



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

Focus on Xebia

October 2024



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 20 leading low-code service providers featured on the [Low-code Application Development Services PEAK Matrix® Assessment 2024 – Focus on Appian](#). 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 20 leading low-code service providers featured on the Low-code Application Development PEAK Matrix – Focus on Appian:

- **Leaders:** Coforge, EXL, Infosys, Persistent Systems, TCS, WNS-Vuram, and Xebia
- **Major Contenders:** Bits In Glass, Cognizant, KPMG, Mphasis, PwC, Roboyo, Tech Mahindra, Virtusa, Wipro, and Yexle
- **Aspirants:** Valcon, Vision Point Systems, and Zimpatica

Scope of this report

Geography: global

Industry: market activity and investments of 20 leading low-code service providers

Services: low-code application development services on Appian

Low-code application development services PEAK Matrix® characteristics

Leaders

Coforge, EXL, Infosys, Persistent Systems, TCS, WNS-Vuram, and Xebia

- 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

Bits In Glass, Cognizant, KPMG, Mphasis, PwC, Roboyo, Tech Mahindra, Virtusa, Wipro, and Yexle

- 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
- They have a good level of customer satisfaction but do not have the same level of focus on customer feedback and continuous improvement as the leaders. They are focused on building strong relationships with their clients and delivering value-added services

Aspirants

Valcon, Vision Point Systems, and Zimpatica

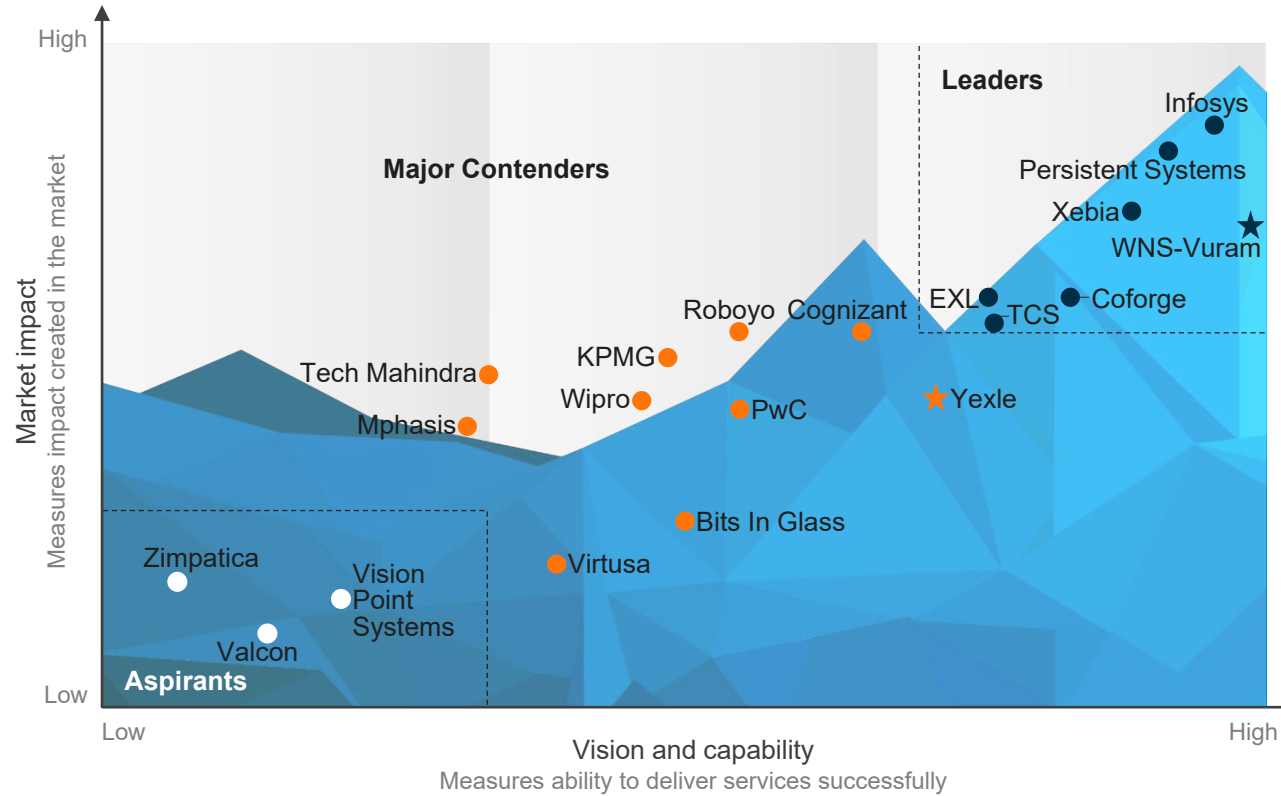
- Aspirants have a focus on technology and innovation, but not at the same level of investment and partnership as the Leaders and Major Contenders. They are looking to leverage new technologies and emerging trends in low-code application development to deliver value-added solutions to their clients
- They 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 Appian | Xebia is positioned as a Leader

Everest Group Low-code Application Development Services PEAK Matrix® Assessment 2024 – Focus on Appian¹

- Leaders
- Major Contenders
- Aspirants
- ☆ Star Performers



¹ Assessments for Bits In Glass, KPMG, Roboyo, PwC, Valcon, Vision Point Systems and Zimpatica 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)

Xebia profile (page 1 of 5)

Overview

Vision for low-code services

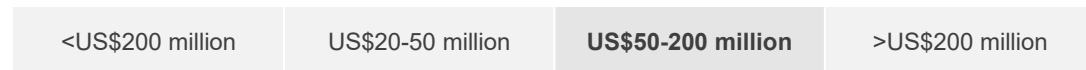
Xebia's vision for low-code application development services is to revolutionize software development by leveraging leading cutting-edge low-code/no-code technologies, combined with deep industry expertise, to help businesses innovate faster, drive digital transformation, and achieve tangible results. The goal is to democratize application development, enhance developer and business productivity, and meet the demands of the digital era. By integrating AI into low-code platforms, the company empowers enterprises to build mission-critical, future-ready applications, gaining a competitive edge in the digital world.

Xebia also focuses on innovation, investing in an Intelligent Automation CoE to deliver valuable, forward-looking solutions. As low-code adoption accelerates, Xebia is committed to guiding businesses through their digital transformation, helping them stay ahead in an evolving technology landscape.

Scope of services

Its services include low-code application development, low-code training, low-code integration services, and low-code maintenance and support.

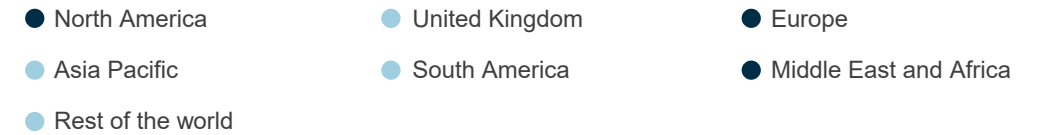
Low code services revenue (CY 2023)



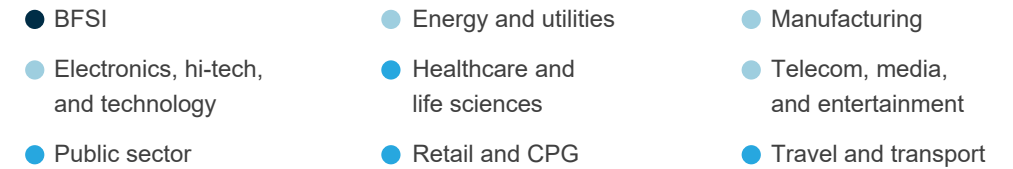
Low-code services revenue mix (CY 2023)

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

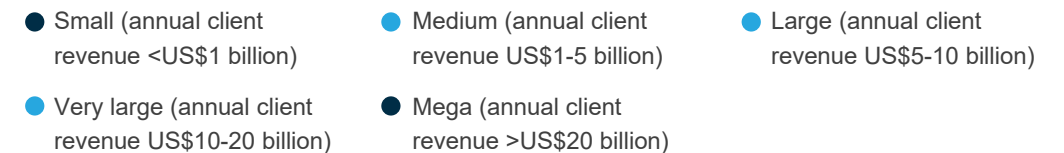
By geography



By industry



By buyer size



Xebia profile (page 2 of 5)

Solutions

[REPRESENTATIVE LIST]

Proprietary solutions for low-code services

Solution name	Details
CRM Sales	The solution enables organizations to manage customer relationships efficiently from lead generation to service, driving revenue growth, customer satisfaction, and transparency. By automating the sales process and providing a unified customer view across systems, it creates a single source of truth for informed actions. Organizations can quickly configure hierarchy, manage access, automate processes, and handle communications, giving leadership a comprehensive view for informed decision-making and growth strategies.
Future Now: Core Banking Orchestration – Unified Engagement Platform	It is an intelligent orchestration layer built as a head for headless core banking systems and offers an interface for back-office users to manage banking operations, and automating call center and customer service operations. It serves as a one-stop platform for managing customers, portfolios, transactions, and more, enhancing digitization and operational efficiency. By leveraging existing investments and ensuring rapid go-to-market with Vault Core integration, it enables leaner, cost-efficient banking operations tailored to specific needs.
ESG and sustainability	The solution is built to help organizations to address the demand and need for ESG reporting and data gathering. The comprehensive framework allows the ESG department to create materialities and improve stakeholders' collaboration, automate the data collection process by enabling data workflows creation, and manage and track ESG goals.
AI-enabled Case Management	A dynamic case management framework that gets powered by gen AI at the core, the solution allows expedited generation of workflows with AI automation for the various case types. The solution is designed to streamline workflows, optimize processes, and facilitate effortless communication.
Intelligent budgeting framework	It is an enterprise-wide budgeting platform that aims to make the forecasting process more fluid, dynamic, and sophisticated.
Knowledge and learning management	It offers a centralized knowledge repository for an organization's information, training, and development materials.

Xebia profile (page 3 of 5)

Recent investments

[REPRESENTATIVE LIST]

Low-code services investments

Investment name/theme	Details
Appian CoE and solutioning arm	Xebia is investing in a strong Center of Excellence (CoE) for Appian, focused on best practices and crafting industry-specific solutions to expedite project delivery. The goal is to enhance Xebia's value proposition on Appian and promote value-based selling. It is also fostering a low-code mindset within its enablement program, empowering the team with a rapid delivery approach.
Consulting and pre-sales	Its pre-sales team follows a seeing is believing approach, demonstrating low-code's potential and helping clients envision streamlined solutions. It excels at decoding problem statements, identifying optimal resolutions, and selecting the best design patterns and accelerators from its CoE. With extensive Appian experience, the team expertly guides customers through their low-code strategy journey.
Recruiting experienced professionals	Xebia focuses on recruiting experienced Appian professionals and investing in industry leaders to ensure successful implementations and delivery. Its experts have achieved a 100% success rate in managing extensive Appian projects. It also supports thought leadership and the development of industry-specific solutions while expanding its global leadership presence.
Starter package	It created personalized starter packs by combining established solutions with industry-specific insights. Through active talks with clients, it identified the need for a strategy that allows corporations to access cost-effective solutions. This approach allowed its clients to undertake low-code platform evaluations with ease and convenience.

Xebia profile (page 4 of 5)

Case studies

CASE STUDY 1

Enhanced project management efficiency for a global FinTech company

Business challenge

The client faced challenges in managing multiple projects for its clients. Its in-house project management tool, built on the Appian platform, known as the implementation engine framework, had several limitations. These constraints hindered efficient project execution, prompting the client to seek an implementation partner to enhance the tool's functionalities and improve user experience.

Solution

Xebia demonstrated its Appian experience and ability to create customized solutions. Its team immediately created Proof-of-Concept (PoC) and visuals to show how it may improve its current framework. It aimed to revitalize the Appian implementation engine by upgrading its capabilities, UI/UX, and support for continuous product and platform development.

Impact

- Improved the productivity of the involved key personnel
- Accelerated the development process

CASE STUDY 1

Transformed appointment management with a unified Appian solution for a telemedicine company

Business challenge

The client struggled with the management of medical appointments due to lack of digitization. Patient details were scattered across various documents, requiring team coordinators to use multiple systems to complete a single appointment. Additionally, the UI/UX of the existing application was quite unfavorable, making it difficult for business users to navigate the platform efficiently.

Solution


Xebia used its healthcare experience to demonstrate a pre-built appointment solution utilizing Appian. Its deployment resulted in a unified system that expedited the appointment process, storing all patient information and documentation in a single, easily accessible location. The solution also incorporated an interactive UI/UX, which allowed business users to easily explore multiple dashboards.










Impact

Increased process efficiency and transparency

Xebia profile (page 5 of 5)

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

- Xebia has a broad range of low-code solutions and tools on Appian (such as, Amazon Lex Connected System, Tableau Trusted Auth Field, and Procurement 360) that accelerate implementation timelines and enhance productivity
- Xebia has a strong and diversified talent portfolio, including consultants, developers, and architects, enabling it to offer a comprehensive range of services
- Xebia has made key talent investments in training and certification to grow its pool of Appian-certified resources, to ensure higher technical expertise for clients

Limitations

- Clients seeking Appian resources in close geographic proximity may not find Xebia services suitable, as the majority of its Appian resources are concentrated in offshore regions
- While it has extensive experience in serving clients in Europe (not including UK), Middle East and Africa, it has limited proof points of low-code services delivery in other major markets such as APAC and United Kingdom

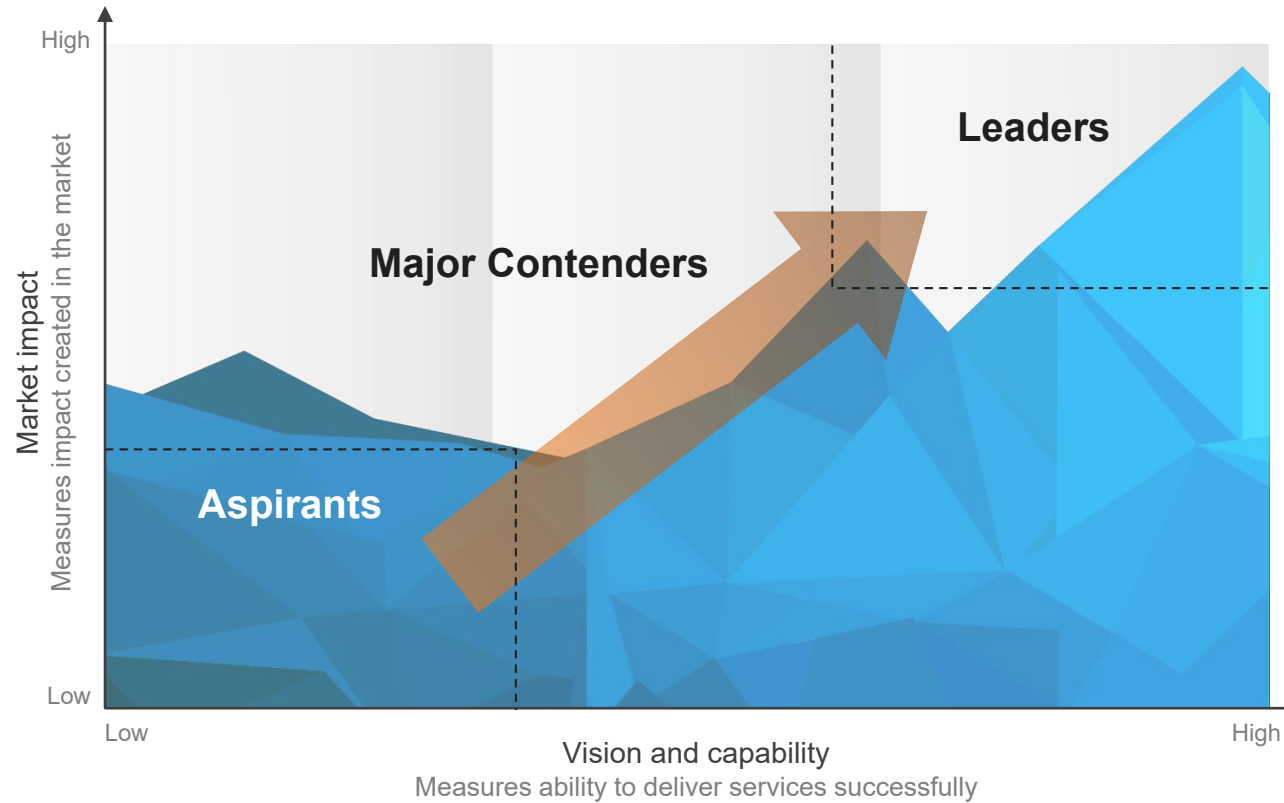
Appendix

PEAK Matrix® framework

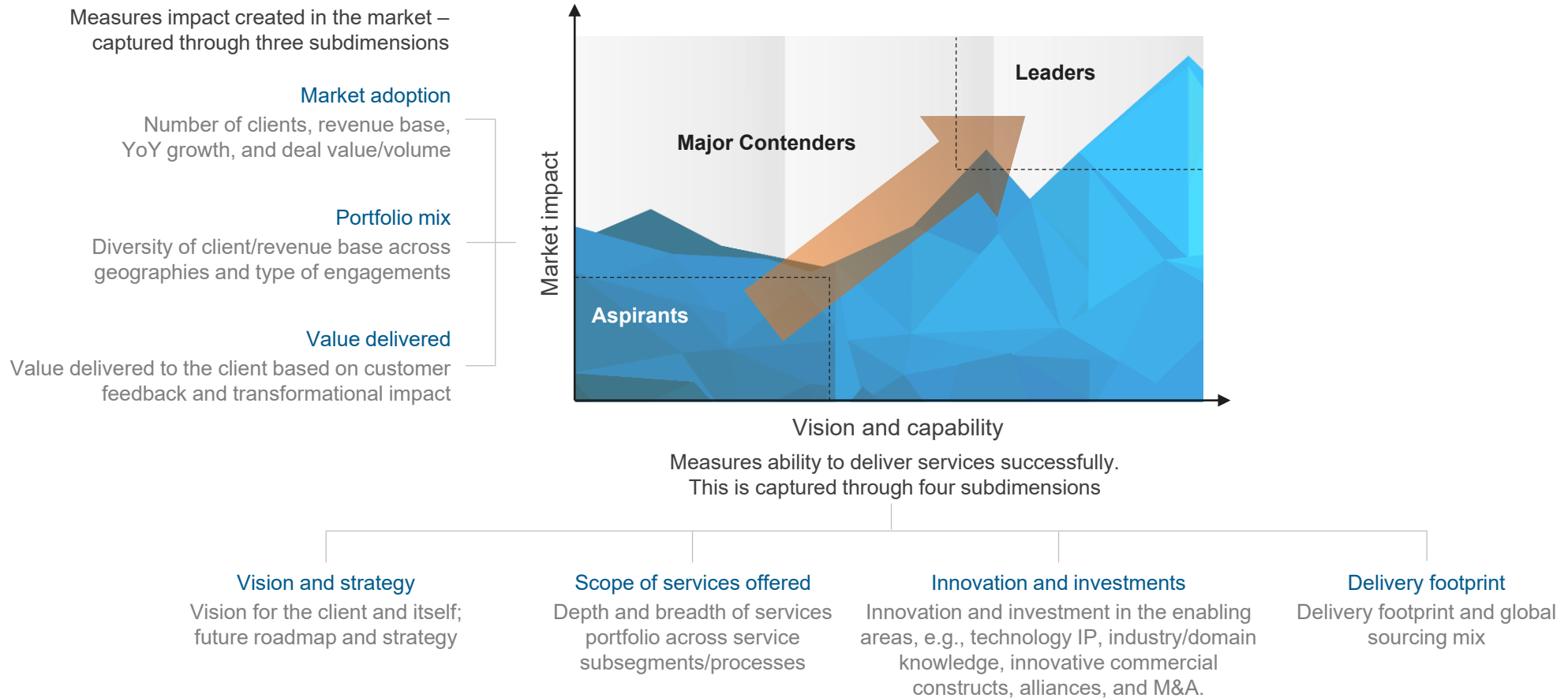
FAQs

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

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