



# Everest Group Microsoft Azure Services PEAK Matrix® Assessment 2024

Focus on Accenture

February 2025



# Background of the research

The public cloud market has seen rapid expansion in recent years, driven by enterprises' growing need for digital transformation, innovation, and operational resilience. Microsoft Azure has capitalized on this demand, accelerating its adoption through investments in cutting-edge technologies such as generative AI in association with Open AI, industry-specific cloud solutions, data management (including Microsoft Fabric), and robust security features.

As Azure continues to evolve, enterprises are increasingly relying on Azure service providers to guide them through seamless cloud migrations and optimize their cloud environments. These providers offer critical expertise in cost control, resource optimization, and cloud-native development, ensuring businesses can fully leverage the power of Azure to drive growth and innovation.

In response to these evolving needs, Azure service providers are strengthening their go-to-market strategies, expanding certifications and specialization, and developing Azure-specific Intellectual Property (IP). Strong relationships with Microsoft enable these providers to deliver tailored, industry-specific solutions that enhance

operational efficiency and unlock new avenues for business value.

In the research, we present an assessment and detailed profiles of 29 Microsoft Azure Service Providers (SPs) featured on [Microsoft Azure 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 Microsoft Azure SPs, client reference checks, and an ongoing analysis of the cloud services market.

### The full report includes the profiles of the following 29 leading Microsoft Azure SPs featured on the Microsoft Azure Services PEAK Matrix:

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

## Scope of this report

**Geography:** global

**Providers:** 29 SPs

**Services:** Microsoft Azure Services

# Microsoft Azure services PEAK Matrix® characteristics

## Leaders

Accenture, Capgemini, Cognizant, HCLTech, Infosys, TCS, and Wipro

- Leaders demonstrate strong market impact and extensive capabilities across the Azure ecosystem, supporting enterprises with end-to-end services, including infrastructure, application modernization, data transformation, and AI adoption
- They are increasingly emphasizing generative AI integration, automation, and industry-tailored solutions, enabling enterprises to unlock value through advanced Azure capabilities and specializations
- Many leaders are integrating Environmental, Social, and Governance (ESG) tracking and FinOps solutions to enhance cloud sustainability and optimize costs, addressing enterprises' growing need for responsible and efficient cloud operations
- However, they often overlook small and midsize enterprises, with premium pricing and limited commercial innovation, posing adoption barriers. Despite strong execution, gaps in documentation and partnership flexibility persist

## Major Contenders

DataArt, DXC Technology, EPAM, Eviden, EY, Happiest Minds, HSO, IBM, Kyndryl, LTIMindtree, Mphasis, NTT DATA, Orange Business, Persistent Systems, Tech Mahindra, UST, and Virtusa

- Major Contender's collaboration with Microsoft and Independent Software Vendors (ISVs) underpins many successful Azure engagements, and is also lauded for their commercial flexibility and competitive pricing in some cases
- They demonstrate strong technical expertise, robust service portfolios, and proven capabilities for AI adoption and data modernization; however, they often lack tailored industry solutions and proactive innovation
- And even though delivery networks support global Azure workloads, issues with onshore availability and cross-team collaboration can impact scalability and quality

## Aspirants

Computacenter, GFT, Orion Innovation, Sutherland, and VVDN

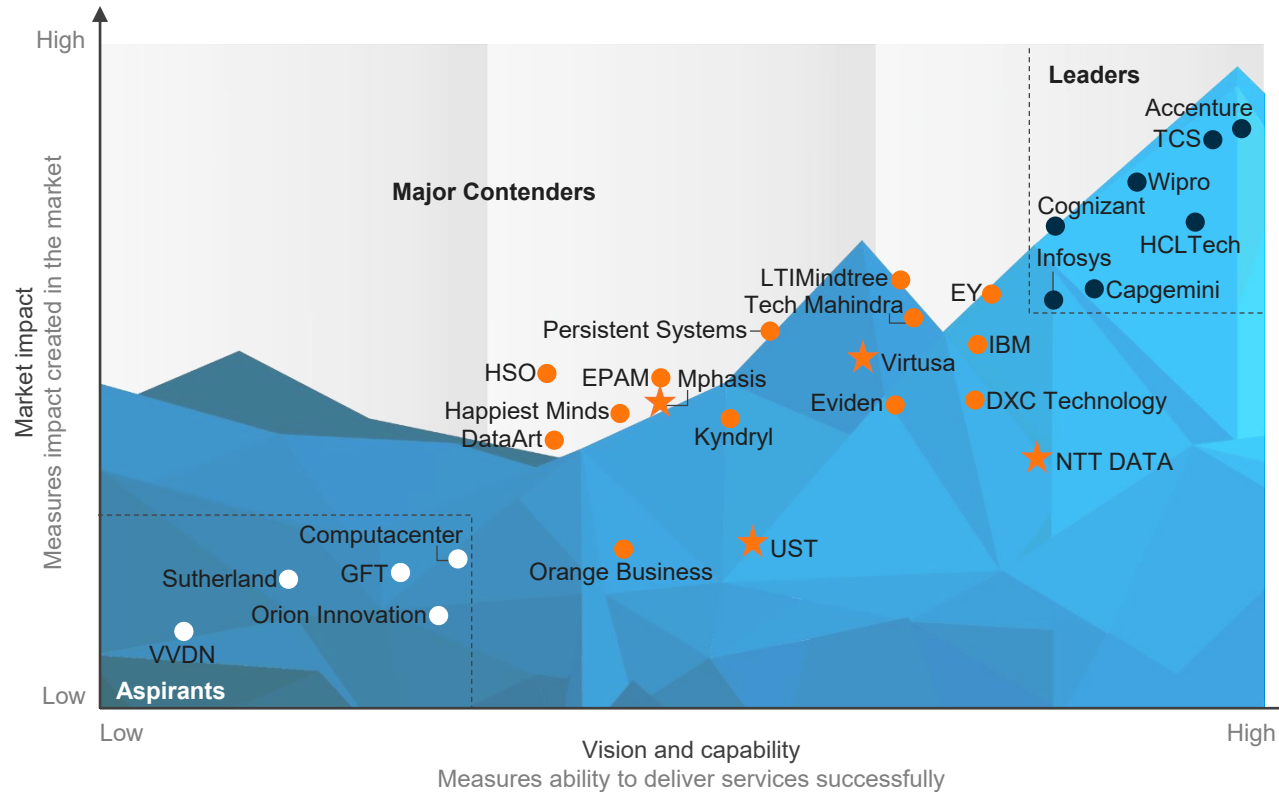
- Aspirants excel in cost optimization, managed services, and workload migration but fall short in advanced Azure specializations, generative AI, and vertical-specific use cases, making them less suited for large-scale transformations
- Their reduced competitiveness is attributed to a lack of innovative commercial strategies, serverless and cloud-native development expertise, and multi-vendor digital infrastructure support
- They offer reliable operations frameworks but face challenges in scaling services for large, complex Azure engagements. Gaps in talent management, technology partnerships, and tailored solutions hinder their ability to meet evolving enterprise demands

# Everest Group PEAK Matrix®

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

## Everest Group Microsoft Azure Services PEAK Matrix® Assessment 2024<sup>1</sup>

- Leaders
- Major Contenders
- Aspirants
- ☆ Star Performers



<sup>1</sup> Assessments for 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 Microsoft Azure services

The Accenture Microsoft Business Group’s (AMBG) vision is to help clients reinvent and transform their businesses by harnessing the full power of Microsoft technology. It facilitates to drive unprecedented outcomes, define futures, and stimulate new growth, with a focus on productivity (shaping the future of work), agility (strengthening the digital core), trust (building and fortifying trust), and growth (thriving in a hyper-connected world).

**Headquarters:** Dublin, Ireland

**Website:** [www.accenture.com](http://www.accenture.com)

### Overall Microsoft Azure 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 Microsoft Azure services

<20	20-50	50-100	>100
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### Key leaders

- Chris Howarth, Global Lead for the Accenture Microsoft Business Group
- Sean Peterson, Global Software Engineer Solution Lead, AMBG
- Andy Tay, Cloud First Lead

● 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
- Operations
- Migration and Modernization

### 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)

### Adoption by geography

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

# Accenture profile (page 2 of 6)

## Case studies

### CASE STUDY 1

Leveraging Azure OpenAI Service to create an AI shopping assistant for DIY enthusiasts

**Client:** Bricorama

#### Business challenge

The client has been a staple for DIY enthusiasts. It wanted to launch pAInt, a generative AI shopping assistant that makes painting projects fun and faster, while driving customer engagement. pAInt guides users through a seamless DIY experience, offering personalized decor inspiration, product recommendations, and technical advice.

#### Solution

- Built pAInt on Azure OpenAI Service and leveraged the natural language interaction and contextual understanding capabilities of ChatGPT services
- Trained pAInt on Bricorama's propriety content and documents
- Applied responsible AI approach with safeguard to limit the platform's response to painting and home improvement information only and to ensure compliance with the European Union's General Data Protection Regulation (GDPR)

#### Impact

- In a three-month timeline, the platform won a Silver award in the generative AI category at the prestigious La Nuit des Rois in France
- Guided 50% of users through at least two modules and 20% of users through all the three modules that make up the complete pAInt experience
- Encouraged customers to return to their projects within 24 hours, indicating strong engagement
- Provided customers with advice, guidance, and product recommendations. Each conversation lasted an average of 17 messages and was completed in less than 2 days

### CASE STUDY 2

Leveraging generative AI for improved quality and reduced cost of operation

**Client:** a leading European postal and financial services group

#### Business challenge

The client was seeing a reduction in sales effectiveness due to technical problems around the sales funnel. It was also experiencing increased volumes of repeated calls for the same issue, high average call handling time, and reduced quality of service.

#### Solution

- Integrated sales support use case (both on technical and commercial topics) with MS Copilot 10 to empower sales agents in contact center and branches with generative AI
- Developed an agent assist tool and improved current virtual assistant to embed generative AI and LLM technologies inside applications
- Designed a question-and-answer tool using GPT-3 LLM through Microsoft Cloud services to support customer care reps and reduce call times, errors, and repeated calls

#### Impact

- Reduced operational costs of service desk and sales support by 30-50%
- Increased sales effectiveness and upselling conversion rate by double digits
- Reduced call times, errors, and repeated calls, resulting in improved efficiency and customer experience
- Identified new roles and processes to improve customer care services

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## Solutions

[ NOT EXHAUSTIVE ]

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

Solutions	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 generative 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 seamless platform balancing stability function (FinOps, AIOps, and SecOps) and agility function (DevOps, GitOps, and BizOps).
Accenture Intelligent Mobility Solution	It is a mobility analytics platform that provides the foundation for scalable, safe, reliable, and resilient citizen-centric mobility services.
AI Migration Platform	It is an accelerator that leverages generative AI and ML to assess a target Business Intelligence(BI) technology (Tableau, SAP Business Objects, Cognos, and Qlik) and automatically modernizes/migrate the BI report/ visualization to a Power BI or Microsoft Fabric like-for-like version with minimal human intervention.
AI Migration Platform	It is an accelerator that leverages generative AI and ML to assess a target data system technologies (Oracle, SQL Server, Azure Synapse, etc.) and automatically modernizes/migrate data to a Microsoft Fabric like-for-like version with minimal human intervention.
Avanade Intelligent Enterprise Solutions (AIES)	It is a global program to fuse products, assets, and knowledge of Accenture, Avanade, and the Microsoft ecosystem. It delivers business-process-driven digital transformation including methods and tools to define value, create solutions, accelerate implementation, improve quality, and lower risk/cost.
Azure Data System Migration and Modernization Cookbooks	The solution details the rationale, migration, modernization approach, and strategy to build, automate, and optimize data and ETL migration pathways to the Azure platform. This includes details about phases of the Software Development Lifecycle (SDLC).
Sustainability Data Capture & Aggregator	It simplifies and automates data ingestion, eliminating manual ESG data capture activities and provides guidance, best practices, and checklists for Data Mapping.
Security on Azure	It includes end-to-end security monitoring and leverages the Microsoft Sentinel Security Information and Event Management tool for alert correlation, threat analysis, detection, and automated response.

# Accenture profile (page 4 of 6)

## Partnerships

[REPRESENTATIVE LIST] [NOT EXHAUSTIVE]

### Partnerships

Partners	Details
Adobe	Global partnership with cross-industry focus on Dynamics 365 and Office 365
Akumina	Global partnership with cross-industry focus on Azure and Office 365
Blue Yonder	Global partnership with cross-industry focus on Azure, SQL Server, SharePoint, and Office 365 in a supply chain setting
Blue Prism	Large global partnership with cross-industry focus on Azure, Office 365, Dynamics 365, and Teams
BMC Software	Enables an autonomous digital enterprise, developing products used for multiple functions including automation, service management, DevOps, workflow orchestration, AIOps, and security
Databricks	Partnership to help clients unlock the value of their data and drive innovation through advanced analytics and AI
Nuance Communications	An American multinational computer software technology corporation that markets speech recognition and AI software; In April 2021, Microsoft announced its acquisition of Nuance Communications
SAP	Global partnership with over 50,000 people and cross-industry focus on Azure
SAS	Global partnership with cross-industry focus on Azure
Sitecore	Global partnership with cross-industry focus on Azure
SkyTap	Partnership to enable Azure services that natively runs IBM Power and x86 traditional workloads on hardware in Azure data centers
VMWare	Large global partnership with cross-industry focus on Azure VMware solutions



# Accenture profile (page 5 of 6)

## Investments and recent activities

[REPRESENTATIVE LIST] [NOT EXHAUSTIVE]

### Investments

Investments	Details
Acquisitions	Acquired Solvera, Kabel, Mindcury, and Sentia to bolster cloud migration, digital transformation, digital experience, and data analytics capabilities
AI / Generative AI investment	Invested US\$3 billion in AI and joint investment at leadership levels
Microsoft certifications	Invested in training individuals, earning over 406,000 Microsoft certifications, and created two learning paths to enhance role-based certifications for Azure Administrators and Azure AI Engineers
Microsoft-specific horizontal assets	Partnered with Azure Open AI MVP and collaborated with Microsoft on all copilots and AOAI Service joint GTM
Talent acquisition/retention	Partnered with universities, technical colleges, and other educational institutions to develop cloud-savvy professionals; heavily investing in employee development through continuous learning opportunities with access to a range of internal resources for upskilling such as training programs, certifications, and mentor programs
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 to achieve greater business value in the AI economy










# 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 maintains a strong focus on comprehensive support across the IT value chain integrating robust security measures to ensure secure and efficient cloud adoption through its myNav and Avanade Cloud Impact solutions
- Enterprises looking for accelerated generative AI adoption using Azure AI services can leverage Accenture’s global AI-trained talent pool, pre-built solutions, and AI-assisted Software Development Life Cycle (SDLC) with Github Copilot
- Enterprises seeking to migrate their legacy SAP systems to Azure will appreciate Accenture due to its Microsoft Advanced Specialization for SAP on Azure and credible market proof points
- Accenture has integrated sustainability tracking into its offerings and solutioning, enabling enterprises to easily monitor ESG goals during Azure transformation and workload operations
- Clients have commended Accenture for in-depth technical expertise and project management capabilities in Azure engagements

### Limitations

- Accenture’s premium pricing and limited use of innovative commercial models require careful consideration, as it may not be ideal for commoditized Azure engagements
- Accenture’s operational restrictions on marketplace transactions may restrict Small and Medium Enterprises (SMEs) from accelerating solution delivery and fulfilling their Microsoft Azure Consumption (MAC) commitment using prepackaged solutions
- Clients have raised concerns about proper documentation and limited guidance on cost efficiencies during Business as Usual (BaU) operations
- Clients have highlighted gaps in Accenture’s proactive support for unlocking new business growth avenues and fostering innovation during Azure engagements

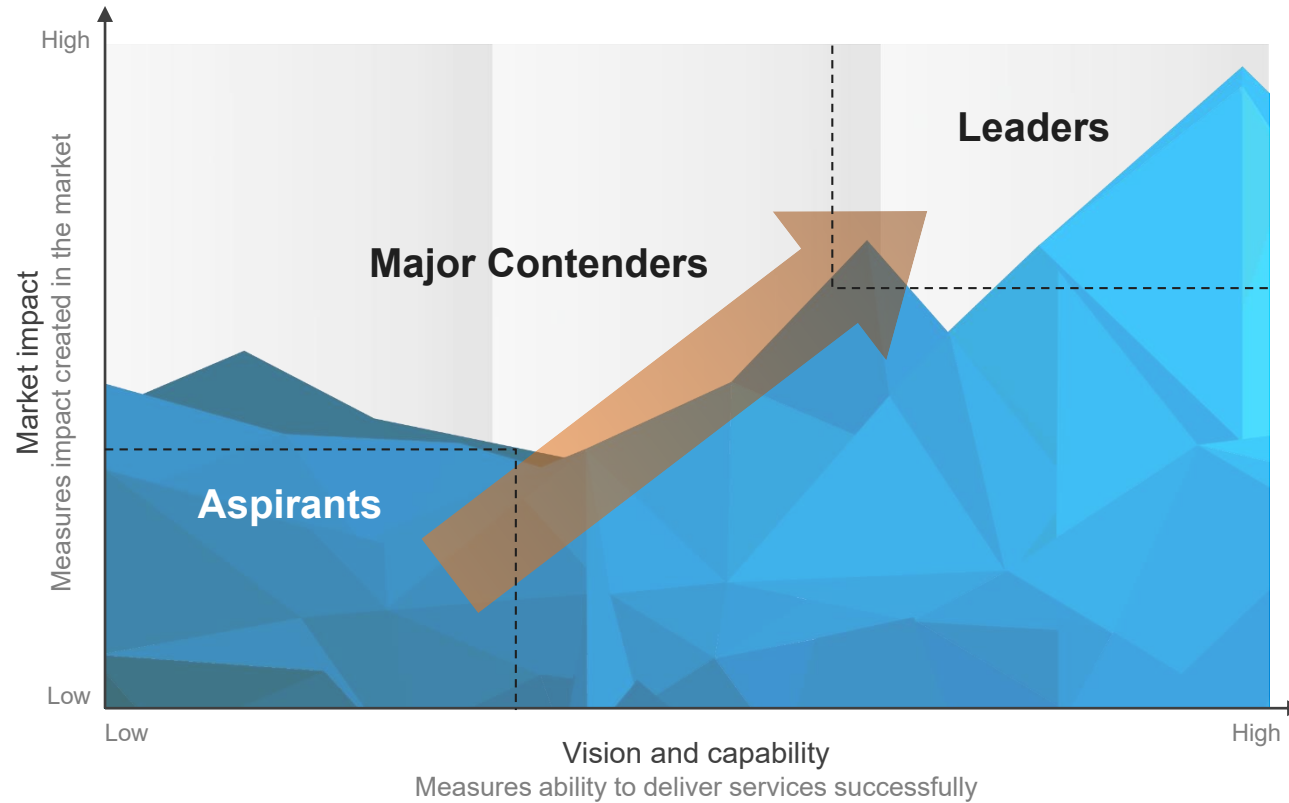
# Appendix

PEAK Matrix® framework

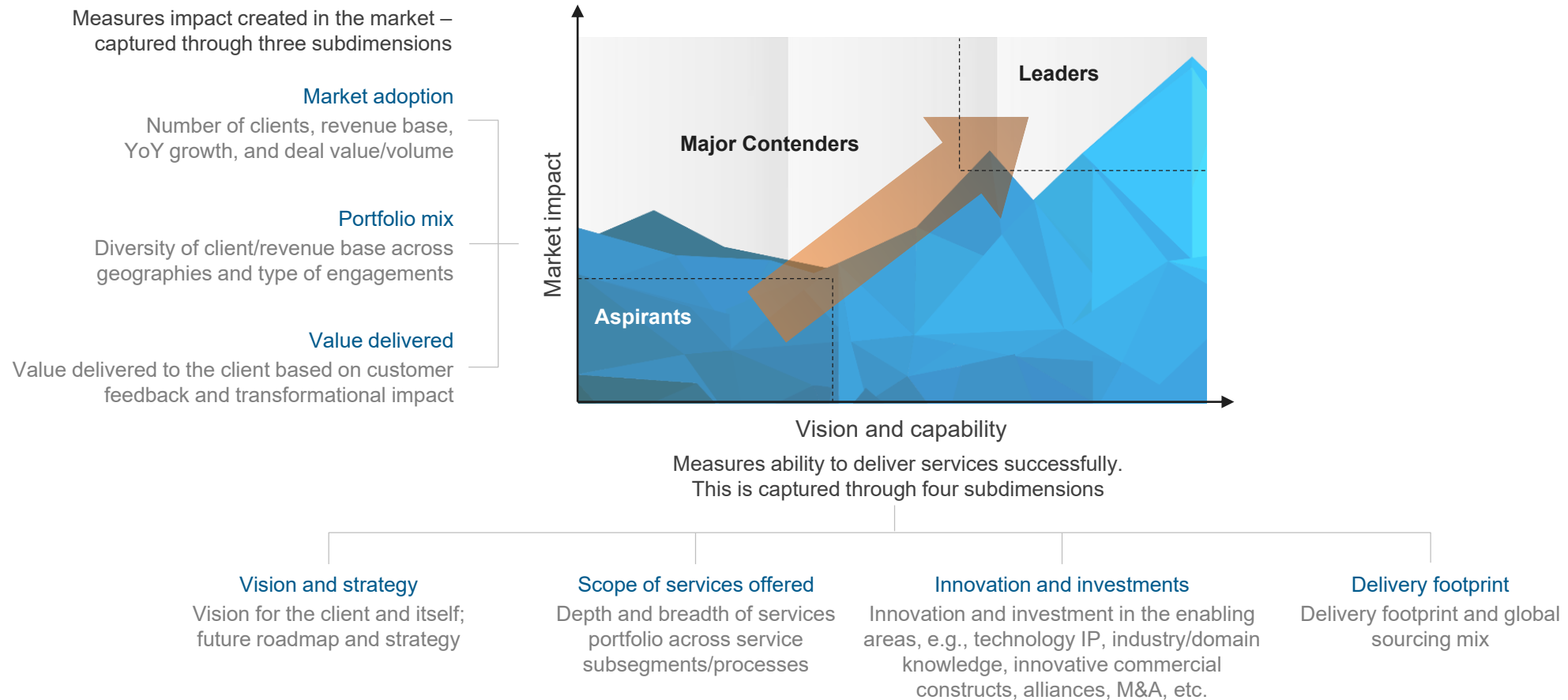
FAQs

# 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.

# Stay connected

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