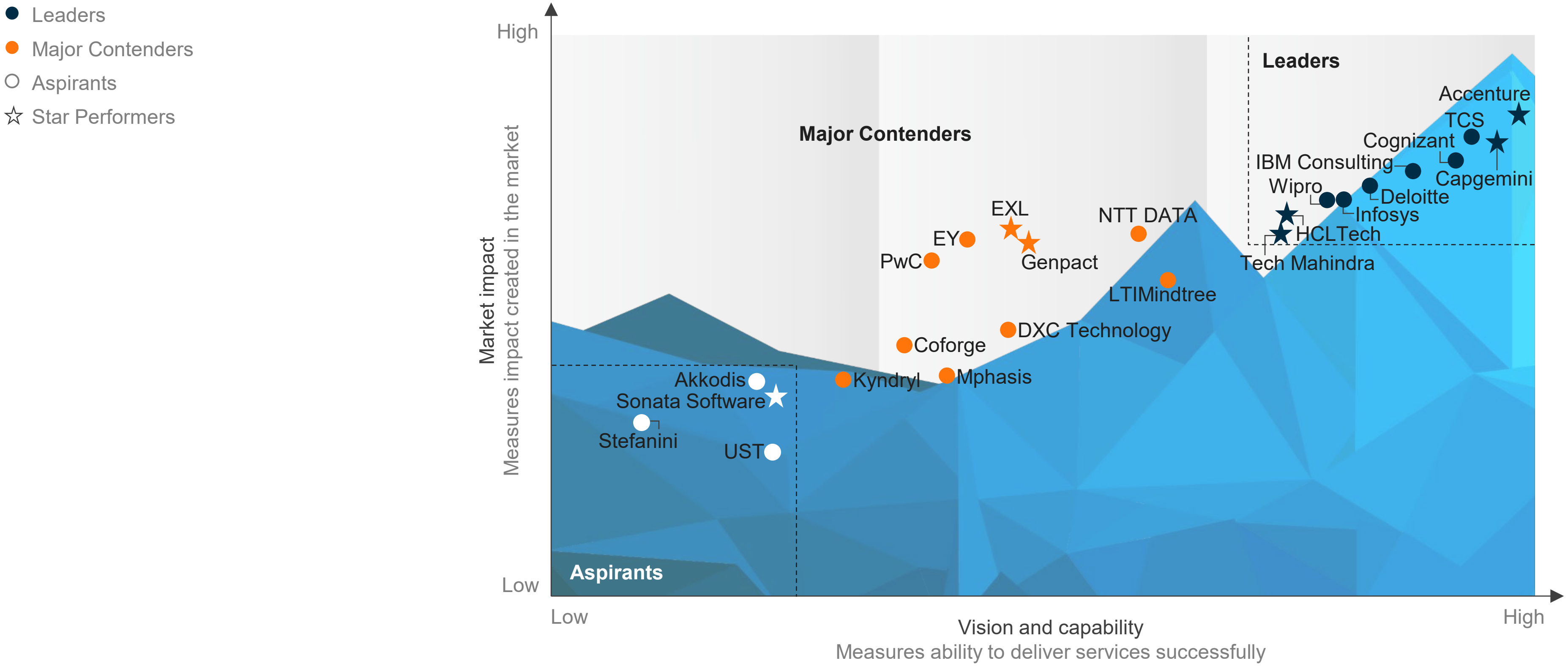
Akkodis, Sonata Software, Stefanini, and UST

Aspirants are focusing on developing a broader portfolio of solutions, expanding their partnership ecosystem, and investing in talent upskilling and certifications, while also highlighting use cases and client adoption proof points to strengthen credibility and market positioning

# Everest Group PEAK Matrix®

## Data and Analytics (D&A) Services PEAK Matrix® Assessment 2025 | Accenture is positioned as a Leader and a Star Performer

**Everest Group Data and Analytics (D&A) Services PEAK Matrix® Assessment 2025[1,2,3]**




1 Assessments for Deloitte, DXC Technology, EY, 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 not be complete
2 Assessments for IBM Consulting and Infosys 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 not be complete
3 Coforge is a new entrant on the D&A Services PEAK Matrix® and has therefore not been considered for the Star Performer title
Source: Everest Group (2025)

# Accenture

## 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

- **Enhanced delivery through agents:** Accenture has developed targeted data agents for various human-intensive workloads such as migration and quality enhancement. These agents can accelerate delivery and increase efficiency across the value chain
- **Focus on emerging technologies**: Accenture is well positioned as an end-to-end D&A services partner, with a broad focus across the value chain, including emerging areas such as data products. For instance, it has introduced Dataverse, a dedicated solution designed to accelerate and manage the adoption of data products
- **Robust partnership ecosystem:** Accenture has made significant investments in strengthening its partnerships through co-innovation and joint GTM. Referenced clients appreciated its strong collaboration and expertise with leading data tech providers

### Limitations

- **Premium-priced positioning:** Accenture is often perceived as a high-cost provider compared to its peers. Enterprises preferring cost efficiencies may have to carefully assess its pricing constructs
- **Limited exposure in small and midsize segments:** Small and midsize enterprises may need to carefully evaluate Accenture's capabilities, as it has more experience in offering end-to-end transformation engagements for larger enterprises
- **Scope of improving talent management capabilities:** Referenced clients noted that Accenture can improve the balance between onshore, nearshore, and offshore resources to enhance overall delivery and project coordination

# Market trends

## D&A services demand has increased exponentially as enterprises have started to realize that D&A forms the backbone for gen AI and agentic success

### Market size and growth

- D&A services market grew steadily at 5-8% YoY to reach US$96-100 billion in 2024. The outlook remains positive, with the market on track for consistent expansion in the coming years
- Increasing demand for D&A is experienced across industries. While BFSI, HLS, and retail and CPG remain the leading adopters, green shoots are visible in multiple sectors, such as public services and telecom
- Macroeconomic pressures have led to demand concerns in some regions, especially North America; however, D&A services are expected to stay resilient as they are becoming a strategic priority for enterprises

### Key drivers

| | |
|---|---|
| Enablement of gen AI and agentic AI | Enterprises are strengthening data foundations, governance, and platforms to increase reliability and success of gen AI and agentic AI initiatives. |
| Strengthening governance and compliance | Rising regulatory demands and the need for trusted, high-quality data are pushing enterprises toward stronger governance controls and policy adherence. |
| Tapping into newer data formats | Enterprises want to leverage unstructured and real-time data, driving adoption of advanced data management and analytics services for more holistic insights. |
| Accelerating speed and efficiency | Macroeconomic conditions are sharpening enterprise priorities around agility, productivity, and cost optimization, driving investment in scalable and value-centric D&A initiatives. |

### Opportunities and challenges

| | |
|---|---|
| Demonstrating RoI and business value | Due to the ongoing macroeconomic challenges, enterprises are focused on investing in D&A initiatives, which have a strong business use case and demonstrable RoI. |
| Keeping pace with rapid technological evolution | The rapid evolution of the technological landscape is leading to uncertainty regarding durable bets versus hype, often leading to pilot fatigue and delayed scale-up plans. |
| Overcoming technical debt and legacy constraints | Silos, brittle pipelines, and legacy infrastructure make initiatives more time-consuming, complex, and resource-intensive, often delaying the results and RoI. |
| Lack of future-ready talent and skills | Lack of niche talent, such as full-stack engineers, knowledge graph specialist, and data product managers, acts as a bottleneck for transformation initiatives. |

# Provider landscape analysis

## Accenture, Cognizant, IBM Consulting, and TCS lead the overall D&A services market share

**Market share analysis of the providers[1,2,3]**

2024; percentage of overall market of D&A services

| | |
|---|---|
| More than 7% | accenture, cognizant, IBM, tcs TATA CONSULTANCY SERVICES |
| 2-7% | Capgemini, Deloitte., EY Building a better working world, HCLTech, Infosys, NTT DATA, pwc, TECH mahindra, wipro |
| <2% | AKKODIS, Coforge, DXC TECHNOLOGY, EXL, genpact, kyndryl, LTIMindtree, Mphasis The Next Applied, SONATA SONATA SOFTWARE, stefanini GROUP CO-CREATING SOLUTIONS FOR A BETTER FUTURE, UST |

1 Providers are listed alphabetically within each range
2 Assessments for Deloitte, DXC Technology, EY, 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 not be complete
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# Key buyer considerations

## Enterprises are prioritizing pricing, proven technical experience, and prior partnerships when choosing service providers

### Key sourcing criteria

High

Priority

**Attractive pricing**
Competitive and flexible pricing models that balance cost with value

**Quality of proof of concept**
Robust pilots that validate feasibility, scalability, and impact

**Expertise in specific domain/industry**
Deep domain knowledge and tailored solutions for industry needs

**Experience in implementing similar projects**
Proven track record of delivering comparable engagements successfully

**Previous experience working with the service provider**
Established relationships ensure smoother collaboration and reduce delivery risks

Low

### Summary analysis

Enterprises are increasingly favoring pricing models that balance competitiveness with outcome-based or gain-sharing structures

Enterprises are preferring proof-of-concepts before scaled implementations to ensure outcome alignment and value realization

While technical expertise remains essential, enterprises prefer service providers who can embed domain knowledge to deliver more targeted services

Providers with a strong track record of executing similar projects are preferred, as proven delivery reduces risk and accelerates time to value

Past working relationships with providers are valued, since familiarity with delivery practices and proven reliability enhances confidence in future engagements

# Key takeaways for buyers

Buyers should prioritize providers that demonstrate end-to-end capabilities across the D&A value chain while embedding deep domain expertise to drive targeted value. Providers that adopt value-focused commercial models, act as strategic partners, and integrate emerging technologies, such as gen AI, into delivery will be best positioned to differentiate themselves.

## Value-focused commercial models

Outcome-based and gain-sharing models are accelerating as traditional time and material (T&M) constructs struggle to capture the productivity gains enabled by AI.

## Becoming a strategic partner

Providers will have to go beyond execution and embed domain expertise and best practices to position themselves as true strategic partners.

## Focus on innovation

To stay relevant, providers will have to cater to emerging areas such as gen AI-led data processes, data products, and data for AI.

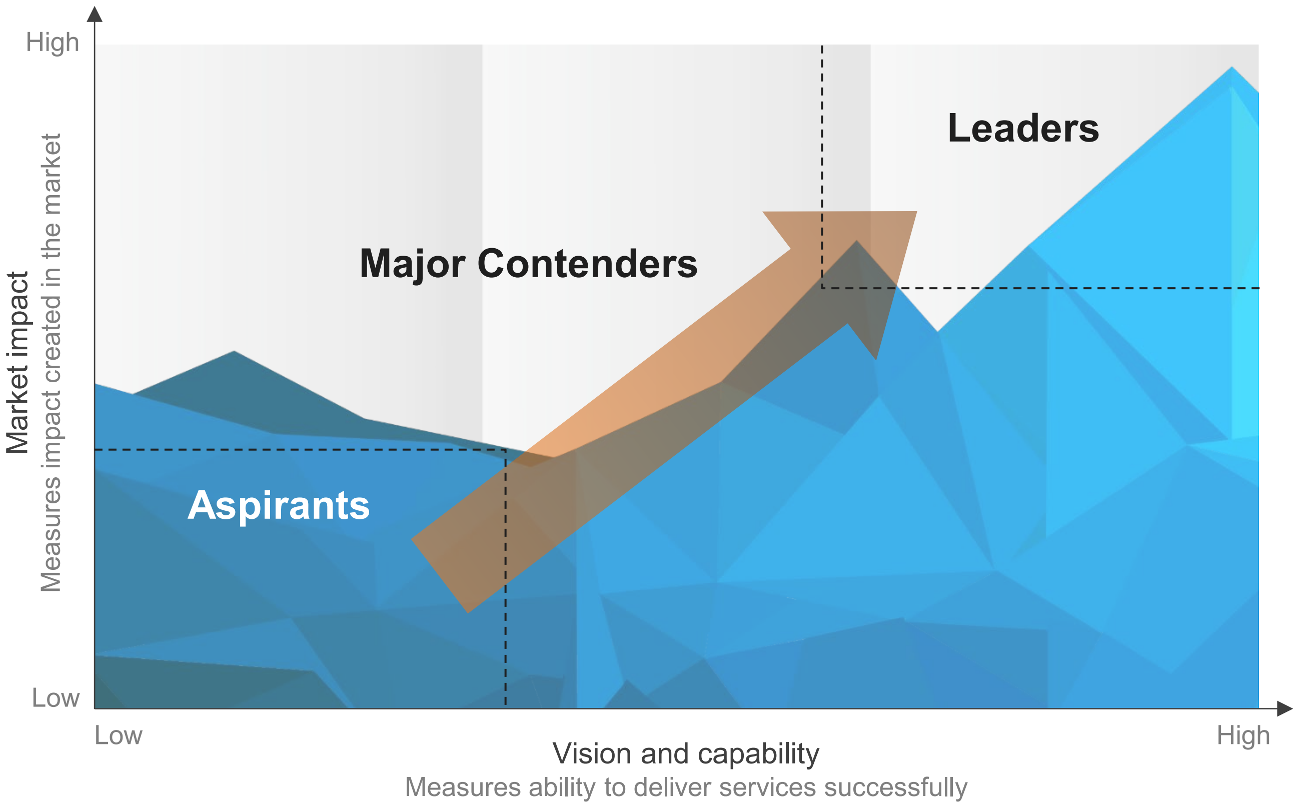
# Appendix

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**



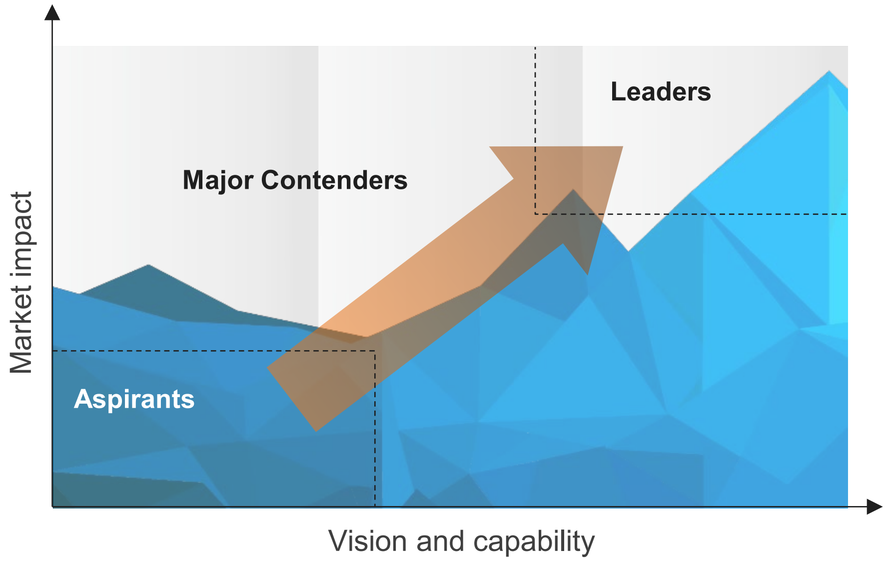
# Services PEAK Matrix® evaluation dimensions

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

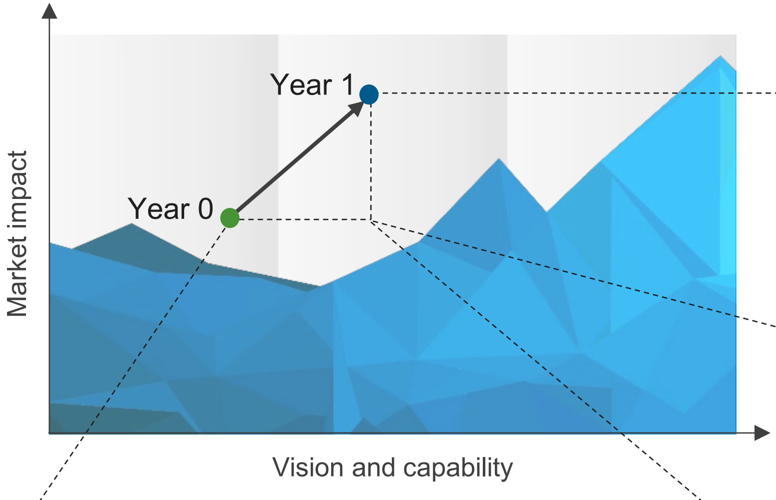
**Innovation and investments**
Innovation and investment in the enabling areas, e.g., technology IP, industry/domain knowledge, innovative commercial constructs, alliances, M&A, etc.

**Delivery footprint**
Delivery footprint and global sourcing mix

# Everest Group confers the Star 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




In order to assess advances on **market impact**, we evaluate each provider's performance across a number of parameters including:

- Yearly ACV/YoY revenue growth
- # of new contract signings and extensions
- Value of new contract signings
- Improvement in portfolio mix
- Improvement in value delivered

In order to assess advances in **vision and capability**, we evaluate each provider's performance across a number of parameters including:

- Innovation
- Increase in scope of services offered
- Expansion of delivery footprint
- Technology/domain-specific investments

We identify the providers whose improvement ranks in the top quartile and award the Star Performer rating to those providers with:

- The maximum number of top-quartile performance improvements across all of the above parameters
  AND
- At least one area of top-quartile improvement performance in both market success and capability advancement

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 in 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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