



Everest Group Pega Services PEAK Matrix[®] Assessment 2024

Focus on Accenture

March 2024



Background and research

- Amid rapid digitalization and dynamic market landscapes powered by AI, enterprises worldwide are navigating the complexities of business transformation, placing a strong emphasis on adopting AI, optimizing costs, and achieving rapid RoI. These enterprises seek cost-effective yet high-value solutions with strong domain contextualization, focusing on key investment themes such as process automation, data and analytics, low-code/no-code development, and CX transformation
- In response to the changing market landscape, Pega has transformed from a workflow automation powerhouse to an AI-driven platform in recent years, integrating automation, decisioning, CX products, and low-code tools for hyper-agile digital journeys
- As client expectations evolve and the Pega landscape continues to change, providers are redoubling their efforts and investing in scaling the certified talent pool, establishing innovation ecosystems, and enhancing their domain capabilities. These efforts complement the industry functionalities/frameworks offered by Pega across key verticals such as

Banking, Financial Services, and Insurance (BFSI), Healthcare and Life Sciences (HLS), telecommunications, and the public sector

- The assessment is based on Everest Group's annual RFI process for the calendar year 2023, interactions with leading providers, client reference checks, and ongoing analysis of the Pega services market. Primarily provide services as per the defined value chain of data annotation and labelling rather than only software products

The full report, includes the profiles of the following 23 leading Pega services providers featured on the Pega Services PEAK Matrix®:

- **Leaders:** Accenture, Capgemini, Coforge, Cognizant, EY, Infosys, TCS, and Virtusa
- **Major Contenders:** AASEYA, Areteans, Eviden, Evoke Technologies, EvonSys, HCLTech, Mphasis, Sopra Steria, Tech Mahindra, Wipro, and Zensar
- **Aspirants:** EPAM, Rulesware, TTEC, and UST

Scope of this report

Geography: Global

Providers: 23 leading services providers

Services: Pega services

Introduction and scope

Everest Group recently released its report titled “[Pega Services PEAK Matrix® Assessment 2024](#)”. This report analyzes the changing dynamics of the Pega services landscape and assesses service providers across several key dimensions.

As a part of this report, Everest Group updated its classification of 23 service providers on the Everest Group PEAK Matrix for Pega services into Leaders, Major Contenders, and Aspirants. The PEAK Matrix is a framework that provides an objective, data-driven, and comparative assessment of Pega services providers based on their absolute market success and delivery capability.

Based on the analysis, **Accenture emerged as a Leader**. This document focuses on **Accenture’s** Pega services experience and capabilities and includes:

- Accenture’s position on the Pega services PEAK Matrix 2024
- Detailed Pega services profile of Accenture

Buyers can use the PEAK Matrix to identify and evaluate different service providers. It helps them understand the service providers’ relative strengths and gaps. However, it is also important to note that while the PEAK Matrix is a useful starting point, the results from the assessment may not be directly prescriptive for each buyer. Buyers will have to consider their unique situation and requirements and match them against service provider capability for an ideal fit.

Pega Services PEAK Matrix® characteristics

Leaders

Accenture, Capgemini, Coforge, Cognizant, EY, Infosys, TCS, and Virtusa

- Leaders are characterized by their ability to successfully execute large-scale, complex, end-to-end Pega services, underpinned by their strong global delivery network and robust partner ecosystem
- These providers have showcased end-to-end transformational case studies covering a larger portfolio of key Pega product areas to help enterprises in areas such as workflow automation, customer engagement, and business processes, effectively reducing cost and expediting their time-to-market
- Leaders have helped enterprises with their advisory capabilities to navigate the business transformation and have leveraged a mature suite of in-house and Pega-certified industry solutions to accelerate time-to-market for their clients

Major Contenders

AASEYA, Areteans, Eviden, Evoke Technologies, EvonSys, HCLTech, Mphasis, Sopra Steria, Tech Mahindra, Wipro, and Zensar

- These providers have built meaningful capabilities to deliver Pega services – advisory, implementation, and managed services; however, their service portfolios are not as balanced and comprehensive as those of Leaders (in terms of coverage across Pega product areas, geographies, or verticals)
- These providers have good partnerships with Pega and often specialize in select verticals in delivering Pega-specific services. They also get recognized by Pega with multiple partner awards showcasing their credibility in the Pega market
- Also, Major Contenders are making continued investments in building proprietary tools and solutions, as well as scaling their talent for delivering Pega services

Aspirants

EPAM, Rulesware, TTEC, and UST

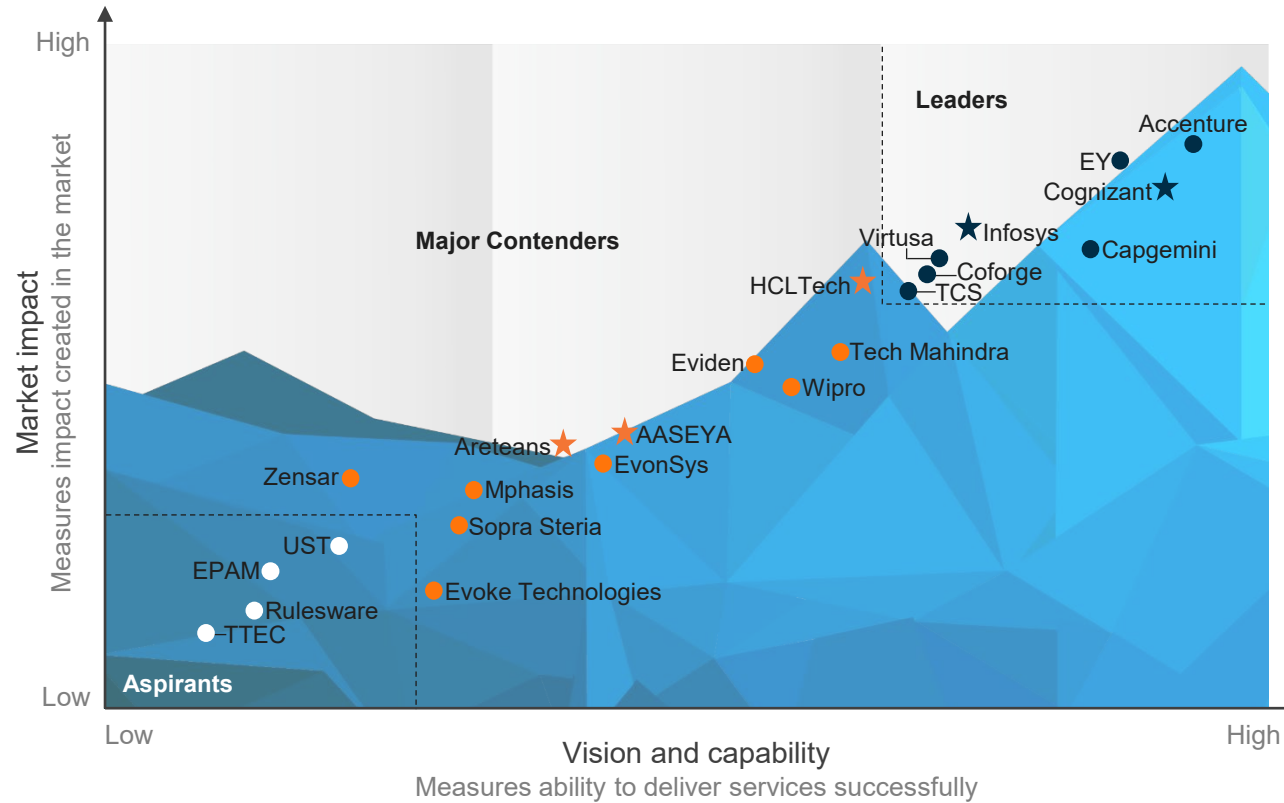
- Aspirants have good proof-points in delivering low to medium-complex implementation and maintenance Pega services primarily for Small and Midsize Buyers (SMBs)
- They are either focused on a region(s) or vertical(s) or currently have a relatively small Pega practice
- Clients acknowledge aspirants' pricing and commercial flexibility as well as account management capabilities

Everest Group PEAK Matrix®

Pega Services PEAK Matrix® Assessment 2024 | Accenture is positioned as a Leader

Everest Group Pega Services PEAK Matrix® Assessment 2024^{1,2}

- Leaders
- Major Contenders
- Aspirants
- ☆ Star Performers



¹ Assessments for Areteans, Eviden, EPAM, Evoke technologies, Sopra Steria, TTEC, and Zensar exclude service provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, provider public disclosures, and Everest Group's interactions with buyers

² Eviden is an Atos business

Source: Everest Group (2024)

Accenture profile (page 1 of 6)

Overview

Vision for Pega services

Accenture aims at assisting companies and industries through innovative solutions anchored in a digital core. Its strategic investment aims to develop cutting-edge solutions catering to clients seeking transformation as well as those focused on optimizing business performance.

Current partnership status with Pega: Global Elite and Government Elite

Number of projects completed in 2022: 300-350

Number of Pega experts: 2,000-2,150

Proportion of Pega services revenue

By buyer size

● Low (<10%) ● Medium (10-25%) ● High (>25%)

- Small (annual client revenue <US\$1 billion)
- Medium (annual client revenue US\$1-5 billion)
- Large (annual client revenue US\$5-10 billion)
- Very large (annual client revenue US\$10-20 billion)
- Mega (annual client revenue >US\$20 billion)

By solution area

● Low (<10%) ● Medium (10-25%) ● High (>25%)

- Intelligent automation
- Customer engagement
- Sales automation
- Client onboarding
- Customer service
- Applications hosted on Pega marketplace

Proportion of Pega services revenue

By industry

● Low (<10%) ● Medium (10-15%) ● High (>15%)

- Banking and financial services
- Electronics, hi-tech, and technology
- Healthcare and life sciences
- Retail, distribution, and CPG
- Telecom, media, and entertainment
- Travel and transport
- Energy and utilities
- Manufacturing
- Public sector
- Others

By business function

● Low (<15%) ● Medium (15-30%) ● High (>30%)

- Consulting
- Implementation
- Maintenance and support

By geography

● Low (<10%) ● Medium (10-25%) ● High (>25%)

- North America
- Europe
- United Kingdom
- Asia Pacific
- Rest of the World

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Key solutions

Proprietary solutions (representative list)

Solution name	Industry in focus	Focused Pega module	Number of engagements leveraged in	Details
CSRD Readiness Assessment Tool (CRAT)	Cross-industry	Pega platform	6	It prepares clients across industries for the imminent and widespread EU regulation on the Corporate Sustainability Reporting Directive. This Pega-based solution streamlines the process of conducting comprehensive assessments, ensuring compliance.
Parcel Carrier Exception Management	Retail	Pega platform	2	It is a digital process automation solution designed for parcel delivery, offering a pre-built, configurable, and scalable Business Process Management (BPM) and Robotic Process Automation (RPA) framework. This solution addresses challenges in disputes, customer care, order management, and supply chain operations.
Cloud Modernization	Cross-industry	Pega platform	10	It is a cloud modernization solution providing an end-to-end overview of the life cycle. It encompasses a high-level approach, best practices, defined roles and responsibilities, and utilizes tools and accelerators tailored for each phase.
Hyper-Personalized Experiences	Cross-industry	Pega CDH Pega customer service	3	The solution drives growth through implementing a business transformation framework to unlock the value of AI for marketing and service, setting the strategic and analytical foundation required to create a real, sustainable transformation, and defining new set of business capabilities to complement the technologies that enable cross-channel orchestration.
Intelligent Tip Submission	Government	Pega customer service Natural Language Processing AWS Transcribe	1	The solution allows to submit tips to the government. The solution includes Natural Language Processing to understand text and AWS transcription to understand audio file content.

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Key solutions

Pega-certified solutions on Pega marketplace compatible with Pega (representative list)

Solution name	Industry in focus	Focused Pega module	Number of engagements leveraged in	Details
Accenture Intelligent Personalization Platform (AIPP)	Cross-industry	Pega CDH Pega Customer Service	3	It is a solution that serves as both a framework and set of accelerators. It is designed to assist clients in establishing and implementing a scalable personalization technology strategy across various ecosystem vendors, it also features a decision-driven personalization platform. This solution tackles common challenges and adapts to evolving needs.
GenAI Hyper-personalized Customer Experience	Cross-industry	AI, Next best action, Digital personalization, Outbound marketing	0	The Gen AI Hyper-Personalized Customer Experience optimizes customer engagement for CSPs and can increase lifetime value by up to 35%, revenue by up to 24%, and reduce churn by 20%. Harnessing Accenture's Customer Data Architecture intelligence, Google's Vertex AI, Pega's CDH to deliver real-time, AI-driven, personalized customer experiences.

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Key solutions

Key investments (representative list)

Investment theme	Focused Pega module	Details
Akzente	Across products	Acquired Akzente to integrate sustainability into its core, delivering sustainable value for stakeholders. It also leverages Akzente's expertise in sustainability strategy, reporting, communication, and stakeholder management to enhance Accenture Sustainability Services.
Albert, Inc.	Across products	Acquired Albert, Inc., a Japanese data science firm, integrating a team of data scientists. This move enhances Accenture's capabilities in assisting clients to reshape their enterprises with data and AI, while also contributing to the growth and competitiveness of Japanese companies.
Tenbu	Across products	Acquired Tenbu, a cloud data firm specializing in analytics, big data, and machine learning. This enhances Accenture's capabilities to support companies in driving new services, developing growth, and resilience through intelligent decision-making using data across the entire cloud continuum.
Ergo Renova	Across products	Acquired Ergo Renova, a data-focused business in Argentina, enhancing its Cloud First capabilities. This strategic move supports companies to develop a culture of data-driven decision-making through big data, analytics, and AI, enabling data-led transformations for clients.
BRIDGEi2i	Not available	Acquired BRIDGEi2i, an AI and analytics firm, to enhance Accenture's global expertise in data science, machine learning, and AI-driven insights.

Partnership ecosystem (logos)



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Case studies

CASE STUDY 1

Transformed customer relationships through strategic innovation

Business challenge

A leading essential services provider faced the challenge of disjointed customer engagement. It was difficult to extract insights from fragmented data, and approach to customer communication was primarily outbound push marketing. The cost per opportunity was high, and a manual, decentralized approach hindered scalability and efficiency.

Solution

Accenture with an omnichannel one-to-one personalized transformative journey partnering with the client, developed a comprehensive Customer Experience Engine (CEE), combining people, processes, and an advanced technology ecosystem, allowing customer-centric conversations to be held at scale.

Impact

- A scalable Pega CDH platform, responsible for all sales and marketing, as well as inbound and outbound communications for the customer
- Set up agile distributed delivery model to flexibly ramp-up/-down resources as required
- Pega industrialization led to uplifted infrastructure, automated regression suite, reducing regression testing time from ~3 days to 30 minutes
- Offers and service treatments deployed across channels (inbound and outbound) within one to two days, compared to two weeks delivery previously, reducing cost per opportunity
- Moved from segment-based campaign management to one-to-one personalized offerings across 10+ channels resulting in connected channels and relevant conversations at the right time

CASE STUDY 2

Reduced its backlog of waste, fraud and abuse claims with Pega's out-of-box Natural Language Processing solution

Business challenge

The client faced challenges by a federal agency involved in processing over 200,000 cases annually related to potential waste, fraud, or abuse in social services and programs. The current system, with a single queue for manual assessment, resulted in time and resource inefficiencies, leading to a persistent backlog of cases and inconsistencies in analyzing case identification, actions taken, and data population.

Solution

Implemented Pega's out-of-the-box NLP to enhance business processes, reduce workload, and enable the agency to concentrate on higher-level tasks. The solution aimed at achieving agency goals such as enhancing data quality, prioritizing high-value cases for quicker specialist response, and uncovering new insights for continuous improvements and innovation.

Impact

- Reduced agency backlog by resolving 30% of cases without needing manual intervention
- Improved correct identification of a case topic by 15% compared to manual assessment
- Improved data integrity and case attributes and values










Accenture profile (page 6 of 6)

Everest Group assessment – Leader

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

- Accenture has credible proof-points in executing end-to-end customer transformations across areas such as intelligent automation, customer engagement, and customer service
- Clients can benefit from Accenture’s inorganic investments focused on sustainability consulting, cloud, and AI – Tenbu, BRIDGEi2i, umlaut, Imaginea, and Novetta – scaling up their delivery footprint globally and at the continent level
- It has a diverse set of IPs and solutions to accelerate time-to-market for its Pega clients; key IPs include Accenture System Diagnostic, Intelligent Personalization Platform, myNav, and Rule Reviewer
- Its ability to consistently be recognized with Pega awards reinforces its credibility as a strategic partner in the Pega services market
- It has domain expertise and account management capabilities that are well perceived in the market

Limitations

- Enterprises seeking services in sales automation and client onboarding may need to evaluate Accenture’s capabilities in this area in depth
- The market believes that Accenture has scope to improve upon flexibility in its pricing, especially for its onshore resources to suit a larger pool of clients’ needs
- As the major focus is on the North American, European, and APAC regions, clients in LATAM and the Middle East and Africa (MEA) may need to evaluate Accenture’s delivery capabilities in these regions in depth

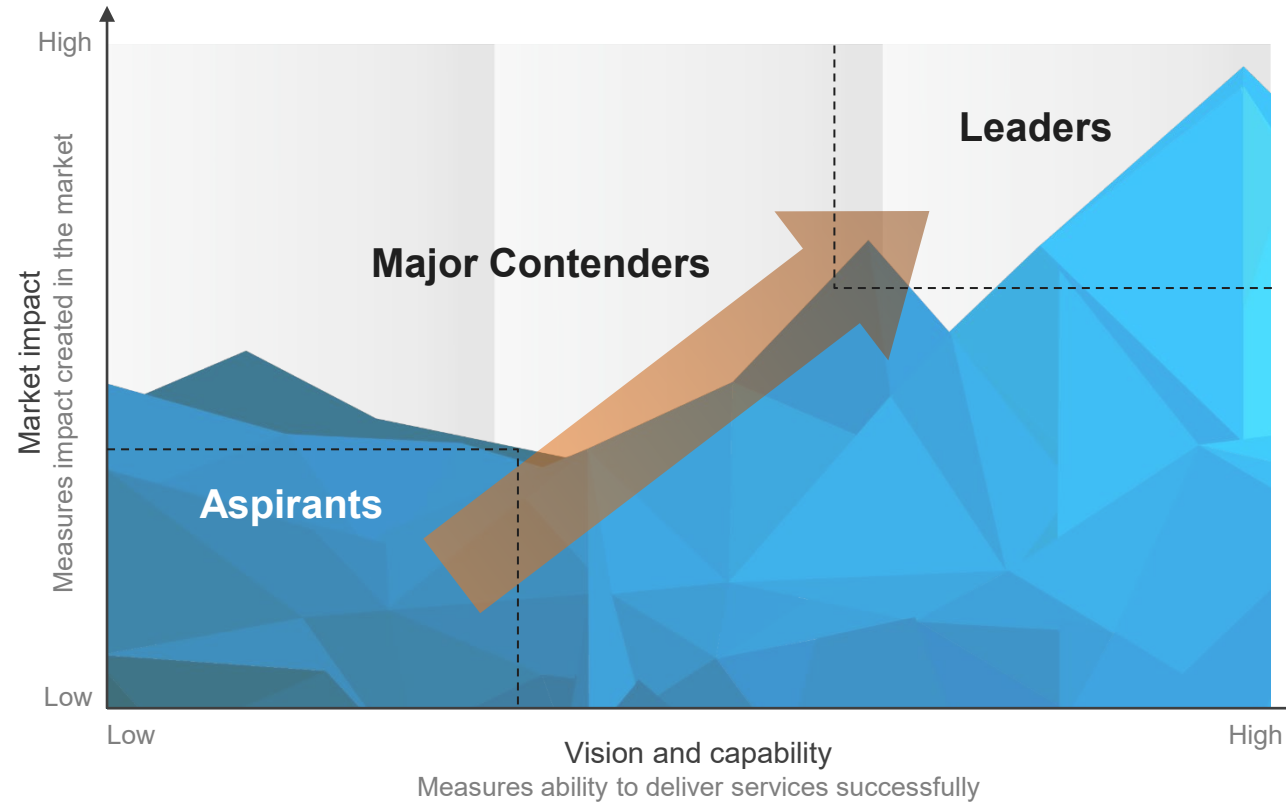
Appendix

PEAK Matrix framework

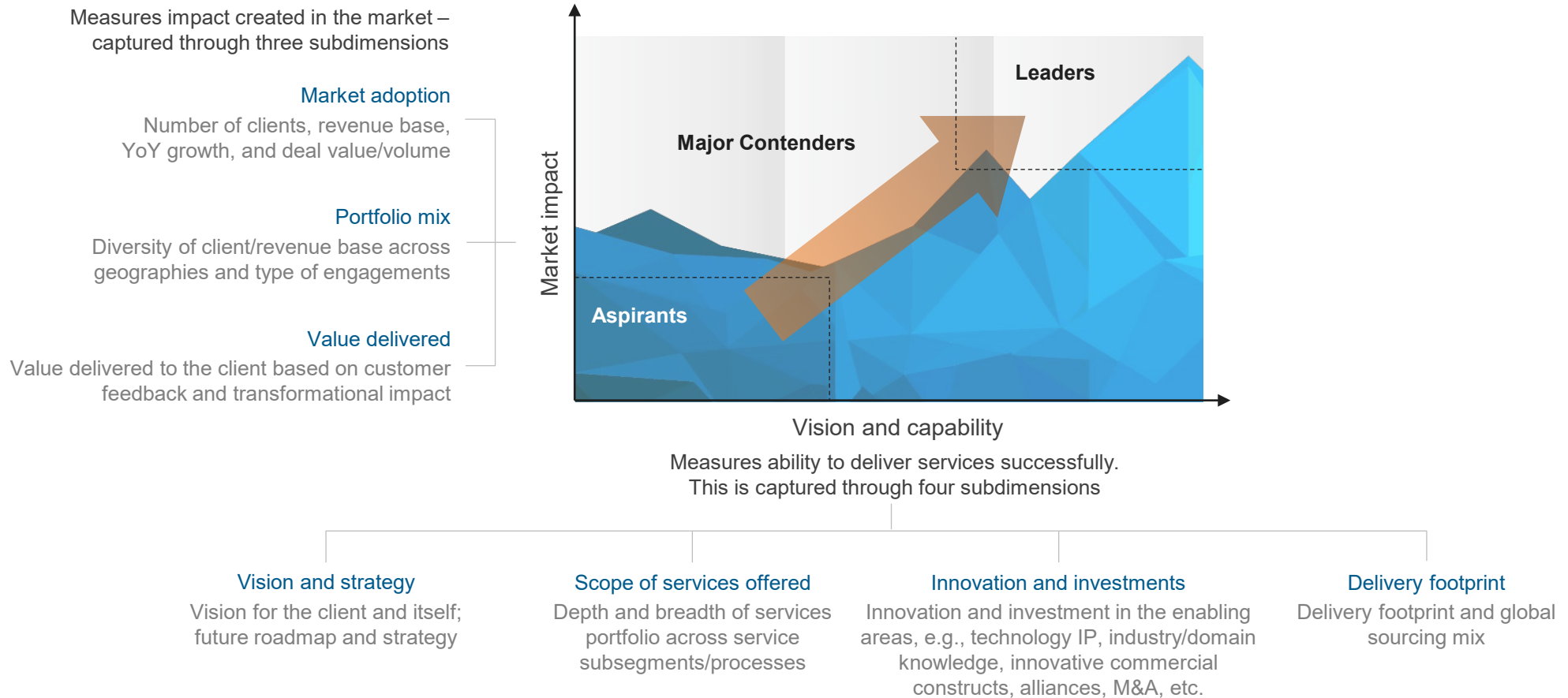
FAQs

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

Everest Group PEAK Matrix



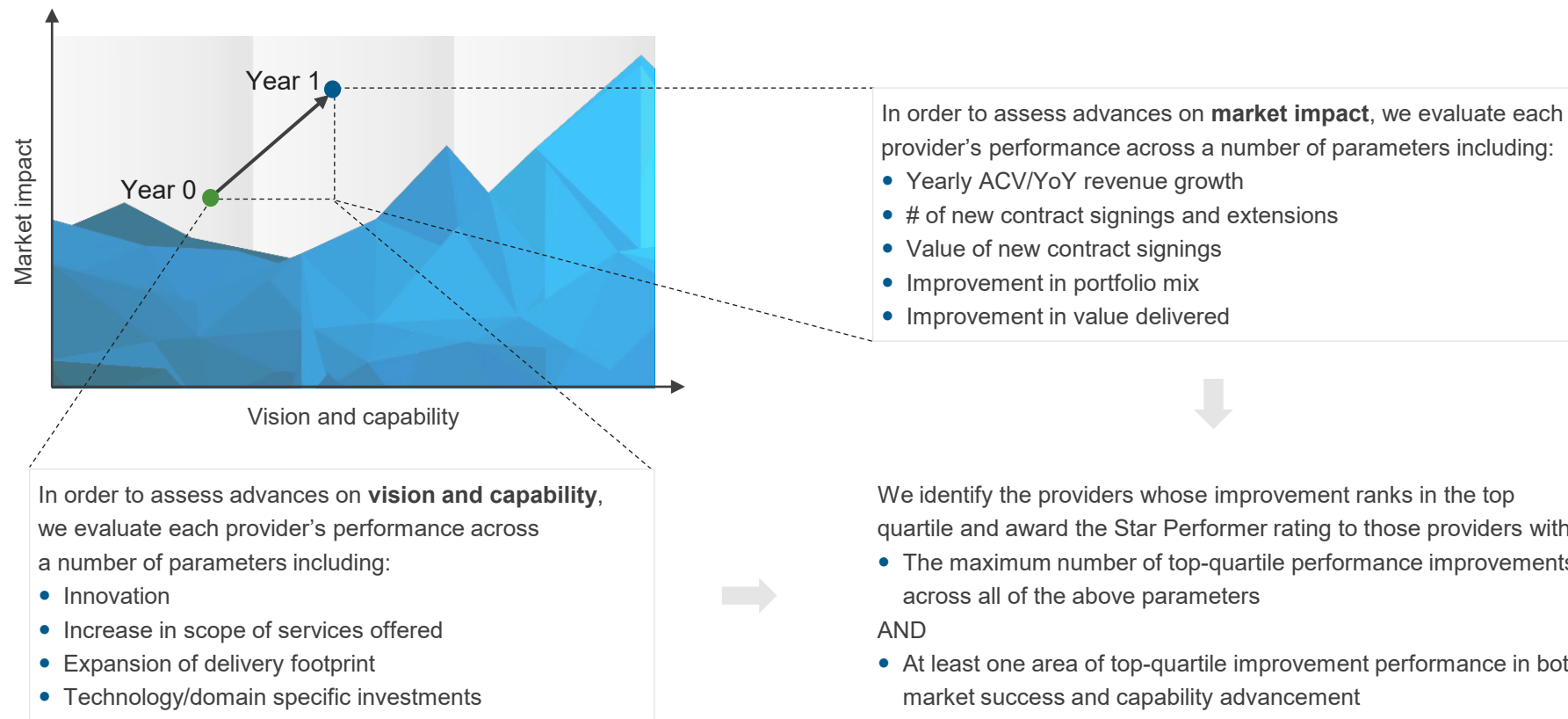
Services PEAK Matrix® evaluation dimensions



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



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 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.

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