Everest Group®

# Everest Group Low-code Application Development Services PEAK Matrix® Assessment 2024 – Focus on Appian

Focus on Infosys

November 2024

PEAK MATRIX®

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# Introduction

As enterprises increasingly seek to accelerate digital transformation, the adoption of low-code platforms has surged, offering a faster, more agile approach to application development. Low-code application development platforms such as Appian, OutSystems, and Power Apps are at the forefront of this shift, enabling businesses to rapidly develop, deploy, and scale applications with minimal coding effort. This trend has become even more pronounced as organizations strive to enhance operational efficiency, respond quickly to market changes, and drive innovation amid growing competitive pressures.

To meet this rising demand, service providers are expanding their capabilities, forming strategic alliances with low-code platform vendors, and developing proprietary IPs to offer differentiated services. Additionally, investments in delivery centers and specialized talent are ensuring that these providers can deliver tailored, high-impact solutions that align with the unique needs of enterprises.

In the report, we analyze the performance of 20 leading low-code service providers featured on the Low-code Application Development Services PEAK Matrix® Assessment 2024 – Focus on Appian. Our comprehensive evaluation will assist enterprises in selecting the best-fit partner for their low-code application development needs, while also providing service providers with insights to benchmark and enhance their offerings in this dynamic landscape.

**The full report includes the profiles of the following 20 leading low-code service providers featured on the Low-code Application Development PEAK Matrix – Focus on Appian:**

- **Leaders:** Coforge, EXL, Infosys, Persistent Systems, TCS, WNS-Vuram, and Xebia
- **Major Contenders:** Bits In Glass, Cognizant, KPMG, Mphasis, PwC, Roboyo, Tech Mahindra, Virtusa, Wipro, and Yexle
- **Aspirants:** Valcon, Vision Point Systems, and Zimpatica

## Scope of this report

**Geography:** global

**Industry:** market activity and investments of 20 leading low-code service providers

**Services:** low-code application development services on Appian

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# Low-code application development services PEAK Matrix® characteristics

## Leaders

Coforge, EXL, Infosys, Persistent Systems, TCS, WNS-Vuram, and Xebia

- Leaders demonstrate superior vision and strategy for low-code application development services. They have a strong understanding of the market trends, customer needs, and emerging technologies, and a robust roadmap for delivering innovative and effective solutions to their clients
- Leaders in this category have a strong delivery capability and a proven track record of delivering successful low-code application development projects across different industries and geographies. They have a well-defined delivery model, processes, and tools to ensure efficient and effective project execution

## Major Contenders

Bits In Glass, Cognizant, KPMG, Mphasis, PwC, Roboyo, Tech Mahindra, Virtusa, Wipro, and Yexle

- Major Contenders have a significant market presence, with a growing customer base across industries and geographies. They have a regional or niche focus but are expanding their footprint and capabilities
- They have a good level of customer satisfaction but do not have the same level of focus on customer feedback and continuous improvement as the leaders. They are focused on building strong relationships with their clients and delivering value-added services

## Aspirants

Valcon, Vision Point Systems, and Zimpatica

- Aspirants have a focus on technology and innovation, but not at the same level of investment and partnership as the Leaders and Major Contenders. They are looking to leverage new technologies and emerging trends in low-code application development to deliver value-added solutions to their clients
- They have a limited market presence but are expanding their footprint and capabilities. They are looking to grow and diversify their customer base and continuously improve their services to meet client needs


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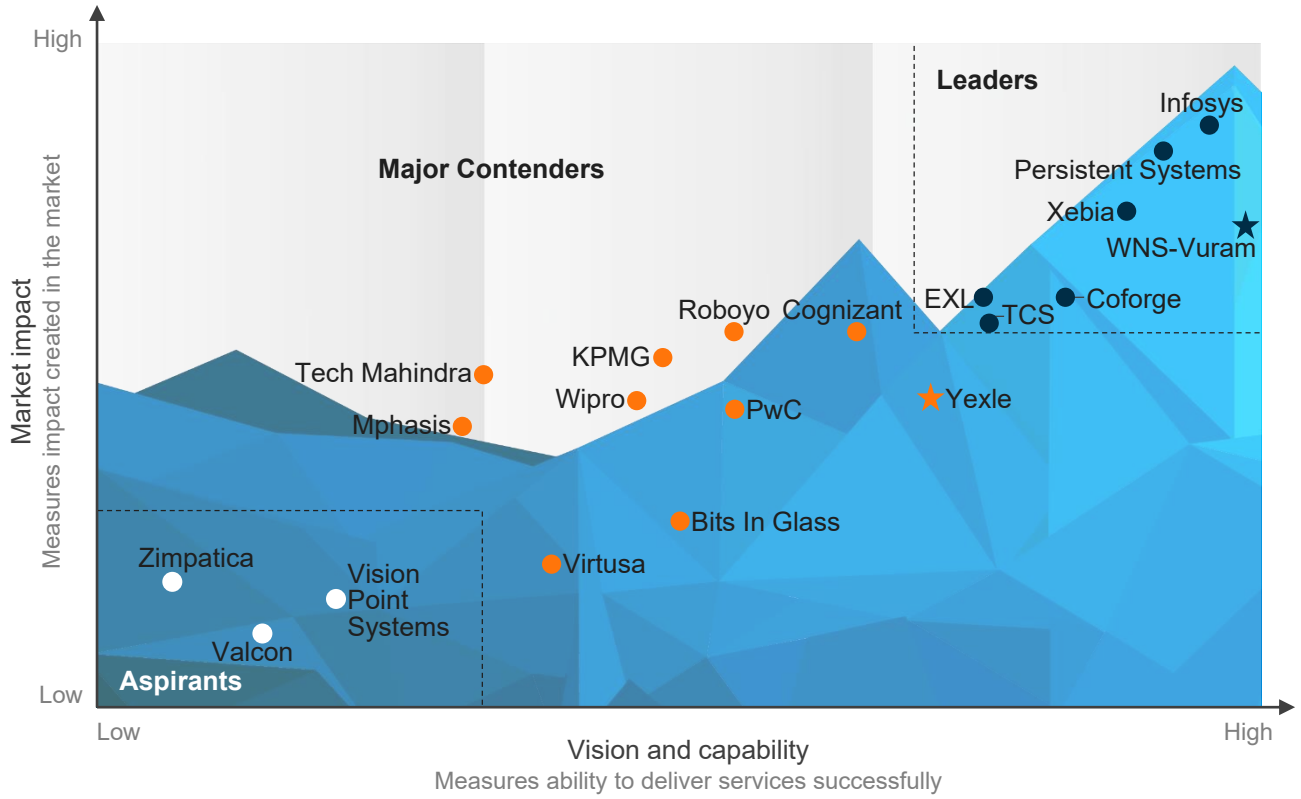
# Everest Group PEAK Matrix®

## Low-code Application Development Services PEAK Matrix® Assessment 2024 – Focus on Appian | Infosys is positioned as a Leader

**Everest Group Low-code Application Development Services PEAK Matrix® Assessment 2024 – Focus on Appian[1]**

- Leaders
- Major Contenders
- Aspirants
- ☆ Star Performers




1 Assessments for Bits In Glass, KPMG, Roboyo, PwC, Valcon, Vision Point Systems and Zimpatica exclude service 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)

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# Infosys profile (page 1 of 5)

## Overview

### Vision for low-code services

Infosys aims to drive digital fluidity powered by low-code platforms. It aims to use low-code platforms and artificial intelligence to create dynamic, linked business environments that are resilient and responsive. Its strategy incorporates intelligence throughout the development process, promotes modular and interoperable solutions, and improves decision-making through real-time insights.

### Scope of services

Infosys offers tailored low-code services to meet application life cycle and ecosystem requirements. It contributes to enhanced governance, operations, security, and monitoring methods for scaled deployment, as well as a collaborative development approach that facilitates community development.

### Low code services revenue (CY 2023)

| <US$20 million | US$20-50 million | US$50-200 million | **>US$200 million** |
|---|---|---|---|

**Low-code services revenue mix** (CY 2023)

Low (<10%) Medium (10-20%) High (>20%)

#### By geography

- North America
- United Kingdom
- Europe
- Asia Pacific
- South America
- Middle East and Africa
- Rest of the world

#### By industry

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

#### By buyer size

- Small (annual client revenue <US$1 billion)
- Medium (annual client revenue US$1-5 billion)
- Large (annual client revenue US$5-10 billion)
- Very large (annual client revenue US$10-20 billion)
- Mega (annual client revenue >US$20 billion)

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## Solutions

[REPRESENTATIVE LIST]

Proprietary solutions for low-code services

| Solution name | Details |
|---|---|
| Infosys app migration platform | It is a tool designed to streamline the technology migration of IBM BPM, Java, Lotus Notes, and other legacy applications to the Appian automation platform using generative AI. |
| Insurance underwriting with guidewire | It integrates an Appian layer and generative AI with Guidewire, allowing insurance businesses to streamline processes, increase agility, and improve user experience while reducing administrative underwriting tasks by 75%. |
| Cognitive customer support assistant | It is based on Appian's Case Management Studio, which combines data and processes with AI capabilities. This enables organizations to manage cases with greater efficiency, improve cooperation, and gain valuable insights while reducing manual touchpoints by approximately 50%. |
| Safety Management Portal for schools and universities (SafeEd) | It streamlines the threat management process and provides a digital experience for educational institutions by increasing incident reporting, transparency, enhanced collaboration, and communication. |
| Predictive maintenance through IOT sensors | It addresses the gaps in quality management systems and provides predictive maintenance solutions for the manufacturing industry by integrating IOT/sensors, the Appian Platform, and Google Vertex AI for predictive maintenance forecasts, reducing around 40% of maintenance costs. |

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## Recent investments

[REPRESENTATIVE LIST]

Low-code services investments

| Investment name/theme | Details |
|---|---|
| Training/Certification | • Created an Anything 2 Appian (A2A) program to create a distinctive and differentiating offering that helps customers automate their legacy modernization and migration journey<br>• Invested in joint training and education programs with universities in India and the US to develop a ready-to-use pool of Appian-certified professionals |
| Innovation and platform modernization | Created an in-house Appian training platform to cross-train experts from other disciplines. The academy actively promoted professional Appian certifications to achieve its objective of raising the Appian Talent pool to 2,000. |
| Partnership | • Collaborated with Wong Doody to drive empathy-driven customer journey design and assisted customers in adopting Appian-based solutions<br>• Collaborated with Appian on AI initiatives through Infosys Topaz, an AI-first suite of services and platforms that utilized generative AI technologies, in combination with Appian's low-code platform capabilities, to accelerate time-to-market and significantly enhance the value proposition |
| Innovation centre | Established the Appian Experience Centre in Hyderabad and Richardson |

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## Case studies

### CASE STUDY 1

Replaced legacy workflow with Appian, reducing processing time for a US-based insurance company

**Business challenge**

The client faced challenges with its existing Legacy Workflow system. These included poor customer and home office experiences, extended turnaround times and missed Service Level Agreements (SLAs), high reliance on personnel, error-prone manual processes, and significant rework. Additionally, the low adoption rate of the customer portal, judgment-driven decision-making, and ineffective tracking of Key Performance Indicators (KPIs) further increased the difficulties.

**Solution**

- Replaced Legacy Workflow system with the Appian solution as part of technology-enabled process improvement
- Demonstrated the Infosys Application Modernization Platform (IAMP) tool for migrating IBM BPM applications to Appian, with the goal of reducing cycle times by up to 65%
- Utilized Appian's suite of tools, including Appian BPM, Appian IDP, Appian RPA, and Appian Smart Services, to modernize workflow processes and address existing issues

**Impact**

- Onboarded approximately 15 key process workflows and subprocesses in the Individuals LOB to Appian, facilitating modernized case handling with Straight Through Processing (STP) and reducing swivel chair processing
- Scheduled the release of 80+ additional process case types with selected features
- Freed up around 45 hours per day in capacity through digital intake
- Implemented digital forms that resulted in a ~70% reduction in physical form consumption
- Reduced SLA/processing time by approximately 60% through assisted automation
- Saved about 27.5 hours per day with rule-driven IGO checks, while also decreasing key person risks, minimizing training and onboarding efforts, and enhancing operational transparency

### CASE STUDY 2

Enhanced workflow efficiency and reduced costs through Appian for an Australian multinational banking and financial services company

**Business challenge**

The client wanted to deliver a modern workflow platform to address several issues with its existing fragmented and complex legacy systems. It needed to replace inefficient legacy workflows with an intuitive and efficient system. It also wanted to improve customer response times and communication throughout transaction lifecycles and ensure compliance with SLAs and regulatory requirements.

**Solution**

- Developed a no-code platform using Appian's low-code solution to onboard processes with varying complexities
- Implemented the work orchestration application to capture and standardize all request
- Configured workflows and work steps to facilitate digital interactions with external systems based on triggers
- Provided a self-service delivery paradigm for business users and Subject Matter Experts (SMEs)
- Automated case creation, consent management, and task allocation, while capturing process metrics through dashboards and establishing an email ingestion channel for various service requests

**Impact**

- Digitized more than 700 customer and banking forms, integrating 285 of them into 62 processes on the new platform
- Managed an annual volume of one million digital requests by fulfilling over 250 processes through the digital platform
- Implemented 200 new workflows, replacing over 20 legacy workflows
- Onboarded more than 5,000 operation users across approximately 2,000 digitized processes
- Reduced branch visits by 200,000
- Reduced average handling time by 15-25%
- Saved 15% in operational costs

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## 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

- Infosys offers a strong suit of frameworks, tools, and solutions on Appian (for example, the Business Instant App Builder and Dynamic Case Management) that will resonate well with enterprises looking for advanced, customizable low-code services
- With its extensive global presence, Infosys is well-suited for enterprises across continents seeking comprehensive low-code services and deep insights for their Appian engagements
- Infosys has a diverse talent pool, encompassing strong capabilities in consulting, business development, and engineering roles, which allows it to offer a comprehensive value proposition to its clients

### Limitations

- Infosys needs to improve the share of experienced Appian resources through focused talent retention and upskilling initiatives to help build greater client confidence
- Enterprises from the small and midsized businesses (SMB) segment might not find Infosys a suitable fit for low-code engagements as it mainly serves larger enterprises

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# Appendix

PEAK Matrix® framework

FAQs

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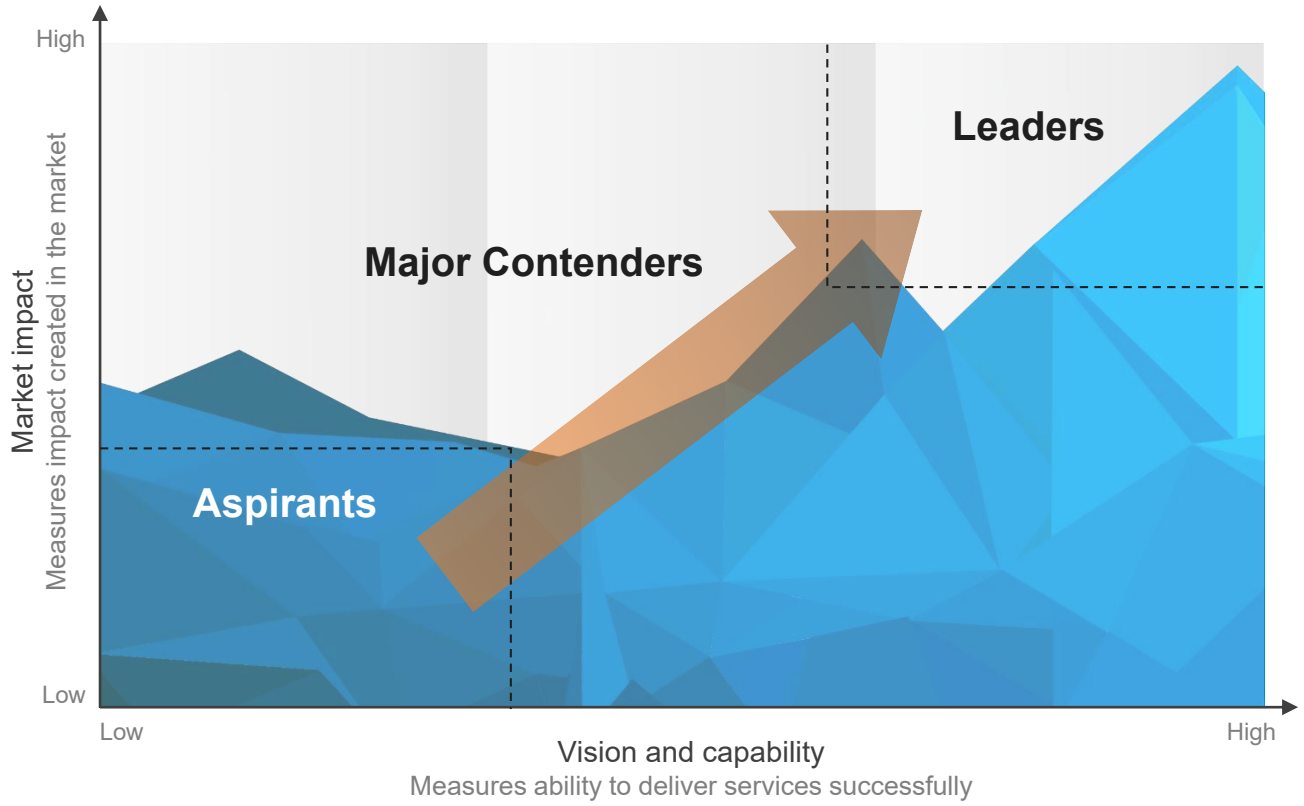
# Everest Group PEAK Matrix® is a proprietary framework for assessment of market impact and vision and capability

**Everest Group PEAK Matrix**





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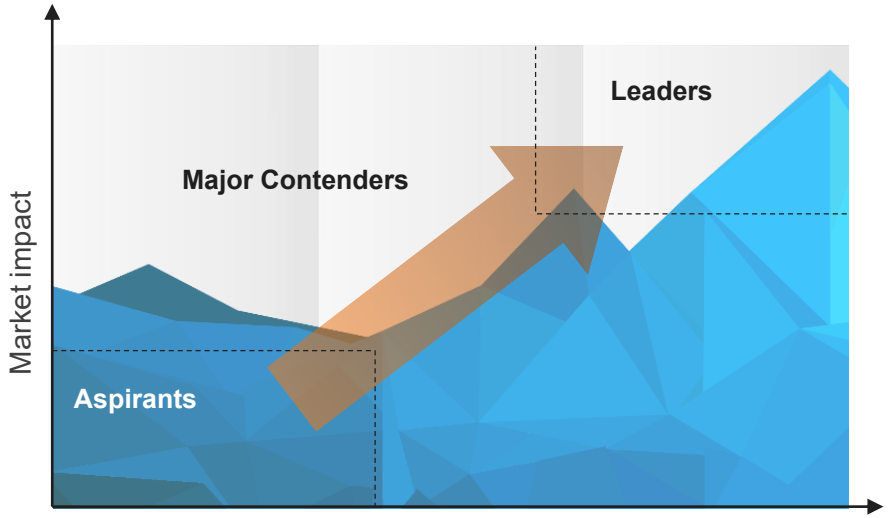
# Services PEAK Matrix® evaluation dimensions

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, and M&A.

**Delivery footprint**
Delivery footprint and global sourcing mix

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# 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 in included in our research reports

Q: What is the process for a provider / technology vendor to leverage its PEAK Matrix positioning?

A: Providers/vendors can use their PEAK Matrix positioning or Star Performer rating in multiple ways including:

- Issue a press release declaring positioning; see our citation policies
- Purchase a customized PEAK Matrix profile for circulation with clients, prospects, etc. The package includes the profile as well as quotes from Everest Group analysts, which can be used in PR
- Use PEAK Matrix badges for branding across communications (e-mail signatures, marketing brochures, credential packs, client presentations, etc.)

The provider must obtain the requisite licensing and distribution rights for the above activities through an agreement with Everest Group; please contact your CD or contact us

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

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

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