



Everest Group PEAK Matrix[®] for Marketing Service Providers 2022

Focus on Infosys
May 2022



Background of the research

The COVID-19 pandemic has transformed marketing in more ways than one. Traditional ways of marketing are now being fast replaced by digital, data-driven models. CMOs continue to explore low-cost service delivery models and the potential process efficiencies from automation, as marketing budgets are being slashed. They have also realized that Customer Experience (CX) is where they need to differentiate themselves from their competition. As the CMOs are faced with the multi-pronged challenge of connecting with the modern customer, a new service provider landscape is evolving in the market – agencies, consultancies, and IT-BPOs are consolidating their capabilities to provide a one-stop solution to the client’s marketing requirements. Service providers continue to invest in a host of capabilities including intelligent automation and predictive analytics to attain higher levels of personalization, increased speed-to-market, and superior customer experience, and thereby meet the needs of a rapidly evolving market.

In this research, we present an assessment and detailed profiles of marketing service providers featured on the Marketing Services PEAK Matrix®. Each service provider deep dive provides a comprehensive picture of its services focus through a snapshot of its key strengths and limitations, as assessed by Everest Group. The assessment is based on Everest Group’s annual RFI process, interactions with leading service providers, client reference checks, and an ongoing analysis of the marketing services market.

This report includes the profiles of the following 19 marketing service providers featured on the Marketing Services PEAK Matrix®:

- **Leaders:** Accenture, Cognizant, Infosys, and Wunderman Thompson
- **Major Contenders:** Capgemini, Concentrix, Digitas, EXL, HCL, Isobar, MediaMonks, Merkle, PwC Digital, TCS, and Wipro
- **Aspirants:** HGS, Stefanini, Webhelp, and WNS

Scope of this report:



Geography
Global



Service providers
19 marketing service providers



Services
Marketing services

Marketing services PEAK Matrix® characteristics

Leaders:

Accenture, Cognizant, Infosys, and Wunderman Thompson

- Leaders have interdisciplinary capabilities across areas including creative production, media, customer experience management, commerce, design thinking, and data sciences. They have also built strong consulting and strategy offerings to augment their services
- They have actively focused on organic and inorganic investments to bridge the portfolio gaps and achieve full capabilities across the entire marketing services spectrum
- Leaders have built a strong and balanced delivery portfolio, with significant presence in all major geographies and a workforce that is adept in multiple languages.
- Leaders have significant focus on talent development and have invested in extensive internal training programs to build talent with advanced skillsets
- Leaders maintain a strong ecosystem of partnerships with leading MarTech/AdTech vendors

Major Contenders:

Capgemini, Concentrix, Digitas, EXL, HCL, Isobar, MediaMonks, Merkle, PwC Digital, TCS, and Wipro

- Major Contenders are building capabilities in serving different geographies and industry segments, while specializing in a few regions or verticals
- They continue to leverage sophisticated digital tools and platforms, and partner with third-party vendors to fill gaps
- Their ability to provide localization in terms of content customization and management is emerging as a major differentiator

Aspirants:

HGS, Webhelp, Stefanini, and WNS

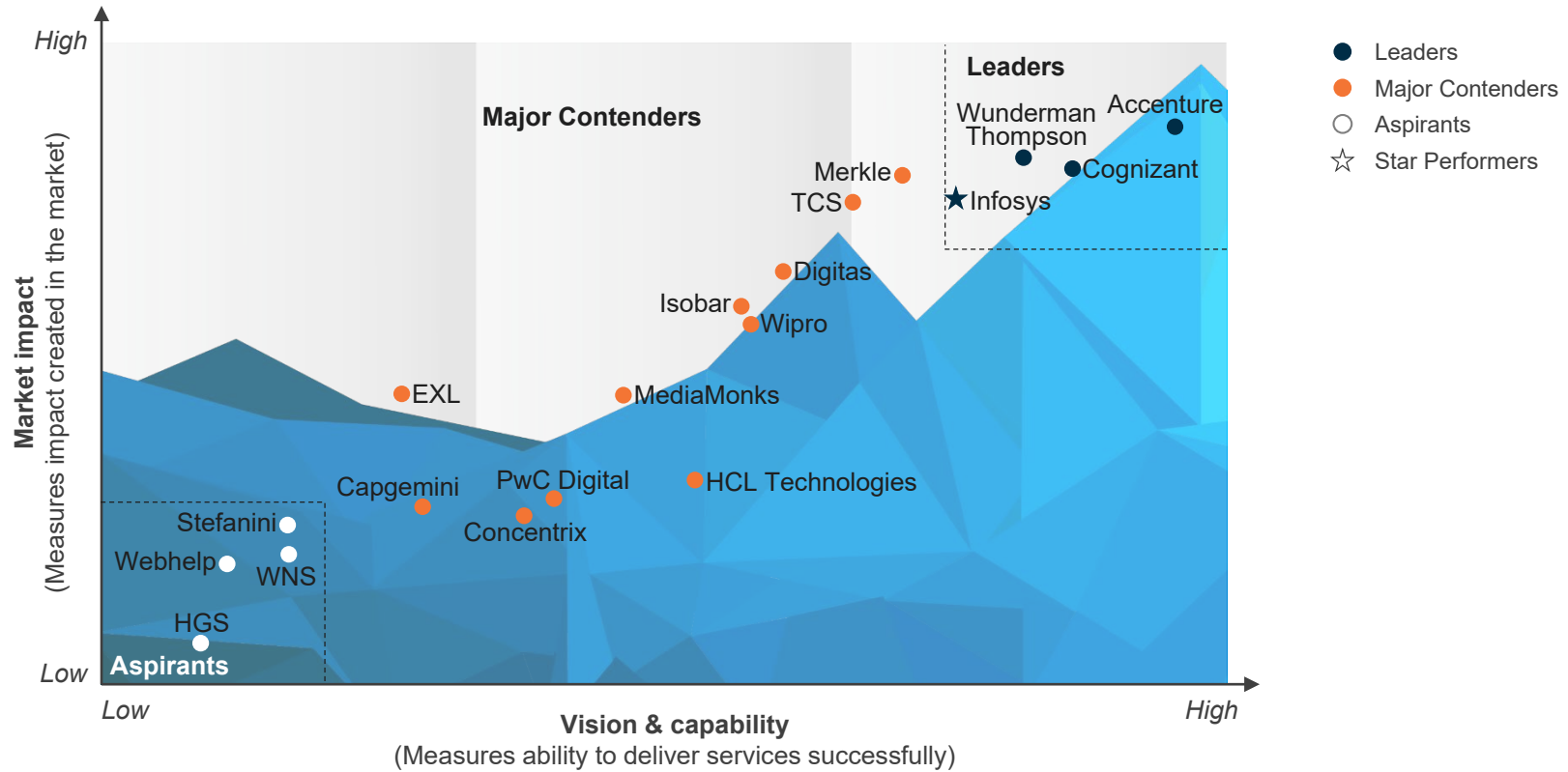
- Aspirants are focused on particular region(s), vertical(s), or buyers, and have a relatively small-scale of operations, lower number of agents, and a skewed shoring mix
- Aspirants also find their limited presence across various geographies as a barrier to increasing their market share, despite having the requisite capabilities
- They also offer innovative models of service delivery; however, currently they have limited capabilities in specialized services such as creative and media to provide end-to-end support to buyers

Everest Group PEAK Matrix®

Marketing Services PEAK Matrix® Assessment 2022 | Infosys positioned as Leader and Star Performer



Everest Group Marketing Services PEAK Matrix® Assessment 2022^{1,2,3}



1 Assessments for Capgemini, Digita, HGS, Isobar, MediaMonks, Merkle, PwC Digital, Webhelp, WNS, and Wunderman Thompson exclude service provider inputs on this particular study, and are based on Everest Group's estimates that leverage its proprietary Transaction Intelligence (TI) database, ongoing coverage of service providers' public disclosures, and interaction with buyers. For these companies, Everest Group's data for assessment may be less complete.
 2 The assessment covers MediaMonks, prior to its merger with sister brand Mighty Hive in August 2021 to form Media.Monks.
 3 Parameters used for assessment have changed since the Marketing Services PEAK Matrix® Assessment 2020.

Source: Everest Group (2022)

Infosys | marketing services profile (page 1 of 5)

Overview

Company overview

Infosys Limited is an Indian multinational corporation that provides business & technology consulting, IT, and outsourcing services. Infosys specializes in next-generation digital services and consulting. It has around 259000+ employees globally. Its solutions cover a wide range of business areas including digital marketing, e-commerce and e-business enabling, warehouse and inventory management, and customer management. The company delivers services across banking, retail, CPG, insurance, telecommunication, electronics & hi-tech, energy & utilities, healthcare & life sciences, media & entertainment, manufacturing, and public sectors.

Headquarters: Teaneck, New Jersey, the United States

Website: www.infosys.com

Key leaders

- **Salil Parekh**, Chief Executive Officer and Managing Director
- **Nilanjan Roy**, Chief Financial Officer
- **UB Pravin Rao**, Chief Operating Officer
- **Anantha Radhakrishnan**, Chief Executive Officer and MD, Infosys BPM
- **Ravi Kumar S**, President, Deputy Chief Operating Officer
- **Satish Nair, VP**, Business Head, Digital Business Services
- **Mark Livingston**, Managing Partner & Global Head, Infosys Consulting
- **Tony Puccetti**, Chief Operating Officer – Blue Acorn iCi

Suite of services

- Content strategy and UX design
- Content acquisition & development
- Content publishing and DAM
- Localization, migration
- Creative Production
- E-Commerce services
- Traditional/Digital Campaign Banner creation
- DTC setup & operations
- PIM & e-catalog
- Loyalty management and back-office support
- Campaign strategy and planning
- Multichannel campaign orchestration
- Campaign optimization
- Customer analytics, and reporting

Marketing services	2019	2020	2021
Revenue (US\$ million)		Not disclosed	
Number of FTEs		Not disclosed	
Number of clients		Not disclosed	

Recent marketing services-related developments/investments

Areas	Developments/investments
Technology	<ul style="list-style-type: none"> ● 2021: launched Infosys Equinox, the digital commerce platform that drives human-centric omnichannel shopping experiences ● 2020: launched Infosys Meridian Platform, a Live Enterprise Workplace Platform, to help companies reimagine experiences in the work-from-anywhere era ● 2020: acquired Simplus, a leading Salesforce Consulting and Platinum partner ● 2019: invested in Infosys Center for Emerging Technology Solutions (iCETS) – Incubation center of Infosys. Current areas of incubation include AI & ML, Computer Vision, conversational interfaces, AR-VR, Deep Learning, and Advanced analytics using video, speech, and text ● 2018: acquired Fluidio, a leading Salesforce partner in the Nordics, for consulting, implementation, and training ● 2019: acquired Blue Acorn, a leader in digital customer experience, commerce, and analytics ● 2017: developed Customer Experience Index (CEI) and invested in digital testing capabilities and accelerators
Talent	<ul style="list-style-type: none"> ● 2020: acquired Carter Digital, one of Australia’s leading and award-winning experience design agencies ● 2018: launched Infosys Wingspan, a cloud and mobile-first corporate learning solution based on open-source technologies, for seamless interactive learning experiences ● 2018: acquired Wongdoody, a US-based full-service creative and consumer insights agency ● 2018: acquired Brilliant Basics, a global design and product studio known for product design and Customer Experience (CX) innovation
Creative and media	<ul style="list-style-type: none"> ● 2020: established 16 digital studios globally ● 2019: established iStudio to provide creative services to its clients offering modern engagement models ● 2019: launched The Sounding Board, a proprietary agile insights platform

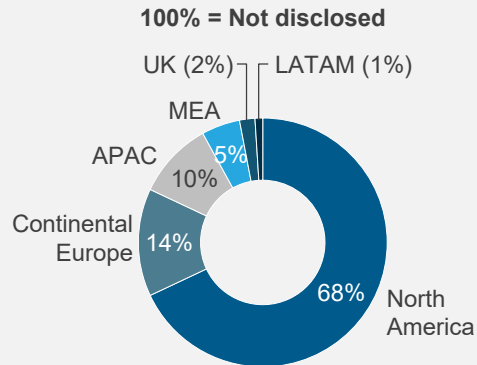
Infosys | marketing services profile (page 2 of 5)

Client portfolio

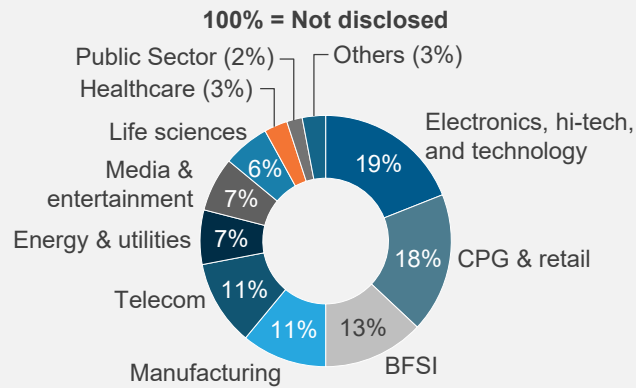
Key marketing services engagements

Client name	Processes served	Region	Client since
Not disclosed			

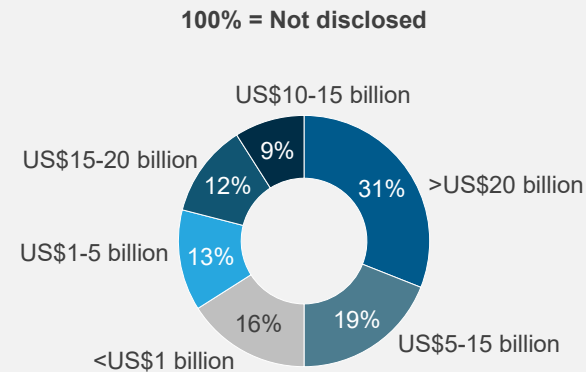
Marketing services revenue mix by geography
Revenue in US\$ million



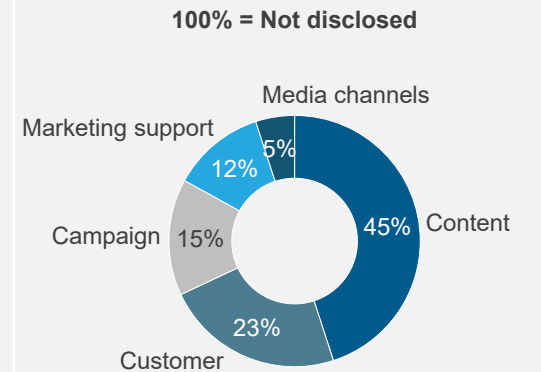
Marketing services revenue mix by industry
Revenue in US\$ million



Marketing services number of clients by buyer size
Number of active clients



Marketing services FTE mix by process
Number of FTEs



Infosys | marketing services profile (page 3 of 5)

Key delivery locations



Infosys | marketing services profile (page 4 of 5)










Technology solutions/tools

Technology name	Processes served	Year launched	Description	No. of clients
Infosys Equinox	Not disclosed	2021	A human-centric commerce and marketing platform that supports rich, hyper-personalized experiences across any channel and touchpoint.	Not disclosed
Infosys Meridian Platform	Not disclosed	2020	A live enterprise workplace platform, which enables enterprises to evolve into remote-first, hyper-productive, anywhere workplace. An integrated platform that offers solutions related to process reimagination, workforce productivity, and virtual events.	Not disclosed
The Sounding Board	Not disclosed	2019	A proprietary agile-insights platform that allows to quickly and efficiently gather qualitative data and build better brand engagements centered around human experiences.	Not disclosed
Infosys legacy modernization launchpad	Not disclosed	2019	An Adobe accredited Infosys solution for automating up to 60-80% of manual migration tasks to Adobe ecosystems. It is an integrated solution with business user IDE, migration workflows, data format, and mapping approaches for content assets into Adobe.	Not disclosed
Infosys media platform	Not disclosed	2019	A platform for e-commerce automatic record creation and data modification.	Not disclosed
Content Management Interoperability Services (CMIS)-based Mobile Solution for Content Services platforms	Not disclosed	2019	A solution for mobile interactions with business content, which is based on a universally accepted framework (CMIS) and is a key enabler for content ubiquity. Its mobile solution is packaged and published on the organization's app store. It can be downloaded by authorized users and enables them to perform key document-related operations on a tablet form factor device such as an iPad.	Not disclosed
Infosys BASE-BIG and SMART Ecosystem	Not disclosed	2019	A first of its kind solution with an open-source ECM product integrated to big data amplified with an extensible MIFID II compliant architecture setting the future trend of CMS.	Not disclosed
Infosys Assets360@Scale	Not disclosed	2018	A solution for deep diving into AI-based Digital Assets Management for agility. It offers various services such as E2E integrated asset life cycle automation, leveraging AI for business-friendly asset tagging, email campaign, and much more.	Not disclosed
Infosys automation solution for Digital Asset Management platform	Not disclosed	2018	A solution that manages the entire asset life cycle, starting with asset ingestion, workflows, and features for asset production, collaboration, publishing, and distribution. It is built using OpenText Media Management, which is industry-leading product for Digital Asset Management and is integrated with other enterprise application platforms. It provides custom automated solution for integration with Global Data Synchronization Network (GDSN) and ERP platform.	Not disclosed
Infosys Enterprise Content Migration Framework	Not disclosed	2018	A solution that centers around a finished product with off-the-shelf source/target connectors developed using the low-level APIs of the individual platforms and the company's globally rendered services to ensure success for customers' complex migration programs.	Not disclosed
iWAF	Not disclosed	2015	An automated functional validation across various channels – web/mobile and multi-browser.	Not disclosed

Infosys | marketing services profile (page 5 of 5)

Everest Group assessment – Leader and Star Performer

Measure of capability:  Low  High

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

Strengths

- Infosys provides a broad range of offerings spanning content management, campaign management, creative services, e-commerce operations, and analytics & reporting
- Despite the pandemic, Infosys has recorded impressive growth in 2020 through the onboarding of new clients. Infosys has also been quick to adapt to the changing demand from clients during the pandemic, by offering new services such as virtual event management
- It has created a widespread delivery footprint by establishing digital studios and delivery centers across the globe. In 2020, it ramped up its delivery presence in North America, Central Europe, and Australia through investments in talent
- It has strengthened its marketing offerings through multiple acquisitions in the creative, digital commerce, and digital experience domains. It acquired Simplus in 2020 to bolster its Salesforce consulting practice. Its acquisition of US-based creative agency, Wongdoody (2018) enables it to integrate the features of the agency model
- The company has developed a robust technology infrastructure to enhance its marketing offering. It leverages proprietary technology solutions such as the event management platform Meridian, and has invested in an incubation center focused on next-generation services
- Clients have called out its robust technology support, skilled talent pool, and efficiency in process orchestration as its core strengths

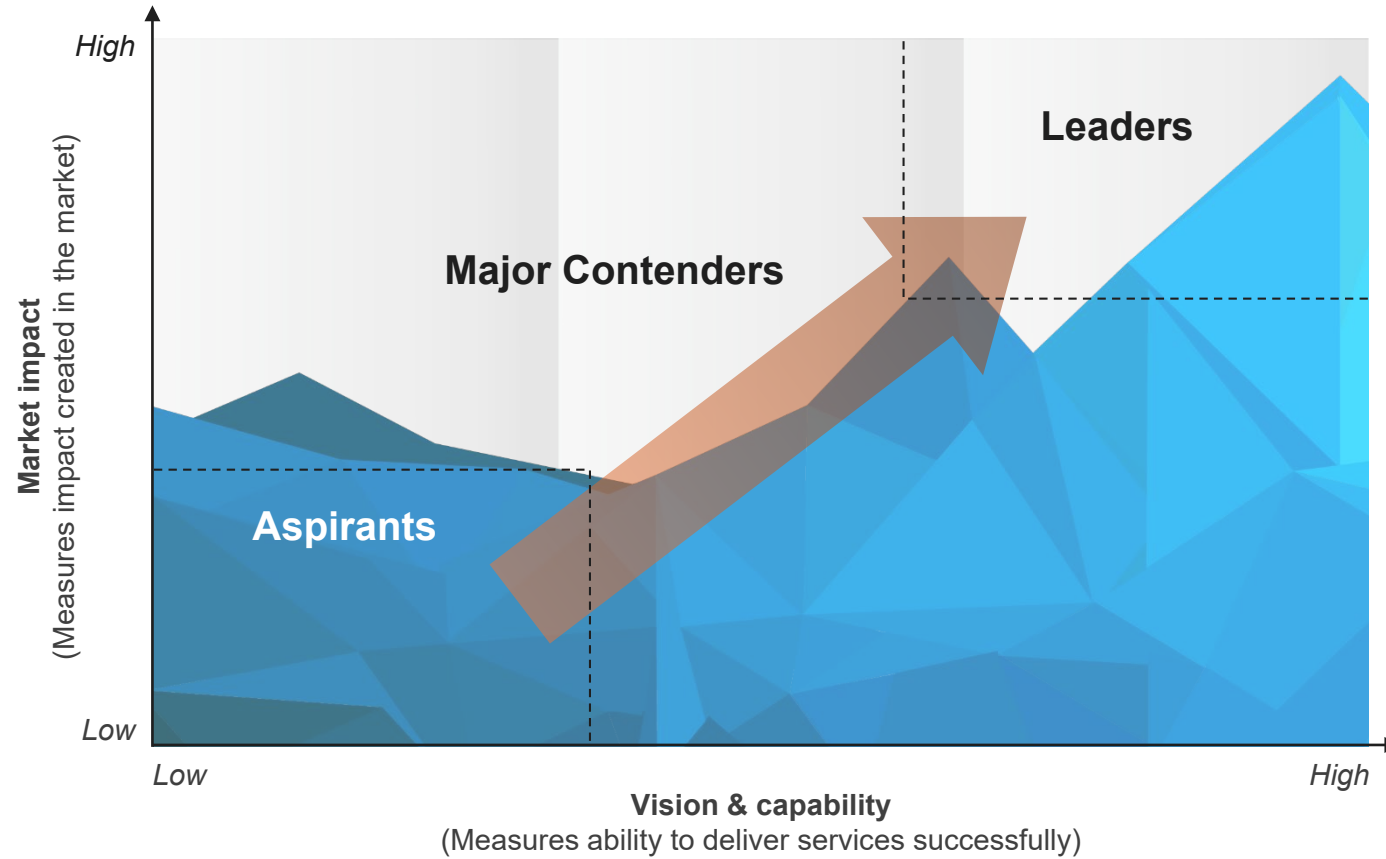
Limitations

- While Infosys has strengthened investments in the field of analytics, it lacks the experience of its peers in the field of data management and marketing analytics
- Global clients looking for a strategic vendor to serve in the UK and LATAM markets may find its lack of experience in these markets unsuitable
- Referenced clients expect Infosys to be proactive in solving new challenges around talent retention and management

Appendix

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

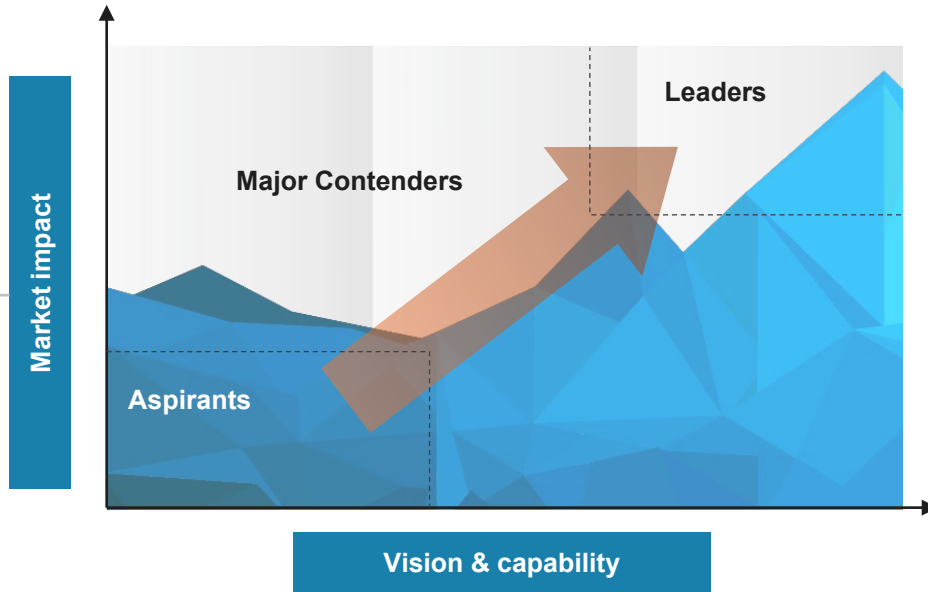
Everest Group PEAK Matrix



Services PEAK Matrix® evaluation dimensions

Measures impact created in the market – captured through three subdimensions

- Market adoption**
Number of clients, revenue base, YOY growth, and deal value/volume
- Portfolio mix**
Diversity of client/revenue base across geographies and type of engagements
- Value delivered**
Value delivered to the client based on customer feedback and transformational impact



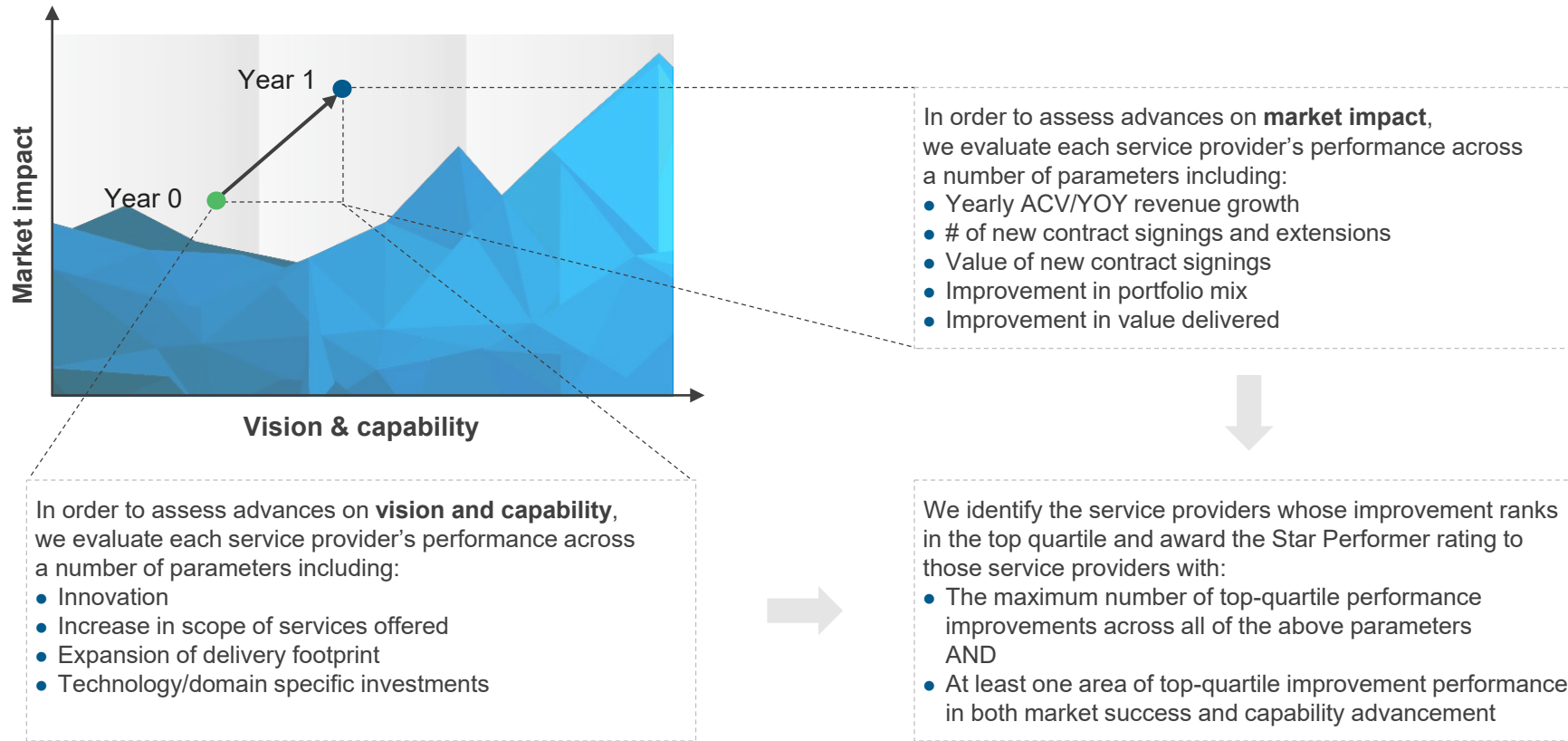
Measures ability to deliver services successfully. This is captured through four subdimensions

- Vision and strategy**
Vision for the client and itself; future roadmap and strategy
- Scope of services offered**
Depth and breadth of services portfolio across service subsegments/processes
- Innovation and investments**
Innovation and investment in the enabling areas, e.g., technology IP, industry/domain knowledge, innovative commercial constructs, alliances, M&A, etc.
- Delivery footprint**
Delivery footprint and global sourcing mix

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

Methodology

Everest Group selects Star Performers based on the relative YOY improvement on the PEAK Matrix



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.

FAQs

Does the PEAK Matrix® assessment incorporate any subjective criteria?

Everest Group's PEAK Matrix assessment adopts an unbiased and fact-based approach (leveraging service provider / technology vendor RFIs and Everest Group's proprietary databases containing providers' deals and operational capability information). In addition, these results are validated / fine-tuned based on our market experience, buyer interaction, and provider/vendor briefings

Is being a “Major Contender” or “Aspirant” on the PEAK Matrix, an unfavorable outcome?

No. The PEAK Matrix highlights and positions only the best-in-class service providers / technology vendors in a particular space. There are a number of providers from the broader universe that are assessed and do not make it to the PEAK Matrix at all. Therefore, being represented on the PEAK Matrix is itself a favorable recognition

What other aspects of PEAK Matrix assessment are relevant to buyers and providers besides the “PEAK Matrix position”?

A PEAK Matrix position is only one aspect of Everest Group's overall assessment. In addition to assigning a “Leader”, “Major Contender,” or “Aspirant” title, Everest Group highlights the distinctive capabilities and unique attributes of all the PEAK Matrix providers assessed in its report. The detailed metric-level assessment and associated commentary is helpful for buyers in selecting particular providers/vendors for their specific requirements. It also helps providers/vendors showcase their strengths in specific areas

What are the incentives for buyers and providers to participate/provide input to PEAK Matrix research?

- Participation incentives for buyers include a summary of key findings from the PEAK Matrix assessment
- Participation incentives for providers/vendors include adequate representation and recognition of their capabilities/success in the market place, and a copy of their own “profile” that is published by Everest Group as part of the “compendium of PEAK Matrix providers” profiles

What is the process for a service provider / technology vendor to leverage their PEAK Matrix positioning and/or “Star Performer” status ?

- Providers/vendors can use their PEAK Matrix positioning or “Star Performer” rating in multiple ways including:
 - Issue a press release declaring their positioning. See [citation policies](#)
 - Customized PEAK Matrix profile for circulation (with clients, prospects, etc.)
 - Quotes from Everest Group analysts could be disseminated to the media
 - Leverage PEAK Matrix branding across communications (e-mail signatures, marketing brochures, credential packs, client presentations, etc.)
- The provider must obtain the requisite licensing and distribution rights for the above activities through an agreement with the designated POC at Everest Group.

Does the PEAK Matrix evaluation criteria change over a period of time?

PEAK Matrix assessments are designed to serve present and future needs of the enterprises. Given the dynamic nature of the global services market and rampant disruption, the assessment criteria are realigned as and when needed to reflect the current market reality as well as serve the future expectations of enterprises



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