Everest Group®

Everest Group SAP Business Application Services PEAK Matrix® Assessment 2025

Focus on **HCLTech**

February 2025

PEAK
MATRIX®

Introduction

Over the past few years, the SAP services market has undergone a strategic transformation, evolving from traditional enterprise software to a key driver of digital transformation. The focus has now shifted to cloud adoption, AI integration, and sustainability, with initiatives such as RISE with SAP and GROW with SAP playing a critical role.

With nearly 60-70% of enterprises yet to migrate to S/4HANA, the upcoming migration wave will significantly reshape the market. Scalable migration approaches, such as brownfield and hybrid strategies, will be essential to balance business continuity with techno-business transformation.

With the rising demand for customized solutions, service providers are investing in industry-specific accelerators to reduce migration complexity and fasten the deployment process. To help enterprises move to S/4HANA, service providers are scaling up their S/4HANA expertise and enhancing partnerships with hyperscalers to boost their partner ecosystem. This ecosystem-driven approach will not only support smoother migrations but also help enterprises achieve tangible business outcomes at a lower Total Cost of Ownership (TCO).

As SAP's innovations converge with the urgency of S/4HANA migrations, the next few years will redefine the enterprise ERP landscape. For enterprises, strategic alignment is imperative to capitalize on these opportunities, ensuring successful migrations that accelerate digital transformation and deliver lasting, sustainable value.

This research includes an assessment of 30 service providers featured on the SAP Business Application Services PEAK Matrix® Assessment 2025. The assessment is based on Everest Group's annual RFI process for the calendar year 2024, interactions with leading providers, client reference checks, and ongoing analysis of the SAP services market.

The full report includes the profiles of the following 30 leading SAP Business Application services providers featured on the SAP Business Application Services PEAK Matrix:

- **Leaders:** Accenture, Capgemini, Deloitte, EY, HCLTech, IBM, Infosys, NTT DATA, and Wipro

- **Major Contenders:** All for One, Birlasoft, Bristlecone, Cognizant, DXC Technology, Eviden, Genpact, Hitachi Digital Services, Kyndryl, LTIMindtree, PwC, SD Worx, TCS, Tech Mahindra, T-Systems, and UST

- **Aspirants:** Kaar Technologies, Mphasis, Resolve Tech Solutions, TSP – The Silicon Partners, and Zensar

Scope of this report

Geography: global

Industry: market activity and investments of 30 leading SAP service providers

Services: SAP Business Application Services

SAP Business Application services PEAK Matrix® characteristics

Leaders

Accenture, Capgemini, Deloitte, EY, IBM, Infosys, HCLTech, NTT DATA, and Wipro

- Leaders are characterized by their ability to successfully execute large-scale, complex, and end-to-end SAP Business Application Services, underpinned by their strong global delivery network and robust partner ecosystem

- These providers have strong SAP partnerships and recognitions such as Platinum Partner, RISE with SAP Validated Partner and GROW with SAP Partner, alongside multiple SAP awards. They demonstrate expertise in at least seven competencies, maintain a high certification ratio, and leverage SAP-specific acquisitions to further enhance their offerings and market presence. They also excel in delivering global client engagements with a good spread of onshore and offshore support

- Leaders have helped enterprises with their advisory capabilities to navigate the business transformation and have leveraged a mature suite of in-house and SAP-certified industry solutions to accelerate time-to-market for their clients

Major Contenders

All for One, Birlasoft, Bristlecone, Cognizant, DXC Technology, Eviden, Genpact, Hitachi Digital Services, Kyndryl, LTIMindtree, PwC, SD Worx, TCS, Tech Mahindra, T-Systems, and UST

- These providers have built meaningful capabilities to deliver SAP Business Application Services – advisory, implementation, and managed services; however, their service portfolios are not as balanced and comprehensive as those of Leaders (in terms of coverage across SAP product areas, geographies, or verticals)

- These providers have good partnerships with SAP and often specialize in select verticals in delivering SAP-specific services. They have often been recognized by SAP with multiple partner awards showcasing their credibility in the SAP services market

- Major Contenders are also making continued investments in building proprietary tools and solutions, as well as in scaling their talent for delivering SAP services

Aspirants

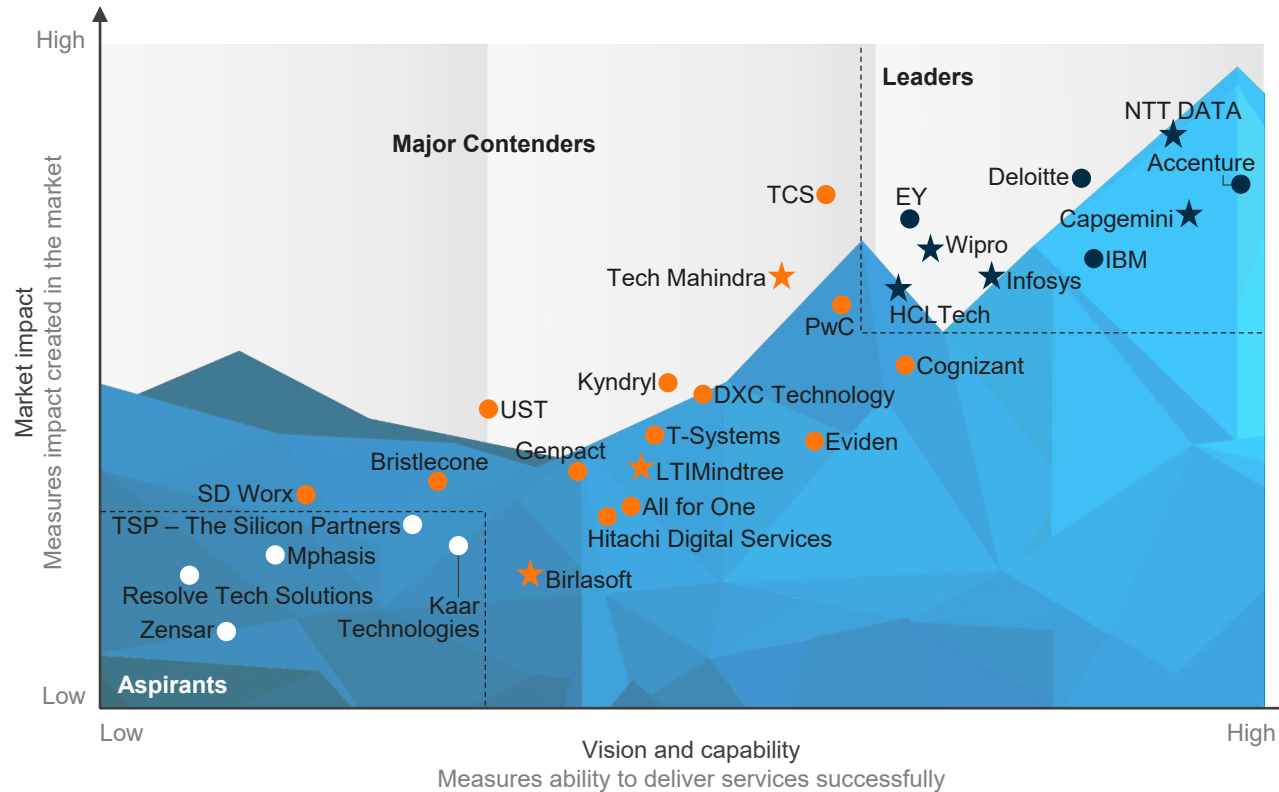Kaar Technologies, Mphasis, Resolve Tech Solutions, TSP – The Silicon Partners, and Zensar

- Aspirants have good proof points in enabling low to medium-complex implementation and maintenance for SAP Business Application Services primarily for Small and Midsize Buyers (SMBs)

- They are either focused on a region(s) or vertical(s) or currently have a relatively small SAP practice

- Clients acknowledge their pricing and commercial flexibility as well as their engagement flexibilities

- Despite their relatively smaller size, they aim to grow faster by scaling their talent base, investing in IP and solutions, and expanding into new markets

Everest Group PEAK Matrix®

SAP Business Application Services PEAK Matrix® Assessment 2025 | HCLTech is positioned as a Leader and a Star Performer

Everest Group SAP Business Application Services PEAK Matrix® Assessment 2025[1,2]

- ● Leaders
- ● Major Contenders
- ○ Aspirants
- ☆ Star Performers

Major Contenders

Leaders

NTT DATA
Accenture
Deloitte
EY
TCS
Capgemini
Wipro
IBM
Tech Mahindra
Infosys
PwC
HCLTech
Cognizant
Kyndryl
DXC Technology
UST
T-Systems
Genpact
Eviden
Bristlecone
LTIMindtree
SD Worx
All for One
TSP – The Silicon Partners
Hitachi Digital Services
Mphasis
Birlasoft
Resolve Tech Solutions
Zensar
Kaar Technologies

Aspirants

Market impact
Measures impact created in the market
High — Low

Vision and capability
Measures ability to deliver services successfully
Low — High

1 Assessment for Accenture, All for One, Deloitte, EY, LTIMindtree, PwC, and T-Systems 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 buyer
2 Analysis for Capgemini, Eviden, and IBM is based on partial inputs provided
Source: Everest Group (2025)

HCLTech profile (page 1 of 5)
Overview

Vision for SAP Business Application Services
HCLTech's vision for SAP services is to leverage SAP to deliver a competitive advantage for its customers, open new revenue streams for its customers, and enable its customers to gain an advantage through innovation in terms of responsible adoption and scaling technologies such as generative AI.

Current partnership status with SAP:　　　　　GSSP

Number of projects completed:　　　　　780+
(From January 01, 2023 till March 31, 2024)

Number of SAP business applications-certified FTEs:　　3,300+
(till March 31, 2024)

Proportion of SAP Business Application Services revenue

By geography　　　　● Low (<10%)　● Medium (10-25%)　● High (>25%)

● North America	● Europe	● United Kingdom
● South America	● Middle East and Africa	● Rest of the World

By key products　　　　● Low (<10%)　● Medium (10-25%)　● High (>25%)

● SAP S/4HANA	● SAP Ariba	● SAP SuccessFactors
● SAP Analytics Cloud	● SAP Industry Solutions	● Other applications[1]

Proportion of SAP Business Application Services revenue

By business function　　　　● Low (<15%)　● Medium (15-30%)　● High (>30%)

● Consulting	● Implementation	● Maintenance and support

By industry　　　　● Low (<10%)　● Medium (10-15%)　● High (>15%)

● Banking and financial services	● Electronics, hi-tech, and technology	● Healthcare and life sciences
● Retail, distribution, and CPG	● Telecom, media, and entertainment	● Travel and transport
● Energy and utilities	● Manufacturing	● Public sector
● Others		

By buyer size (annual revenue)　　　　● Low (<10%)　● Medium (10-25%)　● High (>25%)

● 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)	

1 Others include SAP Concur, SAP BTP, RISE with SAP, GROW with SAP, SAP ECC, and SAP Fieldglass

HCLTech profile (page 2 of 5)

Key solutions

Proprietary solutions

Solution name	Industry in focus	Focused SAP module(s)	No. of engagements leveraged in	Details
Elevate	Horizontal – across all industries	All	>20	The solution provides a framework for developing customer SAP strategies, business cases, and implementation roadmaps. It is a flexible methodology supported by a range of tools and can be scaled to fit customer complexity from migration assessment to a global SAP strategy.
Migrate+	Horizontal – across all industries	SAP S/4HANA	>20	The solution enables conversion to SAP S/4HANA using the SAP-qualified Migrate+ framework, offering agility, scalability, and access to SAP innovations.
ideaX	Horizontal – across all industries	All	>50	The solution offers an AI-powered employee experience that increases engagement and productivity by simulating human interactions, learning from cognitive discussions, and utilizing generative AI, NLP, and ML.
Base90 for S/4HANA	Various	All	>100	The solution incorporates industry templates on S/4HANA and other cloud applications, developed based on SAP best practices and enhanced with proprietary industry expertise.

SAP-certified solutions on SAP marketplace

Solution name	Industry in focus	Focused SAP module(s)	No. of engagements leveraged in	Details
intelligent Maintenance, Repair, and Overhaul (iMRO)	Aerospace and defense, travel and transport, oil and gas, and utilities	SAP S/4HANA	25+	The solution is designed for maintenance, repair, and overhaul, catering to organizations managing complex assets or offering maintenance services as part of their operations.
Supply Chain Segmentation	Life sciences	SAP S/4HANA	>10	The solution for life sciences covers supply chain planning, sales, manufacturing, and distribution of products by life science companies.
PEO	Manufacturing	SAP PEO	>10	The solution provides a suite of enhancements for production engineering operations including first article inspection, bill of materials (BOM) reconciliation, time-sensitive materials, manufacturing queue, and super quality notifications.
MOSAIC	Horizontal – across all industries	RISE with SAP	>10	The solution is used for forecasting RISE with SAP's BOM and license costing based on ECC usage analysis.

HCLTech profile (page 3 of 5)

Key investments and partnerships

Key investments

Investment theme	Focused SAP module(s)	Details
Innovation lab	SAP BTP	It developed ideaX, a virtual innovation lab for SAP clients to add value in the product life cycle, from ideation to co-creation and purpose-driven solutions.
Innovation lab	AI and gen AI	It invested in cloud-native and gen AI labs in Dallas and Munich, Germany, which offer AI innovation, PoCs, and rapid development services to HCLTech customers and SAP.
CoE	SAP S/4HANA	It created Migrate+, a shared service set-up and tooling system for a multi-skilled conversion factory team to deliver cost-effective SAP ECC to S/4HANA conversions. Its capabilities include functional, technical, development, data, testing, and PMO.
CoE	All	The HCL customer experience center in Hartford, US includes SAP, IoT, and digital transformation showcases.
Acquisition	NA	It acquired GBS-IT to add to HCLTech's current capabilities, accelerating digital transformation and increasing HCL's presence in Germany. HCLTech's current competencies, combined with GBS' portfolio, help it to expand in the German services market.
Acquisition	NA	It acquired Strongbridge Envision, a digital transformation consulting firm, to incorporate design thinking and problem-solving practices for addressing SAP transformation challenges and implementing a value realization framework.

Key partnerships

Partner ecosystem		
SAP	Microsoft	AWS
GCP	Thompson Reuters	Panaya
Syniti	NEORIS	Qualtrics
Smart Water Energy	Natuvion	APOS

HCLTech profile (page 4 of 5)
Case studies

CASE STUDY 1

Enable ERP consolidation and transformation across 30+ countries for a global manufacturing organization.

Business challenge
The organization aimed to transform its product lifecycle management (PLM), manufacturing, and ERP systems as part of a broader digital transformation initiative to support future growth. Key challenges included an unresponsive supply chain, limited visibility into Work-in-Progress (WIP), and high working capital requirements. Additionally, the presence of disparate legacy systems restricted the adoption of modern practices such as DevSecOps and AI.

Solution
HCLTech helped the client redesign the business operating model and worked with business leadership to develop a roadmap for complex template development and global rollout. HCLTech delivered a S/4HANA greenfield project using HCLTech's Base90 template to accelerate process visioning and design. The project established an agile delivery methodology based on Activate+, used successfully for rollouts globally for the initial phases of the transformation roadmap.

Impact
- Simplified ERP landscape with a single S/4HANA instance across 30 countries
- Reduced legacy IT operations costs by retiring legacy ERP and local systems
- Enabled a 15% reduction in revenue loss through a streamlined supply chain
- Achieved a 3% improvement in EBIT

CASE STUDY 2

Helped a client's afterparts business with enhanced data analytics and commercial deals operations.

Business challenge
Bidding was a critical activity for the organization's aftermarket parts business, but it relied heavily on manual margin analysis and deal-desk processes. This approach impacted team productivity, scalability, and the ability to deliver timely and accurate bids to customers. As the business expanded, managing these processes became increasingly difficult. The organization sought to improve reporting capabilities and bid response times to better support both customers and employees.

Solution
HCLTech implemented an SAP Analytics Cloud solution integrated with HANA DB. Central to the transformative tools at the initiative's core is SAP Analytics Cloud's live connectivity to the SAP HANA data repository. This provides a Margin Analysis Dashboard using automation to process rebates and determine margins, providing real-time insights. An automated Deal Desk app increased bid accuracy and volume using automation, standardized data, and AI, all accessed via a state-of-the-art, Excel-like user interface using SAP UI5.

Impact
- Achieved a 1000% increase in Sales volume (10X)
- Achieved a 300% increase in the bids awarded in a year-on-year comparison
- Reduced average bid response time from five weeks to five days
- Ensured a 163% increase in automated parts costing for improved accuracy

HCLTech profile (page 5 of 5)

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	Technology capability	Services capability	Innovation and investments	Overall
	◔	◕	◔	◕	◔	◔	◔	◔	◕

Strengths

- HCLTech has a good balance of onshore and offshore resources, making it a suitable partner for enterprises seeking proximity and cost-effective end-to-end SAP services

- Its domain expertise in the HLS and manufacturing industries is well perceived by the market

- Clients can benefit from HCLTech's investments in developing horizontal solutions across SAP products to expedite time-to-market in all the phases of service delivery

- It has established gen AI labs to help SAP clients (especially in North America, the UK, and APAC) develop transformative solutions

Limitations

- HCLTech is more focused on taking on SAP business engagements for larger enterprises; small enterprises (revenue <US$1 billion) may not find HCLTech suitable for small-scale engagements

- Enterprises looking for SAP services in BFSI and the public sector should further assess HCLTech's industry-specific capabilities before partnering with it

- A few clients have opined that it needs to strengthen its emerging technology capabilities and provide support in integrating these capabilities into the client's environment
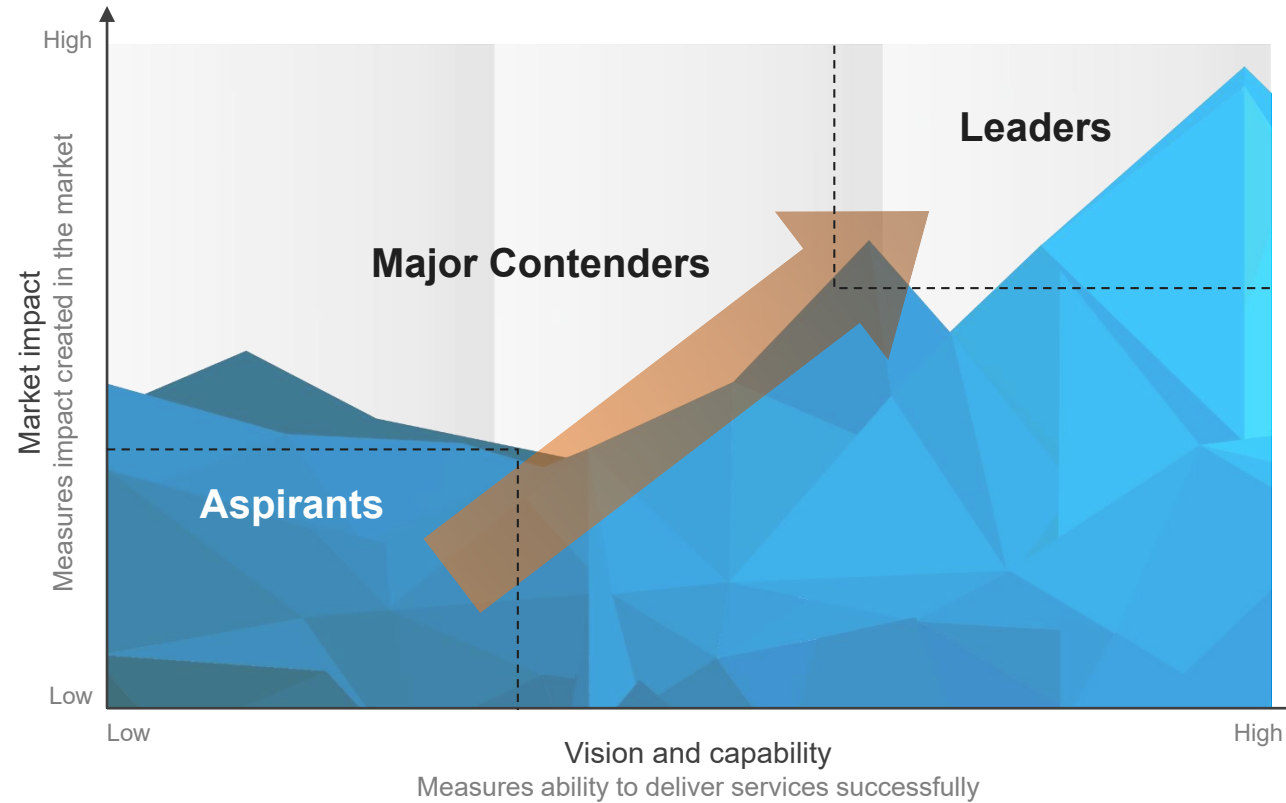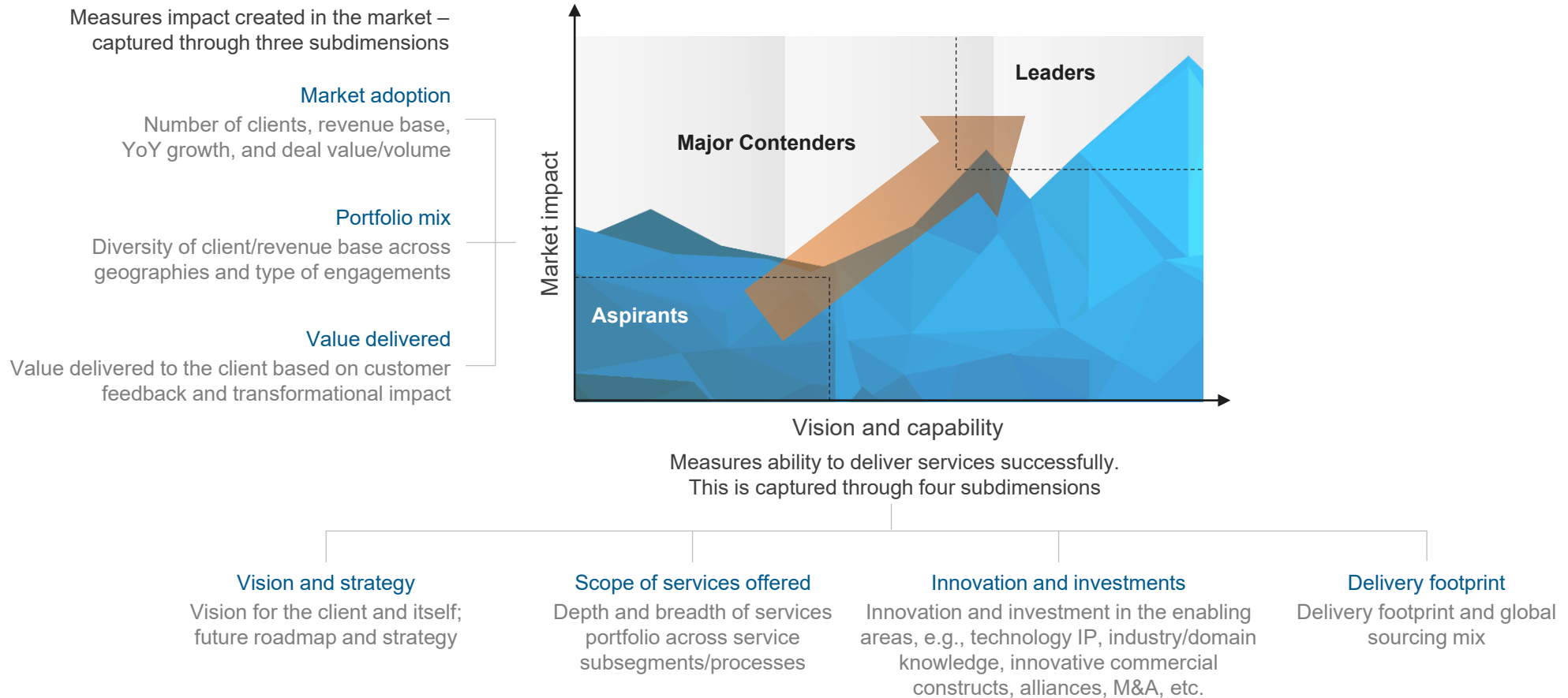
Appendix

PEAK Matrix® framework

FAQs

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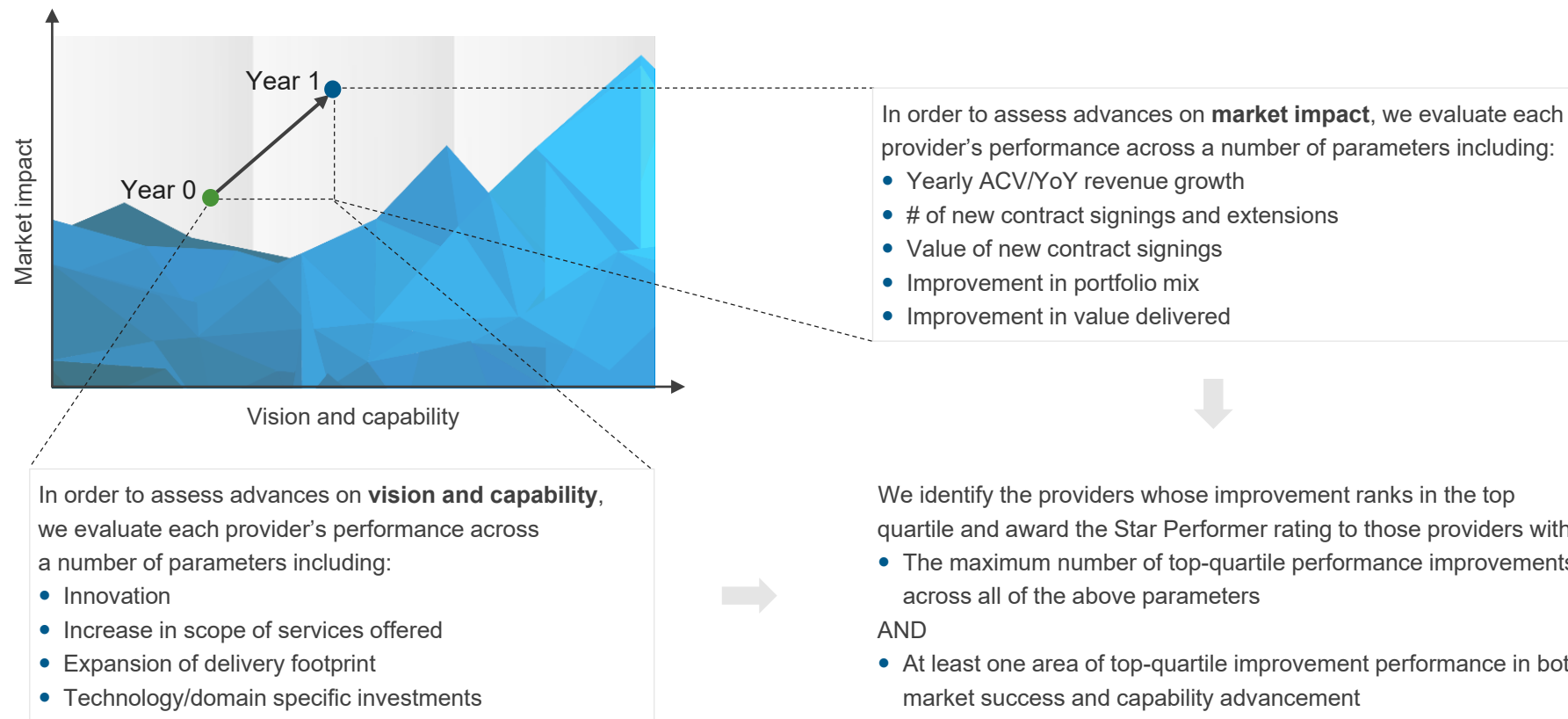
Everest Group PEAK Matrix

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

Market impact

Leaders

Major Contenders

Aspirants

Vision and capability

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

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

In order to assess advances on **market impact**, we evaluate each provider's performance across a number of parameters including:

- Yearly ACV/YoY revenue growth
- # of new contract signings and extensions
- Value of new contract signings
- Improvement in portfolio mix
- Improvement in value delivered

In order to assess advances on **vision and capability**, we evaluate each provider's performance across a number of parameters including:

- Innovation
- Increase in scope of services offered
- Expansion of delivery footprint
- Technology/domain specific investments

We identify the providers whose improvement ranks in the top quartile and award the Star Performer rating to those providers with:

- The maximum number of top-quartile performance improvements across all of the above parameters

AND

- At least one area of top-quartile improvement performance in both market success and capability advancement

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 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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