Everest Group Identity and Access Management (IAM) Services PEAK Matrix® Assessment 2025

Focus on TCS

October 2025

Introduction

As organizations expand their digital ecosystems across cloud, hybrid IT, and converged IT/OT environments, the attack surface for identity systems has grown significantly. Beyond managing complex IAM environments, enterprises are now confronting emerging risks such as deepfakes, voice impersonation, and credential misuse, alongside new demand themes such as Identity Security Posture Management (ISPM), to continuously assess identity risks and the governance of AI agents, which require identity lifecycle management, access controls, and auditability. These shifts, combined with cost pressures and persistent talent shortages, are intensifying the reliance on IAM services.

In response, IAM service providers are embedding AI-driven workflows to automate provisioning, speed up onboarding, and improve certifications, while advancing ITDR for risk mitigation. Additionally, password-less authentication, BYOI, and converged dashboards are enabling seamless user experiences and compliance. Finally, the ability to govern both human and machine identities under a unified identity fabric is reshaping the IAM services landscape.

The full report includes the profiles of the following 25 leading IAM service providers featured on the Identity and Access Management (IAM) Services PEAK Matrix® Assessment 2025:

- **Leaders:** Accenture, Capgemini, Deloitte, EY, HCLTech, IBM, TCS, and Wipro
- **Major Contenders:** Atos, Cognizant, DXC Technology, Fujitsu, iC Consult, Inspira, Kyndryl, LTIMindtree, NTT DATA, Persistent Systems, PwC, Tech Mahindra, and Telefónica Tech
- **Aspirants:** CyberProof, Mphasis, Neurealm, and TechDemocracy

Scope of this report

Geography: global

Industry: all-encompassing industries globally

Services: IAM services

Use cases: We have only analyzed publicly available information (~90 distinct use cases) in this report

Scope of the evaluation

This report focuses on IAM services and offers insights into the key IAM services market trends

[NOT EXHAUSTIVE]

Consulting/assessment services

IAM maturity assessments, IAM policy advisory, optimization and readiness assessment services, etc.

Design and implementation

IAM solution implementation, workflow and process design, application onboarding, vendor consolidation, user segmentation, etc.

Management services

User access management, incident management, IAM solution maintenance, identity fraud detection etc.

IAM services

Enterprise IAM

Consumer IAM (CIAM)

Authentication

Single Sign-On (SSO) services, Multifactor Authentication (MFA), Two Factor Authentication (2FA), password-less authentication, Public Key Infrastructure (PKI), etc.

Authorization

Roles and rules managements, Attribute Based Access Control (ABAC), Role-based Access Control (RBAC), Policy Based Access Control (PBAC), etc.

Identity Governance and Administration (IGA)

Lifecycle management including provisioning / de-provisioning of users, self services such as password update/change and personal information changes, user access delegation, etc.

Advanced identity services

Identity data aggregation and co-relation, Identity Threat Detection and Response (ITDR), session monitoring, blockchain-based HSM services, journey-time orchestration services, dynamic authentication, secrets management, etc.

Monitoring and reporting

Directory services

Directory modernization services, LDAP services, active directory services, directory federation, machine identities, AD synchronization, virtual directory services, etc.

Privileged Identity Management (PIM) / Privileged Access Management (PAM)

Privileged user management, credentials management, discovery and onboarding, privileged session management, just-in-time access, etc.

Compliance and audit

Identities can be human / non-human (IoT assets, bots, service accounts, applications, mobiles, etc.) and can be spread over cloud and/or on-premises and/or hybrid

IAM services PEAK Matrix® characteristics

Leaders

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

- Leaders demonstrate a comprehensive IAM portfolio spanning IGA, AM, PAM/PIM, CIAM, and cloud identity, with deep investments in IP solutions, accelerators, and automation frameworks that strengthen delivery
- They are at the forefront of embedding AI into IAM workflows (e.g., access reviews, onboarding, and entitlement intelligence) and are also beginning to establish governance models for AI agents and machine identities
- Leaders show strong ability to deliver at scale across geographies and industries, supported by robust partner ecosystems and significant investments in talent skilling and certifications
- They are also advancing Identity Threat Detection and Response (ITDR) capabilities, integrating identity telemetry, anomaly detection, and automated remediation into managed IAM services to address identity-driven threats

Major Contenders

Atos, Cognizant, DXC Technology, Fujitsu, iC Consult, Inspira, Kyndryl, LTIMindtree, NTT DATA, Persistent Systems, PwC, Tech Mahindra, and Telefónica Tech

- Major Contenders deliver strong IAM capabilities across IGA, PAM, and AM, while also expanding into CIAM, ITDR, and cloud identity to meet evolving enterprise needs
- They maintain a comprehensive partnership ecosystem with leading IAM vendors, which enables deeper integrations and accelerates adoption of modern identity platforms
- They invest in accelerators and automation utilities, such as migration frameworks and application onboarding factories, to drive efficiency and reduce delivery timelines
- These providers are developing proof points in areas such as BYOI, machine identity, and gen AI-enabled IAM operations, and are working toward scaling these capabilities across multiple client environments

Aspirants

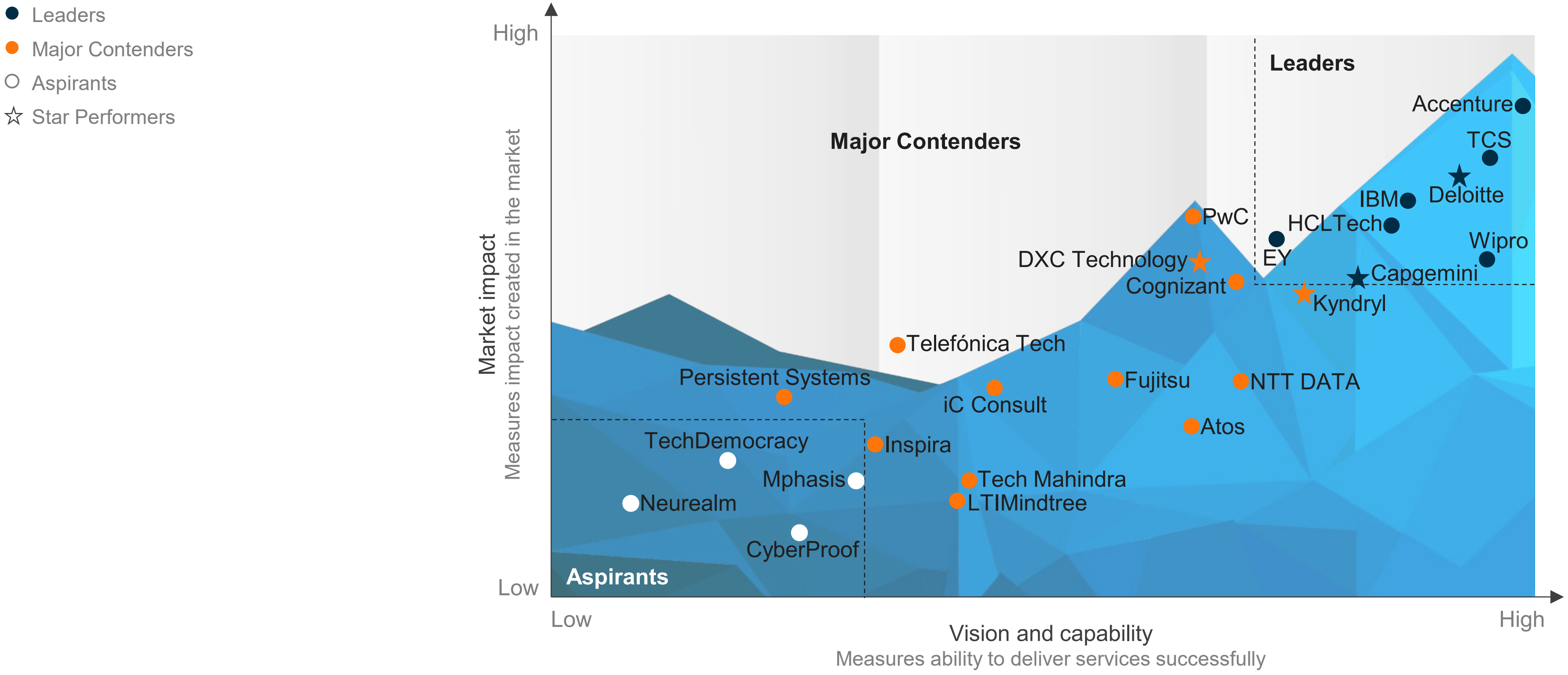
CyberProof, Mphasis, Neurealm, and TechDemocracy

- Aspirants' differentiator lies in flexibility and agility, offering tailored engagement models, competitive pricing, and faster time-to-value, making them suitable partners for clients seeking targeted IAM support or point solutions
- Their client base is often more concentrated – sometimes small to midsize enterprises or regional clients – though they may also deliver to pockets of large accounts, just not at the breadth/scale of Leaders
- They are proactively expanding capabilities through partnerships, IP-led utilities, and managed services models, but may lack the global delivery footprint or scale required for complex IAM transformations
- Many are in the early stages of embedding AI, ITDR, or ISPM into their IAM services, with pilots and PoCs in place, but fewer enterprise-grade deployments

Everest Group PEAK Matrix®

Identity and Access Management (IAM) Services PEAK Matrix® Assessment 2025 | TCS is positioned as a Leader

Everest Group Identity and Access Management (IAM) Services PEAK Matrix® Assessment 2025[1]



1 Assessments for Atos, Deloitte, iC Consult, PwC, and TechDemocracy 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 (2025)

TCS

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

- Enterprises seeking structured IAM deployment can leverage TCS' IAM Deployment Framework spanning maturity assessment, architecture setup, onboarding, and phased rollout across foundational, core build, coverage, and BAU stages
- Enterprises seeking fast application onboarding can use TCS' NextGen Factory with ServiceNow, DevOps tools, and SAML, OAUTH, and OIDC protocols to speed up integration
- Enterprises seeking consumer IAM can leverage TCS' CIAM services that provide identity proofing, self-service, adaptive authentication, and consent management to support compliance and fraud prevention across B2B and B2C environments
- Enterprises modernizing IAM capabilities can leverage TCS' decentralized identity solutions using Microsoft Entra Verified ID and digital wallets for user-controlled identity data, breach risk reduction, and cross-platform interoperability
- Enterprises seeking to extend life cycle, PAM, and remote-access controls into industrial environments can leverage TCS' IAM for OT reference patterns and delivery experience, which incorporate offline-aware MFA and granular authorization

Limitations

- Clients have expressed concerns regarding resource consistency and retention, noting churn-related delivery variance and the need for smoother transition and handover practices
- Enterprises seeking stronger strategic input and guidance on future IAM technology roadmaps may find TCS' delivery effective but lacking in proactive foresight and long-term roadmapping
- Clients have expressed concerns regarding consistent access to senior expertise, highlighting challenges in maintaining clear communication, early risk awareness, and seamless visibility across project execution
- Small enterprises need to be aware that TCS is more focused on midsize, large, and mega clients for delivering IAM services
- Enterprises belonging to the public sector should note that TCS has limited delivery proof points for IAM services in this industry

Market trends

As IAM adoption grows, enterprises demand compliance, frictionless access, and AI-driven automation while facing legacy, identity, and talent challenges

Market size and growth

- Growth in IAM services is driven by regulatory compliance mandates, hybrid work adoption, rising cyber threats, and cloud/SaaS proliferation, positioning the market to surpass US$30 billion by 2027
- IGA accounts for the largest share of IAM spend as enterprises prioritize compliance, centralized visibility, and governance to manage complex IT environments
- North America leads adoption, while Europe and Asia Pacific are experiencing strong growth fueled by digital transformation and compliance requirements
- BFSI, healthcare, and retail drive the largest investments, with emerging demand from telecom, energy, and public sector for AI-driven and automation-enabled IAM solutions

Key drivers for IAM services

IAM for AI identities	As enterprises adopt AI agents, copilots, and autonomous workflows, IAM must secure their identities, entitlements, and interactions while ensuring least-privilege access and auditability.
Centralized IAM and cloud-first modernization	Enterprises are shifting from fragmented and legacy IAM to cloud-native and SaaS platforms. Centralized IAM and tool consolidation are seen as critical for scalability, security, and cost efficiency.
Secure and frictionless login	There is a growing demand for password-less login, biometrics, adaptive MFA, and phishing-resistant authentication to strengthen access security.
AI-enabled IAM operations	Enterprises adopt automation and gen AI to streamline provisioning, certifications, role mining, and onboarding, reducing manual effort and improving governance.

Opportunities and challenges for IAM services

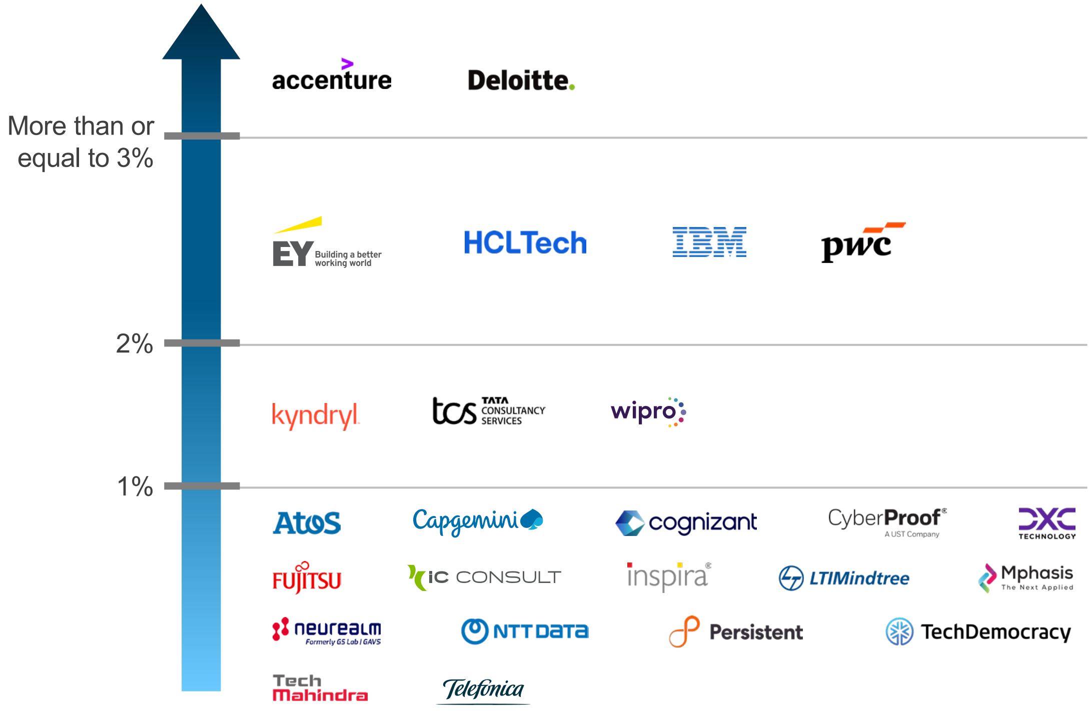
Legacy integration and IAM modernization	Enterprises face challenges with fragmented directories, homegrown portals, and identity silos that slow modernization, creating opportunities for phased migrations and hybrid IAM models.
Machine identity sprawl	Enterprises struggle to control machine identities across clouds and pipelines, with short-lived certificates, hard-coded credentials, and unmanaged accounts increasing shadow risks.
Decentralized identity challenges	Regulatory uncertainty, fragmented standards, and key management limit adoption; readiness can be built with verifiable credentials, privacy-first wallets, and compliance-aligned PoCs.
Identity threat detection gaps	Limited monitoring and weak integration leave enterprises exposed to takeovers, deepfakes, and fraud, while AI-driven anomaly detection and analytics can strengthen defense and trust.
Talent and delivery readiness	Shortage of skills in AI, decentralized IAM, and machine identity limit readiness, but providers can strengthen delivery through CoEs, certifications, and training.

Provider landscape analysis

Market share and growth trends of IAM service providers, showing competitive positioning and YoY performance

Market share analysis of the providers[1]

2024; Percentage of overall market of US$20 billion



Provider market share by YoY growth[1]

2023-24; increase in percentage of revenue

1 Providers are listed alphabetically within each range

Key buyer considerations

End-to-end IAM capabilities, strong partnerships, compliance expertise, and automation-driven innovation ensure scalability, efficiency, and superior user-friendly experience

Key sourcing criteria

Priority: High → Low

End-to-end IAM transformation

Buyers favor service providers that offer full-stack IAM services including consulting, implementation, transformation, and managed services across IGA, PIM/PAM, access management, and advanced identity services.

AI-enabled value proposition

Buyers look for providers that embed AI across IAM workflows while also extending governance to AI agents by managing their identity life cycle, entitlements, and auditability for secure and compliant use.

Strong ecosystem partnerships

Partnerships with prominent IAM vendors differentiate service providers, enabling co-innovation, early product access, competitive pricing, and integrated solutions for buyers.

Proprietary accelerators, IP solutions, and automation frameworks

Proprietary IP solutions, onboarding accelerators, AI assistants, and observability dashboards reduce deployment timelines, automate compliance, and deliver faster RoI.

Industry and regulatory compliance alignment

Buyers value providers with frameworks that ensure alignment to global and regional regulations (e.g., GDPR, HIPAA, and DORA).

Summary analysis

Enterprises are making more deliberate sourcing decisions for IAM services amid rising identity-driven threats, compliance pressures, and operational complexity.

There is growing demand for an AI-enabled value proposition, while strong ecosystem partnerships remain a key differentiator. In addition, proprietary accelerators, IP solutions, and automation frameworks are becoming critical to reduce deployment timelines, automate compliance, and improve RoI.

Finally, alignment with industry and regulatory requirements continues to drive provider selection as enterprises seek audit-ready, compliant, and risk-resilient IAM services.

Key takeaways for buyers

Buyers should prioritize IAM providers that balance cost sustainability with quality delivery, enable frictionless and adaptive identity experiences, and demonstrate foresight in addressing emerging risks such as deepfakes and quantum-safe security. Providers with scalable talent models, strong ecosystem partnerships, and innovation in AI- and automation-led IAM workflows will be best positioned to drive efficiency, compliance, and improved user trust.

Cost sustainability

Providers offering transparent, scalable, and outcome-linked cost structures, balancing affordability with quality delivery are gaining preference over higher-cost incumbents.

Experience-led identity management

Frictionless CIAM, password-less/adaptive authentication, and omnichannel experiences are increasingly critical to drive adoption, strengthen trust, and improve user satisfaction.

Strategic foresight and adaptability

Providers that proactively address future IAM challenges (e.g., agentic AI, quantum-safe cryptography, advanced fraud detection, and deepfake/voice impersonation threats) while adapting delivery to client needs will stand out.

Quality resources and scalable models

Access to skilled IAM talent pools, 24×7 offshore/onshore delivery coverage, and flexible staffing models remain key to ensuring scale, responsiveness, and governance alignment.

Innovation in automation and AI

Providers embedding AI and IP-backed accelerators into IAM workflows are valued for driving greater efficiency, reducing risk, and improving user experience.

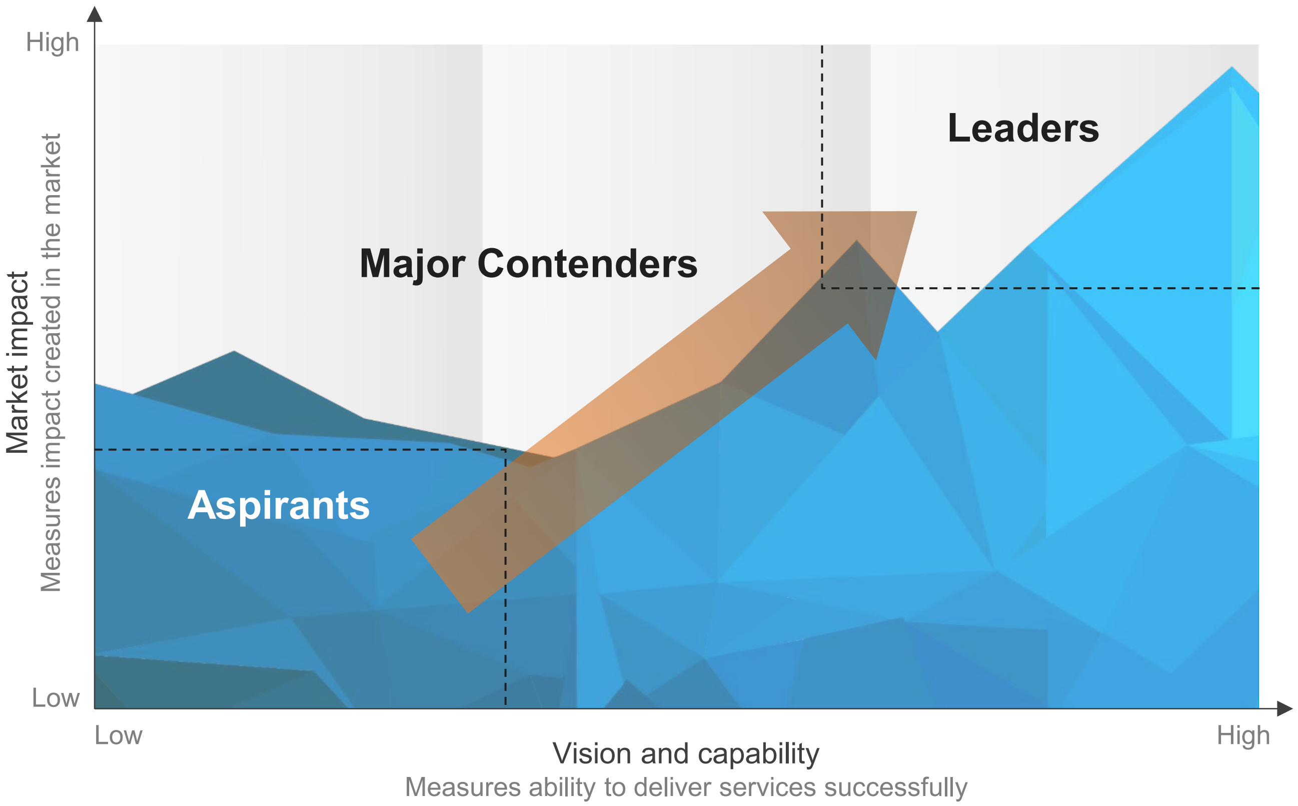
Appendix

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



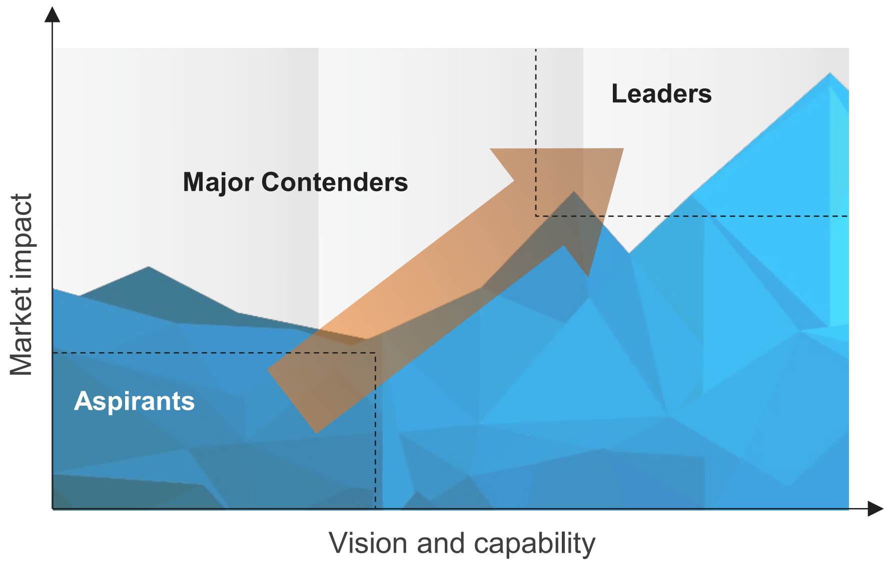
Services PEAK Matrix® evaluation dimensions

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

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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