



# **Microsoft Dynamics 365 Services PEAK Matrix® Assessment 2023**

June 2023



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- CXM Technology
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- Data and Analytics
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- Digital Services
- Digital Workplace
- Employee Experience Management (EXM) Platforms
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- Global Business Services
- ► Google Cloud
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- Healthcare Information Technology
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- Insurance Information Technology
- Insurance Technology (InsurTech)
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- ► Intelligent Document Processing
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- ► IT Services Executive Insights<sup>™</sup>
- ► IT Talent Excellence
- ▶ Life Sciences Business Process
- ► Life Sciences Commercial Technologies
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- Process Mining
- Process Orchestration
- Procurement and Supply Chain
- Recruitment
- Retail and CPG Information Technology
- Retirement Technologies
- Revenue Cycle Management
- Rewards and Recognition
- SAP Services
- Service Optimization Technologies
- Software Product Engineering Services
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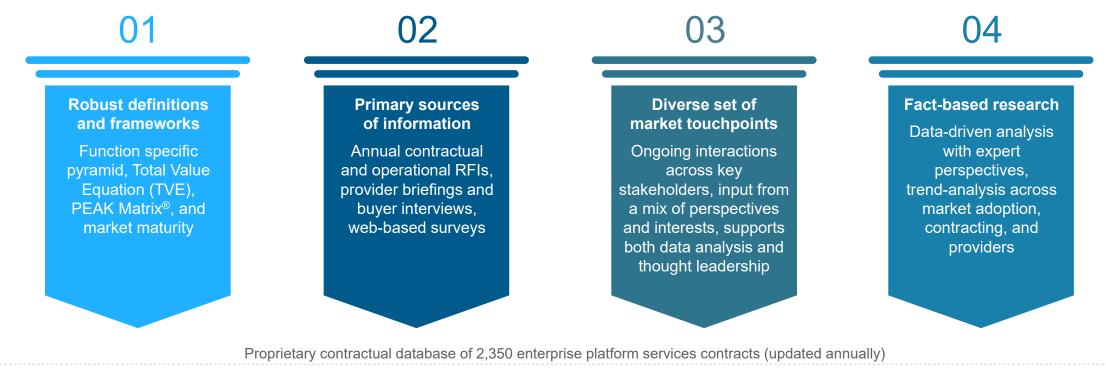


# Introduction and overview

- Research methodology
- Key information on the report
- Background of the research
- Scope of the research



# Our research methodology is based on four pillars of strength to produce actionable and insightful research for the industry



Year-round tracking of 30+ service providers

Large repository of existing research in enterprise platform services

Over 30 years of experience advising clients on strategic IT, business services, engineering services, and sourcing

Executive-level relationships with buyers, providers, technology providers, and industry associations

## This report is based on two key sources of proprietary information



1 Assessments for Deloitte, EY, Hitachi Solutions, IBM, and Wipro 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

2 Analysis of LTIMindtree is based on capabilities post the merger of LTI and Mindtree

3 Eviden is an Atos business

Note: The source of all content is Everest Group unless otherwise specified

Confidentiality: Everest Group takes its confidentiality pledge very seriously. Any information we collect that is contract specific will only be presented back to the industry in an aggregated fashion

# **Background of the research**

- Enterprises, especially small and midsize, are adopting Microsoft Dynamics 365 to modernize customer experience, finance, and operations, enabling end-to-end visibility across the supply chain and streamlining marketing and sales. Large enterprises adopt Microsoft Dynamics 365 mainly to buttress their core Enterprise Resource Planning (ERP) and Customer Experience (CX) systems
- Microsoft Dynamics 365 has established its sweet spot by its ability to integrate with other Microsoft Office 365 apps and third-party apps. It has gained momentum in the market owing to its lower Total Cost of Ownership (TCO) compared to its close competitors and faster time-to-market as it is SaaS-enabled
- To help adopt Microsoft Dynamics 365 across existing complex portfolios, service providers are skilling talent and building robust accelerators to help enterprises in their digital transformation journeys
- In this research, we present an assessment of 27 providers featured on the Microsoft Dynamics 365 services PEAK Matrix®
- The assessment is based on Everest Group's annual RFI process for the calendar year 2023, interactions with leading providers, client reference checks, and ongoing analysis of the Microsoft Dynamics 365 services market

This report includes the profiles of the following 27 leading providers featured on the Microsoft Dynamics 365 services PEAK Matrix:

- Leaders: Accenture and Avanade, Capgemini, EY, HCLTech, Hitachi Solutions, Infosys, LTIMindtree, and TCS
- Major Contenders: Alithya, Cognizant, Deloitte, EPAM, Eviden, HSO, IBM, NTT DATA, Sonata, Synoptek, Tech Mahindra, Visionet, and Wipro
- Aspirants: Birlasoft, GSLab-GAVS, Marlabs, Mastek, UST, and Yash Technologies

#### Scope of this report





**Providers** 27 leading Microsoft Dynamics 365 services providers



Services Microsoft Dynamics 365 services

## **Everest Group's definition of scope of Microsoft Dynamics 365 services**

#### Advisory/Consulting services

Microsoft Dynamics 365 platform strategy and roadmap formulation, mapping of the existing technology landscape, product(s) selection, feasibility and readiness assessments, security assessment, integration strategy, governance, program management, change management, and CoE setup advisory

#### Implementation services

Requirements gathering, technical and functional design, configuration design, workload migration, platform setup, customizations, application development and testing, integration, and deployment

#### Maintenance and support services

Help desk management, monitoring, incident management, issue resolution, emergency fixes, environment management, ongoing customizations and integrations, compliance and regulatory support, new feature addition, minor and major usability enhancements, and ongoing application reengineering



#### Scope of the assessment

- IT services delivered for all Microsoft-owned and acquired Dynamics 365 business applications (both on-premises and cloud)
- This includes applications, databases, middleware, analytics, SI-built solutions, and emerging technologies such as AI/ML, and IoT for ERP (including finance and accounting), customer experience, Supply Chain Management (SCM) and procurement, human capital management, industry-specific applications, and technology
- Activities including business/technology consulting, design and implementation, integration, and support services for Microsoft Dynamics business applications (as per the above services definition)

#### **Exclusions**

The scope of this PEAK  $\ensuremath{\mathsf{Matrix}}\xspace^{\ensuremath{\mathbb{B}}}$  assessment does not include the below

- IT infrastructure-related services
- Resale of licenses related to Microsoft Dynamics business applications
- · Activities around business process outsourcing



# Microsoft Dynamics 365 Services PEAK Matrix<sup>®</sup> 2023 characteristics

- Summary of key messages
- PEAK Matrix<sup>®</sup> framework
- Everest Group PEAK Matrix<sup>®</sup> for services
- Everest Group PEAK Matrix® for Microsoft Dynamics 365 services
- Characteristics of Leaders, Major Contenders, and Aspirants
- Service provider capability summary dashboard
- Star performers

## Summary of key messages

#### Everest Group PEKK MATRIX®

#### Maior Contenders O Aspirants ☆ Star Performers Leaders High Leaders Accenture and Avanade Market impact impact created in the market **Major Contenders** HCLTech HSO<sub>6</sub> LTIMindtree TInfosvs Capgemini NTT DATA Cognizant Wipro Deloitte BM **Eviden** EPAM ★Sonata Visionet - Tech Mahindra Measures Synoptek Alithya Birlasoft 📩 Yash Technologies Mastek UST **GSI ab-GAVS** Marlabs Aspirants low High Low Vision & capability Measures ability to deliver services successfully

Everest Group Microsoft Dynamics 365 Services PEAK Matrix<sup>®</sup> Assessment 2023<sup>1,2,3</sup>

# Microsoft Dynamics 365 Services PEAK Matrix<sup>®</sup> Assessment 2023 and Star Performers

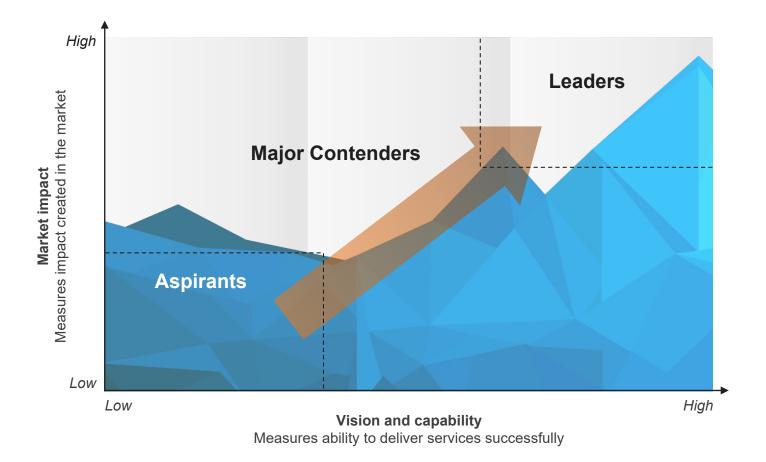
- Everest Group classified 27 Microsoft Dynamics 365 service providers on Everest Group PEAK Matrix<sup>®</sup> into the three categories of Leaders, Major Contenders and Aspirants
- The PEAK Matrix is a framework to assess the market impact and vision & capability of service providers
- Based on Everest Group's comprehensive evaluation framework, the PEAK Matrix, the 27 Microsoft Dynamics 365 service providers evaluated are segmented into three categories (in alphabetical order within each category):
  - Leaders: Accenture and Avanade, Capgemini, EY, HCLTech, Hitachi Solutions, Infosys, LTIMindtree, and TCS
  - Major Contenders: Alithya, Cognizant, Deloitte, EPAM, Eviden, HSO, IBM, NTT DATA, Sonata, Synoptek, Tech Mahindra, Visionet, and Wipro
  - Aspirants: Birlasoft, GSLab-GAVS, Marlabs, Mastek, UST, and Yash Technologies
- Based on Year-on-Year (YOY) movement of different service providers on the PEAK Matrix<sup>®</sup>, Everest Group identified five service providers as the "2023 Microsoft Dynamics 354 Services Market Star Performers" – Alithya, Birlasoft, Capgemini, Infosys, Sonata, and TCS
- 1 Assessments for Deloitte, EY, Hitachi Solutions, IBM, and Wipro 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
- 2 Analysis of LTIMindtree is based on capabilities post the merger of LTI and Mindtree
- 3 Eviden is an Atos business

Source: Everest Group (2023)

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



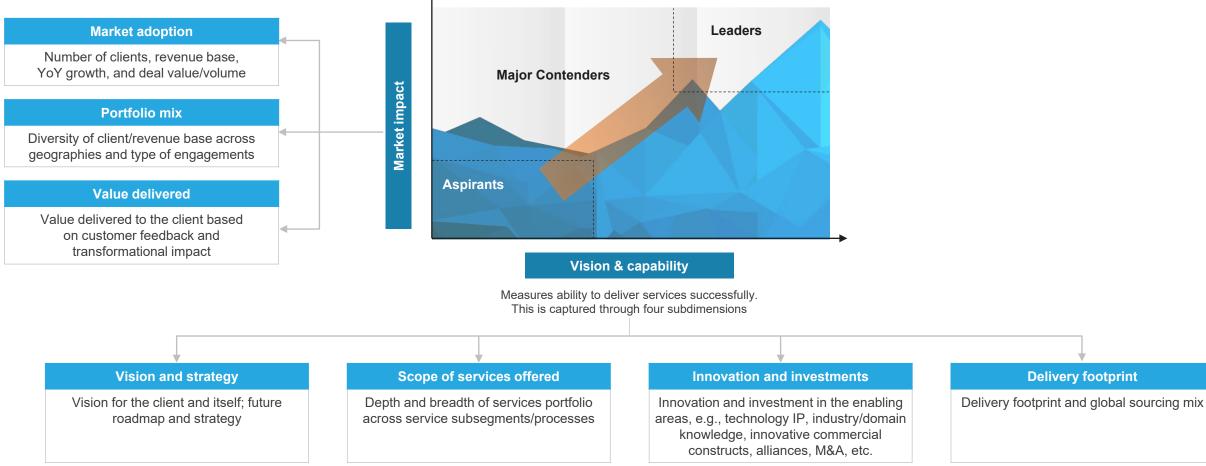
**Everest Group PEAK Matrix** 



# **Services PEAK Matrix® evaluation dimensions**



Measures impact created in the market – captured through three subdimensions



# **Everest Group confers the Star Performers title on providers that demonstrate the most improvement over time on the PEAK Matrix®**



#### Everest Group selects Star Performers based on the relative YoY improvement on the PEAK Matrix Year ' In order to assess advances on market impact, Market impact we evaluate each provider's performance across a number of parameters including: Year 0 • Yearly ACV/YoY revenue growth • # of new contract signings and extensions • Value of new contract signings • Improvement in portfolio mix Improvement in value delivered Vision & capability In order to assess advances on vision and capability, We identify the providers whose improvement ranks in the we evaluate each provider's performance across top quartile and award the Star Performer rating to those a number of parameters including: providers with: Innovation • The maximum number of top-quartile performance • Increase in scope of services offered improvements across all of the above parameters • Expansion of delivery footprint AND Technology/domain specific investments • At least one area of top-quartile improvement performance in both market success and capability advancement

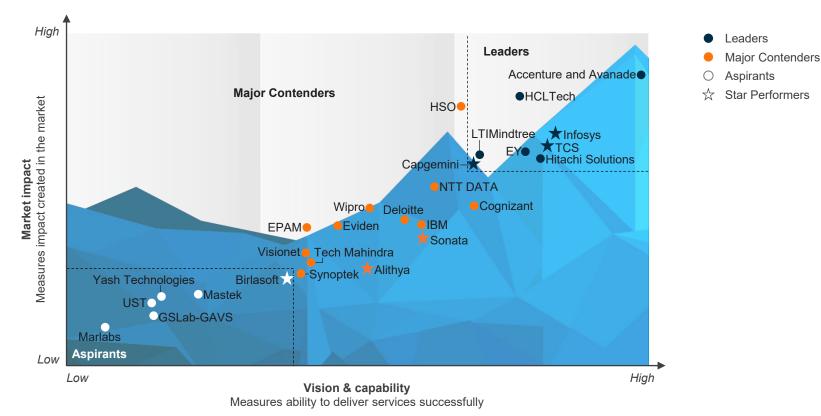
Methodology

The Star Performers title relates to YoY performance for a given vendor and does not reflect the overall market leadership position, which is identified as Leader, Major Contender, or Aspirant.

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#### **Everest Group PEAK Matrix®** Microsoft Dynamics 365 Services PEAK Matrix® Assessment 2023

Everest Group Microsoft Dynamics 365 Services PEAK Matrix® Assessment 2023<sup>1,2,3</sup>



- Assessments for Deloitte, EY, Hitachi Solutions, IBM, and Wipro 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
- 2 Analysis of LTIMindtree is based on capabilities post the merger of LTI and Mindtree
- 3 Eviden is an Atos business
- Source: Everest Group (2023)





# **Microsoft Dynamics 365 Services PEAK Matrix<sup>®</sup> Assessment 2023 services PEAK Matrix<sup>®</sup> characteristics**

#### Leaders

Accenture and Avanade, Capgemini, EY, HCLTech, Hitachi Solutions, Infosys, LTIMindtree, and TCS

- Leaders are characterized by their ability to successfully execute large-scale, multi-continent, end-to-end Dynamics 365 services, underpinned by their strong global delivery network
- These providers have showcased end-to-end transformational case studies covering a large portfolio of Dynamics 365 replacing multiple legacy Customer Relationship Management (CRM) and a few elements of ERP
- Leaders have helped enterprises with their advisory capabilities to navigate the business transformation and have leveraged in-house IP tools and accelerators to expedite engagement timelines
- Furthermore, they have a mature suite of Microsoft-certified, Dynamics 365, and verticalized solutions to accelerate time-to-market for their client

#### **Major Contenders**

Alithya, Cognizant, Deloitte, EPAM, Eviden, HSO, IBM, NTT DATA, Sonata, Synoptek, Tech Mahindra, Visionet, and Wipro

- These providers have built meaningful capabilities to deliver Microsoft Dynamics 365 services implementation and management/run; however, their service portfolios are not as balanced and comprehensive as those of Leaders (in terms of coverage across Dynamics 365 service segments, service type, geographies, or verticals)
- These providers have good partnerships with Microsoft and specialist technology partners to curate client-specific Microsoft Dynamics 365 solutions. They have been recognized by Microsoft with multiple partner awards showcasing their credibility in the Dynamics 365 markets
- Also, Major Contenders are making continued investments in building proprietary tools and solutions, as well as scaling their talent for Microsoft Dynamics 365

#### Aspirants

Birlasoft, GSLab-GAVS, Marlabs, Mastek, UST, and Yash Technologies

- Aspirants have good proof points in delivering low to medium complex implementation and maintenance Dynamics 365 services for Small and Midsize Buyers (SMBs)
- They are either focused on a region(s) or vertical(s) or currently have a relatively small Microsoft Dynamics 365 practice
- Clients acknowledge aspirants' pricing and commercial flexibility as well as account management flexibility

#### Summary dashboard | market impact and vision and capability assessment of providers for Microsoft Dynamics 365 services 2023 Leaders

Vision & capability **Market impact** Vision and Scope of Innovation and Delivery **Providers** Market adoption Portfolio mix Value delivered Overall strategy services investments footprint Overall Accenture and Avanade Capgemini EY **HCLTech Hitachi Solutions** Infosys LTIMindtree TCS

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Measure of capability: ( Low High

# Summary dashboard | market impact and vision and capability assessment of providers for Microsoft Dynamics 365 services 2023

Major Contenders (page 1 of 2)

Market impac		timpact	nact			Vision & capability			
Providers	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services	Innovation and investments	Delivery footprint	Overall
Alithya									
Cognizant									
Deloitte									
EPAM									
Eviden									
HSO									
IBM									
NTT DATA									
Sonata									

Measure of capability: 🕐 Low 🛑 High

# Summary dashboard | market impact and vision and capability assessment of providers for Microsoft Dynamics 365 services 2023

Major Contenders (page 2 of 2)

	Market impact				Vision & capability				
Providers	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services	Innovation and investments	Delivery footprint	Overall
Synoptek									
Tech Mahindra									
Visionet									
Wipro									



Measure of capability: 🕐 Low 🔴 High

#### **Summary dashboard | market impact and vision and capability assessment of providers for Microsoft Dynamics 365 services 2023** Aspirants

Market impact					Vision & capability				
Providers	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services	Innovation and investments	Delivery footprint	Overall
Birlasoft									
GSLab-GAVS									
Marlabs									
Mastek									
UST									
Yash Technologies									

Measure of capability: 🕐 Low 🛑 High

## **Everest Group has identified five providers as the 2023 Star Performers**

Microsoft Dynamics 365 services Star Performers	Distinguishing features of market impact in 2023	Distinguishing features of capability advancements in 2023	Change in PEAK Matrix <sup>®</sup> positioning for Microsoft Dynamics 365 services
Alithya <sup>*</sup>	Alithya has showcased enhanced client satisfaction in delivering Microsoft Dynamics services	Alithya has invested in deepening its partnerships with Microsoft and the broader partner ecosystem	Moved from Aspirants to Major Contenders
birla <mark>soft</mark>	Birlasoft has improved its buyer coverage and now caters to a broader set of buyers ranging from small to large enterprises	Birlasoft has improved its onshore presence in the North American market	Strengthened its Aspirants positioning
Capgemini	Capgemini has achieved high client satisfaction for technical and domain expertise and talent scaling ability	Capgemini has made relevant acquisitions focused on Power Platform, and modules such as sales, service, and marketing	Moved from Major Contenders to Leaders
Infosys	Infosys has improved its client portfolio across industries such as retail & CPG and manufacturing	Infosys had improved its delivery footprint and can serve a wider set of clientele	Strengthened its Leaders positioning
SONATA Sonata software	Demonstrated enhanced proof points for legacy modernization across manufacturing and retail industry	Sonata has invested in developing horizontal and vertical IPs across consulting, implementation, and managed services	Strengthened its Major Contenders positioning
	Enhanced the market credibility and client satisfaction in delivering Microsoft Dynamics services	TCS has invested in deepening its partnerships with Microsoft and the broader partner ecosystem	Moved from Major Contenders to Leaders

Source: Everest Group (2023)





# **Enterprise sourcing considerations**

- Leaders
  - Accenture and Avanade
  - Capgemini
  - EY
  - HCLTech
  - Hitachi Solutions
  - Infosys
  - LTIMindtree
  - TCS

# Accenture and Avanade

Everest Group assessment – Leader

Measure of capability: 🕐 Low 🔴 H



- Limitations
- Accenture and Avanade is a preferred service provider for large enterprises, seeking endto-end services for complex, multi-continent Dynamics applications engagements
- Clients can benefit from Accenture and Avanade's inorganic investments QUANTIQ, eLogic, and Blue Horseshoe – scaling up their delivery footprint globally and at the continent level
- Its ability to consistently be recognized with Microsoft Dynamics awards reinforces its credibility as a strategic partner in the Microsoft Dynamics market
- It has a diverse set of IP and solutions to accelerate time-to-market for its Dynamics clients; key IP includes Avanade Delivery Framework (ADF), myWizard, and Control Sight
- Its domain expertise, advisory capabilities, and quality of resources are well perceived in the market

- The market believes that Accenture and Avanade has scope to improve upon flexibility in its resource pricing, especially for its onshore resources to suit a larger pool of client's needs
- While Accenture and Avanade provides Dynamics services in all the major industries; clients seeking Dynamics-specific services in the telecom industry may need to evaluate its capabilities in delivering Dynamics-specific services in this industry
- As the major focus is on the North American, European, and APAC regions, clients in South America, the Middle East and Africa may need to evaluate Accenture and Avanade's delivery capabilities in these regions

# **Capgemini** Everest Group assessment – Leader and Star Performer

Measure of capability: C Low High

#### **Market impact** Vision & capability Vision and Scope of Delivery Innovation and Market adoption Portfolio mix Value delivered Overall footprint Overall strategy services investments

Strengths	Limitations
<ul> <li>Capgemini is a fitting service provider for enterprises seeking Dynamics-specific services in the public, manufacturing, and energy and utilities sector</li> </ul>	<ul> <li>Clients looking to engage with Capgemini in electronics, hi-tech, and technology for Dynamics services may need to evaluate its capabilities in depth for these industries</li> </ul>
<ul> <li>It had a good presence in Europe (including the UK) and can be a relevant partner for enterprises with Dynamics-specific services in this region</li> </ul>	<ul> <li>Few clients have mentioned the scope of improvement for its proactiveness in communicating project changes which may need to be assessed before engaging for</li> </ul>
<ul> <li>Capgemini has meaningfully invested in upskilling/cross-skilling initiatives and has a good spread of certifications across all streams</li> </ul>	<ul><li>Dynamics-specific services</li><li>Clients in regions such as China, Japan, and South America may need to assess its</li></ul>
<ul> <li>It offers good coverage across sales, service, and marketing modules and is suitable for</li> </ul>	delivery capability in these regions for Dynamics services

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companies looking to engage for Dynamics-specific services for these modules

# **EY** Everest Group assessment – Leader

Measure of capability: 🕐 Low 🛑 High



- Limitations
- EY has a good geographic split for Dynamics services, with a foothold in geographies such as North American and European regions, and is present in emerging economies such as APAC region, Japan, and ANZ regions
- It has a good consulting heritage that can be leveraged by clients seeking consultingheavy engagements for Dynamics services
- EY's recent strategic acquisitions across the US and Europe such as DXC's North Americas Microsoft business apps business, Tallan, Seaton Partners, and ODM have further bolstered its breadth and depth of Microsoft Dynamics delivery capabilities

- The majority of EY's clients are large companies; SMB clients with a smaller volume of transactions may not find its services best suited to their needs
- While it has demonstrable consulting capabilities, clients seeking engagements which are managed services-heavy may need to evaluate its capabilities in depth

## **HCLTech** Everest Group assessment – Leader

Measure of capability: C Low High



- Limitations
- HCLTech is a relevant service provider for enterprises across the entire buyer spectrum, seeking cost-effective, end-to-end Dynamics application services
- It has meaningful proof points in BFSI and the public sector demonstrating its strong domain knowledge in these sectors
- It has developed a wide array of horizontal and industry-specific IP/solutions leveraging next-generation capabilities across Dynamics products for different phases of implementation
- It has made good investments in upskilling its talent base in order to improve delivery quality for its clients
- It has a good balance between onshore and offshore delivery, enabling cost flexibility for its clients

- Clients from industries such as energy and utilities and telecom may need to evaluate HCLTech's capabilities within these industries for Dynamics-specific engagements
- Few clients have mentioned the scope of improvement for its account management and customer success capabilities which may need to be assessed before engaging for Dynamics-specific services
- While it has a balanced presence across North America, Europe, and APAC; clients looking to engage in other regions such as South America and the Middle East and Africa may need to evaluate its Dynamics-specific delivery capabilities in these regions

#### **Hitachi Solutions** Everest Group assessment – Leader

Measure of capability: C Low



- Limitations
- Hitachi Solutions is a relevant service provider for enterprises seeking Dynamics services specifically in manufacturing, public sector, retail distribution, and CPG sectors
- Hitachi Solutions has served buyers of all sizes from small to very large, and it is suitable for buyers of any size looking for small to large-scale Dynamics transformation
- Hitachi Solutions has credible proof points to demonstrate its capabilities across modules including service, finance, and supply chain
- It is consistently winning relevant Microsoft Dynamics-related awards showing its strong capability and credibility in this market
- Enterprises can benefit from its recent strategic acquisitions focused to enhance its Dynamics-specific delivery capabilities across the supply chain and finance modules

- Although Hitachi Solutions has a good presence in North America, the UK, and APAC regions; clients in other regions such as Europe (excluding the UK), the Middle East and Africa may need to evaluate its delivery capabilities in their regions
- Enterprises seeking outsourcing partners for Microsoft Dynamics services with deep experience in electronics, hi-tech, technology, and energy and utilities sectors should evaluate Hitachi Solutions' domain expertise in these industries
- Enterprises seeking next-generation capabilities such as in AI/ML and IoT may need to evaluate Hitachi Solutions' capabilities in this area in depth

# **Infosys** Everest Group assessment – Leader and Star Performer

Measure of capability: 🕐 Low 🔴 H

# Market impactVision & capabilityMarket adoptionPortfolio mixValue deliveredOverallVision and<br/>strategyScope of<br/>servicesInnovation and<br/>investmentsDelivery<br/>footprintOverallImage: Delivery footprintImage: Delivery footprint

#### Strengths

- Infosys has a good presence in industries such as BFSI, electronics, hi-tech, technology, and energy and utilities and is a relevant partner for clients seeking Dynamics-specific services within these industries
- It has a strong partner ecosystem underpinned by its alliance with hyperscalers, and niche technology vendors, helping in driving complex client-specific solutions
- Clients appreciate Infosys' talent pool for its extensive experience in Microsoft Dynamics and consequently acknowledge its technical expertise along with its organizational change management and account management capabilities
- Its advisory services and client centricity in guiding clients for creating transformational roadmaps along with their implementation capabilities is well acknowledged by its clients

Limitations

- Most of the enterprises are with annual revenue of more than US\$5 billion, due to which clients in the SMB segment may not find Infosys suitable for small-scale implementations
- While Infosys has a rich client base in North America and a growing presence in the Middle East and Africa; clients in South America may need to evaluate its delivery capabilities in these regions
- Enterprises with additional AI-/ML-specific requirements on top of Dynamics services may need to evaluate Infosys' capabilities for such services in depth

## **LTIMindtree** Everest Group assessment – Leader

Measure of capability: C Low High



- Limitations
- LTIMindtree has good domain expertise specifically in industries such as BFSI, retail and CPG, and manufacturing to aid clients in their journey
- LTIMindtree offers balanced coverage across Dynamics modules including finance, supply chain, sales, and service, and is suitable for buyers looking for across LoB engagements
- Clients from the entire buyer size spectrum small, medium to large, and very large can find LTIMindtree as a relevant partner for their Dynamics-related requirements
- It has developed multiple tools and accelerators across different phases of engagements to improve time-to-market for its clients

- While LTIMindtree has good presence in Europe and North America; enterprises from Latin America, the Middle East and Africa, and major markets within APAC such as China, Japan, and ANZ may need to evaluate its capabilities in their respective regions
- It needs to win more Dynamics awards or regional awards, which are crucial to build credibility in the market and instill confidence in enterprises on its capabilities in driving quality Dynamics-specific engagements
- While it has a good offshore presence that can result in cost benefits to its clients; clients looking to leverage an onshore-heavy model of engagement may need to evaluate its delivery capability

# **TCS** Everest Group assessment – Leader and Star Performer

Measure of capability: 🕐 Low 🔴 H

# Market adoption Portfolio mix Value delivered Overall Vision and strategy Scope of services Innovation and investments Delivery footprint Overall Image: Comparison of the strategy Image: Comparison of the strategy

St	re	no	atl	hs
_				

#### Limitations

- TCS has built frameworks and accelerators such as Design Win and Intelligent Customer Engagement, NextGen Connected Field Services, and Smart Manufacturing and Digital Supply Chain to expedite time-to-market for its clients
- Clients appreciate TCS' account management and organizational change management capabilities
- The company has good Dynamics portfolio coverage across industries such as BFSI, electronics, hi-tech and technology, and energy and utilities, and is a fitting partner for enterprises to drive their Dynamics engagements in these industries
- TCS has meaningfully invested in Dynamics implementations involving finance, supply chain, and sales modules; clients seeking Dynamics services for these modules can consider it as a fitting service provider

- Clients seeking partnership with TCS for Dynamics services in emerging markets such as China and Japan may need to evaluate their capabilities comprehensively in these markets
- Clients seeking Dynamics engagements in healthcare and life sciences and the public sector may need to evaluate its capabilities in these sectors
- While TCS has a good offshore presence, clients seeking onshore-heavy or nearshoreheavy models of engagements may need to evaluate TCS' nearshore presence in depth



# **Enterprise sourcing considerations**

- Major Contenders
  - Alithya
  - Cognizant
  - Deloitte
  - EPAM
  - Eviden
  - HSO
  - IBM

- NTT DATA
- Sonata
- Synoptek
- Tech Mahindra
- Visionet
- Wipro

# Alithya Everest Group assessment – Major Contender and Star Performer

Measure of capability: C Low High



Strengths	Limitations		
• Alithya has good proof points in executing transformational Microsoft Dynamics projects in manufacturing and healthcare and life sciences industries; clients looking for Dynamics services across these industries can consider it as a relevant service provider	<ul> <li>Clients looking for Dynamics services in industries such as BFSI and the public sector may need to evaluate its expertise in these industries before engaging</li> <li>Clients from outside North America may need to evaluate its Dynamics-specific delivered to evaluate its Dynamics specific delivered to evaluate it</li></ul>		
<ul> <li>It has a strong presence in the North American region; enterprises within the region can consider it as a relevant service provider for Dynamics-specific services in the region</li> <li>Alithya has good coverage in providing Dynamics services across the buyer size spectrum; clients of any size – small, medium, large to very large can find it suitable for</li> </ul>	<ul> <li>capabilities in their regions</li> <li>While it has demonstrable implementation capabilities, clients seeking engagements which are advisory and managed services-heavy may need to evaluate its capabilities in depth</li> </ul>		
Dynamics-specific engagements	depth		

## **Cognizant** Everest Group assessment – Major Contender

Measure of capability: C Low High



Strengths	Limitations	
Cognizant has done meaningful investments in developing implementation focused IP to improve time-to-market for its clients	While Cognizant has a good presence in North America and the UK regions, clients from Europe (excluding the UK), APAC, South America, the Middle East and Africa may need to evaluate its delivery expectitive in these regions.	
<ul> <li>It has meaningfully invested in Dynamics implementations involving sales, service, and supply chain modules; clients seeking Dynamics services for these modules can consider it as a fitting service provider</li> </ul>	<ul> <li>need to evaluate its delivery capability in these regions</li> <li>Clients looking to engage with Cognizant for Dynamics-specific services in industries such as energy and utilities and telecom may need to evaluate its capabilities in these</li> </ul>	
<ul> <li>It has a meaningful presence in industries such as BFSI, manufacturing, electronics, hi-tech, and technology, and can be a relevant partner for clients seeking Dynamics services within these industries</li> </ul>	<ul> <li>industries</li> <li>Clients seeking Dynamics services across commerce and HR modules may need to evaluate Cognizant's capabilities within these modules</li> </ul>	

 Cognizant has invested in upskilling/cross-skilling initiatives and has a good spread of certifications across key streams

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## **Deloitte** Everest Group assessment – Major Contender

Measure of capability: 🕐 Low 🔵 High



- Limitations
- Deloitte has a broad and well-diversified client base across key geographies such as North America, Europe, and emerging regions such as APAC; clients in these regions can leverage its presence for Dynamics-specific engagements
- Deloitte has credible proof points in executing transformational Microsoft Dynamics projects with a relatively higher focus on hi-tech, retail, and manufacturing industries; clients in these industries may find it as a relevant service provider
- It is a relevant service provider for large enterprises seeking demonstrated consulting and implementation capabilities for Microsoft Dynamics services
- Deloitte has a balanced spread of key Microsoft Dynamics products such as finance, supply chain, sales, service, marketing, and HR and is suitable for buyers looking for across LoB engagements

- Clients looking for engaging with Deloitte for Dynamics-specific services in the energy and utilities industry may need to evaluate its capabilities in depth
- While Deloitte has credible proof points in serving large enterprises, smaller clients may not find it a relevant partner for small-scale engagements
- Deloitte has a more onshore and nearshore delivery presence; enterprises looking for an offshore-heavy model of engagement might not find it suitable for their needs

# **EPAM** Everest Group assessment – Major Contender

Measure of capability: 🕐 Low 🛑 High



- Limitations
- EPAM has a good presence in North America and Europe regions and can be a relevant partner for clients seeking Dynamics engagements in these regions
- Enterprises acknowledge EPAM's talent management, breadth of services, and change management capabilities as key strength areas
- It has meaningfully invested in developing its Power Platform capabilities as well, and can be a relevant partner for clients seeking such engagements along with other Dynamics services
- EPAM's engineering heritage along with its process-driven approach is appreciated by its clients seeking such capabilities along with mainstream Dynamics services

- EPAM takes a nearshore-heavy delivery approach; enterprises looking to leverage labor arbitrage by engaging on an offshore-heavy model may need to evaluate its delivery capabilities for the same
- While it has a good presence in healthcare and life sciences industry, enterprises from industries such as manufacturing, and telecom may need to evaluate EPAM's capability in these industries
- While it has great implementation capabilities, clients seeking advisory and managed services may need to evaluate its capabilities in depth

# **Eviden<sup>1</sup>** Everest Group assessment – Major Contender

Measure of capability: C Low High



#### Strengths

- Limitations
- Eviden offers good coverage across sales and service modules of Dynamics and is a suitable fit for buyers looking for Dynamics services across these modules
- It has a good balance between onshore and offshore delivery, enabling a good client experience while optimizing costs and providing space for commercial flexibility to its clients
- It has a good presence in the European region; clients in this region seeking Dynamics services can consider Eviden as a fitting service provider
- Eviden has a meaningful presence in industries such as BFSI, manufacturing, and the public sector, and can be a relevant partner for clients seeking Dynamics services within these industries

- Clients seeking Dynamics services across commerce and HR modules may need to evaluate Eviden' capabilities within these modules
- Few clients have mentioned the scope of improvement for its talent management and change management capabilities which may need to be assessed before engaging for Dynamics-specific services
- Clients looking to engage with Eviden for Dynamics services in regions such as APAC, South America, and the Middle East and African regions should evaluate its delivery capabilities

1 Eviden is an Atos business Source: Everest Group (2023)

## **HSO** Everest Group assessment – Major Contender

Measure of capability: 🕐 Low 🔴 High



Strengths	Limitations
HSO has showcased a strong understanding and deep capabilities in the finance module     and is suitable for clients seeking Dynamics services focused on this module	<ul> <li>Enterprises seeking HSO's services around commerce, marketing, and HR modules may need to evaluate its capabilities in depth</li> </ul>
<ul> <li>Enterprises acknowledge its proactiveness, technical expertise, and partnership with Microsoft as its key strength areas</li> </ul>	<ul> <li>Clients looking to engage with HSO for Dynamics services in electronics, hi-tech, and technology and telecom industries may need to evaluate its capabilities within these</li> </ul>
<ul> <li>It has good domain expertise in industries such as manufacturing, retail and CPG, and financial services industries to aid clients in their Microsoft Dynamics journey</li> <li>HSO has a good focus on Dynamics-specific implementation services; it can be a suitable</li> </ul>	<ul> <li>industries</li> <li>Few clients have mentioned the scope of improvement in its pricing and commercial flexibility which may need to be assessed before engaging for Dynamics-specific</li> </ul>
fit for clients seeking implementation-heavy engagements	services
<ul> <li>It has developed a comprehensive suite of horizontal IP tools/solutions focused on</li> </ul>	

implementation and managed services for its Dynamics clients

### **IBM** Everest Group assessment – Major Contender

Measure of capability: 🕐 Low 🔵 High



Strengths	Limitations
<ul> <li>IBM's clientele is extensive and diverse, it can serve enterprises in prominent regions</li></ul>	<ul> <li>Its services in the Dynamics market are viewed as premium-priced, which may not be</li></ul>
such as North America and Europe	suitable for SMBs and clients who prioritize cost-effectiveness
<ul> <li>For businesses looking for large-scale comprehensive services to implement Microsoft</li></ul>	<ul> <li>Although IBM has a meaningful presence in manufacturing, retail, and hi-tech industries,</li></ul>
Dynamics transformations on a global, multi-continent scale, IBM is a relevant service	enterprises from BFSI and the public sector may need to evaluate its capabilities in
provider worth considering	these industries for Dynamics services
<ul> <li>The market holds a positive view of its industry knowledge, resource excellence, and ability to provide advisory service for end-to-end engagements</li> </ul>	<ul> <li>While IBM has good proof points in finance transformation, large enterprise clients looking for sales and service transformation may need to evaluate its capabilities for the same</li> </ul>

### **NTT DATA** Everest Group assessment – Major Contender

Measure of capability: C Low High



### Strengths

- NTT DATA has good capabilities in modules such as sales, service, and marketing; clients looking for Dynamics-specific services around these modules can consider it as their partner
- It can provide end-to-end services right from advisory to implementation to managed services and can be a fitting partner for clients looking for end-to-end transformation
- NTT DATA has good client coverage across the entire spectrum of buyers and thus is suitable for enterprises of every kind – from SMBs to very large and mega ones
- It has developed multiple tools and accelerators spanning across consulting, implementation, and managed services to expedite time-to-market for its clients

Limitations

- Enterprises looking for Dynamics services in industries such as electronics, hi-tech, and technology may need to evaluate its capabilities within these industries
- While it has a heavy onshore presence with a balanced nearshore presence, enterprises looking for an offshore-heavy model to leverage labor arbitrage may need to evaluate its delivery capabilities for the same
- Clients looking to engage across finance, commerce, and HR modules for Dynamics services may need to evaluate its capabilities across these modules in depth

## **Sonata** Everest Group assessment – Major Contender and Star Performer

Measure of capability: C Low High



Strengths	Limitations
<ul> <li>Sonata offers a balanced distribution of services across advisory, implementation, and managed services; clients looking for end-to-end transformation capabilities may consider it as a relevant partner to deliver Dynamics services</li> <li>Sonata has good proof points in executing transformational Microsoft Dynamics projects with a relatively higher focus on manufacturing, energy and utilities, and retail CPG industries</li> </ul>	<ul> <li>Clients from industries such as BFSI, healthcare and life sciences, and the public sector may need to evaluate its capabilities to deliver Dynamics service within these verticals</li> <li>While Sonata has a good presence in North America and APAC region; clients in the European (excluding the UK) region may need to evaluate its delivery capabilities in the region</li> </ul>
• Sonata offers good coverage across multiple Dynamics modules including finance, supply chain, sales, service, marketing, and commerce, and is suitable for buyers looking for	

across LoB engagements

### **Synoptek** Everest Group assessment – Major Contender

Measure of capability: 🕐 Low 🔴 High



Strengths	Limitations
<ul> <li>Synoptek can be a partner of choice for clients in manufacturing and energy and utilities industries looking to engage for Dynamics services</li> </ul>	<ul> <li>Synoptek's portfolio is skewed toward North America; clients in other regions might face challenges in choosing it as a preferred delivery partner</li> </ul>
<ul> <li>Synoptek offers good coverage across multiple Dynamics modules including finance, supply chain, sales, service, marketing, and commerce, and is suitable for buyers looking</li> </ul>	<ul> <li>Clients from industries such as BFSI and the public sector may need to evaluate its capabilities to deliver Dynamics service within these verticals</li> </ul>
for small engagements across LoBs	Clients with annual revenue greater than US\$10 billion might not find Synoptek relevant
<ul> <li>Clients can benefit from its balanced onshore and offshore presence mix to optimize their costs and delivery strategy</li> </ul>	for Dynamics-specific engagements

### **Tech Mahindra** Everest Group assessment – Major Contender

Measure of capability: C Low High



Strengths	Limitations
<ul> <li>It has good coverage across multiple Dynamics modules including finance, supply chain, sales, service, and marketing, and is suitable for buyers looking for engagements across</li> </ul>	<ul> <li>While Tech Mahindra has a diverse portfolio in Dynamics industry, clients may need to evaluate their offering in depth for end-to-end transformation</li> </ul>
<ul><li>LoBs</li><li>It has a good presence in APAC and the Middle East and African regions; clients from</li></ul>	<ul> <li>Tech Mahindra has an offshore-heavy delivery model; clients wanting to collaborate with its team may need to assess their cultural alignment with Tech Mahindra's team</li> </ul>
<ul> <li>these regions can consider it as a relevant service provider for Dynamics-specific services owing to its presence and experience in the region</li> <li>Tech Mahindra is a fitting choice for SMBs for their Dynamics-specific requirements</li> </ul>	<ul> <li>Clients looking to engage with it for Dynamics services in regions such as Europe (excluding the UK), and South America may need to assess its delivery capabilities within these regions</li> </ul>

### **Visionet** Everest Group assessment – Major Contender

Measure of capability: 🕐 Low 🔵 High



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#### Limitations

- Visionet has good capabilities in retail distribution and CPG; clients in this industry can consider it as one of the relevant service providers for Dynamics services
- It has coverage across the entire Microsoft Dynamics modules including supply chain, finance, and commerce, and is suitable for clients looking for across LoB engagements
- Visionet is one of the very few providers with a good presence in the Middle East and Africa region; enterprises in this region may find it a worthy partner for Dynamics-specific engagements
- Clients from industries such as banking, insurance, healthcare and life sciences, and energy and utilities may need to evaluate Visionet's capability to deliver Dynamics services within these industries
- Visionet's portfolio is skewed toward SMB segment clients; large and mega enterprise customers may need to evaluate its capabilities closely as per their requirements
- Enterprise from APAC may need to assess Visionet's delivery capability in the region before engaging for Dynamics-specific services

### **Wipro** Everest Group assessment – Major Contender

Measure of capability: 🕐 Low 🔴 High



Strengths	Limitations
<ul> <li>Wipro's technical expertise, talent management, and account management capabilities have been highlighted as its key strength areas by enterprises</li> </ul>	<ul> <li>Enterprises from China and Japan in the APAC region are advised to evaluate its delivery capabilities in these markets</li> </ul>
<ul> <li>Wipro can be a partner of choice for clients in BFSI, energy and utilities, and electronics, hi-tech, and technology industries looking to engage for Dynamics services</li> </ul>	<ul> <li>Clients from industries such as manufacturing, healthcare and life sciences, and the public sector may need to evaluate its delivery capabilities for Dynamics service within</li> </ul>
<ul> <li>Wipro has a good client base across key geographies such as North America and Europe and can be a partner worth considering for enterprise requirements in these regions</li> </ul>	<ul><li>these industries</li><li>Clients seeking to collaborate with Wipro may need to check for cultural alignment due</li></ul>
<ul> <li>It has good coverage across multiple Dynamics modules including sales and service, and</li> </ul>	to its offshore-heavy delivery model

is suitable for buyers looking for engagements across LoBs



# Enterprise sourcing considerations

- Aspirants
  - Birlasoft
  - GSLab-GAVS
  - Marlabs
  - Mastek
  - UST
  - Yash Technologies

## **Birlasoft** Everest Group assessment – Aspirant and Star Performer

Measure of capability: C Low High

#### **Market impact** Vision & capability Vision and Scope of Delivery Innovation and Market adoption Portfolio mix Value delivered footprint Overall services investments Overall strategy

Strengths	Limitations
<ul> <li>Birlasoft offers good coverage across service, sales, and supply chain, and is suitable for</li></ul>	<ul> <li>Birlasoft has an offshore-heavy delivery model; enterprises may need to evaluate and</li></ul>
buyers looking for across LoB engagements	check for cultural alignment before engaging for Dynamics-specific services
<ul> <li>It has a good focus on Dynamics-specific implementation services; it can be a suitable fit</li></ul>	<ul> <li>It is heavily focused on the North American market; enterprises in other regions may</li></ul>
for clients seeking implementation-heavy engagements	need to evaluate its delivery capabilities for Dynamics services in their respective
<ul> <li>It has a key focus in industries such as electronics, hi-tech and technology, manufacturing, and energy and utilities; clients seeking Dynamics services in these industries can consider it as a relevant service provider</li> </ul>	<ul> <li>regions</li> <li>Enterprises seeking Dynamics services in industries such as healthcare and life sciences, BFSI, and retail distributions and CPG industries may need to evaluate Birlasoft's capabilities in these industries</li> </ul>

### **GSLab-GAVS** Everest Group assessment – Aspirant

Measure of capability: 🕐 Low 🔴 High



### Strengths

- Clients looking for a relevant partner for Dynamics services around its sales and marketing modules may consider GSLab-GAVS as a relevant service provider
- GSLab-GAVS is a relevant service provider for enterprises seeking cost-effective, offshore-centric, and global implementation and maintenance services for Dynamics business applications

Limitations

- GSLab-GAVS is heavily focused on the North American market; enterprises in other regions may need to evaluate its delivery capabilities for Dynamics services in their respective regions
- While it has a good focus on implementation and managed services activities, clients looking for consulting-heavy engagements may need to evaluate GSLab-GAVS's capabilities in delivering such engagements
- While it has a good presence in the banking industry; clients from other major industries should evaluate GSLab-GAVS' capabilities within those industries for Dynamics services

### **Marlabs** Everest Group assessment – Aspirant

Measure of capability: C Low High



### Strengths

- Limitations
- Marlabs is a suitable provider for enterprises seeking Dynamics implementation and managed services, especially in the manufacturing, retail distribution and CPG, and healthcare and life sciences verticals
- Marlabs can be a relevant service provider for Dynamics services for enterprises having requirements across its supply chain and finance modules for smaller engagements
- Marlabs' Microsoft Dynamics portfolio is highly concentrated toward the North American region; enterprises in other regions specifically the UK, China, Japan, South America, and the Middle East and Africa may need to evaluate its delivery capability in the region
- Very large and mega clients with annual revenue greater than US\$10 billion may need to assess Marlabs' delivery capabilities in depth before engaging with it for their Dynamics-specific requirements
- Clients looking for Dynamics services in industries such as BFSI, electronics, hi-tech, and technology, energy and utilities, and the public sector may need to assess its capabilities within these industries

### **Mastek** Everest Group assessment – Aspirant

Measure of capability: C Low High

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

Strengths	Limitations
<ul> <li>Mastek has a good presence in industries such as BFSI and the public sector; it is a fitting choice for enterprises from these sectors seeking Dynamics services</li> <li>It has a good presence in the UK and the Middle East and African regions and can be a suitable delivery partner of choice for clients in these regions for Dynamics engagements</li> </ul>	<ul> <li>Clients in European (excluding the UK) and APAC regions may need to evaluate Mastek's delivery capabilities and proof points in the region before engaging with for Dynamics services</li> <li>Clients in the energy and utilities and telecom sector may need to evaluate Mastek's capability in delivering Dynamics services within these sectors</li> <li>Clients seeking to collaborate with Mastek may need to check for cultural alignment due to its offshore-heavy delivery model</li> </ul>

## **UST** Everest Group assessment – Aspirant

Measure of capability: C Low High



Strengths	Limitations
<ul> <li>Clients from manufacturing and BFSI industries may consider UST as a relevant service</li></ul>	<ul> <li>Enterprises from industries such as energy and utilities and public may need to evaluate</li></ul>
provider for Dynamics-specific engagements	its capabilities in these industries
<ul> <li>It has focused its services on sales, service, and marketing modules making it more</li></ul>	<ul> <li>UST is heavily focused on APAC market; it has limited delivery capabilities and proof</li></ul>
suitable for Dynamics engagements across these modules	points in other markets such as the UK, South America, and the Middle East and Africa
	<ul> <li>Clients looking to engage with UST for Dynamics services for commerce, HR, and supply chain modules may need to evaluate its capabilities across these modules</li> </ul>

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### Yash Technologies Everest Group assessment – Aspirant

Measure of capability: C Low High



Strengths	Limitations
<ul> <li>Yash Technologies is a suitable partner for enterprises looking for implementation and managed services for Microsoft Dynamics modules such as finance, supply chain, and sales</li> </ul>	<ul> <li>Clients from industries such as public, electronics, hi-tech, technologies, and retail distribution and CPG should evaluate its capabilities within these industries for Dynamics-specific services</li> </ul>
<ul> <li>Clients from manufacturing and healthcare and life sciences industries may consider it as a relevant service provider for Dynamics-specific engagements</li> </ul>	<ul> <li>Clients in the European (excluding the UK) and South American region may need to assess Yash Technologies' delivery capabilities in the region</li> <li>Very large and mega clients with annual revenue greater than US\$10 billion may not find suited for large-scale Dynamics-specific transformational engagement</li> </ul>



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### **Glossary of key terms used in this report**

ACV	Annualized Contract Value
ANZ	Australia and New Zealand
APAC	Asia Pacific
Buyer	The company/entity that purchases outsourcing services from a service provider of such services
CoE	Center of Excellence
CPG	Consumer Packaged Goods
ERP	Enterprise Resource Planning
FTE	Full-time Employees on the rolls of the company
ΙοΤ	Internet of Things
LoB	Line of Business
SCM	Supply Chain Management
SMB	Small and Midsize Buyers
тсу	Total Contract Value is the potential revenue associated with the contract and estimated value at the commencement of the contract (e.g., sum of revenue accrued to the service provider from the contract over the entire contract term, usually measured in millions of dollars).



### **Research calendar** Enterprise Platform Services (EPS)

Current release **Reports title Release date** SAP Business Application Services PEAK Matrix® Assessment 2023 – Global November 2022 Salesforce Industry Cloud Services Provider Compendium 2023 December 2022 Playbook: Transforming Customer and Partner Experiences in the Retail, Consumer Packed Goods (CPG), and Manufacturing Industries March 2023 Microsoft Dynamics 365 Services PEAK Matrix<sup>®</sup> Assessment 2023 June 2023 Q2 2023 Enterprise Platform Services: Voice of the Customer 2023 Microsoft Dynamics 365 Services – Provider Compendium 2023 Q2 2023 Salesforce Industry Cloud State of the Market 2023 Q3 2023 SAP Business Application Services - State of the Market 2023 Q3 2023 Microsoft Dynamics 365 Services - State of the Market 2023 Q3 2023 Oracle Cloud Applications Services PEAK Matrix<sup>®</sup> Assessment 2023 Q3 2023 Oracle Cloud Applications Services – Provider Compendium 2023 Q3 2023 Oracle Cloud Applications – State of the Market 2023 Q3 2023 Pega Services PEAK Matrix<sup>®</sup> Assessment 2023 Q4 2023 Q4 2023 Pega Services – Provider Compendium 2023 Pega Services – State of the Market 2023 Q4 2023

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