



# Everest Group PEAK Matrix® for Digital Interactive Experience (IX) Service Provider 2022

**Focus on Infogain**  
March 2022



## Background of the research

The experience design ecosystem is at the cusp of change, with increased customer awareness, data privacy regulations, touchless experiences, data-powered experiences, emerging technologies (such as AI, AR/VR) and a focus on sustainability compelling enterprises to rethink their investment priorities. Enterprises are increasingly turning to technology to power personalized, scalable, and sustainable experiences. Technology's increased role in orchestrating scalable and personalized experiences has elevated the role of IT service providers in the space. They have doubled down their focus on building relevant capabilities through organic and inorganic routes and are enhancing their technology capabilities through partnerships with leading platform and technology vendors in the space.

In this research, we present an assessment of 16 IT service providers featured on the Interactive Experience (IX) Services PEAK Matrix®, a comprehensive matrix that evaluates and categorizes providers in terms of their capabilities. The assessment focuses on the integrated capabilities that these IT service providers offer to the experience ecosystem.

The study is based on Everest Group's annual Request for Information (RFI) process for the calendar year 2021, interactions with leading IX service providers, client reference checks, and an ongoing analysis of the IX services market.

**The full report includes the profiles of the following 16 leading digital IX service providers featured on the Digital IX services PEAK Matrix:**

- **Leaders:** Accenture Interactive, Cognizant Digital Experience, IBM iX, TCS Interactive, Wipro
- **Major Contenders:** Brillio, Capgemini, Infogain, Mastek, Mindtree, Mphasis, Tech Mahindra, UST, Zensar
- **Aspirants:** Datamatics, Stefanini

### Scope of this report



**Geography**  
Global



**Digital IX vendors**  
16



**Services**  
Digital interactive experience services

## Digital interactive experience (IX) services PEAK Matrix® characteristics

### Leaders:

Accenture Interactive, Cognizant Digital Experience, IBM iX, TCS Interactive, and Wipro

- Leaders display a strong ability to deliver end-to-end experience transformation engagements with robust offerings and market proof points across design, strategy, and technology services
- They have made strong investments in carving out a well-defined internal strategy that is also reflected in external branding to enhance the permission to play aspect in the experience ecosystem
- Strong narrative around stakeholder experience that includes customers, employees, partners, and the society
- Strong value proposition messaging centered around designing sustainable, responsible, and ethical experiences
- Mature play in high growth segments of IX that include commerce services and the emerging segment of media services
- Strong focus on next-generation technologies such as AI, edge computing, blockchain, IoT, computer vision, and AR/VR to deliver enhanced experience services
- Strong client orientation with innovative pricing models, outcome-based approach, and a strong ability to measure impact and RoI
- Strong global delivery footprint supplemented by a well-distributed network of design studios

### Major Contenders:

Brillio, Capgemini, Infogain, Mastek, Mindtree, Mphasis, Tech Mahindra, UST, and Zensar

- Major Contenders have a strong narrative around the underlying role of technology and platforms to orchestrate scalable experiences
- Strong investments in frameworks and solutions to enable faster value realization for their clients
- Strong partnership ecosystem with leading DXP players such as Adobe, Salesforce, Oracle, and SAP
- Well-defined narrative on the role of data in powering end-customer experiences including a mature play with respect to Customer Data Platforms (CDP) and the orchestration of first-party data
- Focus on investments in innovation hubs and design studios to enhance the delivery footprint

### Aspirants:

Datamatics and Stefanini

- Aspirants are focused on specific industries, service areas, or markets
- Have the technical capabilities and talent to serve as a technology enabler in the experience transformation journey of enterprises

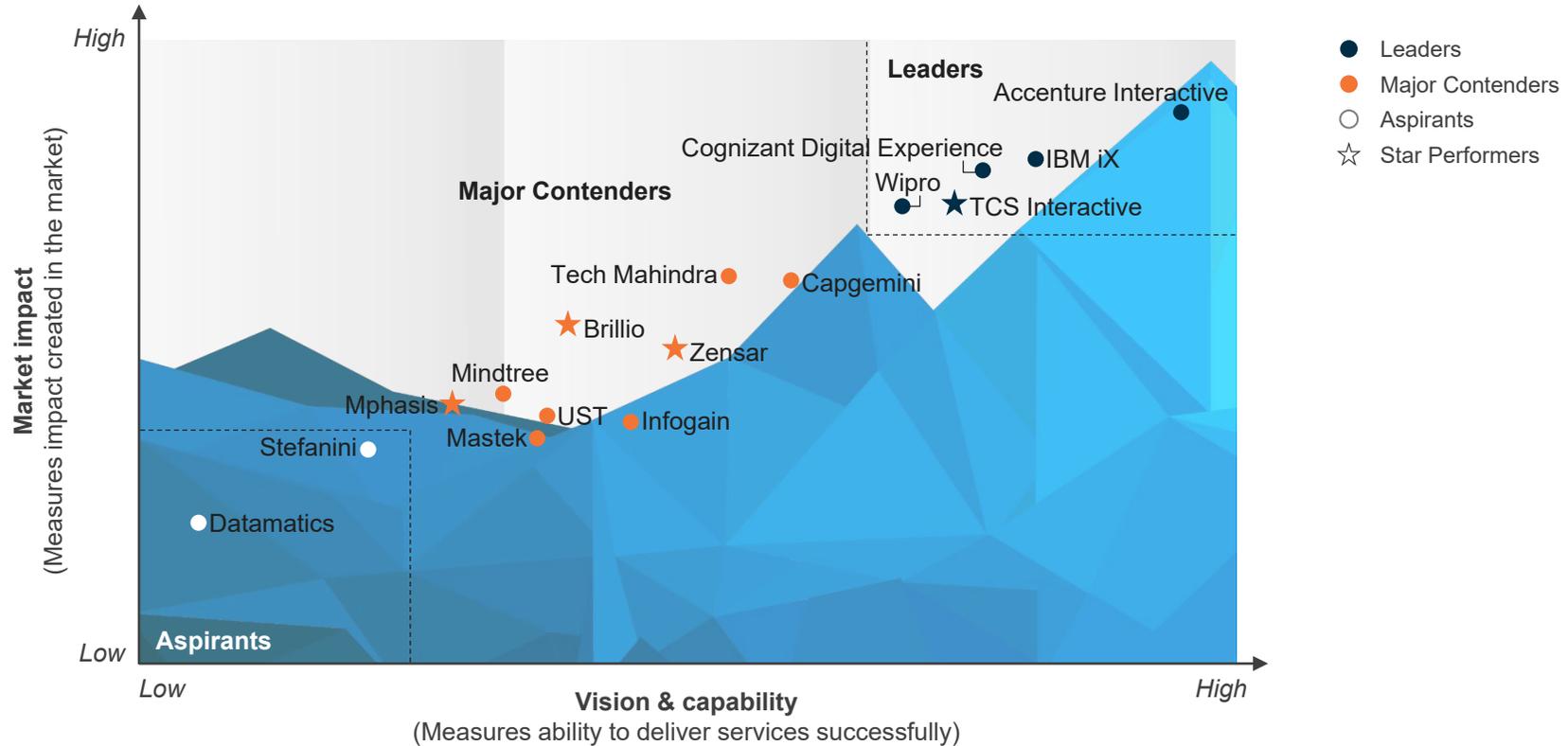
Source: Everest Group (2022)



# Everest Group PEAK Matrix®

## Digital Interactive Experience (IX) Services PEAK Matrix® Assessment 2022 | Infogain positioned as Major Contender

Everest Group Digital Interactive Experience (IX) Services PEAK Matrix® Assessment 2022<sup>1,2</sup>



1 Assessments for Accenture Interactive, IBM iX, and Capgemini excludes 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.

2 Assessment of Cognizant Digital Experience includes partial inputs from the service provider and is based on Everest Group's estimates that leverage Everest Group's proprietary data assets, service providers public disclosure, and interaction with buyers.

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

Source: Everest Group (2022)

# Infogain | digital IX services profile (page 1 of 4)

## Everest Group assessment – Major Contender

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

- Infogain has a strong narrative around its value delivery framework, which integrates cloud, AI, and innovation to deliver experience services by putting digital platforms at its core
- It strengthened its position on the experience map through the acquisition of Revel Consulting, thus enhancing its digital marketing and experience offerings
- It strengthened its technology play through the acquisition of Silicus to enhance its cloud transformation capabilities and Absolutdata to bolster its analytics and AI services
- It has a strong focus on embedding AI in experience services using NAVIK, an AI-enabled intelligence platform, which offers capabilities around data analytics and AI
- Infogain has a strong focus on client-centricity and showcases a flexibility in order to drive business outcomes

### Limitations

- It needs to address the gap in its portfolio by building market proof points around emerging e-commerce services and business models (such as D2C)
- Infogain needs to build a strong partnership ecosystem with commerce platforms vendors
- It should look to build a strong narrative around operationalizing first-party data for enterprise clients to drive strong next-generation data-led experiences
- It needs to build a strong partnership ecosystem with leading DXP players such as Adobe, Salesforce, Oracle, and SAP

## Infogain | digital IX services profile (page 2 of 4)

### Case studies

#### Case study 1

#### Enhancing customer journey for a leading technology firm

##### Business challenge

Although the client's cloud services were growing steadily over the last nine years, customer engagement started declining. It hired Infogain to create intuitive, educational, and seamless experiences to persuade users to try the product for free.

##### Solution

Infogain redesigned free trial experience with a focus on CX and inserted design choices that appealed to all demographics – clearer options, fewer clicks, less copy, and more personalization. Infogain enhanced the customer journey of discovery and learning with videos, use cases, and tutorials. It also leveraged data for increasing the emphasis on human touch, as customers can self-serve and complete tasks.

##### Impact

The design fostered trust among customers and the conversion rate improved by 27%.

#### Case study 2

#### Improved campaign recommendations for an oil and gas company

##### Business challenge

The client realized that their traditional campaign-directed marketing was prone to high customer lapse rate, unsubstantial RoI (Return on Investment), and high false targeting. They wanted to take a data-driven approach to improving the effectiveness of their campaigns and marketing spend.

##### Solution

Infogain's subsidiary, Absolutdata, used a combination of its AI-driven hyper-personalization platform (NAVIK Marketing AI) and a range of analytical services to provide a ready-to-deploy and future-proof solution through customer DNA, campaign recommendations, and ancillary services and consulting. It also targeted personalized social media targeting for improving customer engagement.

##### Impact

Customer engagement improved by 392%, and RoI improved by 117% due to the prevention of potential lapsed customers. The retention rate of high-risk and medium-risk customers increased by 30%.

## Infogain | digital IX services profile (page 3 of 4)

### Solutions

#### Proprietary solutions (representative list)

Solution name	Details
Experience Design	Infogain uses a Dream, Design, and Deliver (D3) model to eliminate personal biases from the experience design so that customers can explore spaces of unmet needs.
Marketing & Experience Analytics	Infogain digital analytics solutions provide insights that enable enterprises to become more customer-centric by building and optimizing strategies for digital marketing, campaigns, customer journeys, and sales.
Platform Engineering	Infogain builds multi-channel platforms to serve unique customer needs and provides single- or multi-cloud deployments on Microsoft Azure, Amazon Web Services (AWS), and Google Cloud.
NAVIK	An advanced analytics software platform that helps sales, marketing, and technology leaders make enhanced business decisions based on powerful data-driven insights.

# Infogain | digital IX services profile (page 4 of 4)

## Investments and partnerships

### Digital interactive investments (representative list)

Investment theme	Details
Acquisitions	<ul style="list-style-type: none"> <li>In October 2019, Infogain acquired Revel Consulting, enhancing its digital marketing, experience, and commerce capabilities, and increasing its client base</li> <li>In December 2020, Infogain acquired AbsolutData, whose NAVIK AI platform and 300 data scientists will significantly enhance Infogain's ability to engineer better business outcomes for its clients by using AI and analytics</li> </ul>
Certification	Infogain has invested in certifying over 70 consultants in human-centered design methodology, which will provide the fundamental tools to ensure that the human experience is at the center of what's being delivered.

### Digital interactive partnerships (representative list)

Partner name	Type of partnership	Details
Adobe	Technology	Infogain leverages Adobe for its experience cloud for developing its digital experience platforms.
Salesforce	Technology	The company leverages Salesforce's experience cloud for sales and CRM (Customer Relationship Management) solutions of digital experience and digital commerce.
Azure	Technology	Infogain leverages Azure's experience cloud and AI/ML toolset to provide end-to-end digital transformation offerings.
Qlik	Technology	Infogain's partnership with Qlik focuses on marketing analytics to offer an end-to-end platform, which includes data integration, user-driven business intelligence, and conversational analytics.

### Recent awards and recognitions (representative list)

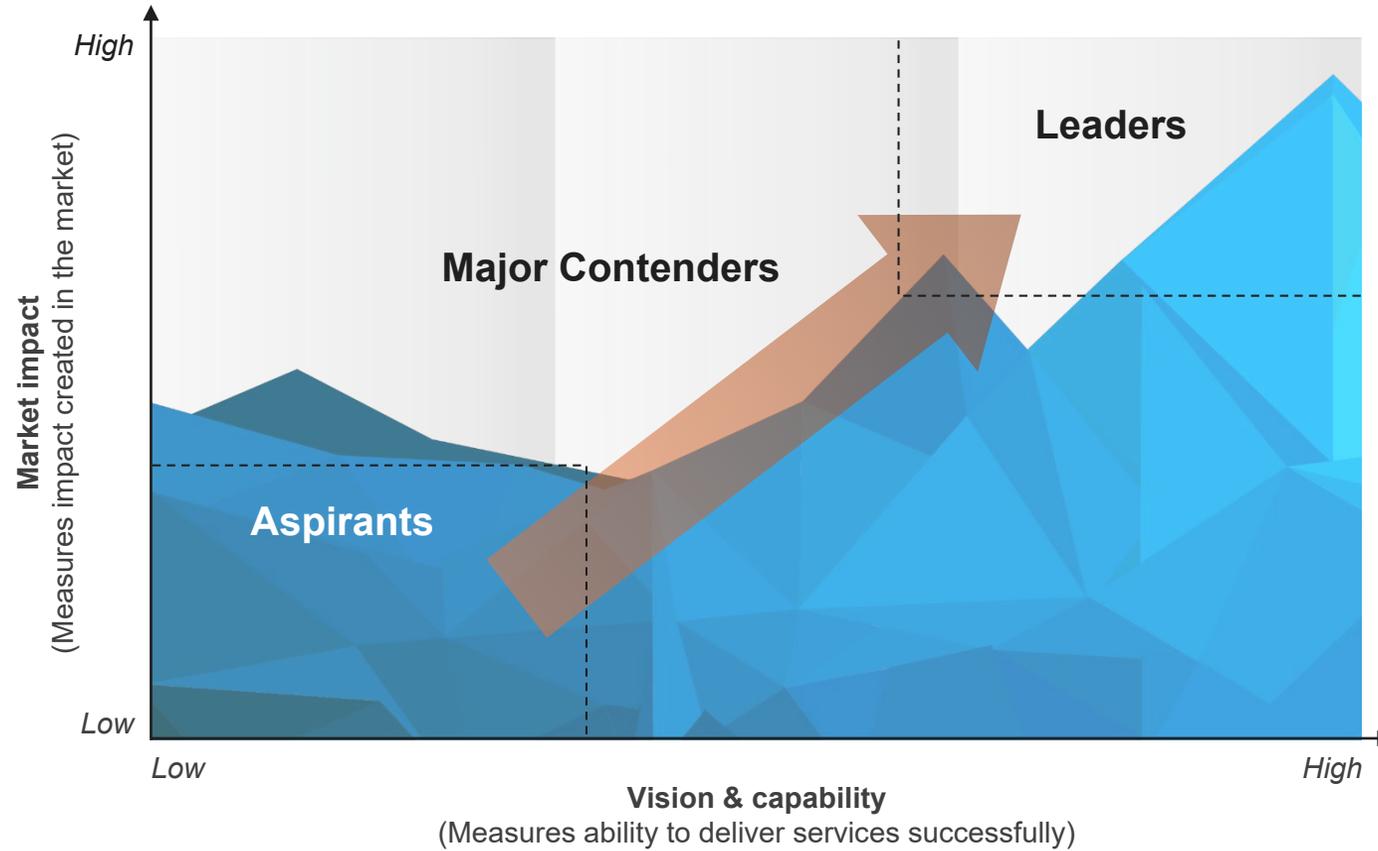
#### Awards

NA

# Appendix

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

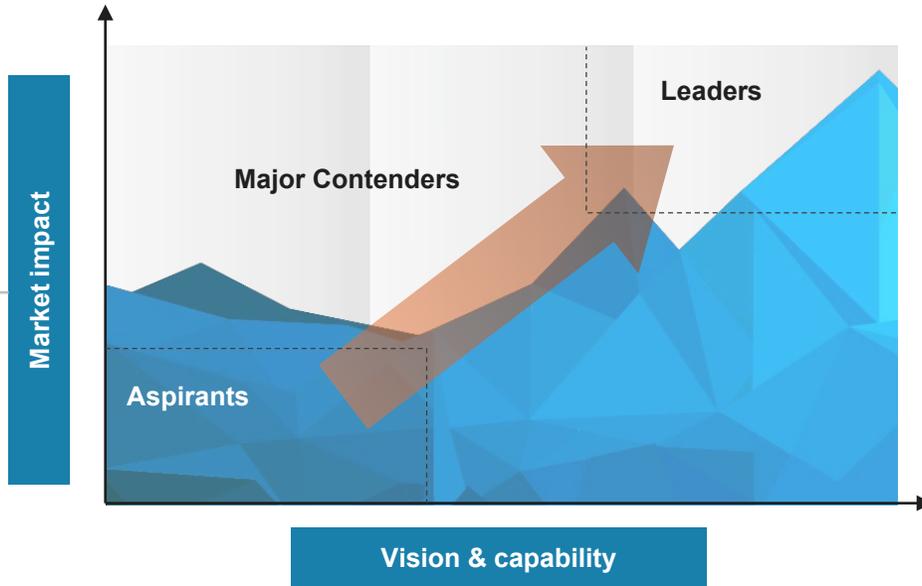
Everest Group PEAK Matrix



# 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



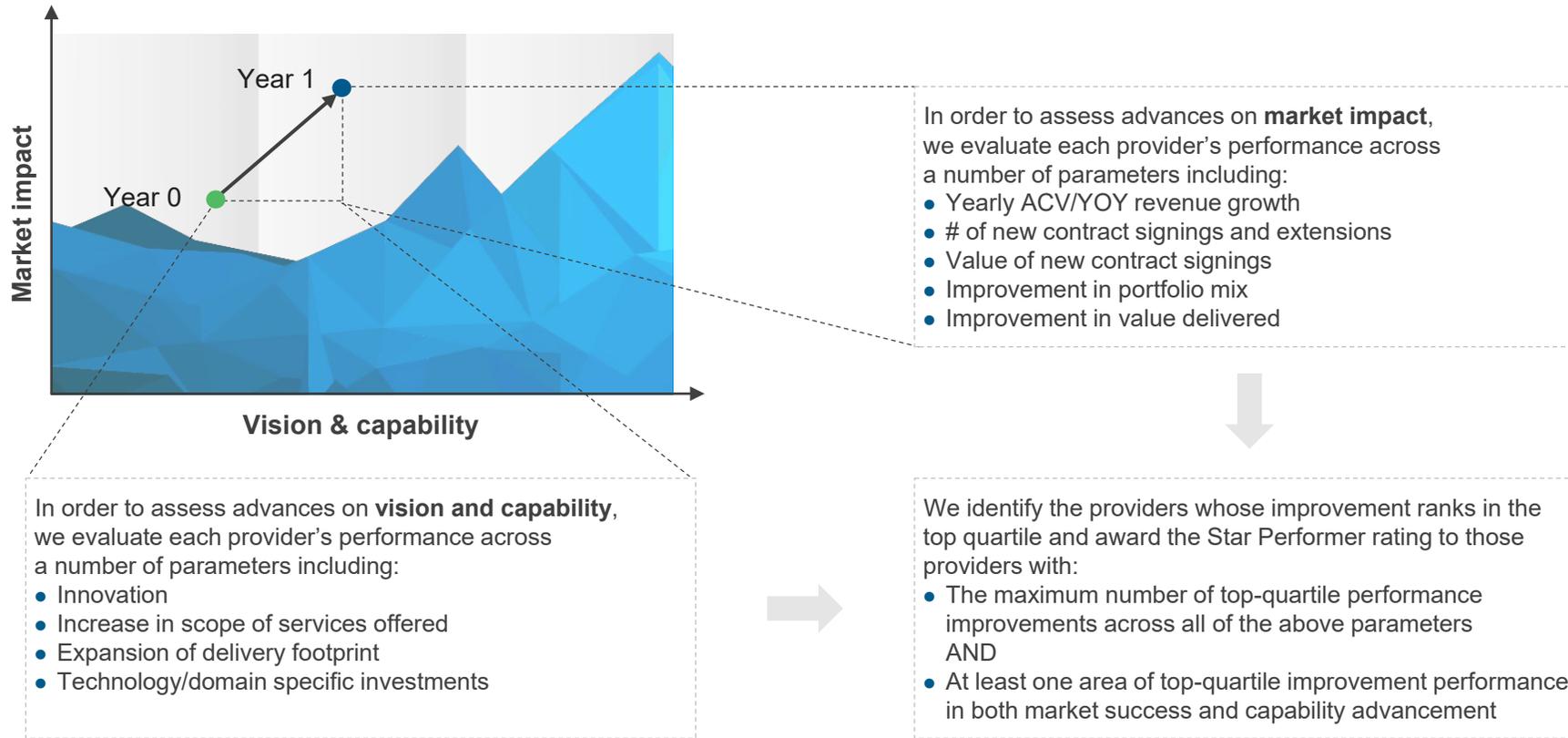
Measures ability to deliver services successfully. This is captured through four subdimensions

- 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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