



Everest Group Application Management Services PEAK Matrix® Assessment 2025

Focus on TCS
February 2025



Introduction

As enterprises expand and modernize their IT estates across cloud and on-premise environments, growing architectural complexities and limited visibility into application landscapes are driving a greater focus on Application Management Services (AMS) to ensure smoother modern application operations. Enterprises are looking to reduce their AMS costs and improve productivity by adopting next-generation technologies such as generative AI. They are increasingly bundling their run scope with other services such as application modernization and infrastructure management to derive more value from their investments.

In this report, we present an assessment and the detailed capabilities of 30 AMS providers operating in the global application services market. Each profile provides a commentary on the strengths and limitations across its key Intellectual Property (IP) / solutions, partnerships, investments, and case studies. The assessment is based on Everest Group's annual RFI process for the calendar year 2024, interactions with leading application

management service providers, client reference checks, and an ongoing analysis of the application services market.

The full report includes the profiles of the following 30 leading application management service providers featured on the [Application Management Services PEAK Matrix® Assessment 2025](#):

- **Leaders:** Accenture, Capgemini, Cognizant, Deloitte, HCLTech, Infosys, TCS, and Wipro
- **Major Contenders:** Encora, Genpact, Hitachi Digital Services, HTC Global Services, Innover, Jade Global, Kyndryl, LTIMindtree, Mastek, Mphasis, NTT DATA, Orion Innovation, SLK Software, Tech Mahindra, UST, Virtusa, and Visionet
- **Aspirants:** 3i Infotech, Datamatics, Dexian IT Solutions, GAVS, and VVDN Technologies

Scope of this report

Geography: global

Industry: market activity and investments of 30 leading service providers

Services: AMS

Application Management Services PEAK Matrix® characteristics

Leaders

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

- Leaders lead with focused vision and strategy to deliver Application Management Services (AMS) to a balanced customer portfolio spread equally across all regions and verticals
- They are making strategic investments to expand their partnership ecosystem with not just mainstream technology providers but also niche start-ups in the domains of automation, observability, testing, and AI; they continue to keep pace with market dynamics and make headway into disruptive themes such as AIOps, SRE, hyperautomation, and gen AI
- Providers in this category have a strong offshore delivery footprint in the APAC region (primarily India and other Southeast Asian regions) and have also built nearshore delivery capabilities in Latin America, the Middle East, and Eastern Europe to deliver cost-effective services within the same time zone to on-site locations

Major Contenders

Encora, Genpact, Hitachi Digital Services, HTC Global Services, Innover, Jade Global, Kyndryl, LTIMindtree, Mastek, Mphasis, NTT DATA, Orion Innovation, SLK Software, Tech Mahindra, UST, Virtusa, and Visionet

- Service providers in this category are driving focus on strengthening their services offerings through dedicated investments in IP development and partner network expansion, however, their services portfolio and delivery capabilities are not as balanced as those of Leaders
- They continue to exhibit strong industry credentials for delivering application management services across select verticals and geographies, making them strong contenders to Leaders

Aspirants

3i Infotech, Datamatics, Dexian IT Solutions, GAVS, and VVDN Technologies

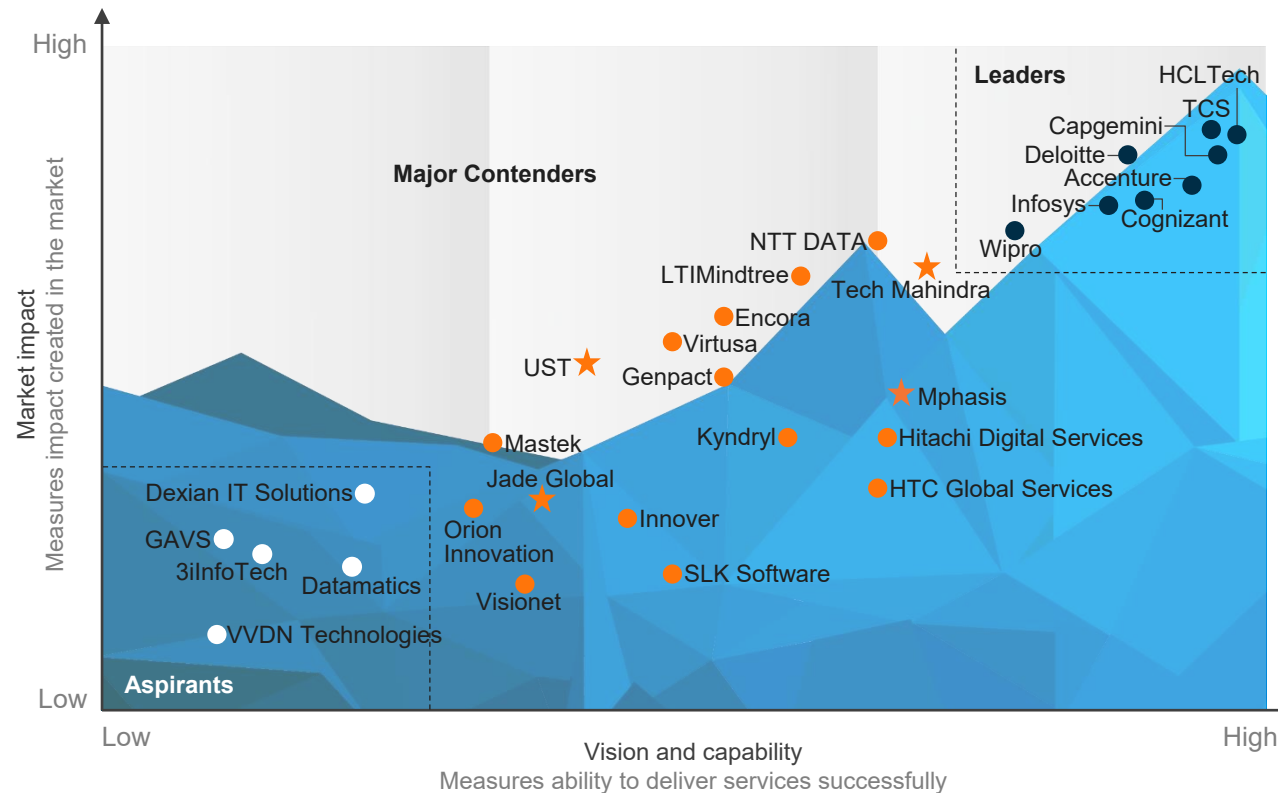
- Providers in this category have limited market presence, delivery footprint, and customer portfolio compared to Leaders and Major Contenders
- However, they are gradually increasing their investments to develop point solutions and accelerators in focused areas, expanding their partner network, and augmenting their services portfolio to contend in the mature application management services market

Everest Group PEAK Matrix®

Application Management Services PEAK Matrix® Assessment 2025 | TCS is positioned as a Leader

Everest Group Application Management Services PEAK Matrix® Assessment 2025^{1,2}

- Leaders
- Major Contenders
- Aspirants
- ☆ Star Performers



¹ Assessments for Accenture, Infosys, and Wipro 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

² Analysis for Kyndryl and NTT DATA include partial inputs from service providers, and is based on Everest Group's estimates leveraging its proprietary data assets, service provider public disclosures, and interaction with buyers

Source: Everest Group (2025)

TCS profile (page 1 of 4)

Overview

Vision for Application Management Services (AMS)

TCS' vision for AMS is to help businesses achieve their goals in a competitive environment by providing business-aligned IT operations; enhanced customer/end-user experience; stable, resilient, secure, and compliant IT systems; and an efficient operating model that continually optimizes costs. This vision is based on TCS' Rigor in Operations (RiO) thought leadership, aiming to help clients derive commercial value from its applications. TCS' innovation ecosystem drives innovation and leverages opportunities from digital technologies, recognizing the need for a digital and AI-ready workforce to deliver next-generation AMS.

Scope of services

TCS manages and supports the full IT services portfolio across industrial verticals including cloud applications, custom applications, on-premise, and commercial off-the-shelf applications. This encompasses core AMS, business-driven improvements, and ongoing initiatives. TCS' next-generation AMS frameworks enable updates, realignment, and reinvention of AMS in response to changing times and customer needs. This is supported by enablers such as AIOps / generative AI, Site Reliability Engineering (SRE), product-aligned operations, Agile and LEAN practices, hybrid cloud, customer journey observability, and business-aligned ITOps.

AMS revenue (CY2023)

<US\$200 million	US\$200-500 million	US\$500 million-US\$1 billion	>US\$1 billion
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AMS revenue mix (CY 2023)

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

By industry

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

By geography

High North America	High Europe	Medium Asia Pacific
Low South America	Low Middle East and Africa	Low Rest of the world

By buyer size

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

TCS profile (page 2 of 4)

Solutions, partnership, and recent investments

[REPRESENTATIVE LIST]

Proprietary solutions for AMS

Solution name	Details
TCS next-generation AMS framework	A framework consisting of tools and solution accelerators that cover the four stages of the next-generation AMS life cycle: onboarding, operating, transforming, and managing.
Ignio	A platform providing an AIOps solution for applications; an automation tool that monitors the IT landscape, proactively manages alerts (self-heals), and resolves user-generated tickets.
MasterCraft™	A platform offering solutions to optimize processes in software development, quality assurance, delivery, digital transformation, component-based application design, enterprise data quality, and privacy.

AMS partnerships

Partner name	Details
Cloud hyperscalers	Partnered with cloud hyperscalers such as AWS (global premier partner), GCP (global premier partner), Microsoft (global top-level alliance partner), and Oracle (cloud elite and platinum partner).
Technology partners	Partnered with platform and technology providers including SAP, Salesforce, Adobe, Automation Anywhere, ServiceNow, UiPath, Dynatrace, Red Hat, Qlik, and others.

AMS investments

Investment name/theme	Details
Talent development	It invested in transition management program training through hands-on learning with specialists and simulations based on real-life case studies across domains and countries. These initiatives employ innovative techniques and platforms such as hybrid transitions, intelligent onboarding, and agile transitions to manage large and complex IT operations changes.
Pace ports and innovation labs	It established seven Pace Ports in New York, Amsterdam, Toronto, Pittsburgh, Tokyo, London, and Paris. These dedicated innovation hubs bring together clients, partners, academics, and start-ups to collaborate on technology, research, and development. Leveraging TCS' experience in technology-based business transformation, these centers serve as catalysts for adopting innovative solutions.
Co-innovation Network (COIN™)	It created TCS COIN™, a global co-innovation ecosystem that partners with technology start-ups, universities, and venture capitalists to generate novel ideas continuously.

TCS profile (page 3 of 4)

Case studies

CASE STUDY 1

Helped a prominent global financial services organization achieve zero FTE L1 operations leading to considerable cost savings

Business challenge

The customer was burdened with primitive automation and ad hoc scripts, varied procedures and tools, less than 40% knowledge in various repositories, and manual checks across 4,500 applications.

Solution

TCS addressed these challenges by implementing a machine-first approach, integrating automation and smart monitoring solutions. The strategy included process standardization, improved knowledge management, and digitization of metrics. TCS utilized tools such as TCS ignio and other automation technologies to optimize tools, automate processes, and enable smart monitoring, streamlining operations and significantly improving efficiency across the customer's applications.

Impact

- Achieved true-zero FTE L1 operations, resulting in cost savings of nearly US\$9 million
- Optimized and automated 99% of L1.5 services
- Fulfilled over 90% of entitlement requests using a self-service utility
- Reduced manual effort for reconciliation tasks by 87%

CASE STUDY 2

Introduced a proactive application mindset to US-based multi-department stores and a major supermarket and improved the final customer experience

Business challenge

The customer was constantly battling between speed-to-market and operational reliability. There was no end-to-end visibility, teams were operating in reactive mode, finding the root cause was challenging, and greater Mean Time to Response (MTTR) resulted in an inadequate end-customer experience.

Solution

TCS' AMS solution was designed to foster a proactive engineering mindset to build stable and reliable products based on the three pillars – end-customer experience, product-centric operations, and resilience and predictiveness – all powered by the extreme automation framework. This was achieved by leveraging a TCS-built platform to enable intelligent, metrics-driven operations with complete accountability, agile transition, and the formation of a cloud, DevOps, and SRE operations team with an engineering focus.










Impact

- Freed more than 90% operations bandwidth from product teams
- Reduced MTTR P1/P2 incidents by 99%
- Made available 99.5% critical applications
- Saved US\$8.5 million through automation, prevention, and process improvements

TCS profile (page 4 of 4)

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

- TCS’ value proposition built around its next-generation AMS Framework, which includes location-independent Agile operations and RiO (Rigor in Operations), driven by domain contextualized AMS solutions with business outcome / KPI improvement commitments, is helping it differentiate itself in the market
- Enterprises stand to benefit from its expansive portfolio of in-house IP and accelerators, serving various use cases across the AMS value chain; some marquee solutions include RiO Workbench, Ignio, AMS App Store, and TCS Cognix
- Enterprise clients value the delivery flexibility that TCS brings to any AMS engagement and appreciate the level of involvement and commitment shown by senior personnel

Limitations

- A few enterprise clients have highlighted concerns related to resource management, particularly TCS’ limited ability to find people with the right skills at the right time and onboard them timely in a way that the project is not impacted
- Enterprises have also highlighted transparency in project management and strategic planning as a key area for improvement

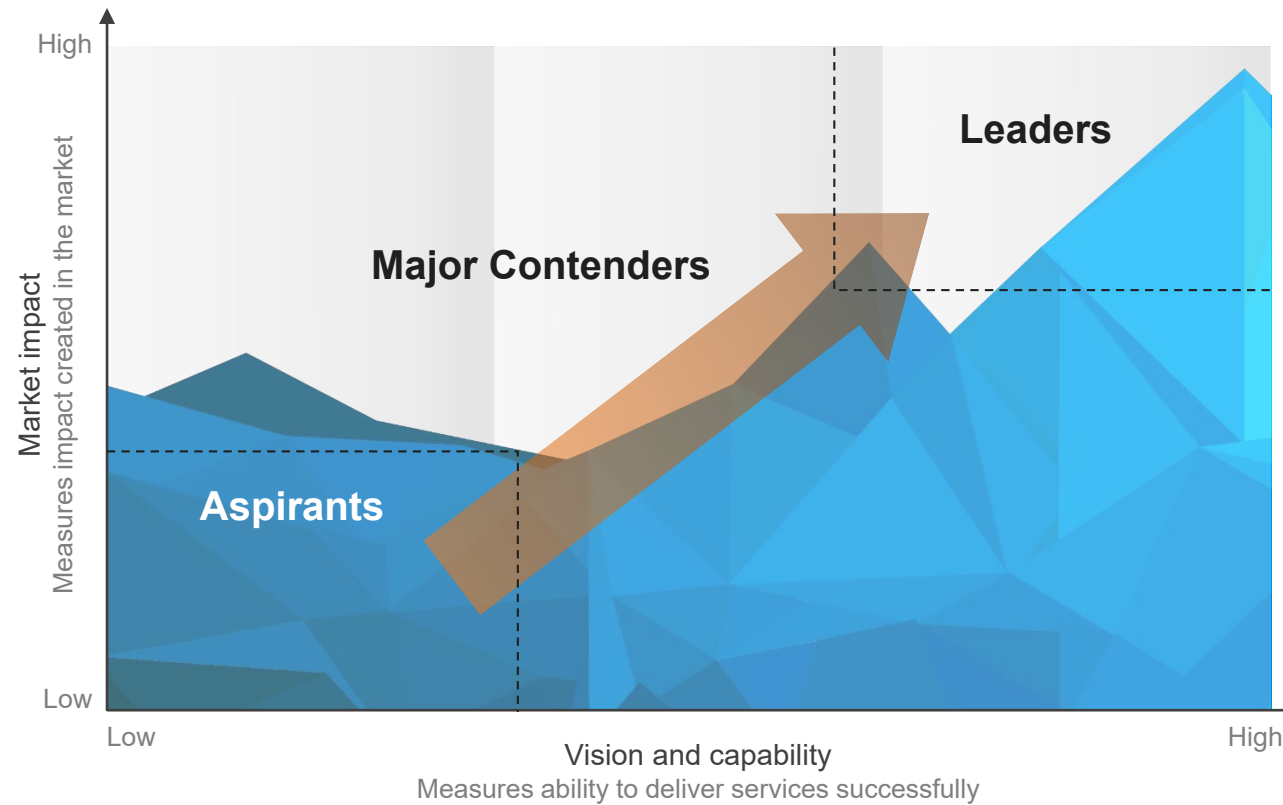
Appendix

PEAK Matrix® framework

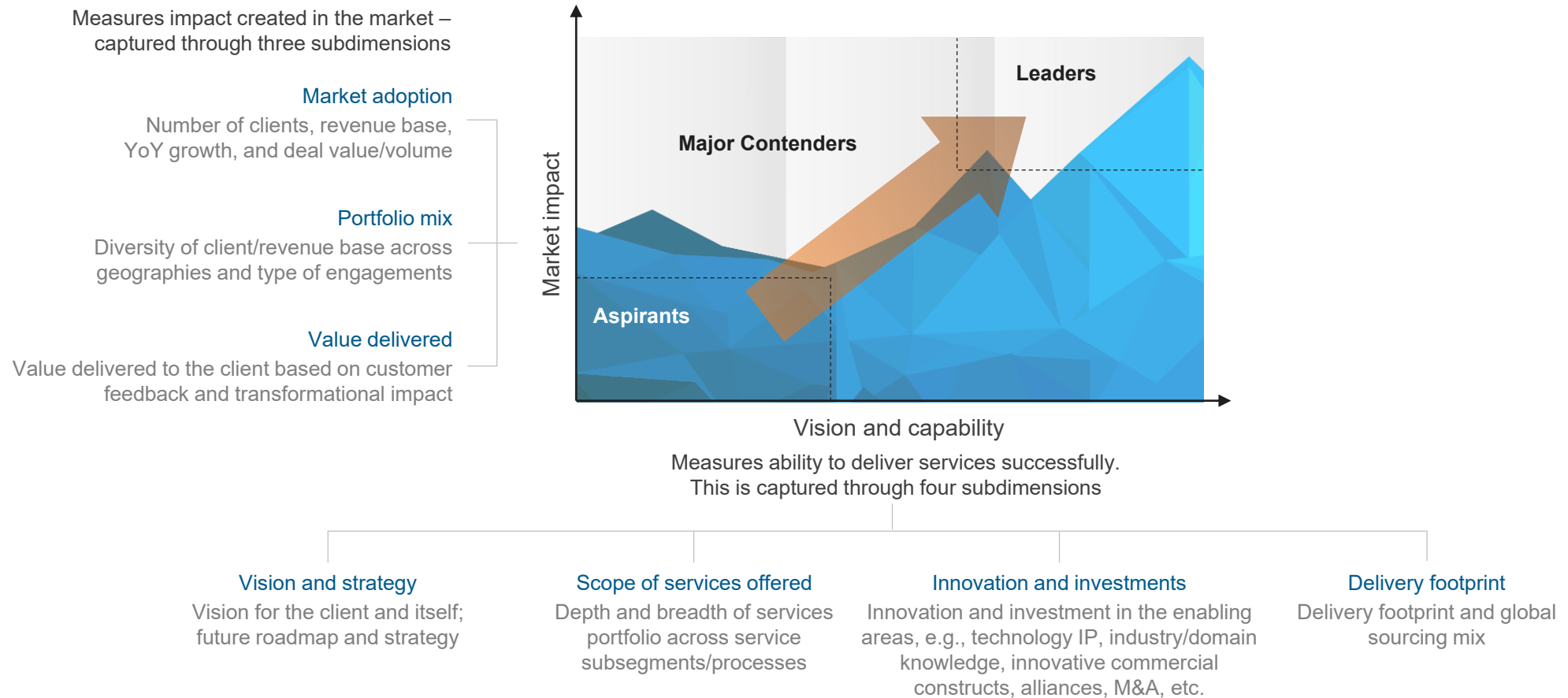
FAQs

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



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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