Everest Group®

Everest Group Low-code Application Development Services PEAK Matrix® Assessment 2024 – Focus on Microsoft Power Apps

Focus on Avanade

October 2024

PEAK MATRIX®

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 19 leading low-code service providers featured across the Low-code Application Development Services PEAK Matrix® Assessment 2024 – Focus on Microsoft Power Apps. 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 19 leading low-code providers featured on the Low-code Application Development PEAK Matrix- Focus on Microsoft Power Apps:

- **Leaders:** Avanade, Cognizant, EPAM, HSO, Infosys, and TCS

- **Major Contenders:** Celebal Technologies, Coforge, Damco, Innover Digital, Mphasis, Nagarro, Persistent Systems, Sonata Software, Virtusa, and Wipro

- **Aspirants:** Inetum, MAQ Software, and Minsait

Scope of this report

Geography: global

Industry: market activity and investments of 19 leading low-code providers

Services: low-code application development services on Power Apps

Low-code application development services PEAK Matrix® characteristics – focus on Microsoft Power Apps

Leaders

Avanade, Cognizant, EPAM, HSO, Infosys, and TCS

- 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

Celebal Technologies, Coforge, Damco, Innover Digital, Mphasis, Nagarro, Persistent Systems, Sonata Software, Virtusa, and Wipro

- 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

- Major Contenders have a good level of customer satisfaction but need to focus on delivering innovation to exceed customer expectations. They are focused on building strong relationships with their clients and delivering value-added services

### Aspirants

Inetum, MAQ Software, and Minsait

- Aspirants have a focus on technology and innovation but are lacking in investment levels compared to 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

- Aspirants 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

Everest Group PEAK Matrix®

Low-code Application Development Services PEAK Matrix® Assessment 2024 – Focus on Microsoft Power Apps | Avanade is positioned as a Leader

Everest Group Low-code Application Development Services PEAK Matrix® Assessment 2024 – Focus on Microsoft Power Apps[1]

- ● Leaders
- ● Major Contenders
- ○ Aspirants
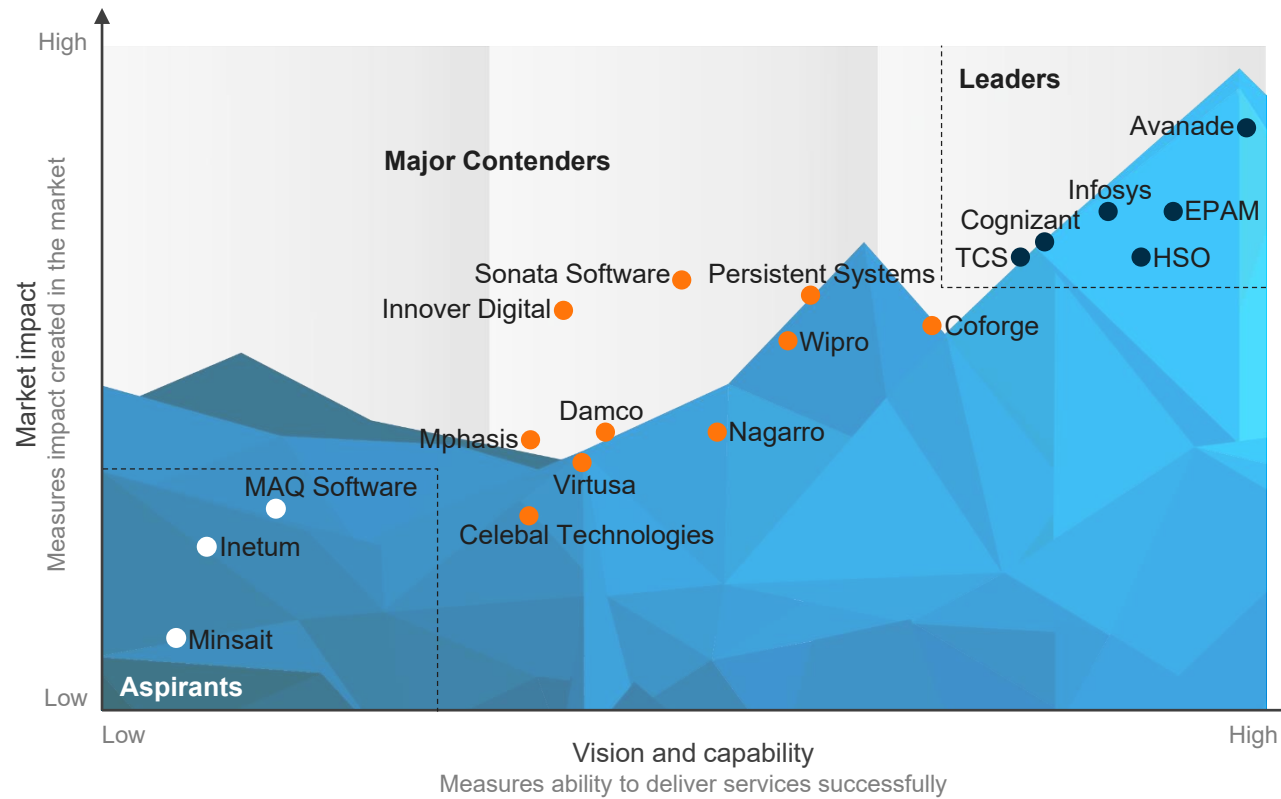
1 Assessments for Inetum, Minsait, MAQ Software, Naggaro and Celebal Technologies exclude service provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, provider public disclosures, and Everest Group's interactions with buyers
Source: Everest Group (2024)

Avanade profile (page 1 of 4)
Overview

Vision for low-code services
Avanade is committed to using Microsoft Power Platform across all of its offerings to accelerate solution development and improve service delivery efficiency. Its suite of services is specifically designed to assist clients in using power platform and low-code technology across a wide range of go-to-market movements and solutions.

Scope of services
It offers a complete range of services for Microsoft Power Platform and Copilot Studio (as well as the entire Microsoft ecosystem), employing a diverse set of IP, distinctive tools and solutions, and accelerators to provide client value swiftly and effectively.

Low code services revenue (CY 2023)

<US$200 million	US$20-50 million	US$50-200 million	**>US$200 million**
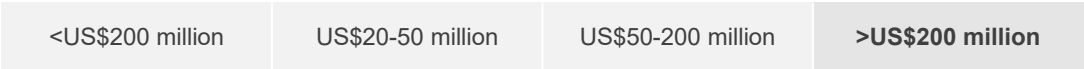
Low-code services revenue mix (CY 2023)

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

By geography

● North America	● United Kingdom	● Europe
● Asia Pacific	● South America	● Middle East & 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 & 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)	

Avanade profile (page 2 of 4)

Solutions and recent investments

Proprietary solutions for low-code services

Solution name	Details
Avanade expansion pack for the Microsoft Power Platform Center of Excellence (CoE) starter kit	It is an accelerator designed to meet the comparable requirements of several clients while establishing governance for the Microsoft Power Platform. It closes numerous security and governance vulnerabilities for Microsoft Power Apps
Avanade Technology for Social Good grant management solution	It is a specific industry solution to help non-profits manage their funding processes
Sustainability gamification app	It is an app that supports front-line workers and gamifies a recommendation process for an organization's sustainability goals. It is a low-risk, simple-to-implement application case for testing power platform capabilities

Low-code services investments

Investment name/theme	Details
Services hub	Created a services hub to integrate low-code into all its services and offers, improving overall delivery and value proposition to clients; the global services center was established to promote the widespread adoption of the power platform and minimal code throughout its business units
Regional resource investment	Invested in low-code professionals to collaborate across its practices and promote low-code goals
Acquisition	Acquired an organization in North America and another in Europe to broaden its skill set in power platform
Go-to-market	Created services tailored to low code (Microsoft Power Platform) within its field of knowledge: app modernization/fusion development, enhance Line of Business (LoB) applications using Power Platform (SAP Surround), and activate AI with little code, governance, and adoption

Avanade profile (page 3 of 4)

Case studies

CASE STUDY 1

Streamlined mortgage processing with Power Platform and enhanced speed and compliance

Business challenge

The client's real estate lending department was dealing with a high volume of mortgage loan applications that were manually processed. The time it took to process these applications was increasing because the bank required a minimum of 12-month statements to determine eligibility. It was also subject to stringent regulatory requirements to ensure compliance.

Solution

Avanade designed, built, and deployed a comprehensive end-to-end solution based on Power Platform that can read bank statements in English and French, extract and process statement line items, apply business rules to determine loan eligibility, and provide a comprehensive view of income and expenses. It developed a model-driven app with an integrated canvas app enabled the client to see extracted data and the document side-by-side. A complete audit trail of every processed statement was available, and the documents were securely stored within the client's SharePoint.

Impact

- Processed documents two to three times faster

- Enabled the client to boost its competitiveness in the market by responding to applications promptly and enhancing customer satisfaction

CASE STUDY 1

Streamlined citizen development with Power Platform through comprehensive governance and strategy implementation

Business challenge

The client wanted to use Power Platform for citizen development and needed a CoE to monitor and support usage.

Solution

Avanade implemented a comprehensive Power Platform governance and strategy into the ICT/business deliverables. This included documenting core operational processes, setting up a Power Platform self-service and administration portal, and creating a developer pack to guide both external and internal developers.

Impact

Facilitated the client's ability to expedite application development by letting departments and LoBs design their own productivity apps independently of IT.

Avanade 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

- Avanade specializes in Microsoft technology and has a team of Power Apps certified experts who have extensive experience in designing, developing, and implementing Power Apps-based solutions

- Avanade's pricing and commercial flexibility with respect to Power Apps engagements are well perceived by its clients

- Clients appreciate Avanade's consulting skills through which it is able to communicate a clear vision and roadmap for implementation of low-code within the client's organization

- Clients value the onshore-based delivery approach of Avanade, which ensures client proximity and cultural alignment

Limitations

- The domain focus of Avanade is limited to handful of industries and clients in industries such as telecom, media and entertainment, and financial services may not find Avanade as a suitable fit for them

- Avanade's presence is largely concentrated around the European (excluding UK) and North American region, which means clients located in geographies such as APAC, South America, and MEA may encounter challenges in accessing proven expertise from Avanade
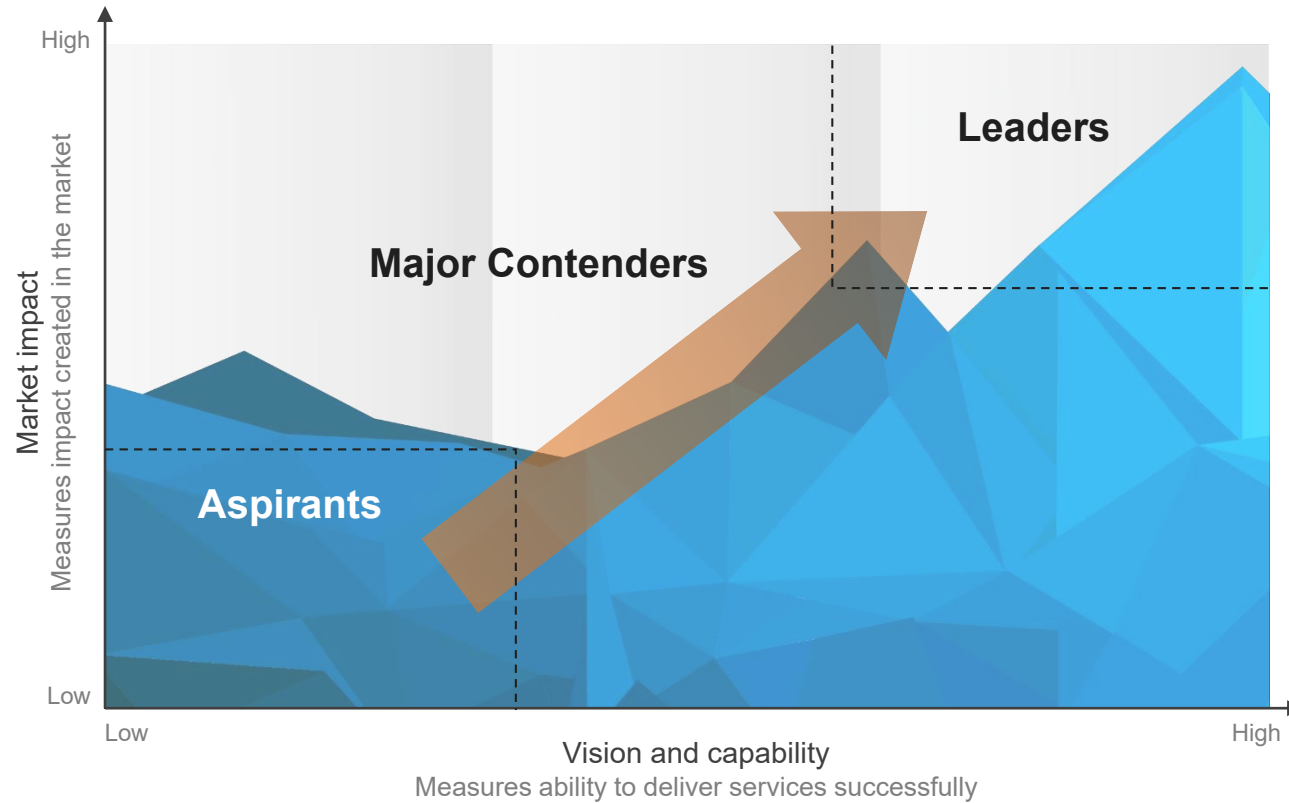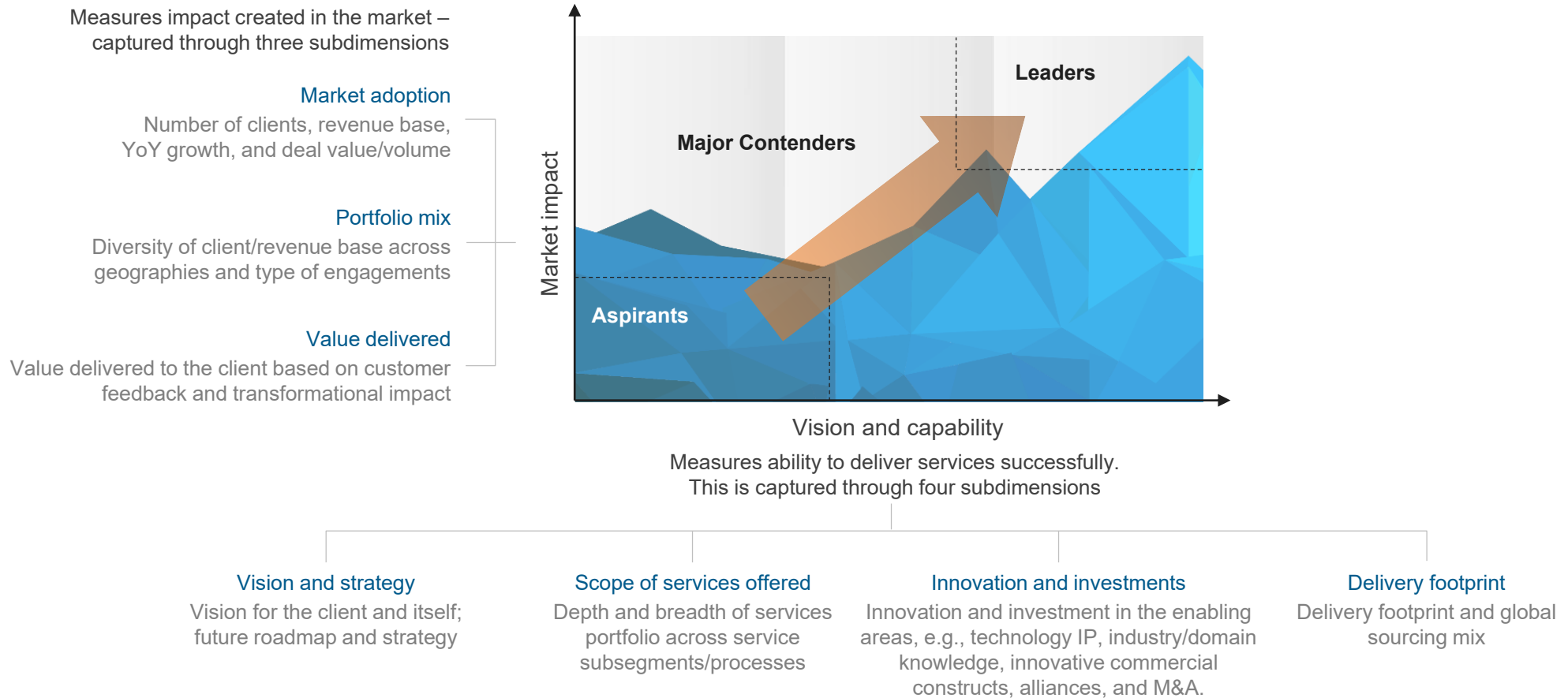
Appendix

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, and M&A.

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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