Everest Group®

Everest Group PEAK Matrix® for Robotic Process Automation (RPA) Technology Provider 2022

Focus on NICE

October 2022

Everest Group PEAK MATRIX®

EGR-2022-38-E-5549

Background of the research

Evolving into a digital-first business is becoming increasingly important for organizations to remain resilient and competitive, especially after the COVID-19 pandemic. Manual operations pose numerous challenges and hence, organizations are trying to shift to digital, automated, and intelligent business processes. Robotic Process Automation (RPA) has emerged as a key enabler in the enterprise automation segment. While the overall automation ecosystem is rapidly evolving through new technologies, such as Intelligent Document Processing (IDP), process mining, task mining, API-based automation, and conversational AI, these technologies further strengthen RPA, which continues to be a foundational element of enterprise automation. RPA has played a key role in helping organizations reduce costs, achieve greater operational efficiencies and quality, increase workforce productivity, enhance customer and employee experience, and realize quick time-to-value. Many enterprises, Global Business Services (GBS) organizations, and service providers are investing in RPA, and it has been one of the fastest growing software markets in the past decade.

RPA is rapidly evolving in terms of product features, deployment options, product architecture, training and support, partner ecosystem, and commercial models. The technologies and the delivery models are evolving quickly, with an expanding set of features and functionalities. Therefore, it is imperative for the organizations to select the right enterprise-grade RPA solution to realize the expected benefits.

In this study, we analyze the RPA technology landscape across various dimensions:

- Everest Group's PEAK Matrix® evaluation, a comparative assessment of 23 leading RPA technology providers
- Competitive landscape in the RPA technology provider market
- Key RPA technology trends
- Remarks on key strengths and limitations for each RPA technology provider

Scope of this report:

Geography
Global

Technology providers
23 leading RPA technology providers

Products
Robotic Process Automation (RPA)

RPA Products PEAK Matrix® characteristics

Leaders:

Automation Anywhere, Microsoft, NICE, SS&C Blue Prism, and UiPath

- Leaders have experienced a decent growth momentum in the RPA market driven by both acquisition of new clients and scaling existing deployments in enterprises. They are aiming to explore the untapped market opportunities through partner sales channels by expanding their service provider partner ecosystem
- Leaders have a strong vision for their intelligent automaton platform and are investing in complementary capabilities such as process orchestration, API automation, IDP, task mining, and custom AI/ML-based solutions to capture the entire automation value chain from discovery to orchestration and automate more complex end-to-end processes
- With the growing complexity of their offerings, Leaders are overhauling their commercial models to make it modular, scalable, and easier for customers to understand. They are further enhancing their fully-managed SaaS platform and technologies such as serverless robots, which enable a usage-based pricing model, thus reducing the Total Cost of Ownership (TCO)

Major Contenders:

Aiwozo, Appian, AutomationEdge, Cyclone Robotics, Datamatics, IBM, JIFFY.ai, Laiye, Nintex, Nividous, OpenBots, Pega, SAP, and WorkFusion

- Major Contenders are expanding their presence across industries, geographies, and buyer size segments. Some regional RPA players are playing to their strengths and looking to enter new geographies with an aim to expand into industries where they have domain expertise and a library of pre-built automation assets
- With the entry of big-tech players already putting downward-pricing pressure on RPA, Major Contenders are also pricing their RPA platforms competitively to directly compete with the Leaders and are offering the advantage of lower upfront investments and a higher ROI to enterprises
- Following the Leaders, most Major Contenders are also investing to develop a holistic intelligent automation platform including RPA, IDP, process mining, and task mining, either through in-house investments or partnerships. Some of them are also building more pre-built automation assets that combine these various technologies and can be used out-of-the-box

Aspirants:

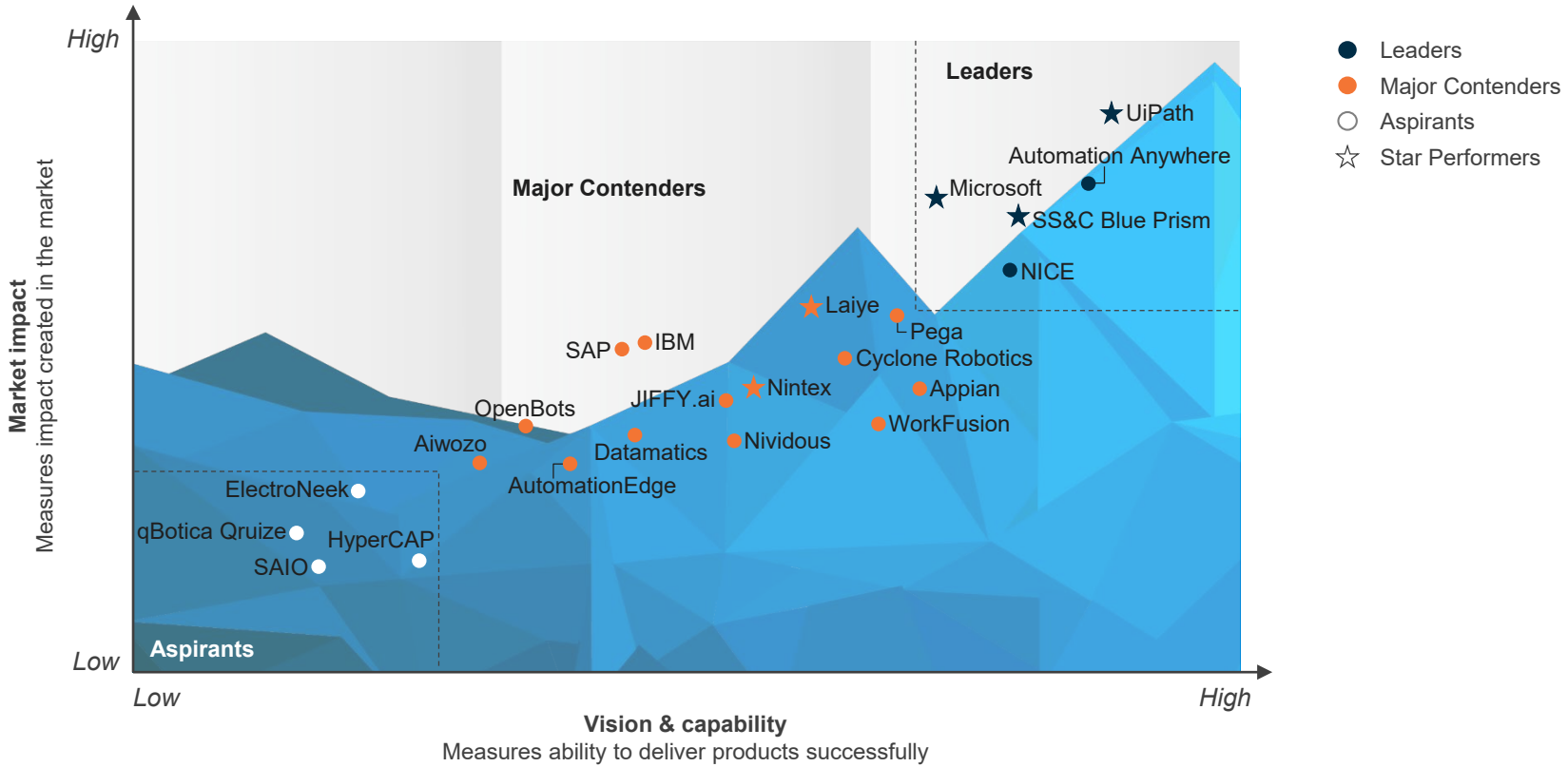
ElectroNeek, HyperCAP, qBotica Qruize, and SAIO

- Aspirants presently focus on specific use case, industry, or geography. In general, they differentiate themselves from other larger players by making their platform highly configurable to enable their IT and BP service partners to create custom solutions for meeting enterprise requirements
- Their major focus areas include making the platform easy to use for customers, forging partnerships with service providers and SIs to increase their reach and offer better support, and enhancing some of the core RPA functionalities such as design and development of robots, control and monitoring, and security and governance

Everest Group PEAK Matrix®

Robotic Process Automation (RPA) Products PEAK Matrix® Assessment 2022 | NICE positioned as Leader

Everest Group Robotic Process Automation (RPA) Products PEAK Matrix® Assessment 2022[1]



1 Assessment for SAP excludes provider inputs. The analysis for SAP is based on Everest Group's proprietary database, provider public disclosures, and Everest Group's interactions with RPA buyers

Note: Star Performers are selected based on a relative comparison of providers' performance on the market impact and vision & capability dimensions in the previous and latest PEAK Matrix® assessments. Providers with the highest year-over-year improvement are designated as Star Performers. The Star Performer title does not reflect the overall market leadership position, which is designated through Leaders, Major Contenders, or Aspirants

Source: Everest Group (2022)

NICE | RPA product profile (page 1 of 8)

Overview

Company overview

NICE is a provider of cloud and on-premise enterprise software solutions that enable organizations to make an informed decision based on structured and unstructured data analytics. It helps organizations of all sizes improve customer service, ensure compliance, combat fraud, and protect citizens. The company employs over 6,000 people and serves over 25,000 customers in over 150 countries.

Key leaders

- **Barak Eilam,** CEO
- **Barry Cooper,** President, NICE Workforce and Customer Experience
- **Oded Karev,** GM, NICE RPA

Headquarters: Hoboken, New Jersey

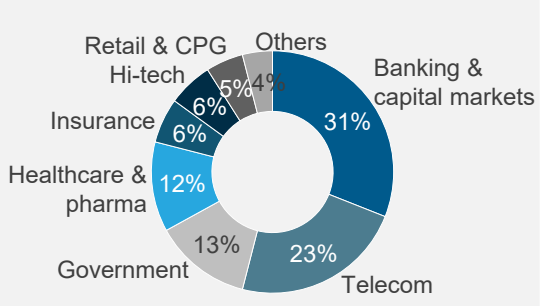
Website: www.nice.com

Key clients include a US bank, Nationwide, IKEA, IQOR, Telia, Orange, Deutche Telekom, UHG, and AT&T.

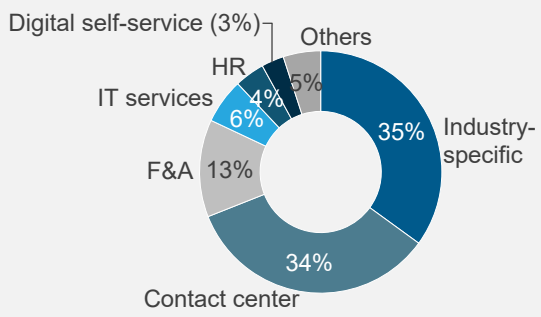
Recent deals and announcements (not exhaustive)

- **June 2022:** added features which cater to the ease of automation development for citizen developers and business analysts, in its newest RPA release
- **May 2022:** improved the CX for a Japanese insurance agency's emergency helpdesk through NICE's virtual assistant, NEVA
- **December 2021:** launched a new version of its AI-powered RPA platform, that includes capabilities such as document digitization, an RoI-based recommendation of ideal processes to automate, and a complementary resource center with ready-to-use low-/no-code resources for sharing

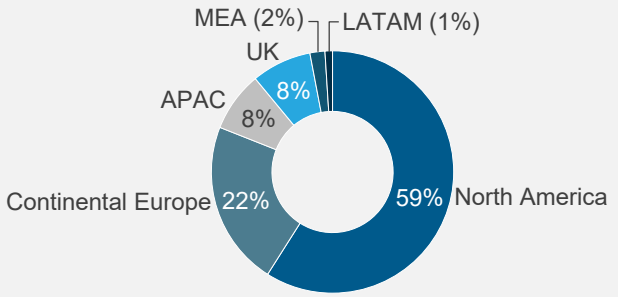
Split of RPA revenue by buyer industry



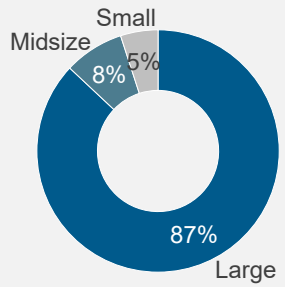
Split of RPA revenue by process area



Split of RPA revenue by buyer geography



Split of RPA revenue by buyer size[1]



1 Buyer size is defined as large (>US$5 billion in revenue), midsize (US$1-5 billion in revenue), small (US$50 million-US$1 billion in revenue), and SMBs (<US$50 million in revenue)
Note: Operational and product-/offering-related information as of December 2021, collected as part of the study / based on Everest Group estimates
Source: Everest Group (2022)

NICE | RPA product profile (page 2 of 8)

Overview

Product overview

NICE Automation Studio is a cloud-based environment that supports building workflows through a drag-and-drop functionality and macro recorder. NICE's shape analysis makes the bots resilient to application upgrades and enhances object recognition, especially in remote desktop environments. The studio comes integrated with Automation Studio Resource Center – a marketplace to directly use pre-built automations and comes with the ability to control robots through voice commands. NICE also offers an Automation Portal, which acts as a web-based control center for scheduling, monitoring, and controlling both attended and unattended robots. The platform is supported by IBM Cognos BI for reporting and dashboarding. Through NEVA, NICE's attended automation capability, it provides an employee virtual assistant for guiding human agents with the next-best actions. NICE offers near real-time conversation support to human agents through NEVA, which can execute workflows and notify the result of the same after fact-analysis. NICE Automation Suite comes with out-of-the-box integration with IDP capabilities through its partnership with ABBYY. It also offers process mining capabilities through its partnership with Minit. The Studio provides NEVA Discover Automation Finder to monitor the activities on user desktops and create automations with a single click.

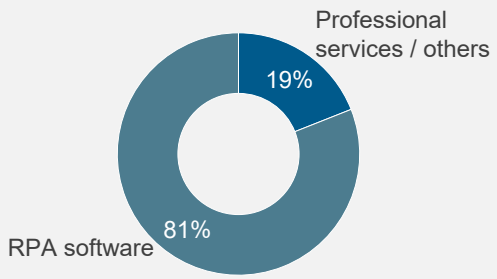
Version number: 7.6

Release date: December 22, 2021

Market adoption and capability overview

Description	2021	YoY growth
RPA clients (individual logos)	880	9%
RPA FTEs	308	2%
Total number of RPA (unattended and attended) licenses supplied to date	Not disclosed	Not disclosed
Number of service provider partners/resellers	147	13%
Number of technology/software partners	16	0%
Key service provider partners/resellers	Deloitte, Accenture, ISG, PATeam, Valor	
Key technology/software partners	Amazon AWS, ABBYY, Hyperscience, Minit	

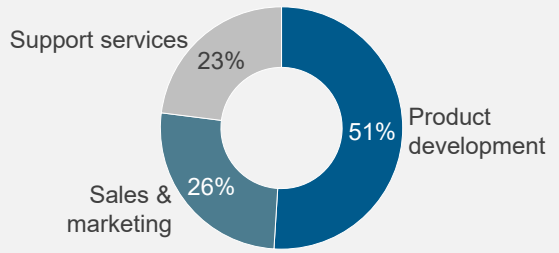
Split of RPA revenue by offering



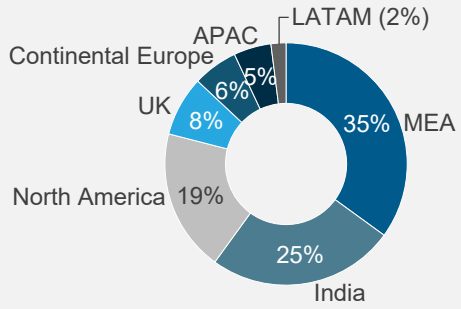
Split of RPA licenses (supplied in 2021) by nature of deployment

Not disclosed

Split of RPA FTEs by function[1]



Split of RPA FTEs by geography



1 Includes FTEs in product development, support services (product support, implementation, etc.), and sales & marketing; excludes FTEs in corporate functions such as HR and IT
Note: Operational and product-/offering-related information as of December 2021, collected as part of the study / based on Everest Group estimates
Source: Everest Group (2022)

NICE | RPA product profile (page 3 of 8)
Capabilities

Capability & offerings

Available | In the roadmap | Available via partner | Not available

Design and development of robots	Built-in drag-&-drop design studio to create visual workflow view	Web-based design studio	Built-in macro recorder – DOM-/COM-based	Built-in macro recorder – computer vision-based
	Built-in macro recorder – multi-anchor-based	Universal process recorder	Native ability to develop robots using voice commands	Object capture – DOM/COM recognition
	Object capture – computer vision	ICA protocol / native support for Citrix	Grey scale image processing	CoE portal to crowdsource, manage, and prioritize the automation pipeline
	Generate workflows by importing process / task mining process maps	AI-/ML-based built-in guidance feature to aid developers		
Reusability and interoperability	Ability to create a repository in the platform to share reusable automation assets	Ability of users to control access to shared assets in multi-team environments	Availability of a search box in the development studio / action library	Online marketplace/portal for pre-built, reusable assets/automations
	Built-in interface to connect to the online marketplace from the design studio	Pre-built connectors to automate SAP applications	Pre-built connectors to automate Oracle applications	Pre-built connectors to automate Microsoft applications
	Pre-built connectors to automate Google applications	Out-of-the-box plug-ins to trigger automations directly from business applications	Support for headless browsers and execute automations/robots directly on servers	Availability of RPA in the form of platform-as-a-service with SDK for extensibility
Complementary capabilities	Conversational AI	Intelligent Document Processing (IDP)	Process mining	Task mining
	API integration platform	Business Process Management (BPM) / process orchestration		
AI capabilities	Allow users to create custom AI/ML prediction models	OOTB integrations with third-party AI/cognitive services	In-house pre-trained AI/ML models or cognitive services that can be used OOTB	

NICE | RPA product profile (page 4 of 8)
Capabilities

Capability & offerings

Available | In the roadmap | Available via partner | Not available

Control and management of robots	Web-based orchestrator	Mobile application for controlling and monitoring robots and processes[1]	Scheduling and queuing of robots/processes	Dynamic load balancing across available VMs/robots based on assigned priorities
	Dynamic load balancing across available VMs/robots based on assigned SLAs	Ability to pause and resume automation workflows	Floating robot licenses (not linked to specific VM and get allocated dynamically)	Autonomous workload distribution using AI/ML to identify work distribution patterns
	Auto-scaling of robots/licenses to match volume fluctuations	Access control center functionalities through open APIs		
Monitoring and analytics	In-house BI & reporting engine for customized reporting and analytics	Pre-built integration with third-party BI platform providers (e.g., Tableau and Power BI)	Robot or license utilization information across all licenses	Recommendations to optimize license utilization
	Leverage AI/ML to predict if SLAs are not going to be met based on available licenses	Ability to automatically notify users in advance in case of any expected SLA breach	Recommendation on the number of robots/licenses required to meet critical SLAs	Monitor performance of IT infrastructure on which robots are deployed and executed
	Recommendations to optimize IT infrastructure utilization by robots	Built-in RoI calculator		
Robot lifecycle management	Built-in version control for RPA processes / robots	Compare different versions of processes/ robots across environments	Maintain different versions of processes and roll back to previous versions	OOTB integration with third-party provider of version control system (e.g., GIT)
	Ability to implement change control and collaboration across process life cycle	Create groups of robots and assign access controls to these groups	Sandbox environment to test new platform features before upcoming releases	
Resilience and security	Ability to escalate issues and notify users in near real-time	Ability to execute multiple tasks concurrently (multi-threading) on the same machine	Built-in/in-house (out-of-the-box) credential vaults	OOTB integration with provider(s) of credential vaults (e.g., CyberArk)
	Active directory integration	Availability of role-based access control	Segregate roles between development, test, and production environments	OOTB integration with enterprise databases (e.g., Oracle) to log data
	Single sign-on support for users	ISO 27001 certification	Veracode level-5 certification	SOC 2 certification

1 The central control and monitoring tool is mobile-optimized and can be accessed through a mobile browser

NICE | RPA product profile (page 5 of 8)

Capabilities

Capability & offerings

Available | In the roadmap | Available via partner | Not available

Attended RPA	Deploy and execute robots on user desktop using user-defined events	Unified screen for desktop automation	Ability to create interactive UI for on-screen step-by-step process guidance for agents	Built-in AI-based next-best-action capability for assisting agents
	Desktop analytics	Ability to trigger/control robots using voice commands in natural language	Analyze customer-agent voice interactions in near real-time to trigger attended robots	Ability to automatically generate after-call summary and transcript
	Availability of a natural language chat interface to trigger/control attended robots	Analyze customer chat in near real-time and automatically trigger attended robots	Human-in-the-loop automations	Ability of a robot to exchange information with attended/unattended robots in near real-time
Hosting options and product architecture	On-premise (central server or VM)	Private cloud	Public cloud	Execute robots on serverless computing platforms
	Offered via Software-as-a-Service (SaaS) delivery model	Offer a hybrid model deployment (e.g., on-premise and cloud)	Web portal for users to instantly activate new licenses	RPA product developed using microservices architecture
	Support multi-tenant deployments	Leverage Continuous Integration / Continuous Delivery (CI/CD) model	Central control hub to manage multiple cloud tenants and enable full data sovereignty	Product deployed in containerized form
Product training and support	Training and certification offered by provider	Training and certification offered by certified partners	Classroom training by provider	Online portal for RPA training/certification
	Online certification courses	Free training modules on the online portal	Interactive training delivered online by a live instructor	Availability of release notes on the website
	Online user community / support forum	Free community version of the product	Availability of migration toolkit for version upgrades	Availability of toolkit to migrate from an on-premise to a cloud deployment
Commercial model	Perpetual licensing	Subscription licensing	Fixed capacity / per robot-based	Usage-based (e.g., per hour of license usage)
	Per transaction-/process-based	Fixed-fee enterprise-wide license with unlimited usage	Per developer / user-based	

NICE | RPA product profile (page 6 of 8)
Key enhancements

Key enhancements in the latest product releases (as of April 2022)

- **Design and development of robots**
  - Introduced API-based connectivity creator that can be used to create new customized APIs for any API-based application for enterprises or the community center
- **Complementary capabilities**
  - Introduced cloud-based Neva Discover that analyzes processes running on desktops and offers process analytics, automation discovery, predictive analytics, comparison, and streamlines the automation pipeline
  - Introduced Neva Expert and integrated it with NICE portfolio tools such as CXone Expert and VOC to extract data from knowledge management repositories and customer surveys to route the relevant insights to the human agent in near real-time during customer calls
  - Introduced sentiment analysis capabilities that predict customer satisfaction from the customer call, alerts the human agent to address customers with higher churn risk, and offers a set of responses to better handle customer queries
- **Product training and support**
  - Launched the Enhanced Business Partner Enablement Program, which includes coaching and certification to improve quality of service delivery by business partners
  - Introduced NEVA Discover Coaching that offers training to business analysts with Automation Finder to better contribute to the automation pipeline and manage the automation life cycle

NICE | RPA product profile (page 7 of 8)

Everest Group assessment – Leader

Measure of capability: Low High

Market impact				Vision & capability					
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Development and integration	Deployment and maintenance	Product training and support	Commercial and sales model	Overall
									

Strengths

- NICE focuses on enabling human and robots to work together in seamless collaboration by offering an RPA platform with capabilities across the automation development life cycle, including use case discovery, automation development and deployment, and operations and maintenance of robots
- NICE has proven capabilities of serving enterprises across key verticals including BFSI, telecom, government and public sector, and healthcare and pharma, and is one of the leading providers of attended RPA in terms of market share across major geographies including North America and Europe
- NICE offers a drag-and-drop web-based design studio that comes with a universal process recorder to create automation workflows. It has added a quality analyzer that provides developers with a real-time quality score and offers guidance based on defined best practices to develop high quality automations. It also offers an SDK that allows customers/partners to extend its library of functions and share it within the organization/community
- NEVA, its attended RPA solution, offers advanced capabilities such as execution of robots based on user-defined triggers, analyzing customer-agent voice/chat interactions in near real-time, and sentiment analysis to automate complex use cases. NEVA In-App can embed content within the customer's application for a native user experience and drive higher adoption. Clients have called out its attended RPA capabilities as a strength
- It also offers key agent guidance/assistance features such as unified screen to fetch information from various applications, create interactive UI (e.g., callouts), built-in AI-based next-best-action recommender (such as upsell/cross-sell opportunities, best retention strategy), and ability to summarize customer-agent call
- In addition to in-house process orchestration, task mining, and conversational AI capabilities, it partners with Minit for process mining, ABBYY and Hyperscience for IDP, and AWS to enable integration with its cloud-based AI services
- NICE provides a centralized web-based orchestrator for controlling and monitoring of robots. It allows users to assign priorities and SLAs to processes, and its ML-based Connectivity Watcher enables monitoring/ troubleshooting of robots under execution to trigger relevant alerts
- NICE continues to enhance its in-house task mining capability, NEVA Discover, that analyzes agent activity / screen events using desktop analytics and AI/ML to identify automation opportunities. It has added the capability to import discovered process maps into its design studio to create automation workflows and comprehensive Process Definition Documents (PDDs)
- It has added a resource center that allows accessing the marketplace from within the studio and introduced NEVA Discover training courses to help partners identify high value use cases. Clients have highlighted that since adopting NEVA Discover, the overall development process has become easier
- NICE offers classroom training and an online training portal with free, self-paced training modules and certification programs. It has redesigned its courses to target different users such as citizen and professional developers. Clients have indicated that its training programs have improved considerably over time
- It offers flexible hosting options with options to deploy on-premise or on public/private cloud and is also offered as a full managed SaaS offering hosted on NICE's private cloud or AWS. The platform is ISO 27001, Veracode level-5, and SOC 2 certified and complies with HIPAA regulations
- Client have appreciated NICE for being proactive in sharing the product roadmap and have also called out the stability and reliability of the platform as a strength. The have also indicated that it provides timely and effective product support and is quick to resolve any issues

NICE | RPA product profile (page 8 of 8)

Everest Group assessment – Leader

Measure of capability: Low High

Market impact				Vision & capability					
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Development and integration	Deployment and maintenance	Product training and support	Commercial and sales model	Overall
									

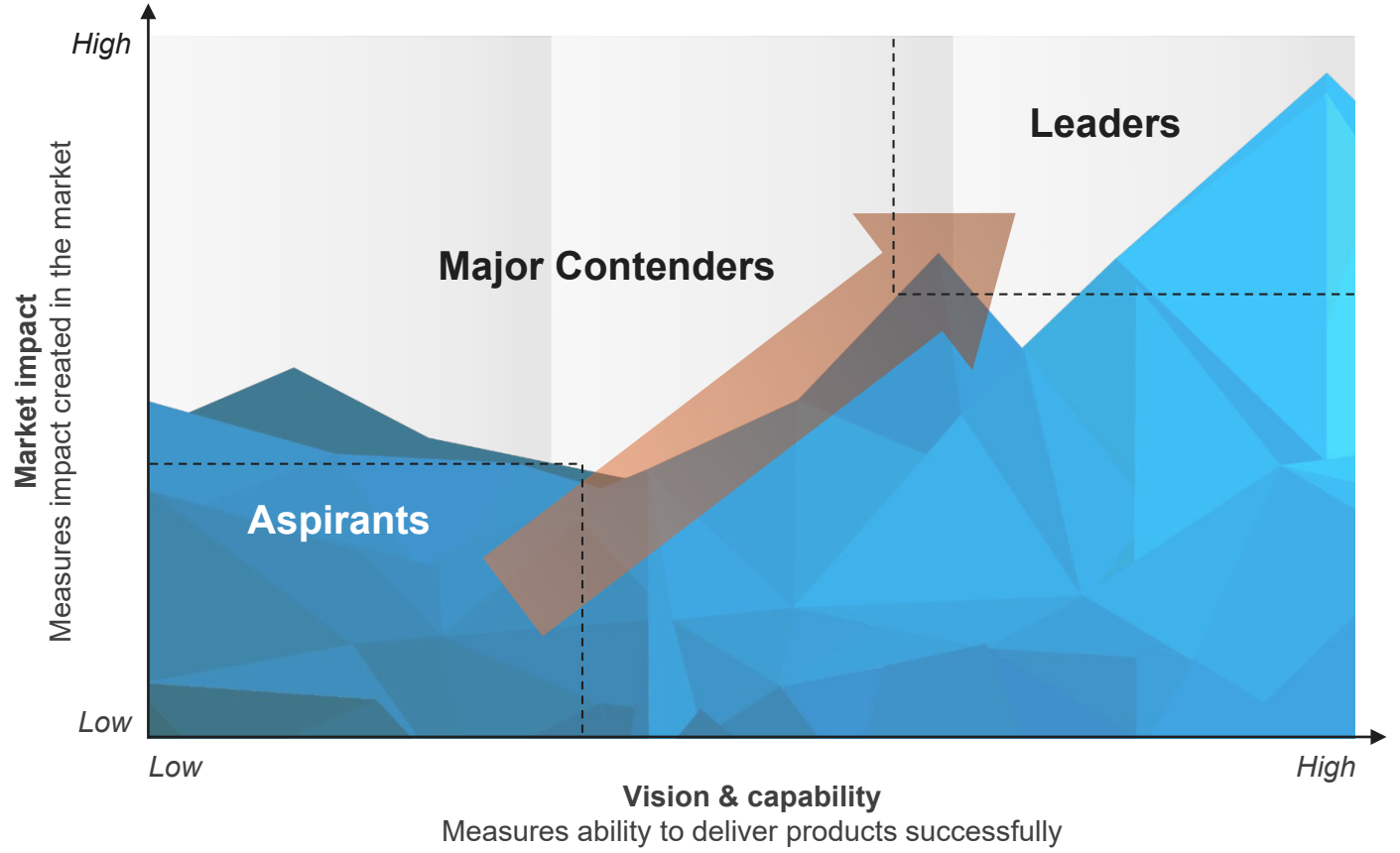
Limitations

- NICE's portfolio is skewed toward large enterprises (with revenue greater than US$5 billion), with over 80% of its revenue coming from this buyer segment. Consequently, it has limited experience of serving mid-sized and small enterprises and SMBs, which constitute a significant share of the market
- Clients have deployed NICE RPA largely for front-office use cases in contact center and for industry-specific processes in BFSI and healthcare. There is scope to enhance its value proposition for automating use case processes in other key horizontal areas such as F&A, procurement, and HR
- There is scope to add more features to its design studio such as AI-/ML-based built-in guidance to aid developers by recommending available pre-built functions or marketplace assets to make it easier for business users to create automations, increase reusability, and reduce development time and effort
- While NICE offers both native ICA protocol and computer vision to automate Citrix environments, clients have indicated that they face some issues while trying to automate Citrix, with the robots being less resilient
- Clients have indicated that NICE can significantly improve its robot monitoring and analytics capabilities. While NICE has an OEM partnership with IBM Cognos for dashboarding and analytics capabilities, clients have indicated that is difficult to get near real-time and actionable information from the system to monitor robot performance metrics such as the success/failure rates, the number of times an automation was triggered, etc.
- Presently, the ability to predict if any critical SLAs are not going to be met, based on available licenses/robots and proactively notifying users, is not available. Embedding AI/ML to offer such advanced predictive analytics capability could further strengthen its offering
- Clients have indicated that it is difficult to schedule unattended robots based on their requirements. NICE can look to add more flexibility and granular scheduling options for unattended robots. It can further enhance flexibility and ease of robot management by providing a mobile application for central control and monitoring
- The platform currently does not allow users to create custom AI/ML prediction/decisioning models by uploading its own datasets and defining parameters in a low-/no-code environment. NICE can look to develop such a capability in-house or partner with data science platforms to enable users to develop such models and add these skills into workflows
- Low/no-code API-based automation capabilities are currently in the roadmap. Adding such a capability would enable users to consume APIs directly from the studio and help create workflows that use both UI and API-based automation
- NICE presently has relatively fewer technology partners as compared with other leading RPA technology providers. Forging partnerships with other leading providers of complementary technologies such as process orchestration providers, will further increase its value proposition for enterprises looking to adopt a best-of-breed approach. Also, it presently has very few certified training partners
- Offering its prospective clients, a more reliable way to identify appropriate partners for their needs by categorizing its partners based on their expertise, experience, and performance, can strengthen its offering

Appendix

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

Everest Group PEAK Matrix®



RPA Products PEAK Matrix® evaluation dimensions

Measures impact created in the market – captured through three subdimensions

Market adoption

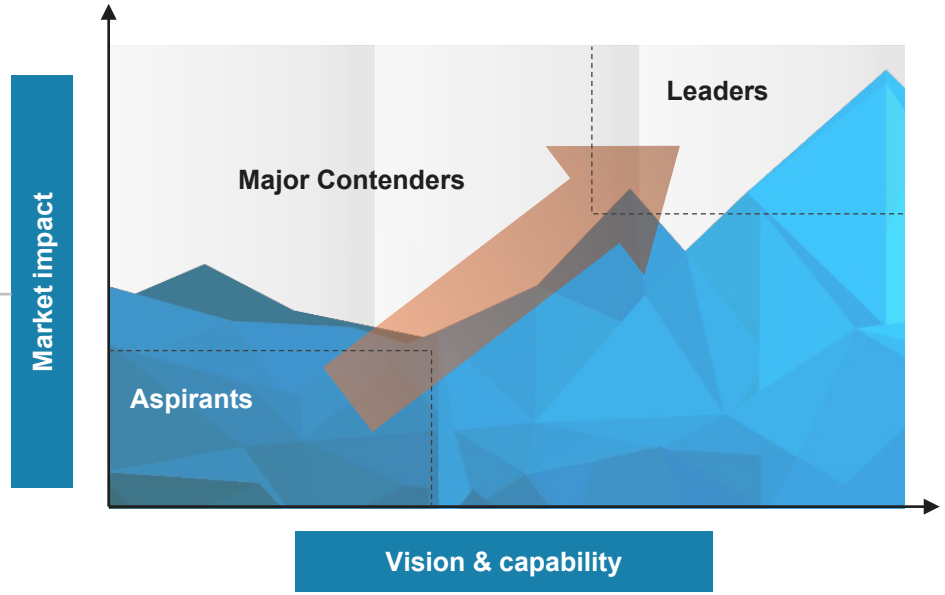
Number of clients, revenue base, and YoY growth

Portfolio mix

Breadth of coverage of industries, geographies, processes / use cases, and enterprise size segments

Value delivered

Value delivered to the client and their satisfaction with the provider, based on client feedback



Measures ability to deliver products successfully. This is captured through five subdimensions

Vision and strategy

Vision for the client and itself; key investments; future roadmap and strategy

Development & integration

Flexibility & ease of robot development, reusability, and integration with enterprise applications & complementary capabilities

Deployment & maintenance

Control & management, monitoring and analytics, security & governance, solution maintenance, product architecture, and hosting options

Product training & support

Training & certification, product maintenance & support, consulting, and other support services

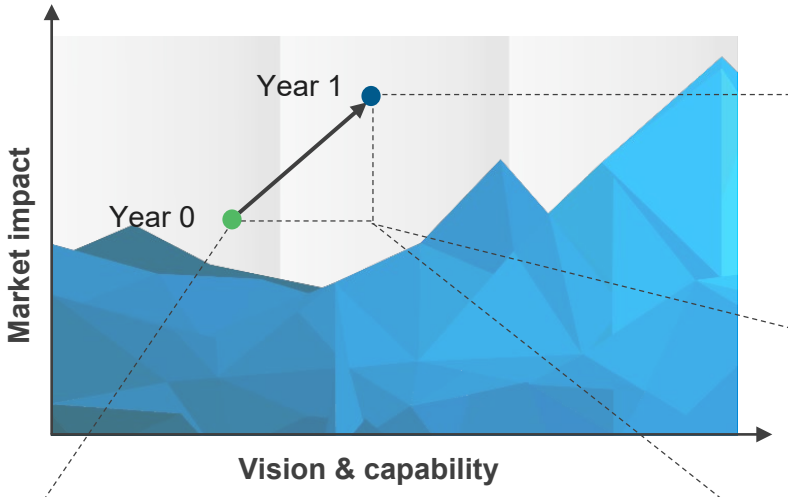
Commercial & sales model

Flexibility, progressiveness, and client adoption of available commercial models; sales channel effectiveness

Everest Group confers the Star Performers 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 YoY revenue growth (absolute and %)
- # of new clients
- 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
- Improvements in product features and functionalities
- Technology-/domain-specific investments
- Improvements in product-related consulting, training, support, and maintenance capabilities

We identify the providers with the highest improvement rankings and award the Star Performer rating to those providers with:

- The maximum number of performance improvements across all of the above parameters
  AND
- At least one area of significant performance improvement in both market impact and vison & capability

The Star Performers 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

Does the PEAK Matrix® assessment incorporate any subjective criteria?
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.

Is being a Major Contender or Aspirant on the PEAK Matrix, an unfavorable outcome?
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.

What other aspects of the PEAK Matrix assessment are relevant to buyers and providers other than the PEAK Matrix positioning?
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.

What are the incentives for buyers and providers to participate/provide input to PEAK Matrix research?
- 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

What is the process for a provider / technology vendor to leverage its PEAK Matrix positioning?
- 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

Does the PEAK Matrix evaluation criteria change over a period of time?
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.

Everest Group®
With you on the journey

Everest Group is a research firm focused on strategic IT, business services, engineering services, and sourcing. Our research also covers the technologies that power those processes and functions and the related talent trends and strategies. Our clients include leading global companies, service and technology providers, and investors. Clients use our services to guide their journeys to maximize operational and financial performance, transform experiences, and realize high-impact business outcomes. Details and in-depth content are available at **www.everestgrp.com**.

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