



Everest Group AWS Services PEAK Matrix® Assessment 2024

Focus on Accenture

February 2025



Background of the research

Over the past few years, the public cloud market has seen significant growth, driven by enterprise demand for business transformation, innovation, and resilience. Amazon Web Services (AWS) has also accelerated its adoption globally through investments in generative AI, industry cloud solutions, data analytics, and security.

As AWS continues to evolve, enterprises increasingly seek AWS service providers to facilitate seamless cloud transitions. These providers offer essential expertise in transforming and managing AWS environments, particularly in terms of controlling costs, providing technically adept resources, and harnessing innovative technologies to deliver business value. Being well-connected with AWS also enables them to provide tailored solutions that meet industry-specific needs, enhance operational efficiency, and drive innovation.

Through targeted efforts, AWS Service Providers (SPs) are evolving their joint GTM activities, increasing their accreditations and competencies, and building AWS-specific IPs and solutions, resulting in continued prominence in the market.

In the research, we present an assessment and detailed profiles of 31 AWS SPs featured on [AWS Services PEAK Matrix® Assessment 2024](#). The assessment is based on Everest Group's annual Request for Information (RFI) process for the calendar year 2024, interactions with leading AWS SPs, client reference checks, and an ongoing analysis of the cloud services market.

The full report includes the profiles of the following 31 leading AWS SPs featured on the AWS services PEAK Matrix:

- **Leaders:** Accenture, Capgemini, Cognizant, Deloitte, HCLTech, IBM, TCS, and Wipro
- **Major Contenders:** DataArt, DXC Technology, EPAM, Eviden, Genpact, GFT, Happiest Minds, Infosys, Kyndryl, LTIMindtree, Mphasis, NTT DATA, Orange Business, Persistent Systems, Tech Mahindra, Quantiphi, UST, and Virtusa
- **Aspirants:** Aspire Systems, Computacenter, Orion Innovation, Sutherland, and VVDN

Scope of this report

Geography: global

Industry: 31 AWS SPs

Services: AWS services

AWS services PEAK Matrix® characteristics

Leaders

Accenture, Capgemini, Cognizant, Deloitte, HCLTech, IBM, TCS, and Wipro

- Leaders have demonstrated strong market impact and extensive capabilities in delivering value on cloud by being strategic partners in the customer's transformational journey
- They are increasingly focusing on industry-specific solutions, leading the charge through vertical offerings for strategically important sectors, along with AI-driven cloud transformations
- Generative AI is at the forefront of current shifts in AWS adoption, with Leaders emphasizing AI-powered solutions for clients, helping them accelerate modernization and improve decision-making through their IP
- Alongside this, Leaders are integrating green cloud advisory services and flexible pricing models to help enterprises maximize RoI while reducing environmental impact

Major Contenders

DataArt, DXC Technology, EPAM, Eviden, Genpact, GFT, Happiest Minds, Infosys, Kyndryl, LTIMindtree, Mphasis, NTT DATA, Orange Business, Persistent Systems, Tech Mahindra, Quantiphi, UST, and Virtusa

- Major Contenders are serving workload modernization engagements to AWS and enhancing cloud capabilities with specialized offerings in cloud-native development, ensuring robust governance frameworks such as DevSecOps
- They are creating use case-based generative AI for industries where they have vertical industries
- However, their modernization proposition seem disparate with AI and cost economics capabilities restricted to cost optimization

Aspirants

Aspire Systems, Computacenter, Orion Innovation, Sutherland, and VVDN

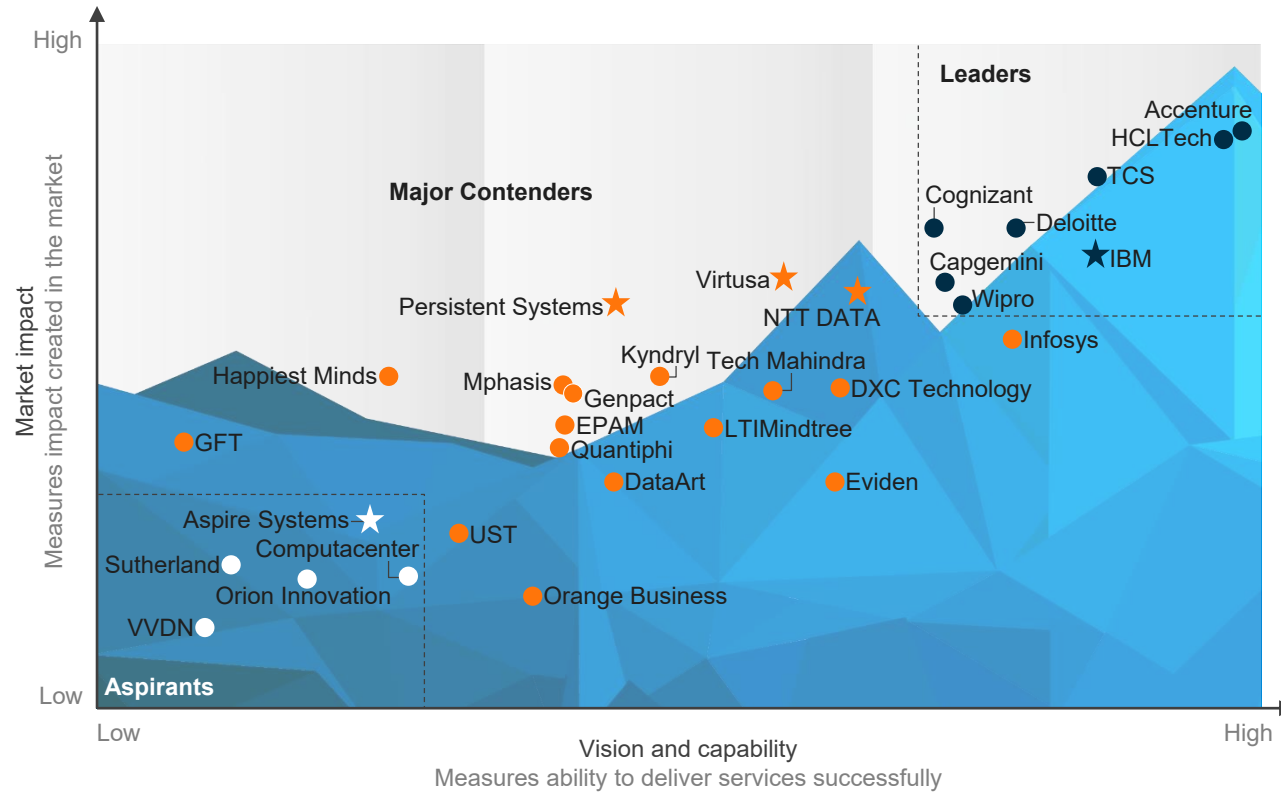
- AWS system integration capabilities of Aspirants are in the initial stages of the partnership level in terms of accreditations, qualifications, and competencies
- These providers prefer relying mostly on AWS' portfolio of industry-specific and cross-vertical solutions instead of investing in natively developed asset and IP portfolio, in order to deliver differentiated services to clients
- Aspirants have limited AWS-specific IP achieving the same efficiency for large-scale AWS engagements as more advanced service providers
- Their AWS focus lacks depth and breadth in scope compared to their peers. Additionally, their limited marketplace presence prevents them from increasing their market mindshare, missing out potential inbound clients

Everest Group PEAK Matrix®

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

Everest Group AWS Services PEAK Matrix® Assessment 2024¹

- Leaders
- Major Contenders
- Aspirants
- ☆ Star Performers



¹ Assessments for Deloitte, DXC Technology, and Tech Mahindra excludes provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, provider public disclosures, and Everest Group's interactions with buyers
Source: Everest Group (2024)

Accenture profile (page 1 of 6)

Overview

Vision for AWS services

The Accenture AWS Business Group’s (AABG) vision is to equip clients to modernize, optimize, and innovate at scale through strategic guidance, industry-specific solutions, and end-to-end services that enable faster realization of cloud value. The AABG leverages AWS’ market leadership and Accenture’s proven track record in complex transformations to uniquely position clients for success in today’s digital landscape.

Headquarters: Dublin, Ireland

Website: www.accenture.com

Key leaders

- Jennifer Jackson, Global Lead for AABG
- Chris Wegmann, Global CTO for AABG
- Andy Tay, Cloud First Lead

Overall AWS services revenue (CY2023)

<US\$1 million	US\$1-10 million	US\$10-100 million	>US\$100 million
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Number of active clients for AWS services

<20	20-50	50-100	>100
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● Low (<10%) ● Medium (10-20%) ● High (>20%)

Adoption by industry

- | | | |
|--------------------------------|--|-------------------------------------|
| ● BFSI | ● Energy and utilities | ● Manufacturing |
| ● Healthcare and life sciences | ● Electronics, hi-tech, and technology | ● Telecom, media, and entertainment |
| ● Public sector | ● Retail and CPG | |

Adoption by service segments

- | | | |
|-----------------------------|-----------------------------|-------------------------------|
| ● Consulting and assessment | ● Design and implementation | ● Migration and modernization |
| ● Operations | | |

Adoption by geography

- | | | |
|-----------------|------------------|--------------------------|
| ● North America | ● United Kingdom | ● Europe |
| ● Asia Pacific | ● Latin America | ● Middle East and Africa |
| ● Rest of World | | |

Adoption by buyer group

- | | | |
|--|--|--|
| ● Small (annual client revenue <US\$1 billion) | ● Medium (annual client revenue US\$1-5 billion) | ● Large (annual client revenue >US\$5 billion) |
|--|--|--|

Accenture profile (page 2 of 6)

Case studies

CASE STUDY 1

Becoming a next-generation digital organization

Client: Lion

Business challenge

The leading beverage and food company, with a portfolio that includes many of Australia's favorite brands in beer, wine, spirits, dairy, juice, and more, wanted to embark on an ambitious transformation program aimed at creating a next-generation digital organization with a focus on customer at the heart philosophy. At the time, the organization was working with mostly a traditional IT infrastructure.

Solution

- Assessed current environment and set up new cloud environment
- Modernized and migrated applications to the cloud
- Helped articulate the business value desired from the transformation
- Leveraged AWS's proven blueprints, tool sets, and other technologies
- Rationalized legacy environment to turn off and reduce burden

Impact

- Achieved 5X increase in remote access capacity delivered in one day in response to the COVID-19 shutdown
- Significantly reduced time needed to respond to business changes (from months to days)
- Dramatically increased agility to respond to COVID-19 and other unprecedented business events
- Significantly reduced costs and complexity of running legacy systems

CASE STUDY 2

Banking on happy customers

Client: BBVA

Business challenge

Since its founding in 1857, BBVA has sought to stay ahead of the times with forward-thinking innovations. In recent years, it has focused heavily on investments in cloud, data, and AI to create a data-driven, engaging, and differentiated customer experience. As part of its ongoing reinvention journey, BBVA wanted to develop a new, comprehensive digital sales model.

Solution

- The client partnered with Accenture and used AWS to create a new global data platform
- Its innovative digital sales model helped the bank prioritize sales initiatives for potential customers and cross-sell to existing customers
- The new model incorporated strategy and planning, paid media, search engine optimization, marketing automation, analytics, and content production for the client's digital channels to reach individuals in hyper-personalized ways

Impact

- Reduced cost-to-income ratio by 41.7%
- Added 130,000 new customers in Italy in the first year
- Added 11.1 million new customers in 2023
- Acquired 65% of new customers through digital channels
- Achieved 110% growth in digital sales in the last four year

Accenture profile (page 3 of 6)

Solutions

[NOT EXHAUSTIVE]

Proprietary solutions (IP/frameworks/accelerators/tools, etc., developed internally to deliver AWS services)

Development	Details
Accenture myNav	It is a full-spectrum cloud platform that simplifies complexity in getting to cloud through pragmatic approaches and insight-driven solutions. It helps drive value realization through proven migration and modernization patterns.
Accenture GenWizard	It is an automation platform that combines AI and gen AI-driven automation for software engineering, application and infrastructure management, cloud migration, and modernization delivery. The platform is built on Accenture's myWizard® intelligent automation platform with AI capabilities.
Accenture Continuum Control Plane (CCP)	The solution centralizes and standardizes hybrid multi-cloud management through unified tool sets, data, and intelligent insights for a seamless platform balancing stability function (FinOps, AIOps, and SecOps) and an agility function (DevOps, GitOps, and BizOps).
Accenture AWS Data Lake Accelerator	The co-investment empowers clients to embrace new technological possibilities, build scalable modern data platforms in cloud, and innovate continuously with vastly reduced risk.
Connected Customer Experience	The asset allows customers to avoid the integration and development of features and functions that are not part of the Amazon Connect product.
Intelligent Underwriting Powered by Velocity Insurance Solution	It is a third-generation, modular platform driven by analytics and AI that powers each step across the digital underwriting journey. The platform is offered through flexible delivery and commercial models and can be deployed end-to-end or customized with individual solutions that seamlessly connect to existing client systems.
Modernization GPS	It is a jointly aligned approach with AWS on how to help clients move beyond their cloud migration to modernize their applications, while still driving business value.
Responsible AI (RAI) Platform powered by AWS	These are combined Accenture and AWS advisory and technology services that automate AI risk assessment, monitoring, and mitigation in a joint RAI platform.
Velocity Secure Cloud Foundation	It is a compliant and automated approach to quickly and securely build and scale a cloud environment on AWS or enhance or remediate existing environments.
Velocity Data and Insights Fabric	These are pre-configured architecture blocks and patterns to support data engineering, data lake, data mesh, and data insights projects running on AWS.
Velocity Application Fabric	The asset accelerates the set up, management, monitoring, and deployment of applications through configurable blocks and APIs to enable custom development tools.

Accenture profile (page 4 of 6)

Partnerships

[REPRESENTATIVE LIST] [NOT EXHAUSTIVE]

Partnerships

Partners	Details
Anthropic	Three-way Accenture-Anthropic-AWS partnership, working toward integrating Anthropic models into life sciences, insurance, and responsible AI assets; also implementing Anthropic-specific training as part of Accenture's Center for Advanced AI
CyberArk	Partnership that brings expertise and innovation to maximize the value of an organization's CyberArk implementation including focused gen AI capabilities to drive strategy and roadmap, accelerate configuration and deployment, and unlock intelligent CyberArk operations
Databricks	Partnership to help clients unlock the value of their data and drive innovation through advanced analytics and AI
HashiCorp	Global partnership with GTM efforts in Europe, ME, APAC, and the US, with a focus on serverless cloud-first products for enterprise cloud migration and security use cases
SAP	Partnership for enterprise application implementation and support including HANA deployments
Splunk	Global partnership for enterprise deployment of security information and event management in AWS environments
Zscaler	Partnered with zero-trust security platform for helping secure enterprise workloads on AWS
VMware	Large global partnership with cross-industry focus on AWS VMware migrations

Accenture profile (page 5 of 6)

Investments and recent activities

[REPRESENTATIVE LIST] [NOT EXHAUSTIVE]

Investments

Investments	Details
Acquisitions	Acquired companies with specific AWS IP and skills including Ocelot (NA), Nextira (NA), Flutura (India), Octo (NA), and Sentia (EMEA)
AWS certifications	Large investment in training individuals to obtain AWS certifications, including training +40,000 and certifying +30,000 Accenture individuals on AWS in CY2024
AWS-specific horizontal assets	Launched Data and AI Center of Excellence to mobilize and deploy talent, tooling, and innovation for enterprise applications of AI and data services
Accenture LearnVantage	Invested US\$1 billion in Accenture LearnVantage, a new service that offers comprehensive technology learning and training services to help enterprises and beyond reskill and upskill their people in technology, data, and AI










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 and AWS’ jointly guided modernization approach, the Modernization GPS, and the GenWizard tool can help enterprises create a strategic roadmap and fast-track continuous modernization
- Enterprises looking for accelerated generative AI adoption can leverage Accenture’s global AI-trained talent pool, pre-built solutions, partnership with Anthropic, and demonstrable market proof points
- Enterprises looking to improve customer experiences with AWS-powered contact center services can leverage Accenture for its execution expertise, powered by its Connected Customer Experience solution
- Accenture has integrated sustainability tracking into its offerings and solutioning, enabling enterprises to easily monitor ESG goals during AWS transformations and workload operations
- Clients have commended Accenture for the domain expertise and global availability of its resource pool for AWS projects

Limitations

- Small and midsize enterprises should be aware of Accenture’s focus on large clients that can hamper their delivery experience during AWS engagements
- Accenture’s premium pricing and limited use of innovative commercial models require careful consideration, as it may not be ideal for commoditized AWS engagements
- Clients have highlighted gaps in Accenture’s proactive support for unlocking new business growth avenues and fostering innovation
- Clients have noted that Accenture’s AWS engagements would benefit from continuous skill upgrades of AWS resources

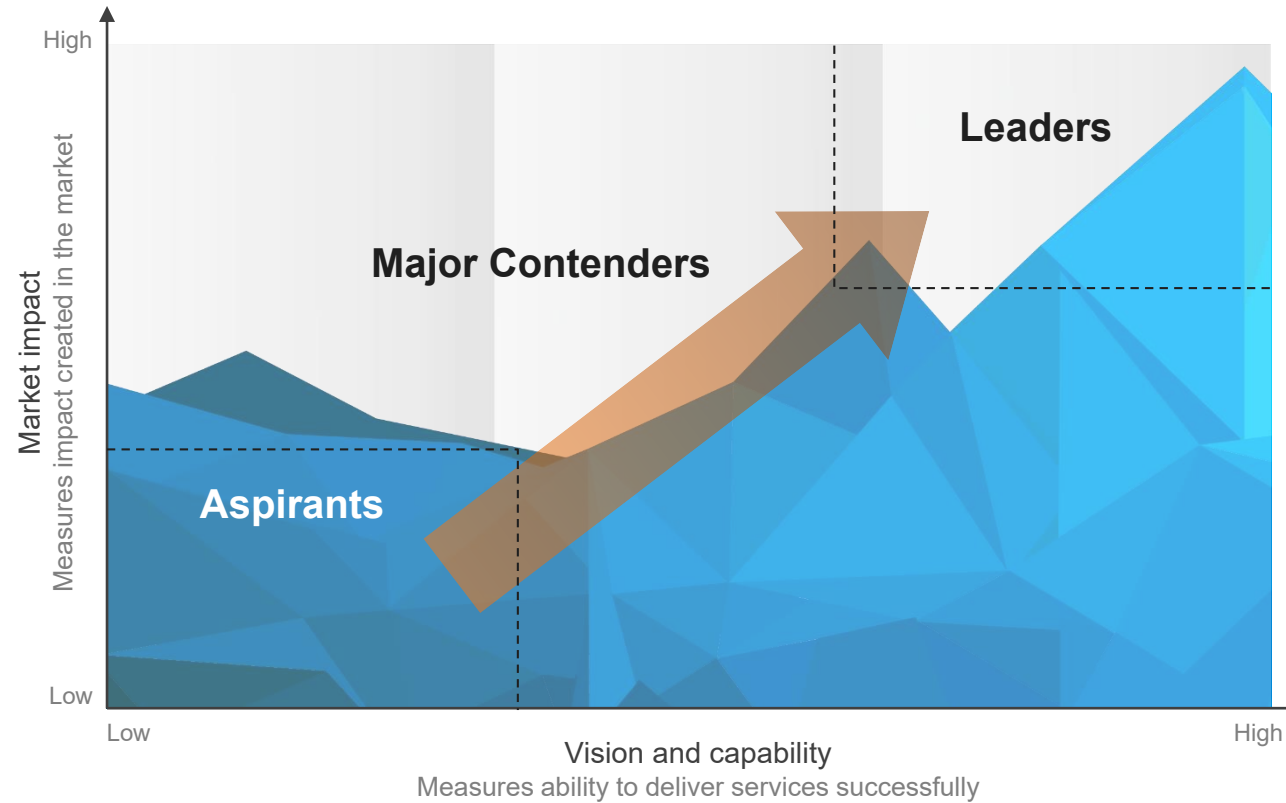
Appendix

PEAK Matrix® framework

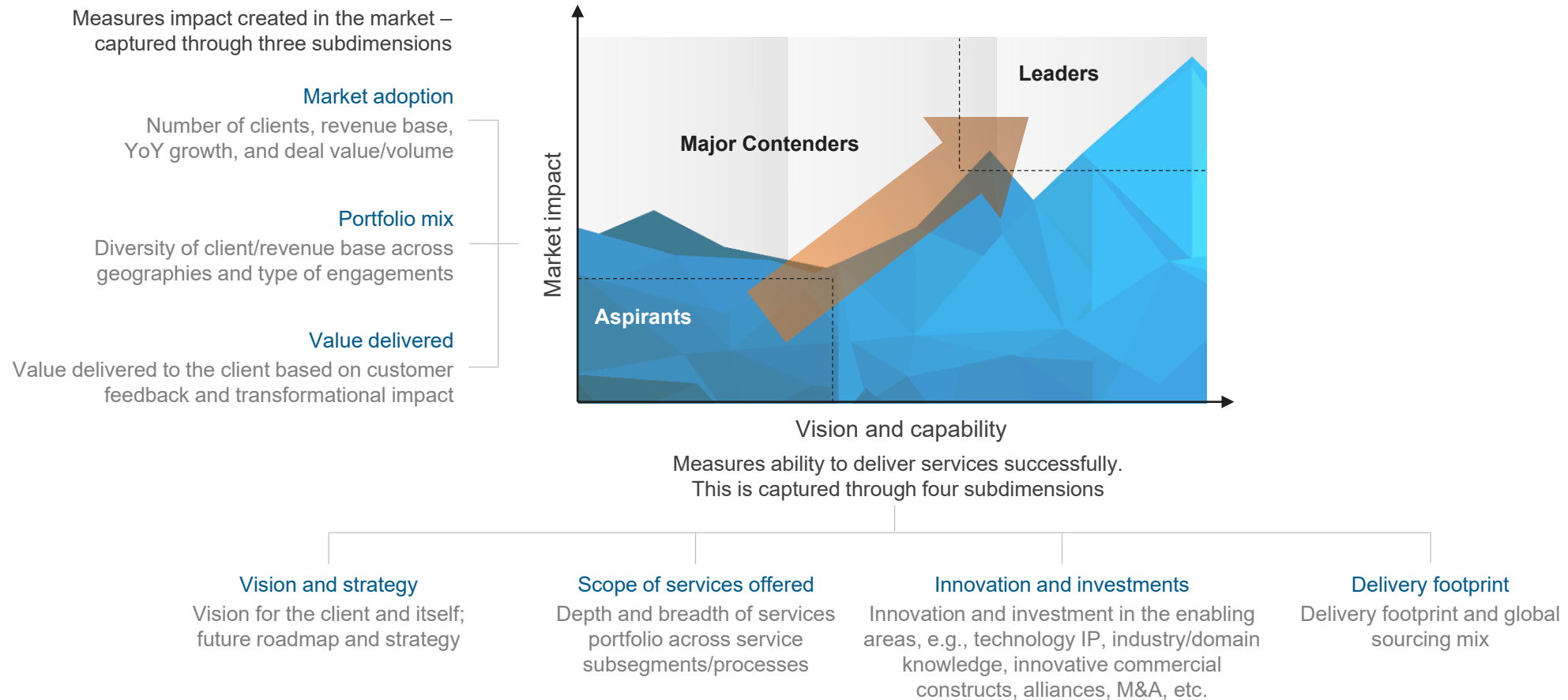
FAQs

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

Everest Group PEAK Matrix



Services PEAK Matrix® evaluation dimensions



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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