

Everest Group PEAK Matrix[®] for Pega Service Providers 2021

Focus on Coforge
December 2020



Background of the research

- The early adopters of Pega were looking to adopt its core solutions to help them streamline and automate tedious and recurring back-end manual processes. However, enterprise expectations have evolved, and they are now looking to effectively connect the back-end and client-centric operations to offer better stakeholder experience
- In response to the changing market landscape, Pega’s product portfolio has expanded from core Robotic Process Automation (RPA), Business Process Management (BPM), case management, and low-code platform to customer engagement / CRM solutions – including customer service, sales automation, marketing, field service management, Customer Decision Hub (CDH), and co-browse – with deep industry contextualization.
- With changing client expectations and evolving Pega landscape, service providers are investing in building strong talent pool, creating horizontal and industry-specific solutions, establishing an innovation ecosystem, and are ramping up their domain capabilities to complement the industry functionalities/frameworks offered by Pega across key verticals such as BFSI, healthcare and life sciences, telecom, and public sector
- In this research, we present an assessment of 16 service providers featured on the Pega services PEAK Matrix®

The assessment is based on Everest Group’s annual Request For Information (RFI) process considering investments made till September 2020, interactions with leading Pega service providers, client reference checks, and an ongoing analysis of the Pega services market

This report includes the profiles of the following 16 leading Pega service providers featured on the Pega services PEAK Matrix® :

- **Leaders:** Accenture, Capgemini, Cognizant, TCS, and Virtusa
- **Major Contenders:** Aaseya, Atos, Coforge, HCL Technologies, Infosys, Mphasis, Tech Mahindra, and Wipro
- **Aspirants:** Areteans, TTEC, and Zensar

Scope of this report:



Geography
Global



Service providers
16 leading Pega
service providers



Services
Pega services

Introduction and scope

Everest Group recently released its report titled “[Pega Services PEAK Matrix® Assessment 2021](#)”. 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 16 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 service providers based on their absolute market success and delivery capability.

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

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

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, Cognizant, TCS, and Virtusa

- Leaders are characterized by the ability to offer large-scale, multi-country, multi-product Pega transformation, leveraging their strong services delivery capabilities
- They have showcased high levels of proactiveness in taking their innovations and offerings to clients
- They have displayed a holistic vision for Pega and tend to be the providers of choice for large firms looking for partners with a similar global footprint
- That said, the current Leaders face a stiff challenge from progressive Major Contenders in terms of both Pega services capabilities and commercials. Hence, they need to focus on building differentiated solutions that leverage next-generation technology such as AI/ML as well as address the cost-takeout mandate

Major Contenders:

Aaseya, Atos, Coforge, HCL Technologies, Infosys, Mphasis, Tech Mahindra, and Wipro

- Major Contenders include a mix of global and pure-play players who have built meaningful capabilities in creating pockets of sustainable differentiation
- They have created differentiated capabilities across established areas such as BPM, case management, customer service, and low-code platform. They are highly flexible in solutioning and engagement – which reaps them a relatively higher buyer satisfaction score for Pega engagements
- Major Contenders are making continued investments to augment their capabilities in emerging areas such as Customer Decision Hub (CDH), marketing, and field service management to position themselves as a transformational partners with end-to-end capabilities
- Infosys, Coforge, and Tech Mahindra stand out among Major Contenders due to the breadth and depth of their Pega solutions portfolio, IP assets, and credibility in the market – in terms of awards & recognitions

Aspirants:

Areteans, TTEC, and Zensar

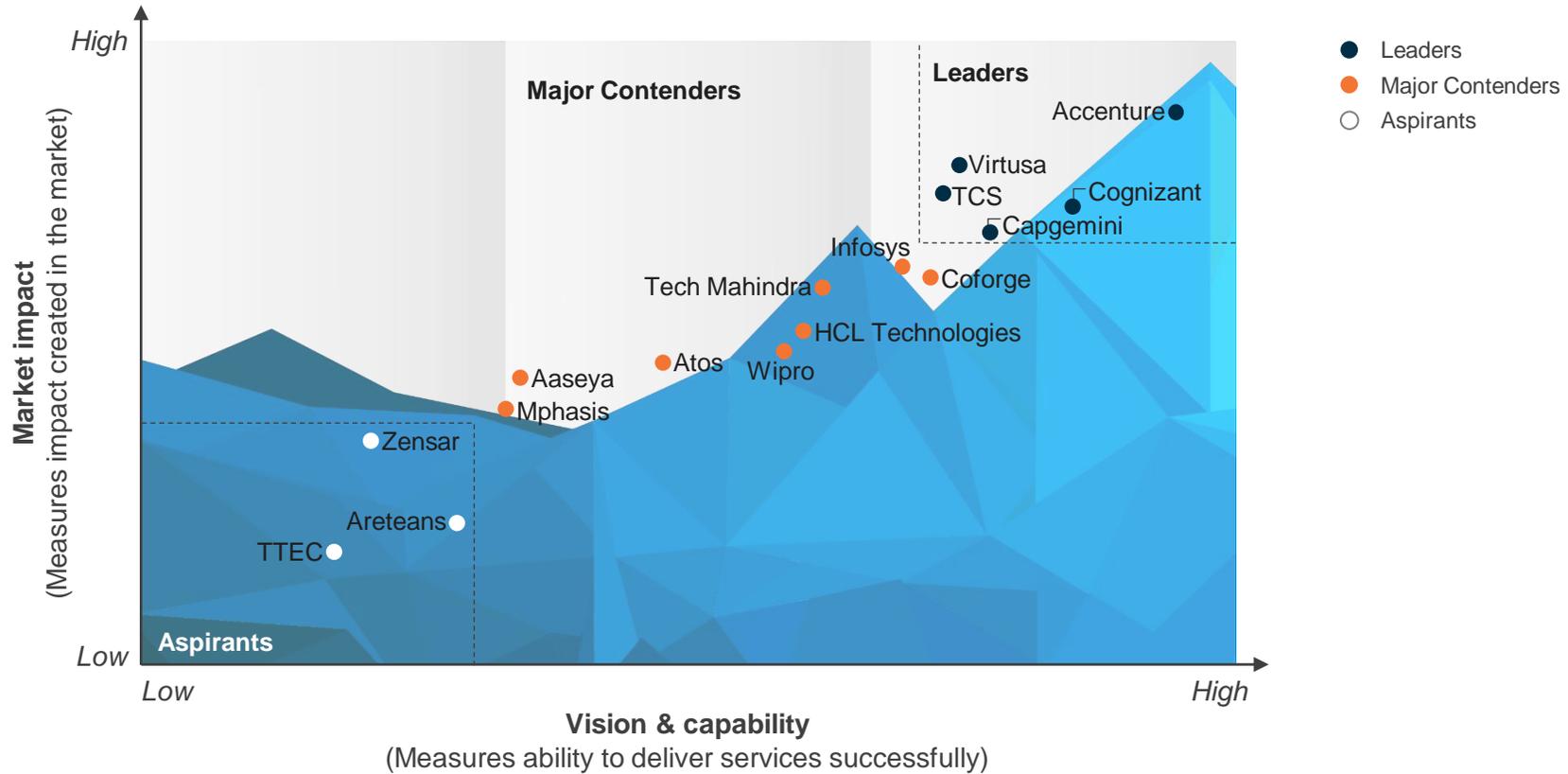
- Aspirants are primarily small-scale providers with limited services/geographic presence. They leverage their niche capabilities and flexibility in commercials to win small end-to-end Pega engagements
- Aspirants have demonstrable proof points in select areas, such as low-code platform, BPM, and case management

Everest Group PEAK Matrix®

Pega Services PEAK Matrix® Assessment 2021 | Coforge positioned as Major Contender



Everest Group Pega Services PEAK Matrix® Assessment 2021



Note: Assessments for Areteans, Atos, and Infosys 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 buyers
 Confidentiality: Everest Group takes its confidentiality pledge very seriously. Any contract-specific information will be presented back to the industry only in an aggregated fashion

Coforge | Pega services profile (page 1 of 4)

Everest Group assessment – Major Contender

Measure of capability:  High  Low

Market impact				Vision & capability				
Market Adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services	Innovation & investments	Delivery Footprint	Overall
								

Strengths

- Coforge has credible proof points in executing transformational Pega projects across BPM and core Pega platform areas, with relatively higher focus on banking, financial services, insurance, and the public sector domain
- Its consistency in winning Pega partner awards with the highest partner level indicates its strong capabilities and credibility in the market
- It has meaningfully invested in building a strong talent base for Pega services. It has a good spread of certifications across all certification streams with relatively higher focus on Pega architects and consultants, and has cross-skilled resources above the industry average
- It has built verticalized solution for the BFSI industry, notably, SMB Assistance Loans and Insurance Smart Quote, bringing in its domain expertise and speed-to-market for clients
- Its advisory services – in guiding clients for creating transformational roadmap with their expertise in Pega – are well acknowledged by clients

Areas of improvement

- Coforge’s Pega portfolio is skewed toward BPM and Pega platforms; it has scope to further enhance its capabilities in emerging Pega products focused on customer engagement/CRM such as CDH, marketing, and sales automation to position as a transformation partner
- Market perceives it as a premium-priced player in the Pega services market and hence, may not be a right fit for cost-conscious clients
- While Coforge has rich experience in serving clients in the UK and ANZ regions, its client base in North America, the rest of Asia Pacific, and Europe (excluding UK) is relatively minimal
- Its onshore-/nearshore-centric delivery model may prevent its clients from capturing labor arbitrage opportunities; abundant talent pools exist in offshore locations

Coforge | Pega services profile (page 2 of 4)

Provider overview

Vision for Pega services

Coforge’s vision for Pega is to expand its “preferred partner” status across all industries and deliver thought leadership and collaborative co-production transformational projects that align to real business KPIs and strategy. It aims to grow its Pega practice to 1,000+ soon and continue fostering a culture of innovation and driving continuous improvement for its clients.

Current partnership status with Pega: Platinum

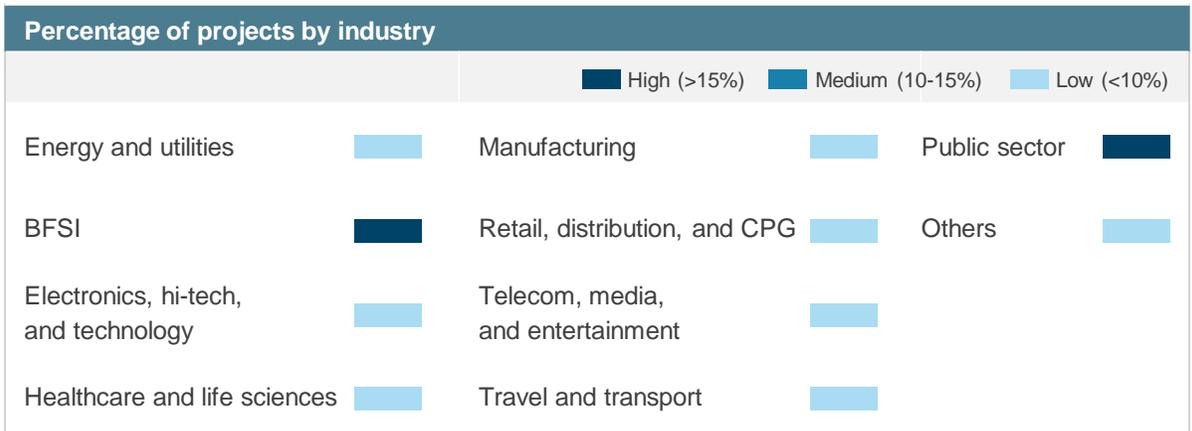
Projects completed (in 2019): 60-70

Pega certified experts: 800-850



¹ Includes marketing, sales automation, customer service, field service, customer decision hub, and co-browse products

² Includes custom applications and partner applications



Coforge | Pega services profile (page 3 of 4)

Case studies, solutions, and investments

Proprietary solutions (representative list)

Solution name	Focused industry/product	Details
AI CHATBOT	Pega chatbot	The tool helps to manage 40-60% of chat queries without any human intervention. It helps in reducing overall call volumes to the contact center
Insurance Smart Quote	Pega Platform	The tool provides real-time quote acceptance propensity, underwriter decision feedback loops, and data-driven Pega predictive models
iPCD	Pega, CI/CD, and DevOps	The tool ensures orchestration process across various environments such as development, system integration test, system acceptance test, user acceptance test, and production
iTEST	Pega Platform	The tool facilitates zero dependency on third-party tools, as in-built JARs are available, and the framework can also adapt to new features
Virtual Lead System Architect	Pega Webchat, Pega NLP, Pega RPA, and Pega Knowledge	The tool helps in reducing deployment delays and ensures better performing code
SMART Upgrade and Migration	Pega Platform	The tool helps clients migrate to the Cloud of their choice, saving up to 30% on infrastructure costs with a scalable pay-as you-go model. It also helps clients upgrade to exploit the latest Pega Platform capabilities to the fullest with AI/ML, RPA and CRM features alongside BPM

Key investments (representative list)

Investment theme	Focused Pega product	Details
Acquisition	Pega	Acquired RuleTek to enhance the delivery footprint and nearshore center in North America
Certifications	Pega 8.x Platform, Pega Marketing, Pega CS, Pega Sales Automation, RPA, Pega Decisioning, etc.	Upskilling company resources with the latest versions and offerings of the Pega platform
Digital innovation labs	Pega	The company is investing in innovation labs, focusing on specific next-generation features and domain frameworks that are listed on the Pega community site

Coforge | Pega services profile (page 4 of 4)

Case studies, solutions, and investments

Case study 1

Client: A non-ministerial department of the UK government

Business challenge

The client used Pega platform to cater to its compliance and customs business needs that served 10,000 users across five Pega applications. There was little collaboration between support and development teams, which resulted in operational issues and additional effort; and the applications developed were not easy to use for different users.

Solution

Coforge adopted a single-team approach with the core-flex model, made up of Coforge resources, customer resources, and contractors. It then used the funnel-based product backlog approach for delivery and UI/UX.

Impact

- Achieved 30% cost-savings using deployment automation and reduced manual testing effort
- Single-team approach brought in collective decision-making and collaborations implicitly

Case study 2

Client: A department of the New South Wales government

Business challenge

The client procured Pega platform to automate their existing manual approval process on concurrence and referral applications received for development initiatives. Being first-time users of Pega, with low technical expertise in the platform, and external dependencies for integrations and external users, the department wanted a partner to guide them through this transformation.

Solution

Coforge worked with the client to create a Pega adaptability roadmap with a well-defined project charter, implementation roadmap, design thinking, and release plan. It then aligned it with API-based integration roadmap leveraging the existing middleware to integrate with more than 25+ internal and external applications. The company also developed a reusable framework, ensured application branding using PEC layer, and built portals & dashboards

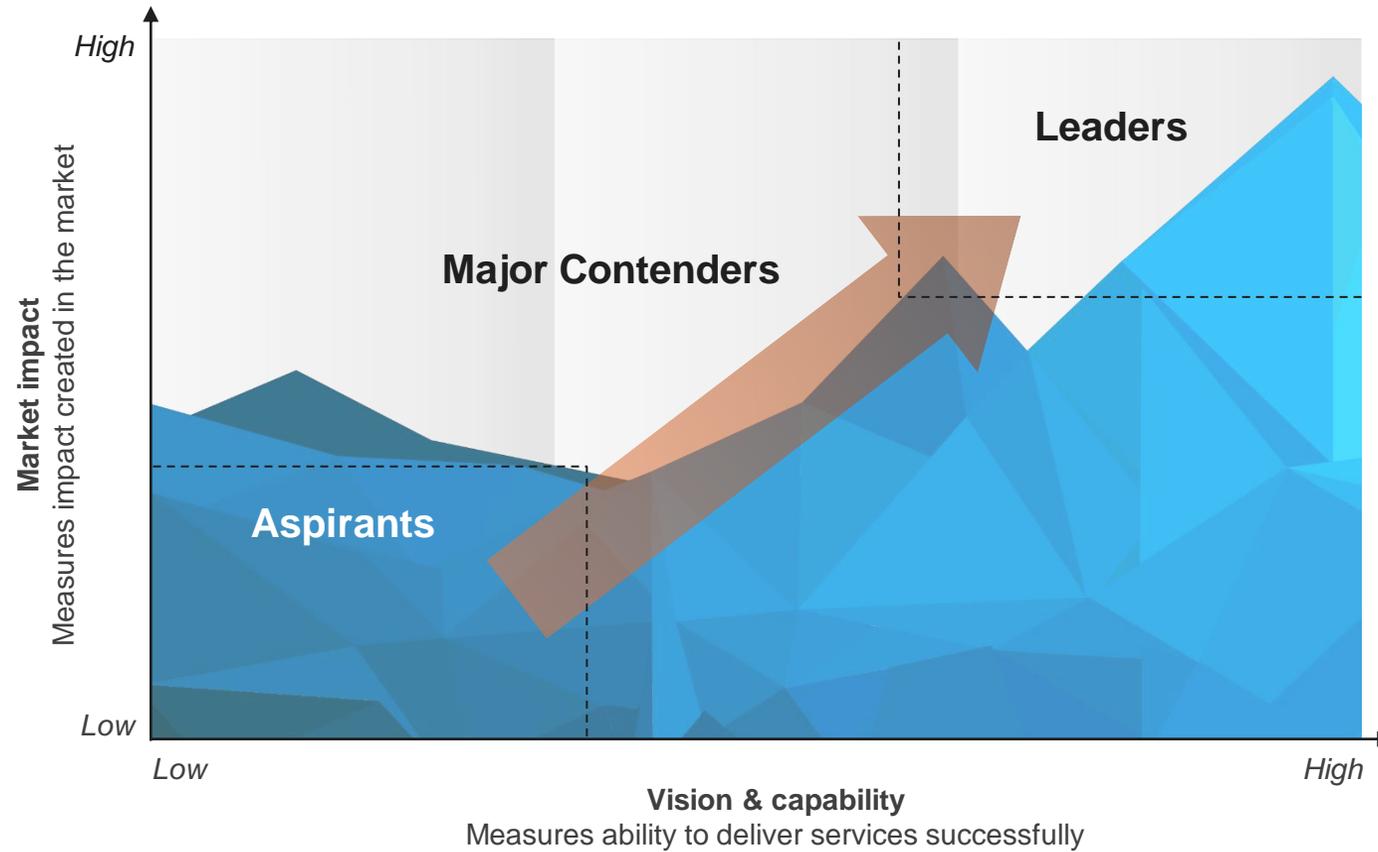
Impact

- Increased transparency and accountability by adopting Agile delivery model
- Consistent and structured framework for efficient use of council/agency employees
- Streamlined document collection, maintenance, and usage

Appendix

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

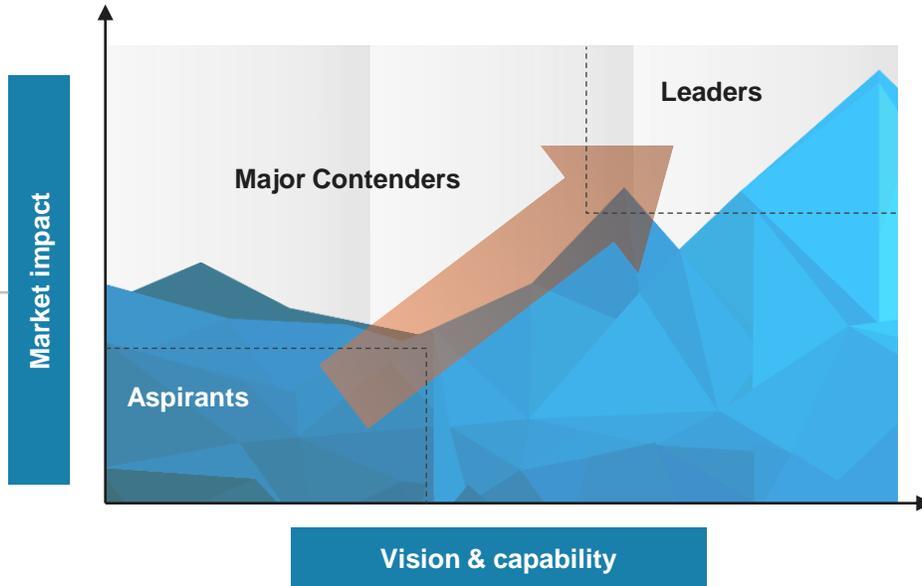
Everest Group PEAK Matrix



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

FAQs

Does the PEAK Matrix® assessment incorporate any subjective criteria?

Everest Group's PEAK Matrix assessment adopts an unbiased and fact-based approach (leveraging service 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 service 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 service 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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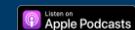
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