



Everest Group AWS Services PEAK Matrix® Assessment 2024

Focus on IBM

October 2025



Background of the research

Over the past few years, the public cloud market has seen significant growth, driven by enterprise demand for business transformation, innovation, and resilience. Amazon Web Services (AWS) has also accelerated its adoption globally through investments in generative AI, industry cloud solutions, data analytics, and security.

As AWS continues to evolve, enterprises increasingly seek AWS service providers to facilitate seamless cloud transitions. These providers offer essential expertise in transforming and managing AWS environments, particularly in terms of controlling costs, providing technically adept resources, and harnessing innovative technologies to deliver business value. Being well-connected with AWS also enables them to provide tailored solutions that meet industry-specific needs, enhance operational efficiency, and drive innovation.

Through targeted efforts, AWS Service Providers (SPs) are evolving their joint GTM activities, increasing their accreditations and competencies, and building AWS-specific IPs and solutions, resulting in continued prominence in the market.

In the research, we present an assessment and detailed profiles of 31 AWS SPs featured on [AWS Services PEAK Matrix® Assessment 2024](#). The assessment is based on Everest Group's annual Request for Information (RFI) process for the calendar year 2024, interactions with leading AWS SPs, client reference checks, and an ongoing analysis of the cloud services market.

The full report includes the profiles of the following 31 leading AWS SPs featured on the AWS services PEAK Matrix:

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

Scope of this report

Geography: global

Industry: 31 AWS SPs

Services: AWS services

AWS Services PEAK Matrix® Assessment 2024 | Definition

Consulting/assessment services

- Strategy formulation, TCO analysis, cloud adoption roadmap, and cloud security consulting
- Public cloud feasibility assessment, vulnerability assessment, and security framework assessment

Design/implementation services

- Design, build, implementation, and integration of/with AWS
- Cloud-native application development, workloads integration with AWS products and API integration

Migration/modernization services

- App/workload lift and shift, platform modernization
- App refactoring and rearchitecting
- Cloud based DevOps, API integration
- Modernization of legacy workloads

Operate services

- Management, monitoring, automation, capacity planning, and configuration support for workloads
- Security management services and IT operations services such as FinOps, AIOps, and DevSecOps

Description of AWS portfolio segments

Core Infrastructure	Analytics & AI	Application Development and Delivery	Security	Use case-specific solutions
Includes solutions focusing on foundational building blocks	Includes solutions focusing on data analysis, machine learning, and artificial intelligence	Includes tools and solutions for building and deploying applications	Includes solutions augmenting security features to protect data, applications, and infrastructure.	Includes ready-to-use solutions tailored to specific horizontal and vertical use cases
Examples of AWS portfolio segments				
Amazon Elastic Compute Cloud(EC2), Amazon Simple Storage Service(S3), Amazon Elastic Container Service, etc.	Amazon Bedrock, Amazon DataZone, Amazon Q, Amazon Textract, Amazon Rekognition, etc.	Amazon API Gateway, AWS CloudShell, AWS Cloud9, AWS CodeCommit, AWS CodePipeline, etc.	Amazon Cognito, AWS GuardDuty, Amazon Macie, etc.	Function-specific solutions: Amazon Connect, End User Computing, etc. Industry-specific solutions: Industrial Cloud Solutions, etc.

AWS Services PEAK Matrix® characteristics

Leaders

Accenture, Capgemini, Cognizant, Deloitte, HCLTech, IBM, TCS, and Wipro

- Leaders have demonstrated strong market impact and extensive capabilities in delivering value on cloud by being strategic partners in the customer's transformational journey
- They are increasingly focusing on industry-specific solutions, leading the charge through vertical offerings for strategically important sectors, along with AI-driven cloud transformations
- Generative AI is at the forefront of current shifts in AWS adoption, with Leaders emphasizing AI-powered solutions for clients, helping them accelerate modernization and improve decision-making through their IP
- Alongside this, Leaders are integrating green cloud advisory services and flexible pricing models to help enterprises maximize RoI while reducing environmental impact

Major Contenders

DataArt, DXC Technology, EPAM, Eviden, Genpact, GFT, Happiest Minds, Infosys, Kyndryl, LTIMindtree, Mphasis, NTT DATA, Orange Business, Persistent Systems, Tech Mahindra, Quantiphi, UST, and Virtusa

- Major Contenders are serving workload modernization engagements to AWS and enhancing cloud capabilities with specialized offerings in cloud-native development, ensuring robust governance frameworks such as DevSecOps
- They are creating use case-based generative AI for industries where they have vertical industries
- However, their modernization proposition seem disparate with AI and cost economics capabilities restricted to cost optimization

Aspirants

Aspire Systems, Computacenter, Orion Innovation, Sutherland, and VVDN

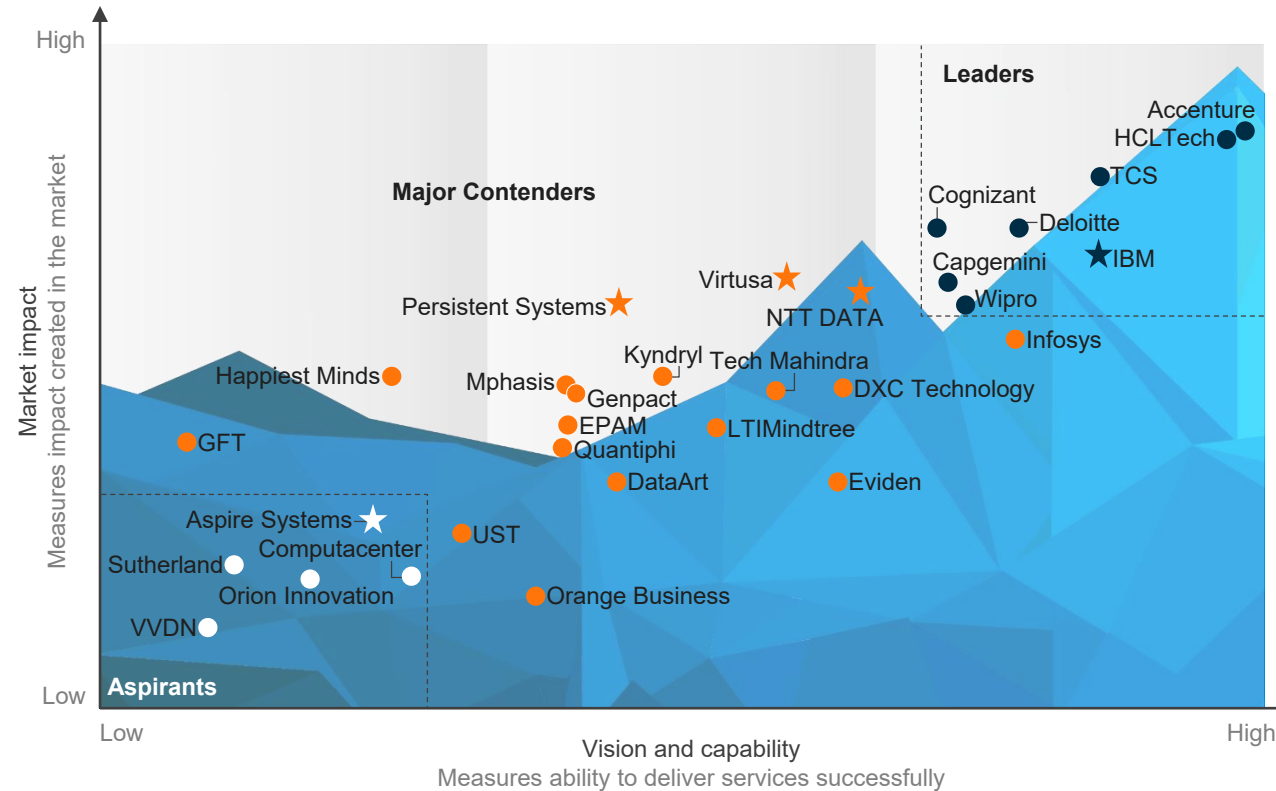
- AWS system integration capabilities of Aspirants are in the initial stages of the partnership level in terms of accreditations, qualifications, and competencies
- These providers prefer relying mostly on AWS' portfolio of industry-specific and cross-vertical solutions instead of investing in natively developed asset and IP portfolio, in order to deliver differentiated services to clients
- Aspirants have limited AWS-specific IP achieving the same efficiency for large-scale AWS engagements as more advanced service providers
- Their AWS focus lacks depth and breadth in scope compared to their peers. Additionally, their limited marketplace presence prevents them from increasing their market mindshare, missing out potential inbound clients

Everest Group PEAK Matrix®

AWS Services PEAK Matrix® Assessment 2024 | IBM is positioned as a Leader and a Star Performer

Everest Group AWS Services PEAK Matrix® Assessment 2024¹

- Leaders
- Major Contenders
- Aspirants
- ☆ Star Performers



¹ Assessments for Deloitte, DXC Technology, and Tech Mahindra excludes provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, provider public disclosures, and Everest Group's interactions with buyers
Source: Everest Group (2024)

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Overview

Vision for AWS services

IBM works closely with AWS to support clients in adopting, migrating, and modernizing their operations on the AWS Cloud. Drawing on expertise in security, scalability, and open innovation through Red Hat OpenShift, IBM helps organizations achieve seamless cloud migrations while making the most of AWS’ capabilities. This partnership enables businesses to accelerate digital transformation, create intelligent workflows powered by data and AI, and drive operational efficiency and growth.

Headquarters: Armonk, New York **Website:** www.ibm.com

Key leaders

- Mohamad Ali, Head, IBM Consulting
- Nisha Bains, Global Leader, Strategic Partnerships
- Mahmoud Elmashni, Managing Partner, Strategic Partnerships
- Becky Carroll, Global Leader, AWS Strategic Partnership

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

Adoption by buyer size

- | | | |
|--|---|--|
| ● Small (annual client revenue <US\$1 billion) | ● Midsize (annual client revenue US\$1-5 billion) | ● Large (annual client revenue >US\$5 billion) |
|--|---|--|

Adoption by industry

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

Adoption by service segments

- | | | |
|-----------------------------|-----------------------------|-------------------------------|
| ● Consulting and assessment | ● Design and implementation | ● Migration and modernization |
| ● Operations | | |

Adoption by geography

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

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Case studies

CASE STUDY 1

IT transformation for enhancing resilience, agility, and customer experience

Client: Delta Airlines

Business challenge

The client wanted to enhance customer experience, transform the operation model, and upskill 3,500 IT employees while increasing resiliency of all mission-critical systems as well as migrating and modernizing 17,000 workloads to AWS to reduce labor cost and increase agility.

Solution

- Implemented application modernization using Secure by Design principles and co-create/co-execute methodologies with the client
- Migrated and modernized over 600 enterprise applications through containerization and cloud-native development while reskilling its IT workforce
- Established agile metrics and measurement framework delivered through product engineering-led delivery using IBM Garage methodology

Impact

- Saved US\$400 million in application development expenses
- Achieved zero downtime for all critical systems
- Improved passenger experience with significant reduction in time-to-market
- Enhanced the ability to scale services during emergencies by 10X

CASE STUDY 2

Mainframe modernization onto AWS with gen AI-powered solution

Client: a US-based public sector company

Business challenge

The client's back-end system, built on 1960s IBM mainframe assembler code with QSAM flat files, became difficult to maintain due to poor documentation and a retiring workforce. The legacy batch-based architecture, comprising hundreds of monolithic applications, was time-consuming to update. The client aimed to modernize with an AWS-based Event-driven Architecture (EDA) using Confluent, Java, Databricks, and MongoDB.

Solution

- IBM showcased a gen AI-driven approach to reengineering assembler code into Java while extracting business rules through static and dynamic code analysis to map program structures
- The solution utilized IBM Consulting's proprietary tools and accelerators, including IBM Analysis and Renovation Catalyst (ARC), the AWS gen AI platform on SageMaker, and Code Llama foundational models
- Enabled code discovery and analysis and insights for modernizing mainframe applications
- Funded PoC with AWS credit to create client demo with optimal IBM and AWS gen AI toolset mix

Impact

- Reduced 20 hours of labor to five minutes for a given sample
- Accelerated the requirements and user story definition by 20-25%
- Reduced source code and dependency analysis time by 30-40%
- Transformed JAVA code and accelerated modernization to ensure alignment with the target design

IBM profile (page 3 of 6)

Solutions

[REPRESENTATIVE LIST] [NOT EXHAUSTIVE]

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

Solution	Details
IBM Garage Experience (IGX)	It delivers end-to-end cloud transformation solutions using AWS-specific accelerators to support modernization initiatives.
IBM Consulting Advantage (ICA)	It is an AI services platform that supports IBM consultants in delivering faster, more consistent, and tailored outcomes.
IBM Consulting Cloud Accelerator (ICCA)	It is a gen AI-powered platform that accelerates cloud adoption across hybrid and native environments using IBM, open-source, and third-party migration tools.
IBM Consulting Modern Data Accelerators (MDA)	It is a packaged set of assets that rapidly enables data cloud implementations on AWS to reduce delivery time and increase value realization.
Hybrid by Design	It is a multi-priority framework supporting hybrid-cloud programs through intentional architecture, product-centric thinking, cross-platform consistency, and gen AI scalability.
IBM Consulting Solutions on Marketplace	It includes 18 AWS Marketplace solutions such as SDLC with gen AI, Energy Data Hub, Smart Edge for Welding, Migration Chatbot, and Design Assistants.
IBM Security Solutions on AWS	It is a suite of 14 AWS Marketplace-hosted security solutions focused on threat management.
IBM Security Services Solutions on AWS	It provides 13 AWS-hosted solutions for incident response, vulnerability management, and threat assessments.
IBM Data and AI Solutions on AWS	It includes discovery, analytics, and Cloud Pak for Data offerings, hosted on AWS Marketplace.
IBM Storage Solutions on AWS	It provides storage services and capabilities hosted on AWS Marketplace for data management and backup.
Nordcloud Solutions on AWS	It includes Nordcloud's Managed Cloud Landing Zone solution available via AWS Marketplace.
BoxBoat Solutions on AWS	It offers DevOps services such as GitLab migration and DevOps assessments hosted on AWS Marketplace.

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Partnerships

[REPRESENTATIVE LIST] [NOT EXHAUSTIVE]

Partnerships to augment AWS services capabilities

Partner name	Details
SAP	<ul style="list-style-type: none">• Partnership offers comprehensive services for SAP on AWS, combining the expertise of IBM Consulting and AWS in numerous SAP projects• Collaboration involves skills and technologies in cloud, AI, data, and security
Red Hat	Partnership to leverage Red Hat's technologies such as OpenShift and Ansible Automation for containerization, automation, and orchestration during migrations to AWS.
Salesforce	Collaboration to enhance ROI from technology investments through strategic guidance, AI design, and technical expertise, supported by over 21,000 IBM data scientists and AI engineers and 22,700+ Salesforce certifications.
Adobe	Partnered to combine strategy, data, technology, and design, assisting clients in delivering scalable, personalized customer experiences at scale.
OCTO	Partnered to expand IT modernization and digital transformation services for US federal clients.
Others	Partnered with infrastructure services providers such as Ensono, Kyndryl, PrimaryIO, HCL, and Equinix to support datacenter exits.

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Investments and recent activities

[REPRESENTATIVE LIST] [NOT EXHAUSTIVE]










Top investments/initiatives to enhance AWS services capabilities

Investment theme	Details
Gen AI	Embedded AWS Gen AI within new AWS Hyperscaler assets and updating existing assets with AWS-native gen AI toolsets for customer service, talent, and application modernization, and managing transformation journeys.
Cloud-native industry solutions with AWS	Utilizing AWS cloud-native services and tools to build differentiated industry solutions across energy, financial services, government, healthcare, retail, and telecom.
Strategic acquisitions	<p>Selective and strategic acquisitions – disciplined, portfolio-led approach to address market specific gaps:</p> <ul style="list-style-type: none"> • Agyla SAS: acquired a French IT consulting firm specializing in cloud, DevOps, and security, providing cloud transformation services across various public clouds • Apptio: acquired a leader in financial and operational IT management and optimization (FinOps) software • Boxboat: It acquired BoxBoat to strengthen IBM's capabilities in DevSecOps and containerization. BoxBoat delivers services spanning Kubernetes and Enterprise Container Platform adoption, application containerization, and DevSecOps enablement • Dialexa: acquired a leading US digital product engineering services firm, helping companies drive innovation and achieving their digital growth agendas • Equine Global: acquired an Indonesian-based ERP specialist and cloud consulting services provider • Nordcloud: It acquired Nordcloud to boost public cloud-native transformation capabilities across Europe. It offers end-to-end cloud services from strategy and migration to automation and application management, enabling faster and more cost-effective digital transformation • Redhat: The acquisition democratizes cloud adoption through its open, hybrid, multi-cloud architecture, allowing MSEs flexibility and protection from hyperscaler lock-in • SxiQ: acquired SxiQ to enhance IBM Consulting's capabilities in Australia and New Zealand to modernize applications and technology infrastructure in the cloud • Taos: acquired a cloud professional and managed services provider • Viewnext: acquisition for management and development services for applications and infrastructure based in Spain and Portugal • Waeg: acquired the leading independent Salesforce Platinum Consulting Partner in Europe
IBM Consulting Advantage and Delivery Platforms	Leverage gen AI-powered assistants and agents built with integrations across the partner ecosystem with multi-assistant, multi-modal, and multi-model capabilities to deliver accelerated value to clients.
Talent development	Targeted, personalized enablement programs to grow partner and other client delivery leaders' proficiency in hybrid multi-cloud, deepen cloud certifications with special focus on professional/advanced certifications, and focus on training workforce to gain Gen AI skills and apply them to client engagements.

IBM profile (page 6 of 6)

Everest Group assessment – Leader and Star Performer

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

- Enterprises looking to implement applied AI use cases will find IBM's WatsonX well-suited to complement AWS offerings, with components such as AI for models, data to enable AI at scale, and governance to establish guardrails
- Enterprises can leverage its advanced AWS-specific accelerators and assets, including gen AI-powered solutions, such as ATOM, Design Assistant, Migration Chatbot for migration, observability, and code generation, to expedite the design and development phase in Software Development Life Cycle (SDLC)
- IBM is well aligned to enterprise hybrid cloud workload requirements on AWS through its partnership with Red Hat OpenShift Service and the acquisition of Agyla
- With its extensive mainframe client portfolio, IBM is well positioned to modernize critical business workloads onto AWS, including IBM Z and zSystems workloads
- IBM embeds its IBM Garage methodology from kick-off to go-live to reduce turnaround time with templated service delivery roadmaps and improve productivity for AWS projects
- Clients have appreciated IBM's ability to create an optimized solution while leveraging multiple partner IP during the solutioning stage of AWS engagements

Limitations

- Enterprises seeking a provider with expertise in enabling cloud sovereignty for AWS workloads to ensure compliance with regional regulations may find IBM trailing behind its competitors
- Enterprises prioritizing cloud sustainability might consider IBM less suitable due to its lack of credible proof points in this area
- Some enterprise clients have expressed lock-in apprehension with IBM's apparent preference to implement its own solutions over native cloud alternatives
- Enterprises might not realize the expected RoI or value through IBM for simpler, lift-and-shift migration engagements
- IBM's premium pricing has raised concerns among clients who see more competitive options with other system integrators

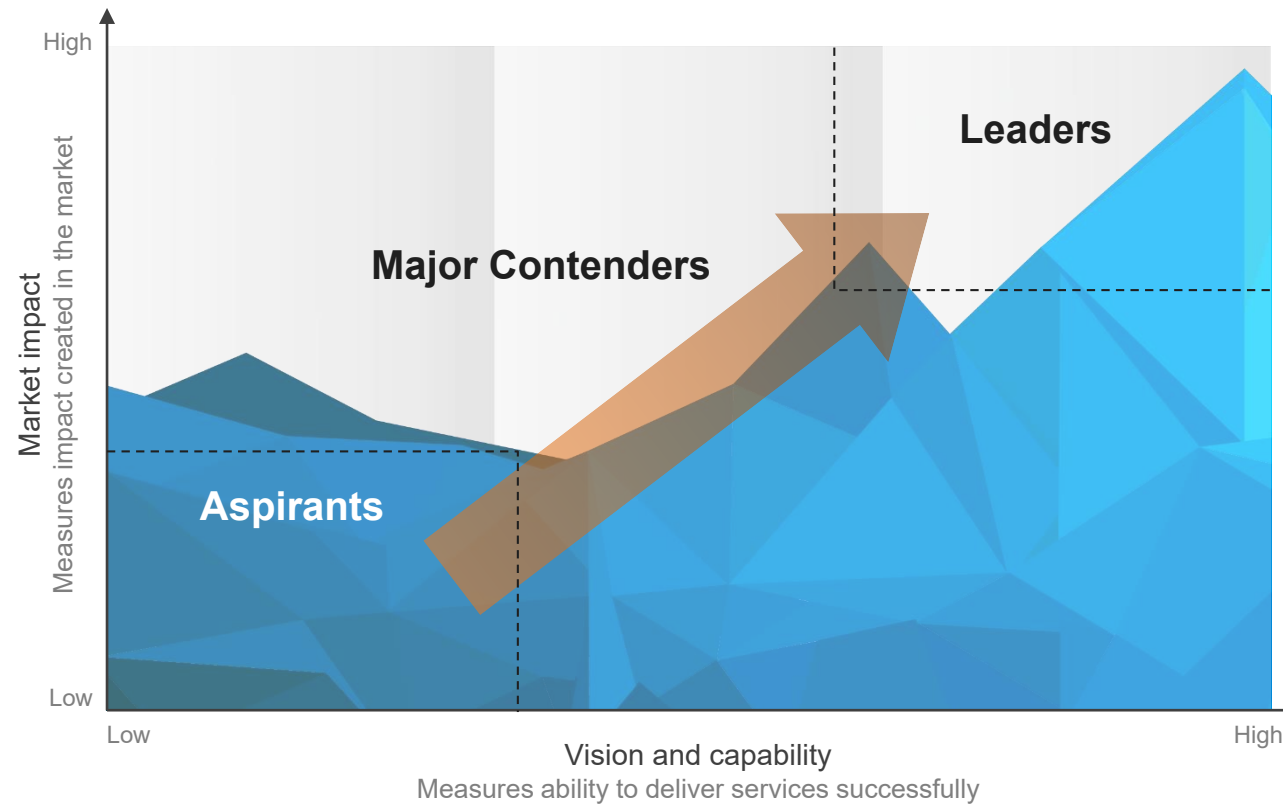
Appendix

PEAK Matrix® framework

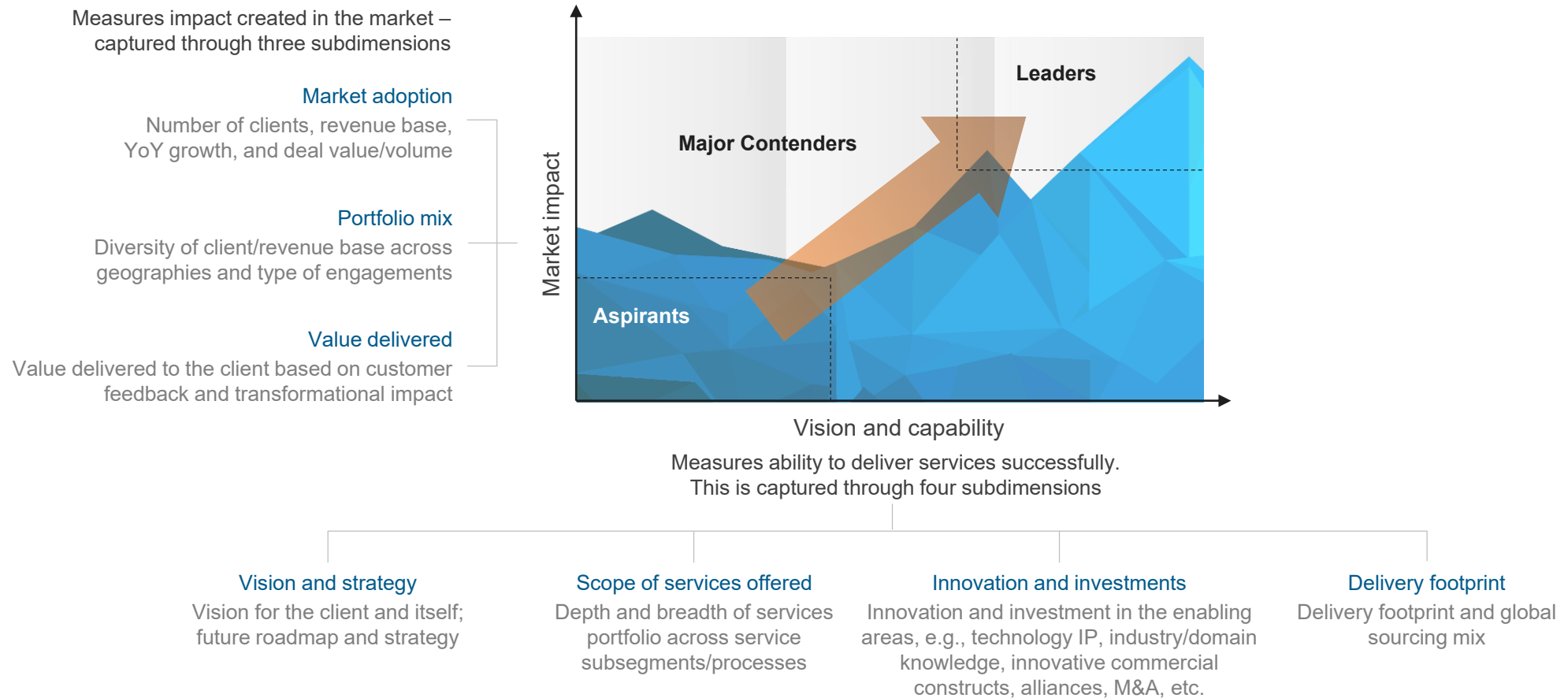
FAQs

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

Everest Group PEAK Matrix



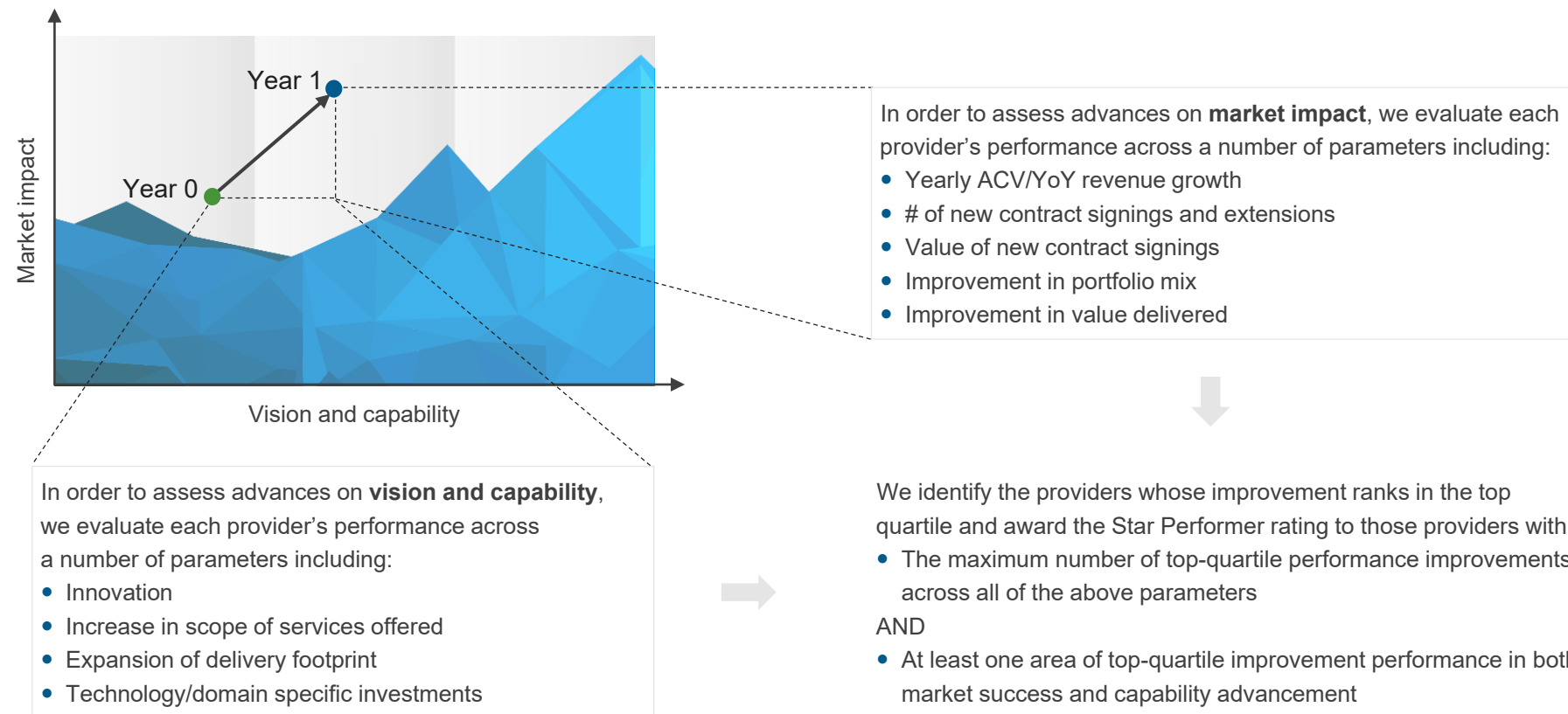
Services PEAK Matrix® evaluation dimensions



Everest Group confers the Star Performer 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 Performer title relates to YoY performance for a given provider and does not reflect the overall market leadership position, which is identified as Leader, Major Contender, or Aspirant.

FAQs

Q: Does the PEAK Matrix® assessment incorporate any subjective criteria?

A: Everest Group's PEAK Matrix assessment takes an unbiased and fact-based approach that leverages provider / technology vendor RFIs and Everest Group's proprietary databases containing providers' deals and operational capability information. In addition, we validate/fine-tune these results based on our market experience, buyer interaction, and provider/vendor briefings.

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

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

Q: What other aspects of the PEAK Matrix assessment are relevant to buyers and providers other than the PEAK Matrix positioning?

A: A PEAK Matrix positioning is only one aspect of Everest Group's overall assessment. In addition to assigning a Leader, Major Contender, or Aspirant label, Everest Group highlights the distinctive capabilities and unique attributes of all the providers assessed on the PEAK Matrix. The detailed metric-level assessment and associated commentary are helpful for buyers in selecting providers/vendors for their specific requirements. They also help providers/vendors demonstrate their strengths in specific areas.

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

A: Enterprise participants receive summary of key findings from the PEAK Matrix assessment

For providers

- The RFI process is a vital way to help us keep current on capabilities; it forms the basis for our database – without participation, it is difficult to effectively match capabilities to buyer inquiries
- In addition, it helps the provider/vendor organization gain brand visibility through being included in our research reports

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

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

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

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

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

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

Stay connected

Dallas (Headquarters)

info@everestgrp.com

+1-214-451-3000

Bangalore

india@everestgrp.com

+91-80-61463500

Delhi

india@everestgrp.com

+91-124-496-1000

London

unitedkingdom@everestgrp.com

+44-207-129-1318

Toronto

canada@everestgrp.com

+1-214-451-3000

Website

everestgrp.com

Blog

everestgrp.com/blog

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