



# Everest Group's PEAK Matrix™ for Automation in Application Dev-Test

Focus on IBM  
July 2017



# Introduction and scope

---

Everest Group recently released its report titled “[Automation in IT Application Dev-Test – Market Update and PEAK Matrix™ Assessment for Solutions: “Cognitive Paving the Way to Smart Automation”](#)”

As a part of this report, Everest Group analyzed 12 leading service providers on the Everest Group Performance | Experience | Ability | Knowledge (PEAK) Matrix for Solutions specific for automation in application dev-test into Leaders, Major Contenders, and Aspirants. The PEAK Matrix is a composite framework that provides an objective, data-driven, and comparative assessment of automation in application dev-test providers based on their market impact and vision and capability.

Based on the analysis, IBM emerged as a Leader. This document focuses on IBM’s solutions and capabilities for automation in application dev-test and includes:

- IBM’s position on the automation in application dev-test PEAK Matrix
- Detailed application services automation profile of IBM

Buyers can use this PEAK Matrix to identify and evaluate different service providers. It helps them understand the service providers’ relative strengths and gaps. However, it is also important to note that while the PEAK Matrix is a useful starting point, the results from the assessment may not be directly prescriptive for each buyer. Buyers will have to consider their unique situation and requirements, and match them against service provider capability for an ideal fit.

# Background of the research

---

## Background of the research

- Automation has been used previously to automate simple manual tasks in Software Development Life Cycle (SDLC) such as code build and test execution in order to save human effort. However, we are now witnessing an increasing demand for automating not just few repetitive tasks but to use automation for decision-making and software delivery optimization, as enterprises struggle to improve time-to-market while not compromising on quality
- Enterprises continuously demand automation services from their providers in order to achieve:
  - Increased resource efficiency through reduction of manual and repetitive tasks
  - Enhanced software product quality through early detection and prevention of defects and errors
  - Efficient resourcing and optimized headcount
  - Shrink testing cycle through defect prediction and prevention
- In this research, we present the assessment and detailed profiles of 12 IT service providers featured on the PEAK Matrix for automation in application dev-test. Each service provider profile gives a comprehensive picture of their dev-test automation solutions, vision, domain investments, and partnerships
- The assessment is based on Everest Group's annual Request for Information (RFI) process conducted in Q1 2017, interactions with leading IT application service providers, client reference interviews, and analysis of the broader IT dev-test automation market

## Scope of this report

- **Services:** Automation in application development & testing
- **Geography:** Global
- **Service providers:** 12 leading IT application service providers

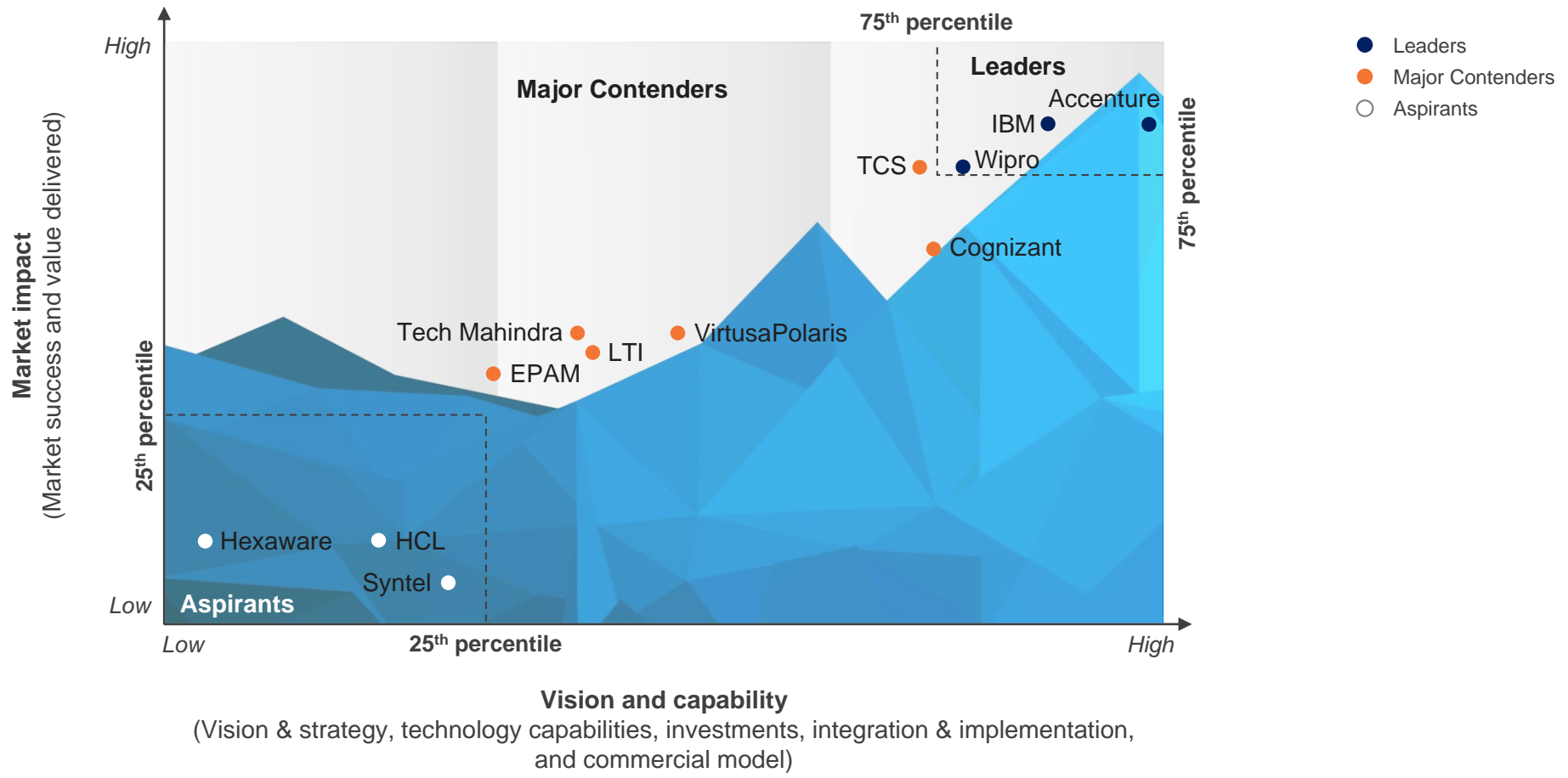
**This report includes the profiles of the following 12 service providers on the PEAK Matrix for application dev-test automation solutions:**

- **Leaders:** Accenture, IBM, and Wipro
- **Major Contenders:** Cognizant, EPAM, LTI, TCS, Tech Mahinda, and VirtusaPolaris
- **Aspirants:** HCL, Hexaware, and Syntel

# Everest Group PEAK Matrix™ for solutions – 2017

## Automation in application dev-test

Everest Group PEAK Matrix™ for solutions – automation in application dev-test



Note: Assessment for HCL includes partial inputs from the service provider, and is based on Everest Group's estimates that leverages its proprietary data assets, service provider public disclosures, and interaction with buyers

Source: Everest Group (2017)

# IBM | IT application services automation profile

## Overview and solutions

### Company vision

IBM's vision for application services automation is to enable self-healing, "lights out" application development and maintenance. It plans to achieve it through the use of cognitive technologies, robust automation platform with IBM Watson, combined with strategic automation components that include both IBM proprietary assets and strategic third party capabilities. Applications will be largely maintained autonomously, by virtual engineers, with which the human workforce will interact via the control room. As a result, the level of human effort required to support and maintain the enterprise applications of tomorrow will be drastically reduced.

### Strengths

- Strong brand recall with Watson; leveraging Watson's capabilities for building automation solutions for reducing manual efforts in development, maintenance, etc.
- Understands client processes in detail to provide consulting-led automation

### Areas of improvement

- Needs to leverage its cognitive automation capabilities to build solutions in application services that can be used by client's end users as the existing toolset is mostly for internal use
- Can further improve its focus on automating development activities

### Proprietary solutions (representative list)

Solution	Details
IBM Automation with Watson	A robust integrated cognitive automation platform combining IBM proprietary assets with RPA tools. The cognitive components (i.e., the "brain") are orchestrated by the "nervous system" (i.e., IBM Integration Layer) to direct virtual engineers (i.e., RPA robots, which act as "arms and legs") on how to execute specific tasks throughout the system. Core capabilities are accelerated document ingestion, conversational capabilities, and deep learning
Agent Assist	An advisory system that leverages cognitive capabilities provided by Watson Services and empowers production support agents with efficient access to technical, business process, and industry knowledge to resolve application incidents and service requests
IGNITE Quality and Test Automation platform	Test automation platform using analytics engine integrated with Watson to offer test optimization, defect prediction & prevention, and improve test coverage. The platform helps identify areas of focus for testing and aims at test case optimization for achieving shorter testing cycle and improve efficiency
Coding Assistant	It is a cognitive solution that provides guidance and assistance to junior IBM developers and is built using Watson Cloud Services, and other proprietary IBM assets developed in conjunction with IBM Research. This tool is now a standard component of the software development services offered to IBM's clients and is deployed to more than 4,000 IBM developers

Source: Everest Group (2017)

# IBM | IT application services automation profile

## Investments and partnerships

Investments (representative list)	
Theme	Details
IBM Research & Technology	<ul style="list-style-type: none"><li>• Provides joint design and development of cognitive solutions for application and business process service delivery. Each business unit (IBM Research and IBM Global Business Services) provides investment funding for R&amp;D activities for selected automation solutions</li><li>• Developed integrated cognitive platform to link cognitive solutions directly to RPA solutions; platform extends from business process to applications and infrastructure</li></ul>
Talent	<ul style="list-style-type: none"><li>• Developed professional learning roadmaps and curriculum to train practitioners on the technical and procedural aspects of automation</li><li>• Used methodology education, certification tracks, developer training, sales enablement, and global mentoring program to grow talent</li><li>• Certified more than 50 resources on CSQA certification</li></ul>

Partnerships (representative list)	
Partner name	Details
IPSoft's IP Center	Strategic partnership for RPA
BluePrism	Strategic partnership for RPA
WinAutomation	Strategic partnership for GUI desktop automation
Other key partners include Automation Anywhere, WorkFusion, and Kryon Systems.	

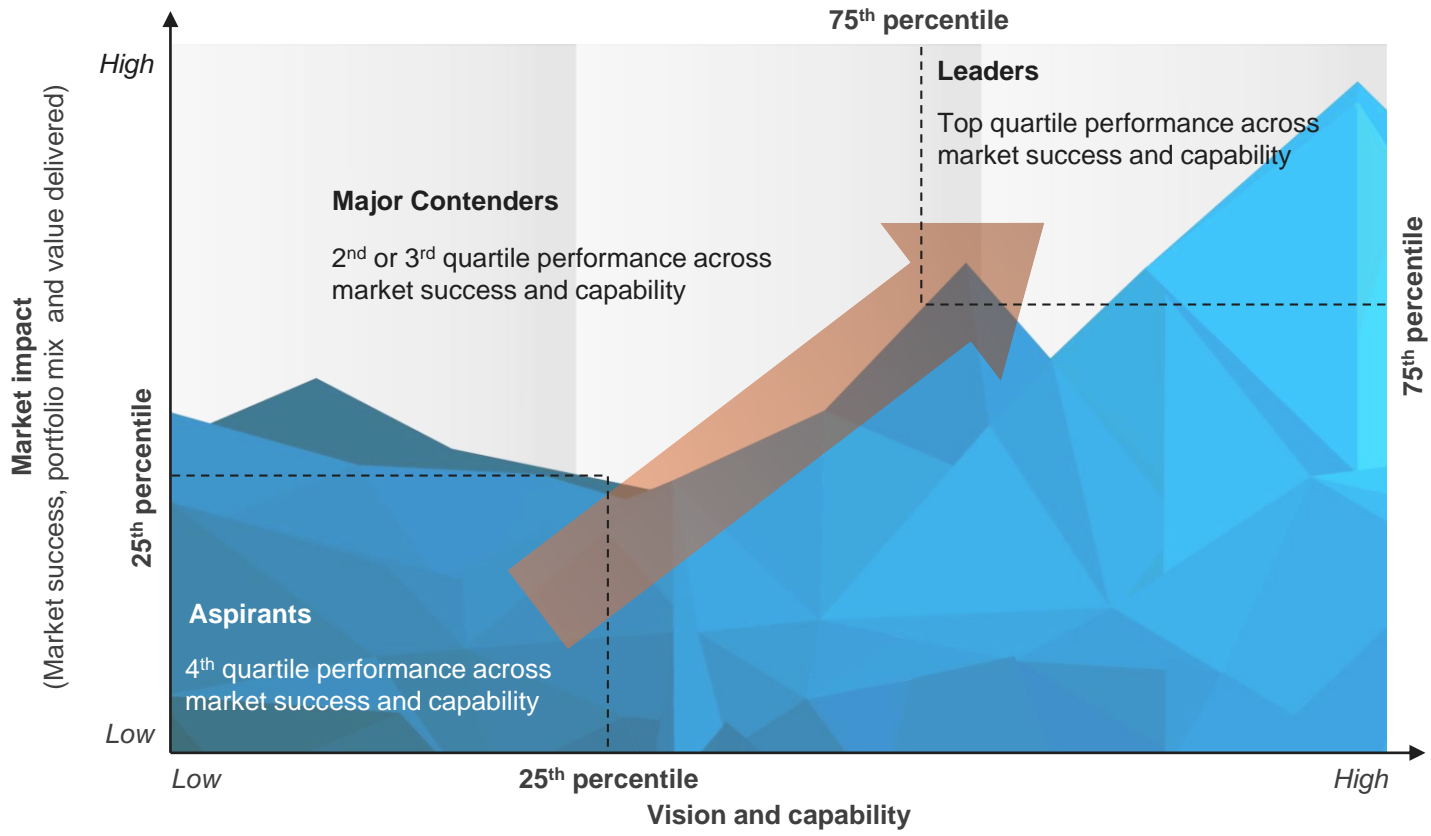
Source: Everest Group (2017)

---

# Appendix

# Everest Group PEAK Matrix is a proprietary framework for assessment of a service provider's capability

Everest Group PEAK Matrix<sup>TM</sup> for solutions - automation in application dev-test



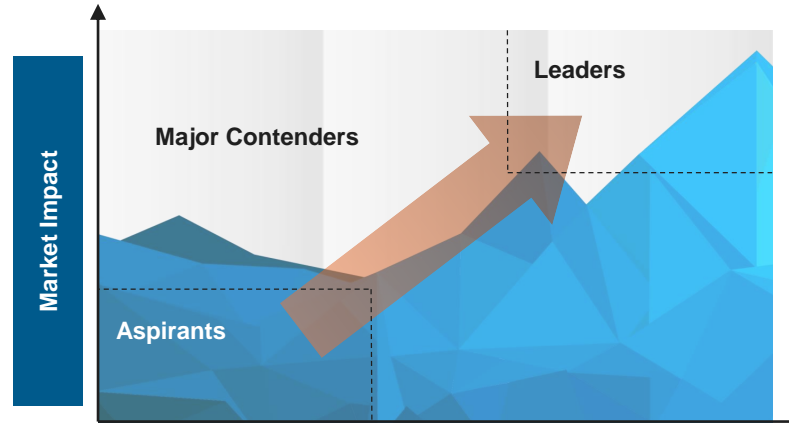
(Vision & strategy, scale, technology capabilities, investments, integration & implementation, and engagement & commercial model)

Everest Group's automation in application dev-test– PEAK Matrix for solutions is a composite index of a range of distinct metrics related to a service provider's vision & strategy, scale, technology capabilities, investments, integration & implementation, engagement & commercial model and resultant market impact in the context of **offering IT dev-test automation solutions (i.e. software and associated services).**



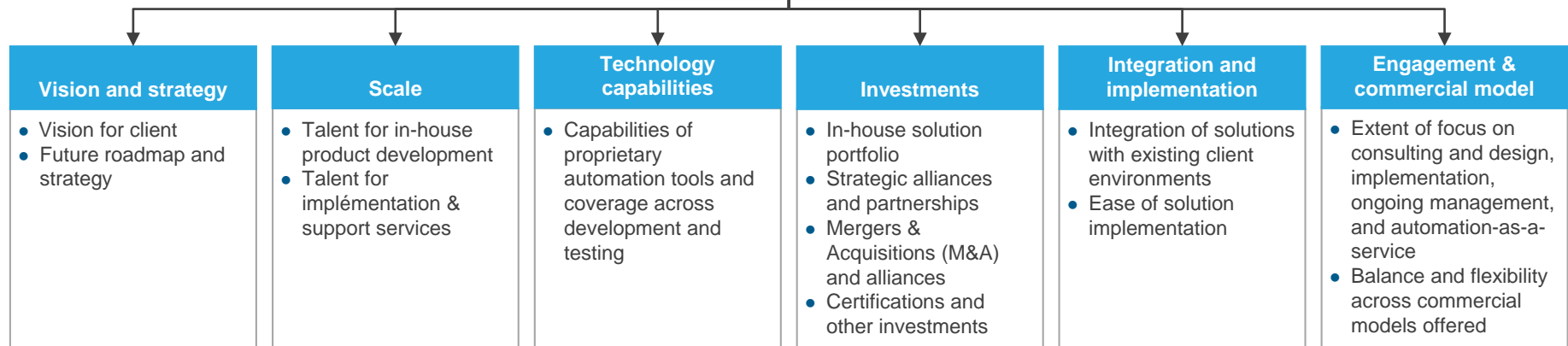
# Dimensions of service providers' capability and market success underlying the PEAK Matrix for application dev-test automation

- Market success (size & growth of deployments)
- Portfolio mix (Deployment footprint across geographies, industries, and buyer size segments)
- Value delivered<sup>1</sup> (Buyer satisfaction levels for solutions offered)



## Vision and capability

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



<sup>1</sup> Measured through responses from referenced buyers for each service provider

Source: Everest Group (2017)

## **Does the PEAK Matrix assessment incorporate any subjective criteria?**

Everest Group's PEAK Matrix assessment adopts an objective and fact-based approach (leveraging service provider 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 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 in a particular function/vertical. 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 in itself a favorable recognition

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

The 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 assists buyers in selecting particular providers for their specific requirements. It also helps providers showcase their strengths in specific areas

## **What are the incentives for buyers and providers to participate in /provide inputs to the PEAK Matrix research?**

- Participation incentives for buyers include a summary of key findings from the PEAK Matrix assessment
- Participation incentives for providers 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

# FAQs

(page 2 of 2)

---

## **What is the process for a service provider to leverage their PEAK Matrix positioning status?**

Providers can use their PEAK Matrix positioning in multiple ways:

- Issue a press release declaring their positioning/rating
- Circulate a customized PEAK Matrix profile (with clients, prospects, etc.)
- Quotes from Everest Group's analysts could be disseminated to the media
- Leverage the 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**



## About Everest Group

Everest Group is a consulting and research firm focused on strategic IT, business services, and sourcing. We are trusted advisors to senior executives of leading enterprises, providers, and investors. Our firm helps clients improve operational and financial performance through a hands-on process that supports them in making well-informed decisions that deliver high-impact results and achieve sustained value. Our insight and guidance empowers clients to improve organizational efficiency, effectiveness, agility, and responsiveness. What sets Everest Group apart is the integration of deep sourcing knowledge, problem-solving skills and original research. Details and in-depth content are available at [www.everestgrp.com](http://www.everestgrp.com).

### Dallas (Headquarters)

info@everestgrp.com  
+1-214-451-3000

### Bangalore

india@everestgrp.com  
+91-804-276-4533

### Delhi

india@everestgrp.com  
+91-124-496-1000

### London

unitedkingdom@everestgrp.com  
+44-207-129-1318

### New York

info@everestgrp.com  
+1-646-805-4000

### Toronto

canada@everestgrp.com  
+1-647-557-3475

## Stay connected

### Website



[www.everestgrp.com](http://www.everestgrp.com)

### Social Media



@EverestGroup



@Everest Group

### Blog

[Sherpas In Blue Shirts](http://www.sherpasinblueshirts.com)

[www.sherpasinblueshirts.com](http://www.sherpasinblueshirts.com)