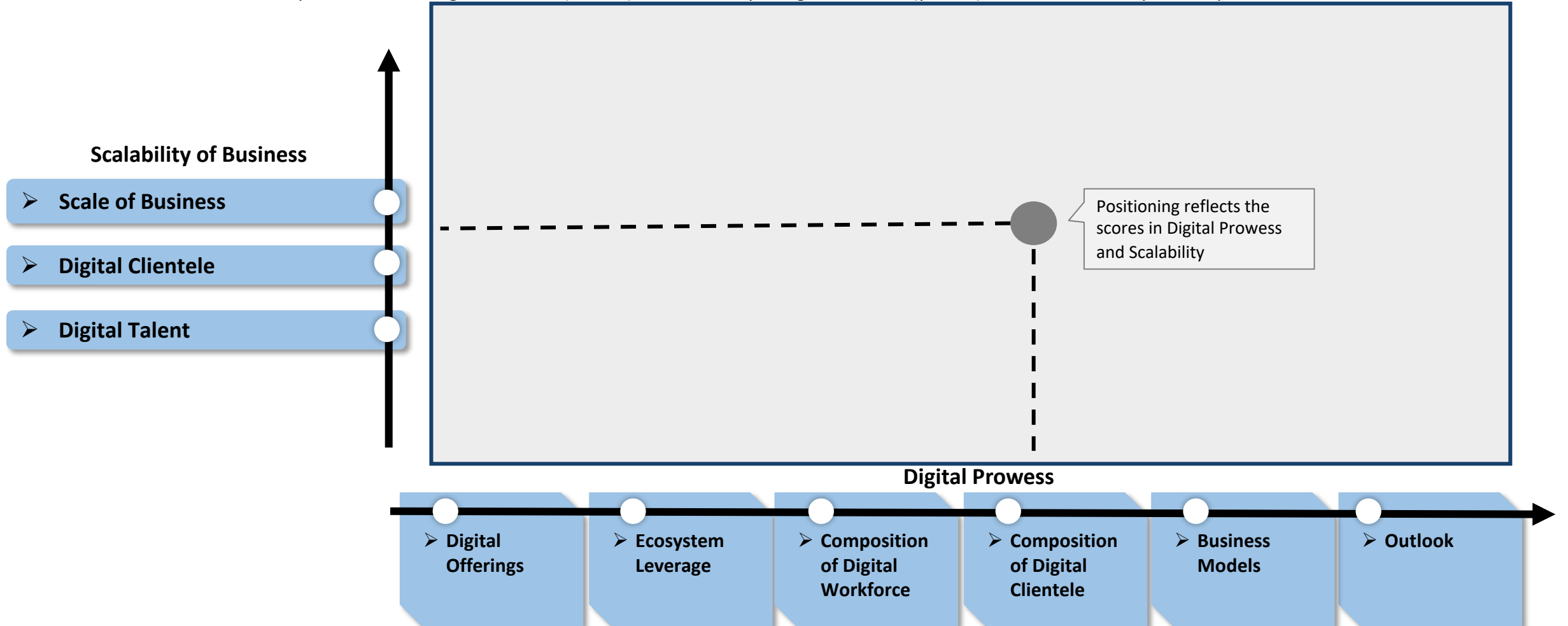# Zinnov Zones 2019

Digital Services

zinnov

Zinnov evaluated participating service providers on two key areas basis which they were plotted on a 2-dimensional graph

1 **Digital Prowess**   **2** **Scalability**

The cumulative score of enterprises based on Digital Prowess (x value) and Scalability in digital business (y value) was used to classify service providers in **Zinnov Zones** framework

Scalability of Business

➢ **Scale of Business**

➢ **Digital Clientele**

➢ **Digital Talent**

Positioning reflects the scores in Digital Prowess and Scalability

Digital Prowess

➢ **Digital Offerings**

➢ **Ecosystem Leverage**

➢ **Composition of Digital Workforce**

➢ **Composition of Digital Clientele**

➢ **Business Models**

➢ **Outlook**

Service providers are evaluated across 8 digital segments and service lines

1 Digital Strategy & Consulting

- Digital Strategy and Roadmap
- Enterprise Digital Lab Set-up
- Wireframe Design/ Blueprinting
- Infrastructure Assessment
- Digital Journey Mapping
- Portfolio Planning

2 Application and Platform Development

- Design and Development of Digital Applications
- Mobile App-based Workflows
- Digital Platform Development
- V&V/ Testing/ Intelligent Test Automation

3 UI/ UX & Customer Experience Management

- Usability Engineering/ Experience Design
- Gesture-based UI and AR/ VR Enablement
- Omnichannel Design
- Personalization

4 Legacy Modernization

- Cloud Migration
- Software-defined Infrastructure
- Platform Modernization/ App Modernization/ Upgrades
- API Enablement and Microservices
- DevSecOps Enablement

5 Deployment & Integration

- Configuration and Solution Implementation
- Application and Platform Integration

6 Data Analytics & AI

- Data Management/ Data Engineering/ Data Lake Creation
- Visualization and BI Dashboards
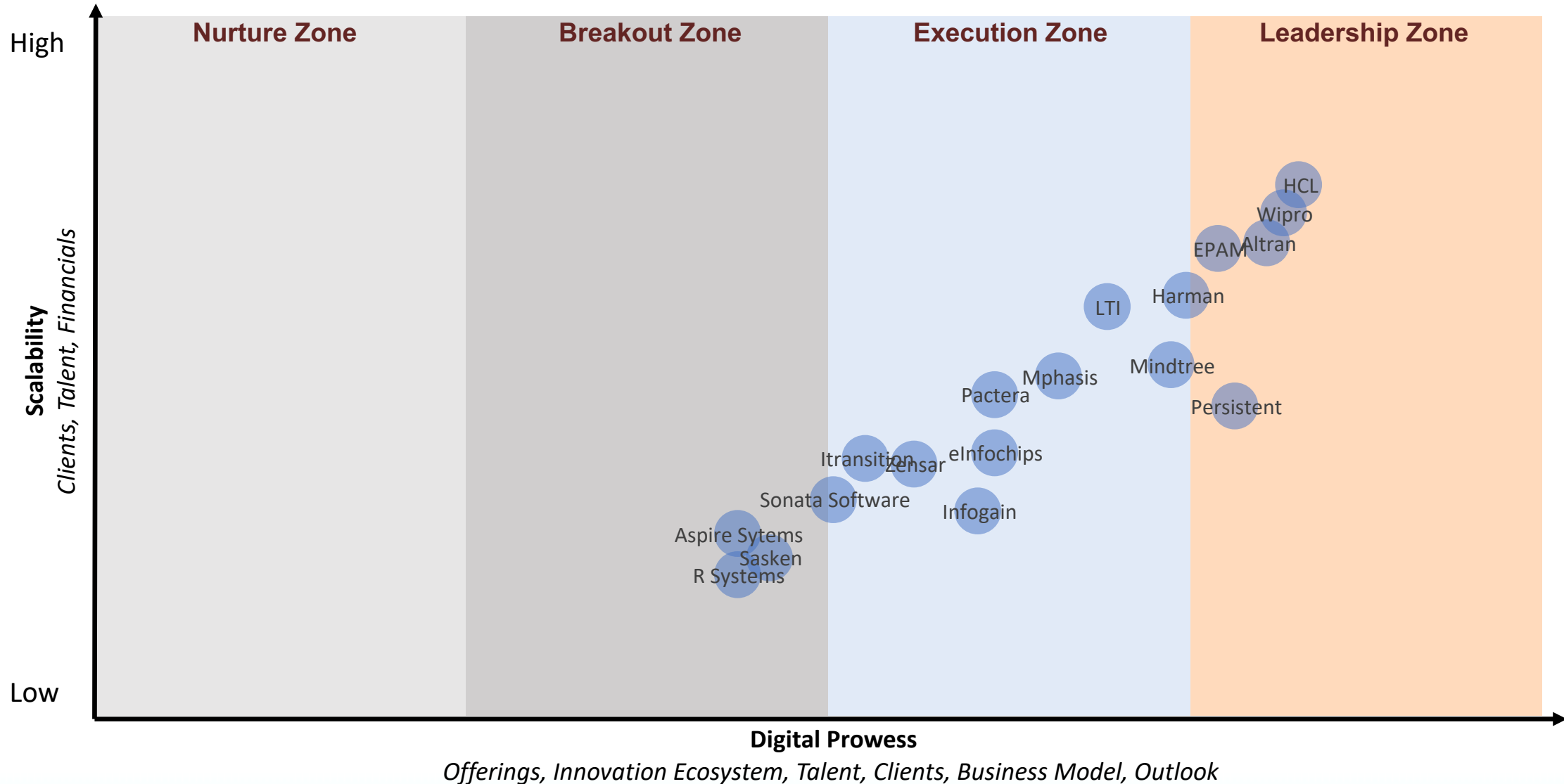- Predictive/ Prescriptive Intelligence

7 Infra & Managed Services

- Data Centre/ Infrastructure Monitoring and Tuning
- Technical Support
- Sustenance and Application Maintenance
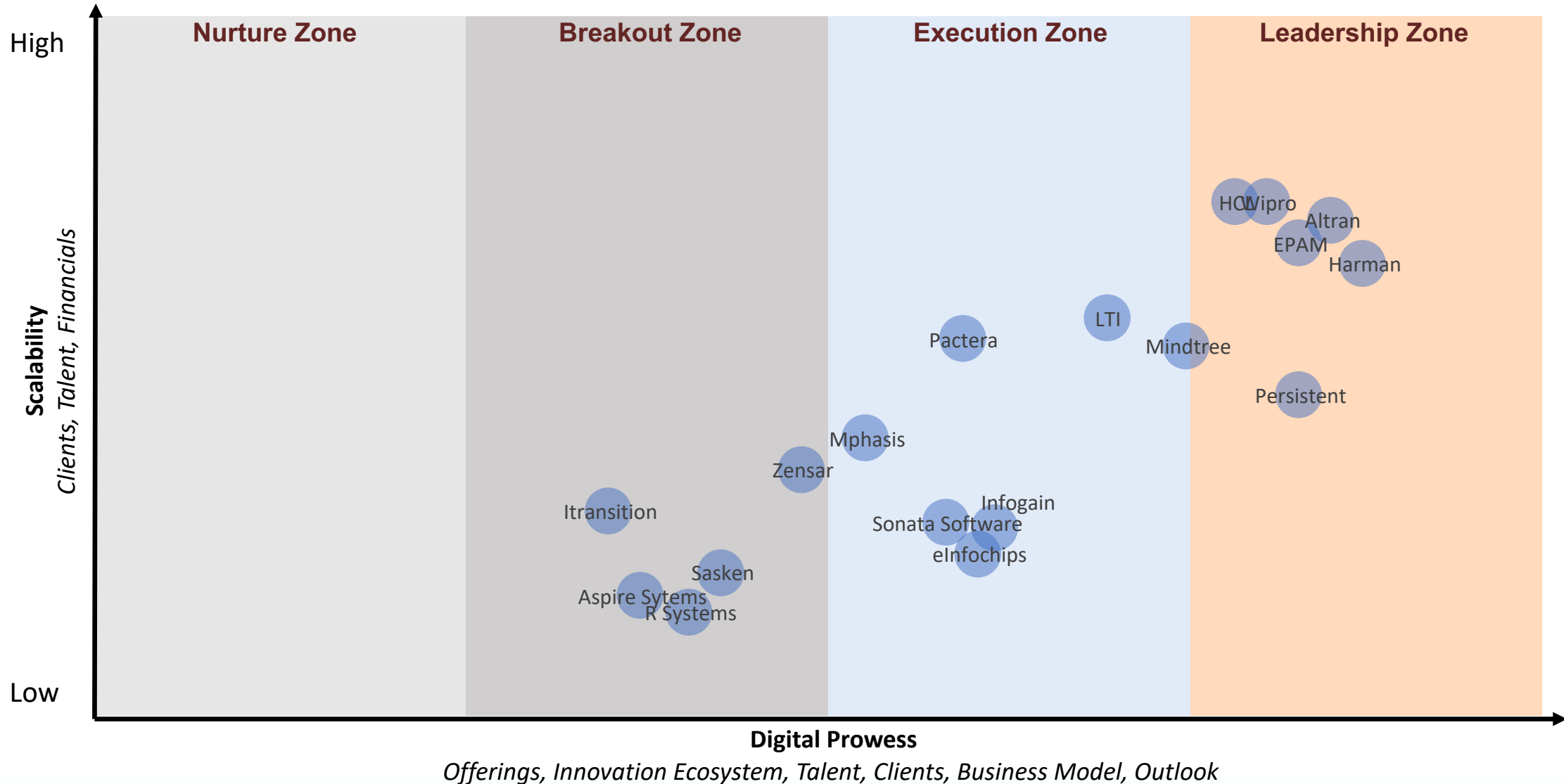- Site Reliability/ Disaster Recovery/ Backup

8 Security Services

- Governance, Risk & Compliance
- Device & Infra Security
- Privacy & Data Integrity
- Application Security
- IAM (Identity & Access Management)

Zinnov Zones for Digital Services – Overall

Zinnov Zones for Digital Services – Digital Strategy & Consulting

Nurture Zone **Breakout Zone** **Execution Zone** **Leadership Zone**

High

Scalability
Clients, Talent, Financials

HCL
Wipro
EPAM Altran
Harman
LTI
Mindtree
Mphasis
Pactera
Persistent
Itransition
Zensar
eInfochips
Sonata Software
Infogain
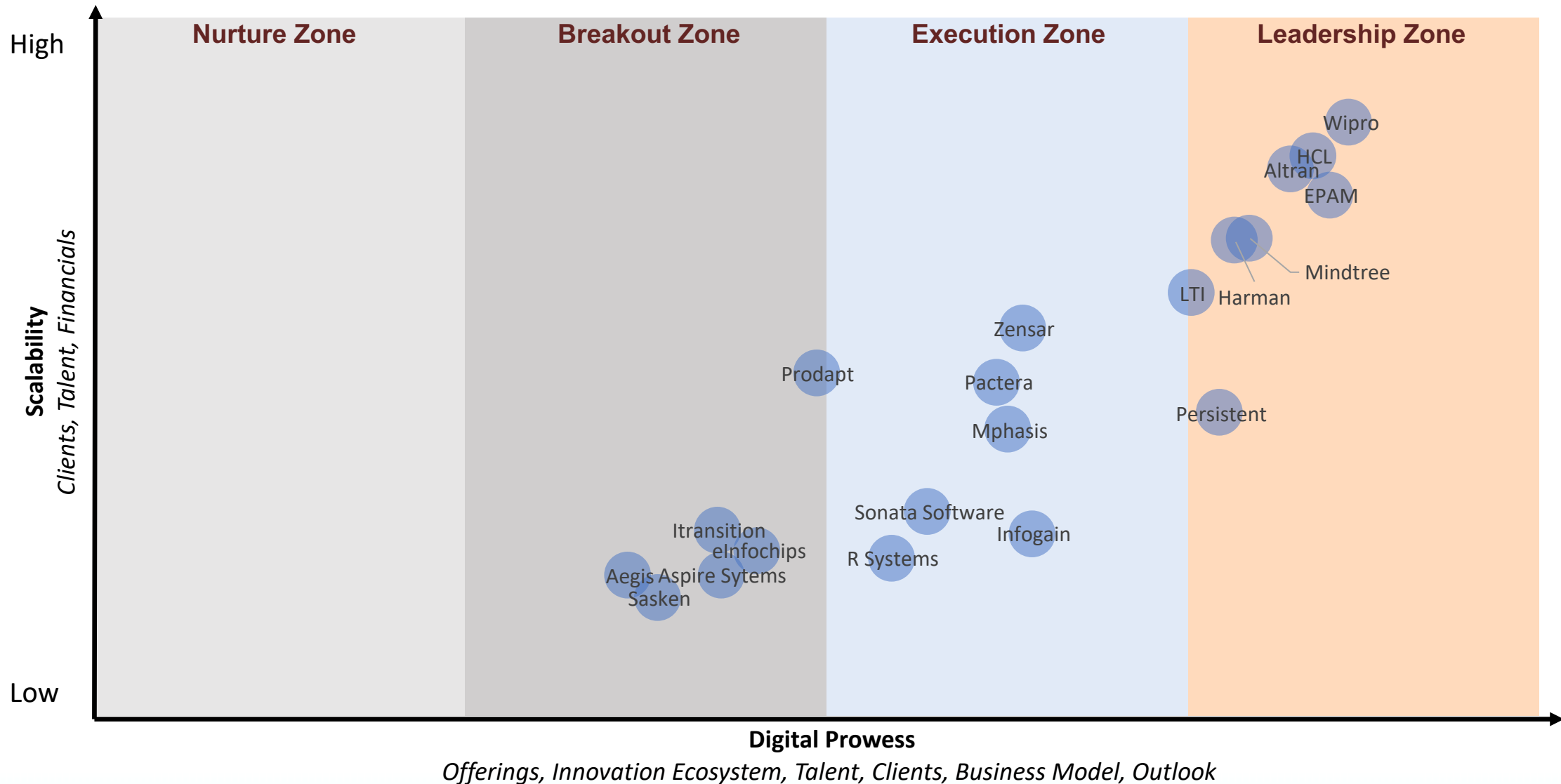Aspire Sytems
Sasken
R Systems

Low

Digital Prowess
Offerings, Innovation Ecosystem, Talent, Clients, Business Model, Outlook

Zinnov Zones for Digital Services – Application and Platform Development

Nurture Zone

Breakout Zone

Execution Zone

Leadership Zone

High

Low

Scalability
Clients, Talent, Financials

HCL
Wipro
Altran
EPAM
Harman

LTI
Pactera
Mindtree

Persistent

Mphasis
Zensar

Itransition
Infogain
Sonata Software
eInfochips

Sasken
Aspire Sytems
R Systems

Digital Prowess
Offerings, Innovation Ecosystem, Talent, Clients, Business Model, Outlook

Zinnov Zones for Digital Services – UI/ UX & Customer Experience Management

Nurture Zone **Breakout Zone** **Execution Zone** **Leadership Zone**

High

Low

Scalability
Clients, Talent, Financials

Wipro
HCL
Altran
EPAM
Mindtree
LTI Harman
Zensar
Prodapt
Pactera
Mphasis
Persistent
Sonata Software
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eInfochips
Infogain
Aegis Aspire Sytems
R Systems
Sasken

Digital Prowess
Offerings, Innovation Ecosystem, Talent, Clients, Business Model, Outlook
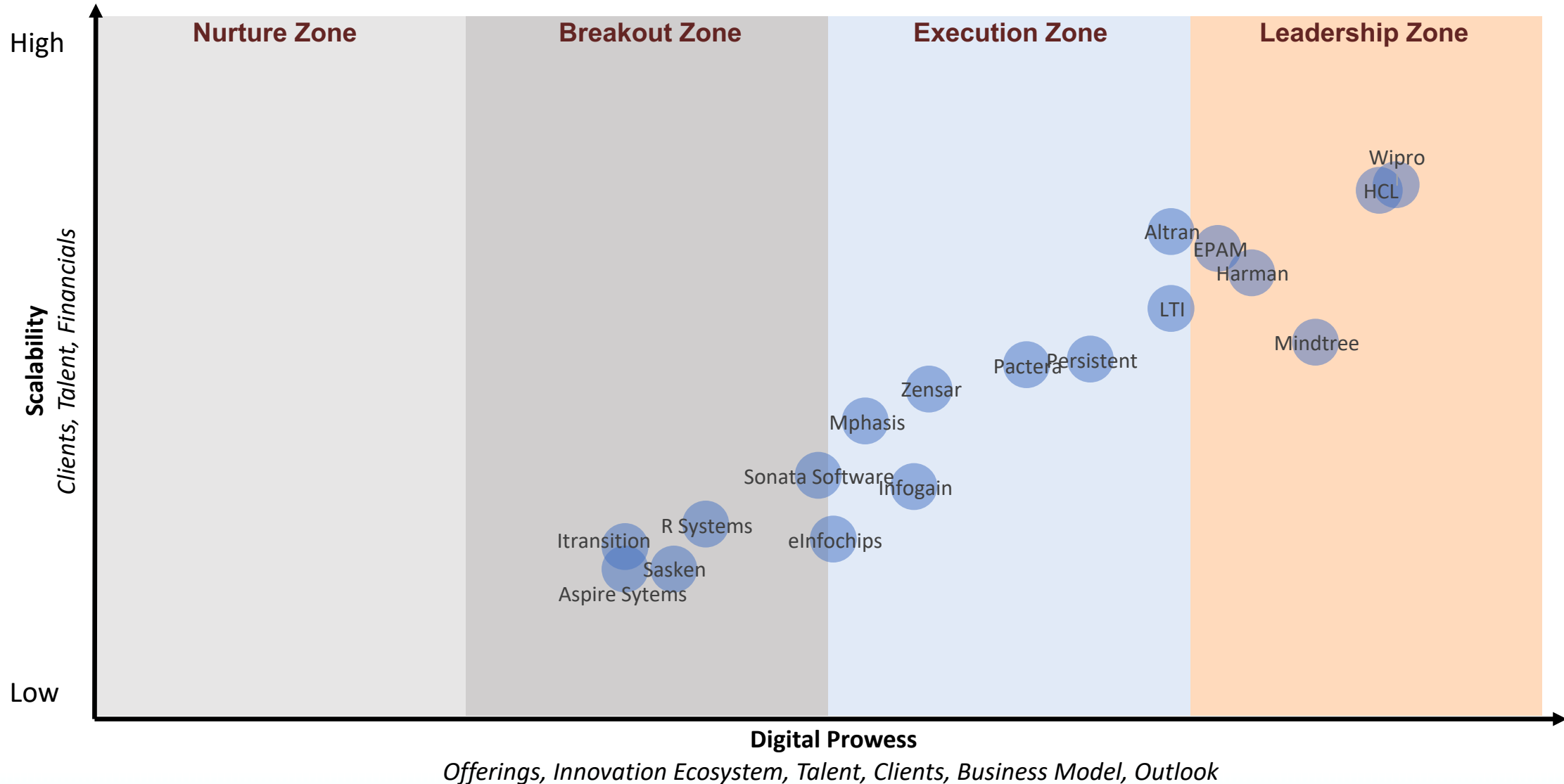
Zinnov Zones for Digital Services – Legacy Modernization

Nurture Zone   **Breakout Zone**   **Execution Zone**   **Leadership Zone**

High

Low

Scalability
Clients, Talent, Financials

Wipro
Altran   HCL
EPAM
Mindtree
LTI
Harman
Pactera
Persistent
Zensar
Itransition
Prodapt
eInfochips
Sonata Software
Infogain
Sasken
Aegis
R Systems

Digital Prowess
Offerings, Innovation Ecosystem, Talent, Clients, Business Model, Outlook

8
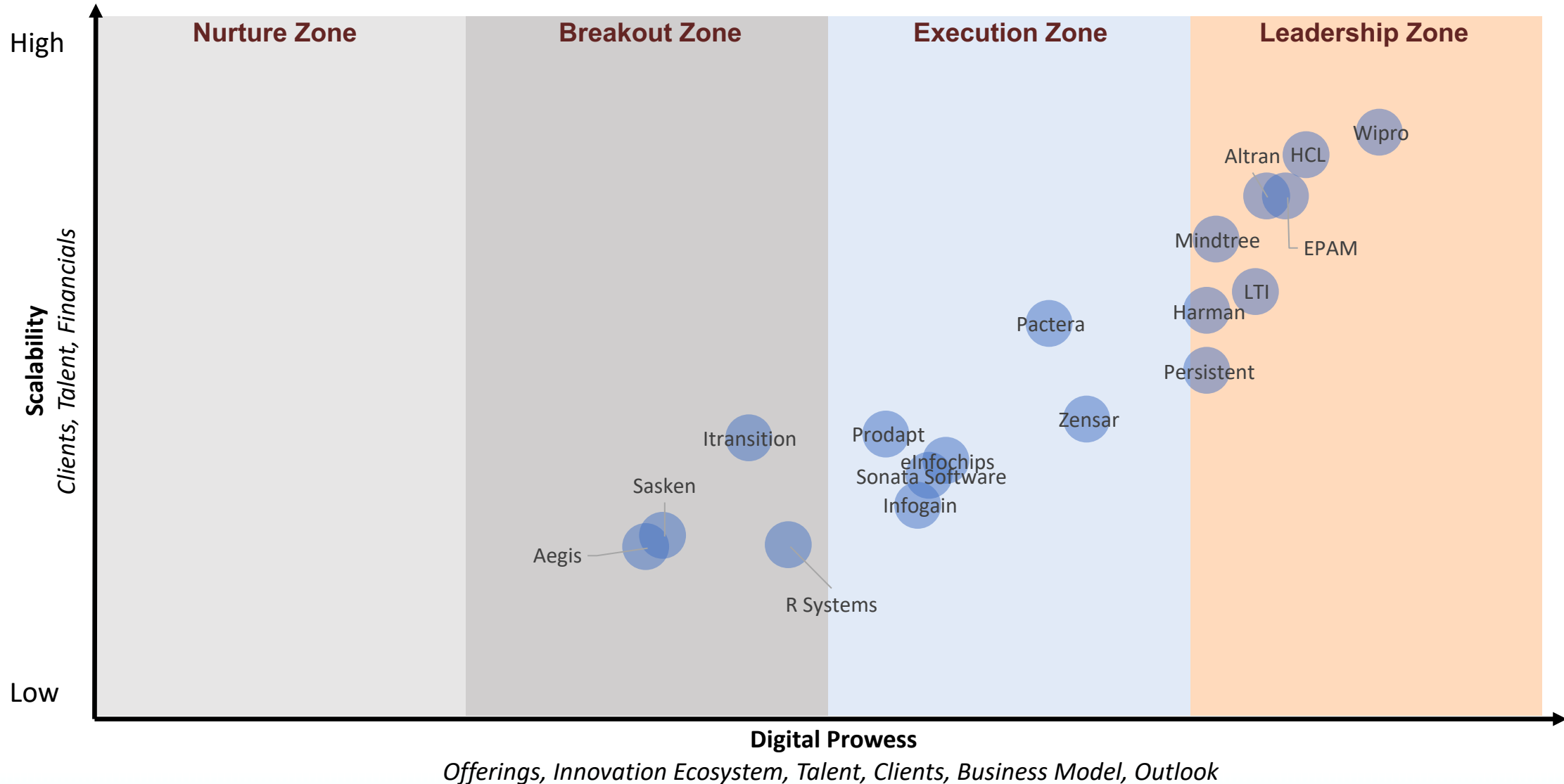
Zinnov Zones for Digital Services – Deployment and Integration
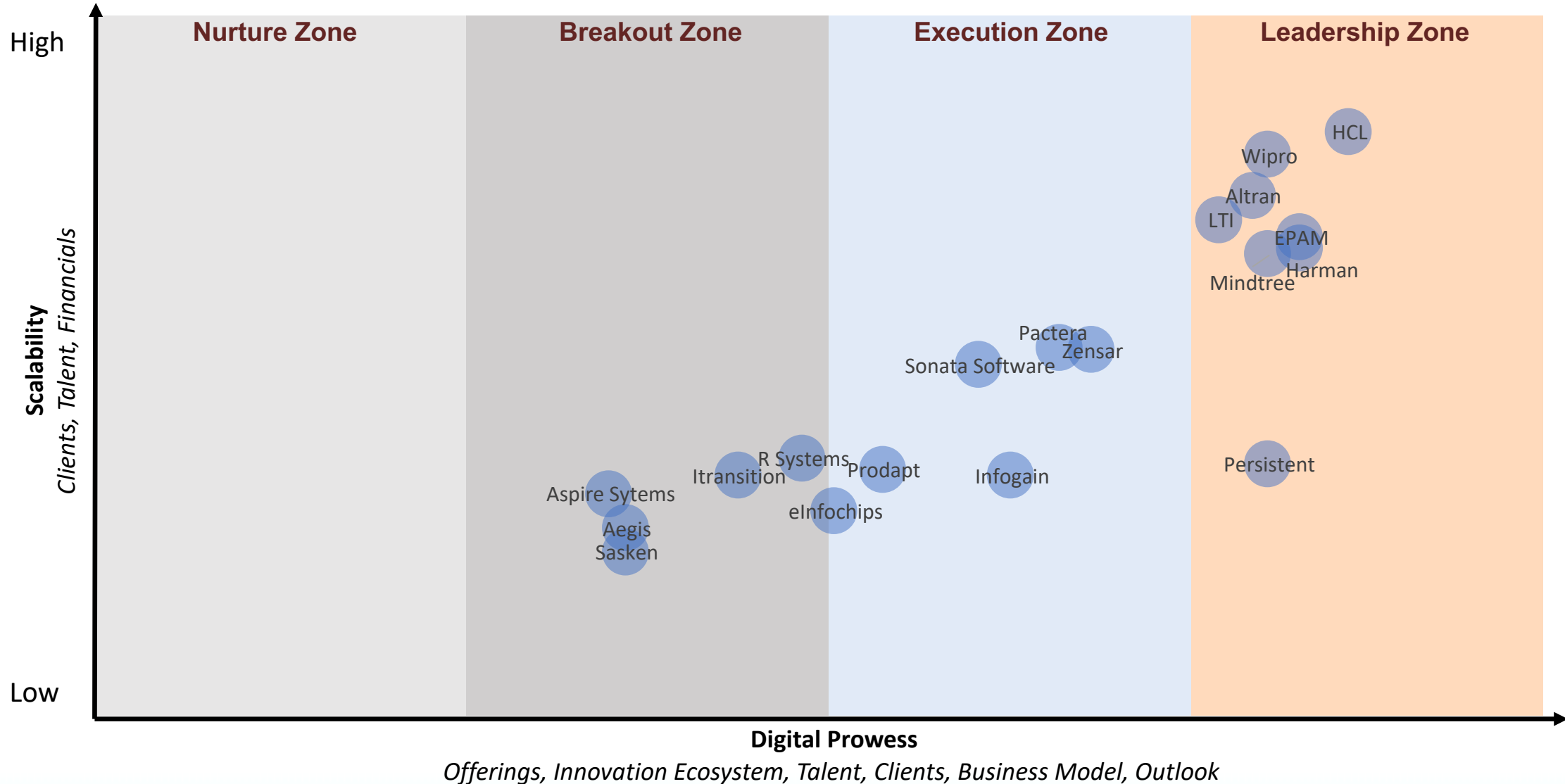
Scalability
Clients, Talent, Financials

High

Low

| Nurture Zone | Breakout Zone | Execution Zone | Leadership Zone |

Wipro
HCL
Altran
EPAM
Harman
LTI
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Infogain
R Systems
Itransition
eInfochips
Sasken
Aspire Sytems

Digital Prowess
Offerings, Innovation Ecosystem, Talent, Clients, Business Model, Outlook

Zinnov Zones for Digital Services – Data Analytics and AI

Zinnov Zones for Digital Services – Infra and Managed Services
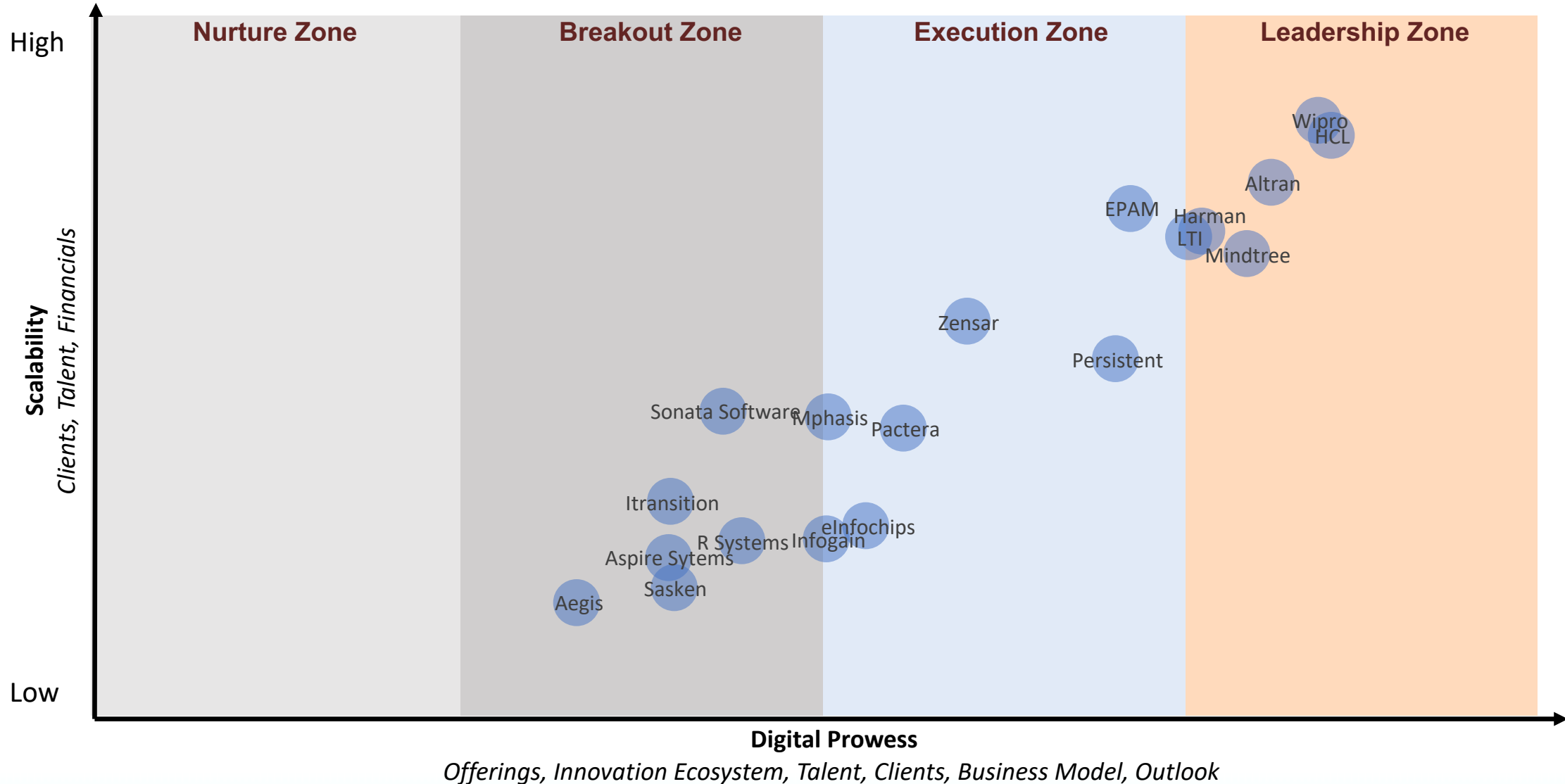
Nurture Zone **Breakout Zone** **Execution Zone** **Leadership Zone**

High

Scalability
Clients, Talent, Financials

Wipro
HCL
Altran
EPAM
Harman
LTI
Mindtree

Zensar

Persistent

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R Systems Infogain
Aspire Sytems
Sasken
Aegis

Low

Digital Prowess
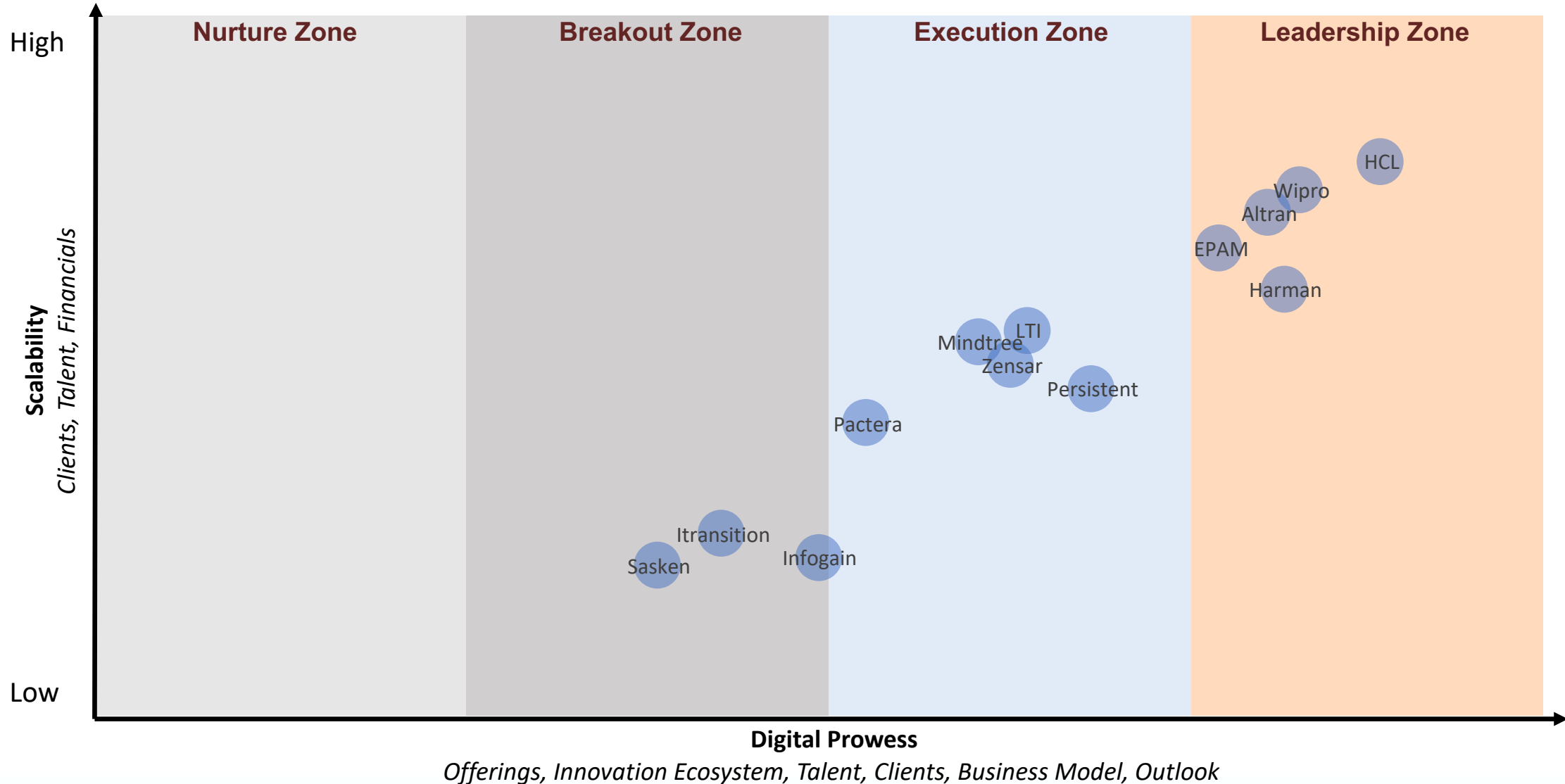*Offerings, Innovation Ecosystem, Talent, Clients, Business Model, Outlook*

Zinnov Zones for Digital Services – Security Services

Nurture Zone   **Breakout Zone**   **Execution Zone**   **Leadership Zone**

High

Low

Scalability
Clients, Talent, Financials

HCL

Wipro
Altran
EPAM
Harman

LTI
Mindtree
Zensar
Persistent

Pactera

Itransition
Sasken
Infogain

Digital Prowess
Offerings, Innovation Ecosystem, Talent, Clients, Business Model, Outlook