Everest Group Digital Interactive Experience (IX) Services PEAK Matrix® Assessment 2023 – North America

Focus on LTIMindtree

April 2024

Introduction

In North America, the growing importance of experience design within enterprises is tightly interwoven with investments in emerging technologies such as gen AI, the metaverse, and blockchain. This dynamic landscape profoundly impacts business success and sustainability. For customers, a captivating and well-tailored experience is no longer a mere luxury – it is an imperative. North American consumers demand not only top-notch products and services but also crave seamless, personalized, and ethically conscious interactions with companies. In parallel, businesses recognize that in the quest to attract and retain top talent, creating thoughtfully designed work environments and fostering a positive corporate culture is increasingly critical. Moreover, experience design extends its influence to partners, as efficient and user-friendly interfaces become the linchpin for successful collaboration and mutual growth. As the narrative evolves, North American society itself has placed a premium on sustainability and ethical business practices. Companies that wisely allocate resources to both experience design and emerging technologies such as gen AI, the metaverse, and blockchain not only enhance their own prospects but

also become integral contributors to the betterment of society. In summary, experience design, bolstered by investments in cutting-edge technologies, is not just a trend but a fundamental driver for growth and social responsibility in North America. It profoundly shapes the future and impact of enterprises in the region, aligning their operations with the values and aspirations of a rapidly changing market.

In the full report, we present an assessment of 26 service providers featured on the Digital Interactive Experience (IX) Services PEAK Matrix® Assessment 2023 – North America, a comprehensive matrix that evaluates and categorizes service providers in terms of their capabilities in the space.

The assessment is based on Everest Group's annual Request for Information (RFI) process for calendar year 2023, interactions with leading IX service providers, client reference checks, and an ongoing analysis of the IX services market.

Scope of this report

Geography: North America

Providers : 26

Services: Digital Interactive Experience (IX) services

Digital IX Services PEAK Matrix® – North America characteristics

Leaders

Accenture Song, Deloitte Digital, IBM iX, Merkle, Publicis Sapient, and TCS Interactive

- Leaders display strong ability to deliver end-to-end experience transformation engagements with robust offerings and market proof points across design, strategy, and technology services in the North America region
- Have made strong investments in carving out a well-defined internal strategy which is also reflected in external branding to enhance "permission to play" in the experience ecosystem
- Strong narrative around stakeholder experience that includes customers, employees, partners, and society
- Strong value proposition messaging centered around designing sustainable, responsible, and ethical experiences
- Have a mature play in high-growth segments of IX that include commerce services, data-driven marketing, campaign and emerging segment of media services
- Strong focus on next-gen 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, Cognizant Digital Experience, EPAM, HCLTech, Infogain, Infosys, IPG, LTIMindtree, Mphasis, Omnicom Group, Rightpoint (Genpact), Tech Mahindra, Wipro, Wunderman Thompson, and Zensar

- Major contenders have a strong narrative around the underlying role of technology and platforms to orchestrate scalable experiences across the segments of CX and EX in the IX value chain in the North America region
- 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 CDPs and orchestration of first party data
- Focus on investment in innovation hubs and design studios to enhance delivery footprint
- High focus on investments in the next-gen technologies such as AI, edge computing, blockchain, IoT, computer vision, and AR/VR to deliver enhanced experience services

Aspirants

Marlabs, Mastek, Orion Innovation, and RRD GO Creative

- Aspirants are focused on specific industries, service areas, or markets and are primarily focused on providing CX services in the North America region
- Have technical capabilities and talent to serve as a technology enabler in the experience transformation journey of enterprises.

Everest Group PEAK Matrix®

Digital Interactive Experience (IX) Services PEAK Matrix® Assessment 2023 – North America | LTIMindtree is positioned as a Major Contender

Everest Group Digital Interactive Experience (IX) Services PEAK Matrix® Assessment 2023 – North America[1,2]
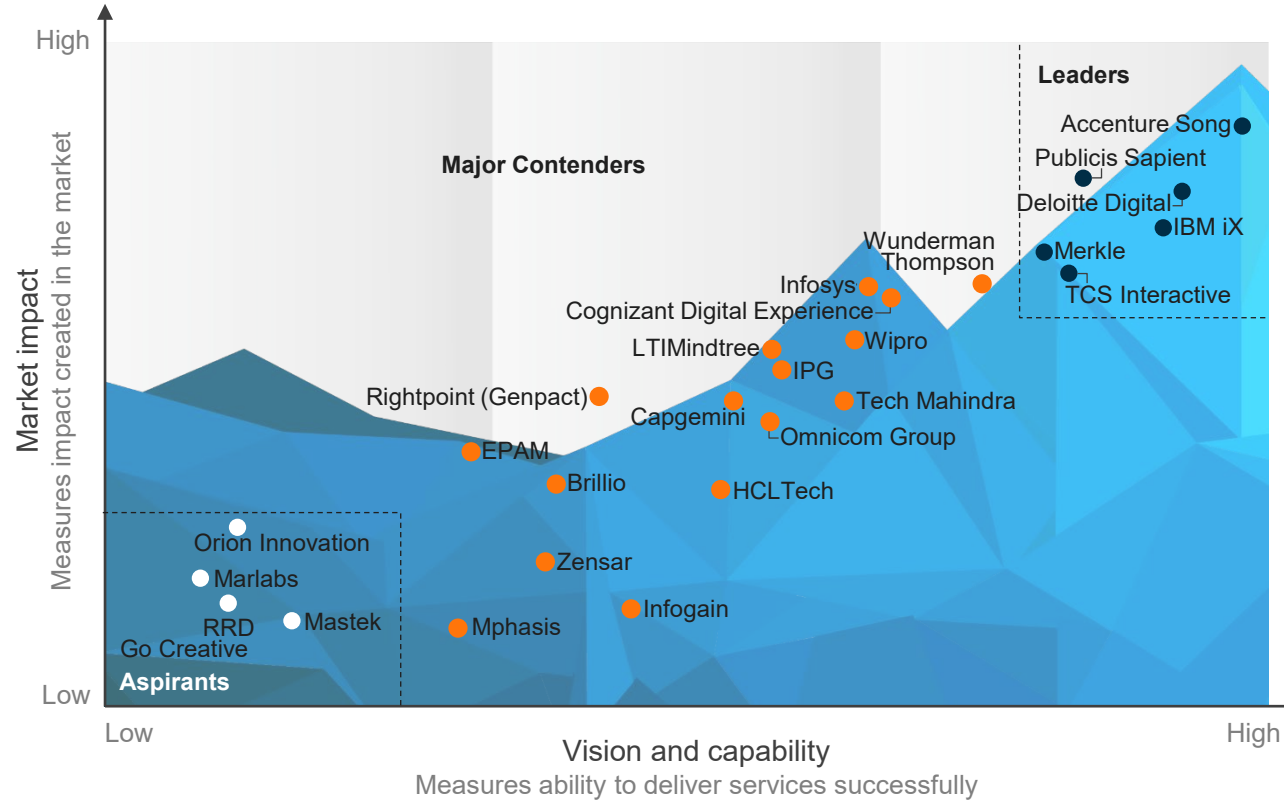
1 Assessments for Wunderman Thompson, IPG, Publicis Sapient, Accenture Song, Deloitte Digital, Tech Mahindra, Capgemini, HCLTech, IBM iX, EPAM, and Omnicom Group exclude service provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, service provider public disclosures, and Everest Group's interactions with IX services buyers
2 Assessment of Infogain 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
Source: Everest Group (2024)

LTIMindtree profile (page 1 of 5)
Overview

Vision for DIX services
LTIMindtree's vision is to provide outcome-driven digital experiences for consumers, partners, and employees by leveraging innovative technologies, including automation, AI, blockchain, and immersive technologies to drive omnichannel customer experience journeys and enhance engagement, reach, and sales.

Percentage of projects in North America
● Low (1-15%)   ● Medium (15-30%)   ● High (>30%)

● US   ● Canada   ● Mexico

Delivery footprint
● Very low (0-10%)   ● Low (10-30%)   ● Medium (30-50%)   ● High (>50%)

● Onshore[1]   ● Offshore[2]

DIX services revenue mix

By business function   ● Low (1-15%)   ● Medium (15-30%)   ● High (>30%)

● Consulting   ● Implementation   ● Maintenance and support

Adoption by industry   ● Low (1-10%)   ● Medium (10-15%)   ● High (>15%)

● Banking and financial services and insurance   ● 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 buyer size (annual revenue)   ● Low (1-10%)   ● 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)

1 Onshore – Mexico and LATAM
2 Offshore – India, Poland, Romania, and the Philippines

LTIMindtree profile (page 2 of 5)
Case studies

CASE STUDY 1
Developed a unified digital marketing platform for a CPG company

Business challenge
The client wanted to simplify its digital marketing operations.

Solution
LTIMindtree laid a roadmap for building a multi-channel digital presence platform on Sitecore and defined the processes to onboard the client's brands through a digital factory. LTIMindtree also orchestrated the digital ecosystem, collaborating with various client marketing teams, creative agencies, and third-party vendors.

Impact
- Reduced costs by 25%
- Reduced time-to-market by 50%
- Migrated 600-700 sites from legacy to new platform

CASE STUDY 2
Built a CRM data and analytics platform for a cosmetics company

Business challenge
The client needed an integrated customer view across customer engagement touchpoints.
It intended to drive personalized interactions and experiences across platforms, devices, and channels; accelerate conversion, repeats, and retention; and build a platform to collect consumer data from different sources.

Solution
Built a CRM data and analytics platform to handle multiple brands via configurations and customizations through connectors, metadata-based ingestions, and extensible schemas based on the needs
- Personalized products and campaigns based on demography, buying patterns, and loyalty information
- Onboarded 50+ brands and utilized the information to cross-sell across brands
- Updated security at all levels across different data stores through security mechanisms
- Implemented an integrated email marketing engine and reporting platform to allow for the prompt activation of customers and standardized reporting based on the insights and actions
- Integrated analytical modeling into the platform

Impact
- Collected 100 million consumer personas on 500 attributes for personalized engagement across two billion touchpoints
- Reduced costs by 51.5% in Total Cost of Ownership (TCO)

LTIMindtree profile (page 3 of 5)

Offerings

Proprietary digital solutions (representative list)

Development	Details
Canvas.ai	This solution is a generative AI platform that helps enterprises accelerate their concept-to-value while adhering to AI principles.
Immersive marketplace	This solution is a marketplace for creating and launching immersive virtual stores with interactive engagements.
Mi360 (LTIMindtree's 360 virtual tour platform)	This solution is a comprehensive platform that captures, annotates, and publishes 360 virtual tours and supports virtual tour creation on iOS and Android devices.
8 Point Framework	This solution evaluates the configuration, best practices, and MarTech value realization of marketing automation tools.
LTIMindtree Employee Onboarding Space	This solution is a custom metaverse platform for new employee onboarding that enables recruiters to conduct induction sessions and engage new joiners in an immersive environment.
Point2Point [P2P] Framework	This solution is a collection of migration processes, tools/accelerators, and templates that facilitate the end-to-end migration and transformation journey, including assessment, planning, implementation, deployment, operation, and management.
LTIMindtree V-Protect	This solution is a comprehensive cyber-recovery and data protection platform to provide data protection for Microsoft 365 workloads including Exchange, SharePoint, OneDrive, and Teams.
Lumin	This solution is a data intelligence tool that supports businesses in accelerating their decision-making process.

LTIMindtree profile (page 4 of 5)

Investments

[N O T   E X H A U S T I V E]

Key events (representative list)

Investment theme	Details
Innovation	Established a Digital Experience Center in Hyderabad to drive research, innovation, and implement digital solutions for its clients
Partnership	Partnered with Criteo, a commerce media company, to enhance its business agility, IT service quality, and scalability and provide end-to-end IT services

LTIMindtree profile (page 5 of 5)

Everest Group assessment – Major contender

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

- LTIMindtree is taking a strong post-merger narrative to the North American market pertaining to experience services with its consistent investments in the experience centers, MarTech partnerships, and robust in-house solutions

- It has strongly embarked on its generative AI journey with the launch of its Canvas.ai platform providing a concept-to-value journey realization support to enterprises that are planning to invest in the emerging technology. It has also embedded generative AI capabilities in the latest version of its decision intelligence tool, Lumin

- It is making significant investments in innovation centers for collaborating with clients, aiding the adoption of emerging technologies

- It showcases a strong presence across the BFSI, retail, and travel industry segments

- Its client portfolio is evenly spread among enterprise buyers of different sizes

Limitations

- It needs to focus on increasing its share around providing strategy and consulting-led services in the experience domain

- It can further enhance its presence in industry segments such as healthcare and tap into high growth segments of media and entertainment

- It needs to further enhance its post-merger market evangelization efforts to strongly inform the industry about its combined capabilities through market events and thought leadership
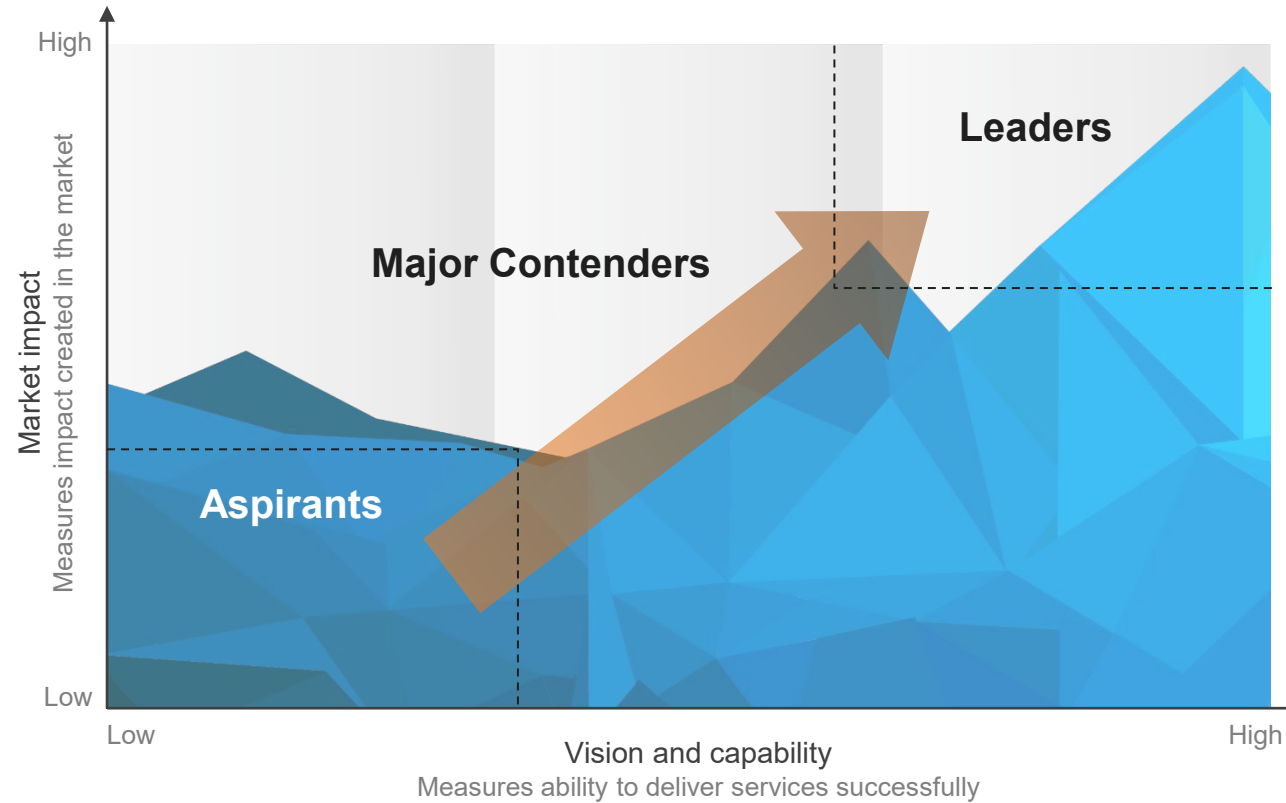
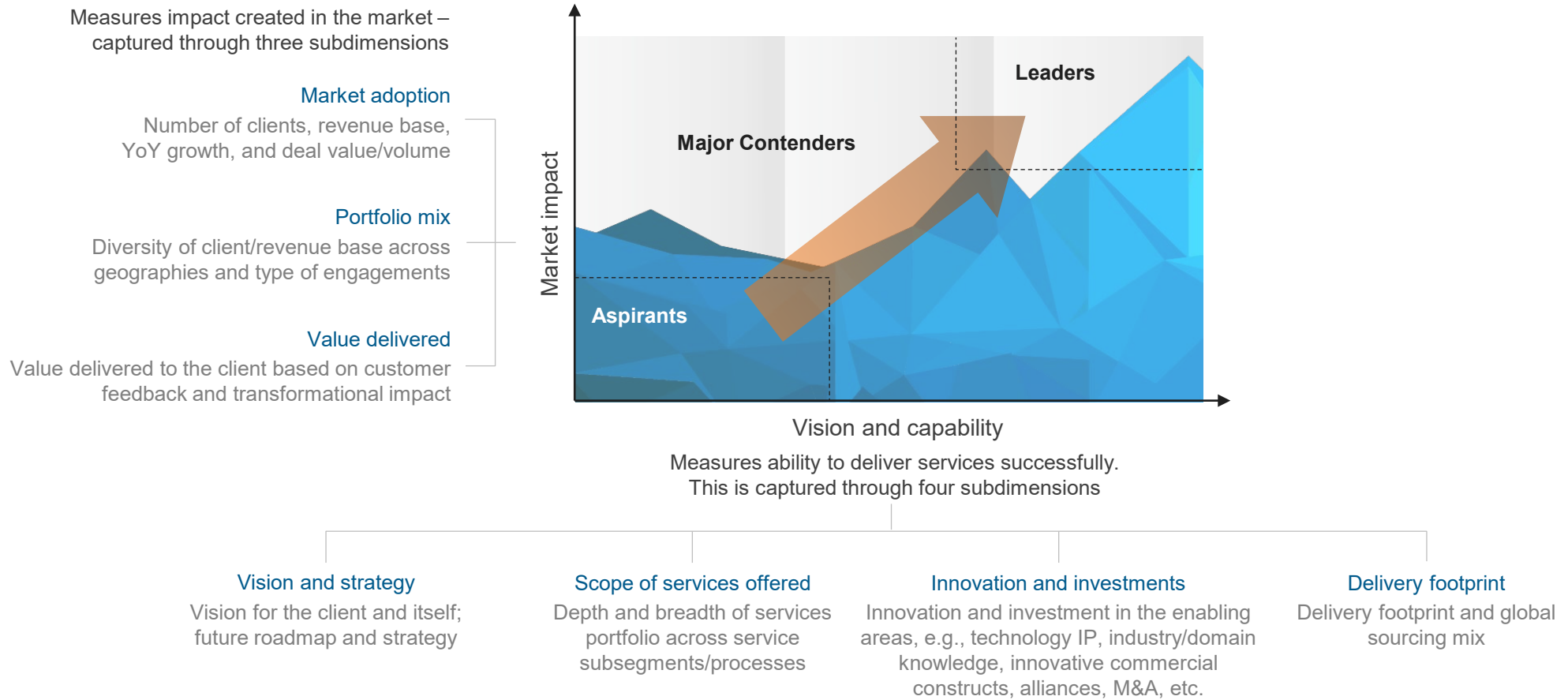# APPENDIX

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

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

Market impact

Leaders

Major Contenders

Aspirants

Vision and capability

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

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.

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