



Everest Group Intelligent Automation Platforms (IAP) PEAK Matrix® Assessment 2024

Focus on UiPath

December 2024



Introduction

With increasing business and economic challenges in the recent years, businesses are seeking ways to mitigate disruptions and rising costs by adopting Intelligent Automation (IA) technologies. While stand-alone IA technologies such as Robotic Process Automation (RPA), Intelligent Document Processing (IDP), conversational AI, process intelligence, and process orchestration have helped enterprises achieve some of their individual goals, a more holistic approach is now the need of the hour.

By integrating various IA technologies on a single Intelligent Automation Platform (IAP), technology providers aim to deliver end-to-end automation for all customer needs. The IAP can handle a broad array of tasks, improving both the effectiveness and efficiency of process/task automation.

The seamless integration of these technologies has expanded the scope of use cases, from automating repetitive tasks through RPA to enabling comprehensive process orchestration with minimal human intervention.

While the providers in the automation market are looking to integrate their already existing IA technologies on a single platform, they are also filling the gaps in their technology landscape through acquisitions, increased focus and spending on product development, and partnerships.

In the report, we analyze the IAP technology landscape across various dimensions:

- Overview of process intelligence software products
- Everest Group's PEAK Matrix® evaluation, a comparative assessment of 13 leading IAP technology providers
- Competitive landscape of the IAP technology provider market
- Key IAP technology trends
- Remarks on the key strengths and limitations of each IAP technology provider

The full report includes the profiles of the following 13 leading technology providers featured on the [Intelligent Automation Platforms \(IAP\) PEAK Matrix® Assessment 2024](#):

- **Leaders:** Appian, Microsoft, Pega, and UiPath
- **Major Contenders:** Automation Anywhere, EdgeVerve, IBM, Nividous, SAP, SS&C Blue Prism, and Tungsten Automation
- **Aspirants:** Cyclone Robotics and ServiceNow

Scope of this report

Geography: Global

Providers: 13 leading IAP technology providers

Product: Intelligent Automation Platforms (IAP)

IAP PEAK Matrix® characteristics

Leaders

Appian, Microsoft, Pega, and UiPath

- Leaders have bolstered their intelligent automation capabilities by offering a low-code unified platform that integrates technologies such as RPA, IDP, process orchestration, AI, and process intelligence, either in-house or via partnership. Most leaders offers strong process orchestration capabilities
- They are expanding their offerings across geographies, industries, and buyer segments by acquiring new clients and scaling existing enterprise deployments
- Leaders are continually investing to add new IAP capabilities to remain at the forefront of innovation. These capabilities include generative AI and copilots to generate test data, streamline app development, predict process nodes, and create forms and applications using prompts
- They are enhancing their partner ecosystem by partnering with service and technology partners to strengthen implementation of IAP capabilities

Major Contenders

Automation Anywhere, EdgeVerve, IBM, Nividous, SAP, SS&C Blue Prism, and Tungsten Automation

- Following the Leaders, a majority of the Major Contenders are concentrating on integrating various technology components and providing a unified experience to offer a holistic intelligent automation platform
- They are investing in some of the advanced features such as AI/ML capabilities to discover process hierarchies, classify pages into documents, predict and highlight expected Key Performance Indicator (KPI) breaches, analyze work distribution patterns, and offer guidance to aid developers build automation workflows
- Some Major Contenders are also focusing on offering various licensing models to provide greater flexibility to the enterprises and more options to choose from

Aspirants

Cyclone Robotics and ServiceNow

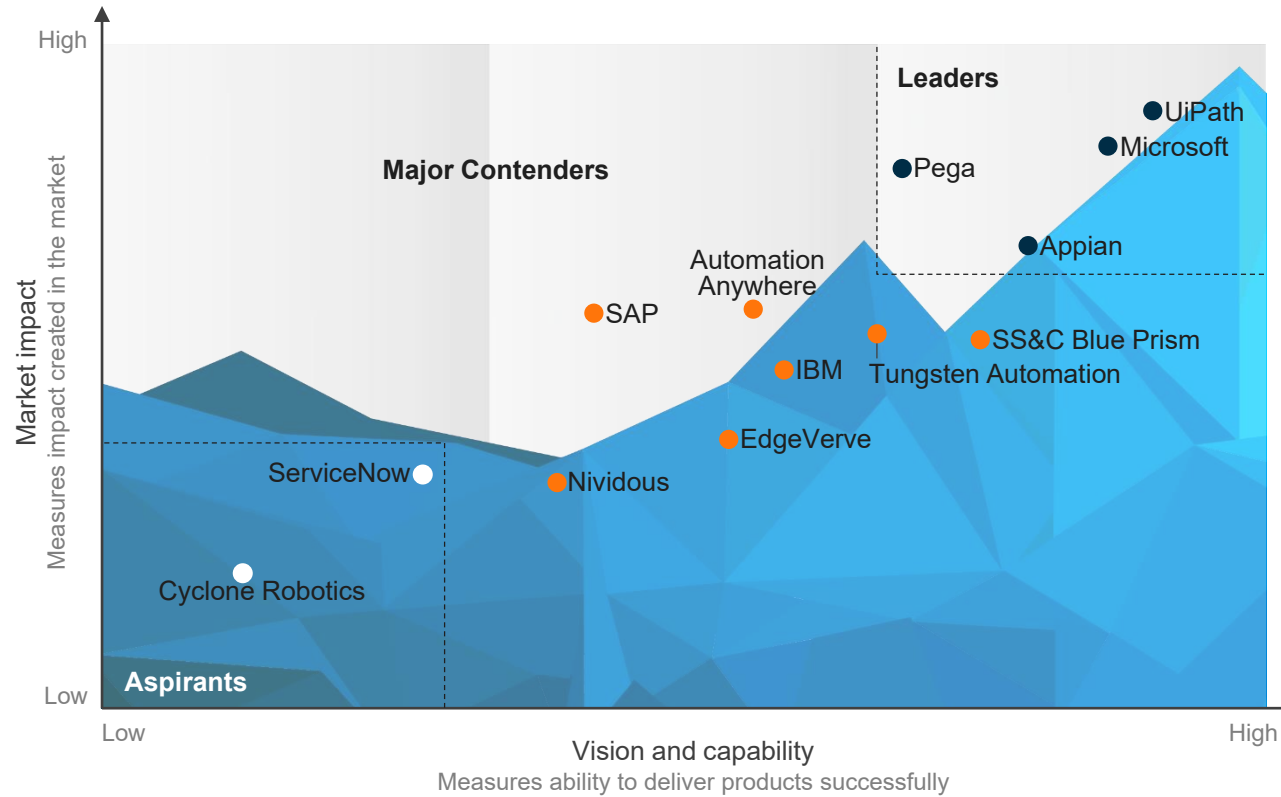
- Aspirants are offering specific technologies of the IA platform such as RPA, process mining, Digital Interaction Intelligence (DII), conversational AI, IDP, and process orchestration in-house, while the others are collaborating with partners. A few of them have AI/ML and generative AI capabilities in their roadmap
- Aspirants are strategically establishing their presence by targeting specific geographies, industries, buyer segments, and process areas. However, they must broaden the range and depth of their technologies to enhance their market presence

Everest Group PEAK Matrix®

Intelligent Automation Platforms (IAP) PEAK Matrix® Assessment 2024¹ | UiPath is positioned as a Leader

Everest Group Intelligent Automation Platforms (IAP) PEAK Matrix® Assessment 2024¹

- Leaders
- Major Contenders
- Aspirants



¹ In this study, we have assessed providers' offerings / product capabilities as of March 2024. Assessment of Automation Anywhere, Cyclone Robotics, IBM, Microsoft, PEGA, and ServiceNow exclude provider inputs. Assessment of SAP is based on partial inputs from the provider. The analysis is based on Everest Group's proprietary database, provider public disclosures, and Everest Group's interactions with IAP buyers. Source: Everest Group (2024)

UiPath profile (page 1 of 9)

Overview

Company overview

UiPath is an AI-powered business automation platform that allows businesses to comprehend, automate, and manage entire business processes. It serves over 10,000 customers worldwide. UiPath's mission is to accelerate and improve human activities by creating automation solutions. It offers a range of capabilities to enhance business process innovation and efficiency, including RPA, gen AI, IDP, process and task mining, API integration, low-code application development, process orchestration, and application testing.

Headquarters: New York City, New York

Website: www.uipath.com

Key leaders

- Daniel Dines, Founder & Executive Chairman
- Ashim Gupta, Chief Financial Officer and Chief Operating Officer
- Graham Sheldon, Chief Product Officer

Key clients include

Amazon, Coca-Cola, Cigna, Generali, JP Morgan Chase, Merck, Siemens, Spotify, UBS, Verizon, Wells Fargo

Recent deals and announcements (not exhaustive)

- **July 2024:** launched Intelligent UI form-handling capabilities leveraging UiPath specialized AI and the learnings from Clipboard AI, to improve form handling during runtime
- **May 2024:** integrated with Microsoft Copilot for Microsoft 365 to facilitate increased automation of knowledge work and improve user experiences within Microsoft's suite of applications
- **April 2024:** announced new data centers in Pune and Chennai to meet rising cloud service demand
- **March 2024:** announced FedRAMP® authorization for UiPath Automation Cloud™ Public Sector
- **March 2024:** announced new generative LLMs, context grounding to augment gen AI models with business-specific data, autopilot for developers, and prebuilt gen AI activities for faster time to value
- **February 2024:** partnered with Google Cloud to enable clients accelerate AI-powered automation journeys by integrating with Vertex AI and Google Workspace business collaboration services
- **February 2024:** announced new developer features such as Autopilot for Test Suite, gen AI connectors, and improved developer capabilities for integration service at DevCon 2024

Split of IAP revenue by buyer industry

Not disclosed

Split of IAP revenue by process areas

Not disclosed

Split of IAP revenue by buyer geography

Not disclosed

Split of IAP revenue by buyer size¹

Not disclosed

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 2023, collected as part of the study / based on Everest Group estimates
 Source: Everest Group (2024)

UiPath profile (page 2 of 9)

Overview

Product overview

UiPath offers a suite of intelligent automation technologies consisting of RPA, API integration, IDP, low-code app development, process intelligence, communications mining, and process orchestration. UiPath’s platform features Studio Web for developers to create automation workflows. It offers pre-built integrations with OpenAI and Azure OpenAI Service for infusing generative AI into automation workflows. The platform has integrated document understanding capabilities with frequently used models such as text analytics, semantic analytics, and NLP. It includes process mining, which provides data cleanup guidance, AI-driven root cause analysis, and a gen AI chat interface for insights and analytics. UiPath Communications Mining provides sentiment analysis, along with prebuilt dashboards to identify opportunities for improving customer interactions. The platform comes with the task mining / DII capability to identify repeated tasks with automation potential. It offers process orchestration capabilities with support for process modeling, long-running workflow design and execution, API integration, and UX creation. UiPath Orchestrator manages dynamic load allocation across digital workforce.

Version number: 2024.3

Release date: March 2024

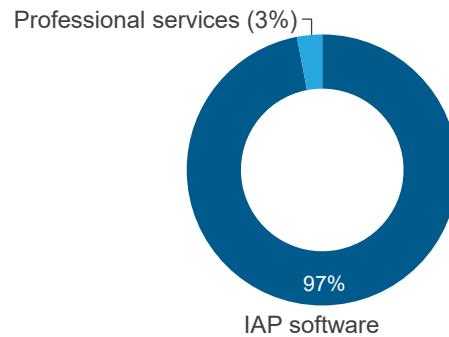
Market adoption

Description	2023	YoY growth
IAP clients (individual logos)	10,830	0.3%
IAP FTEs	3,660	4.4%
Number of service provider partners/resellers	6,433	7.5%
Number of technology/software partners	630	10%
Key service provider partners/resellers	Accenture, Capgemini, CGI, Cognizant, Deloitte, EY, Hitachi, IBM, PWC, Tech Mahindra	
Key technology/software partners	Anthropic, AWS, Google Cloud, IBM Watsonx, Microsoft, OpenAI, Pinecone, SAP	

Split of IAP revenue by technology area

Not disclosed

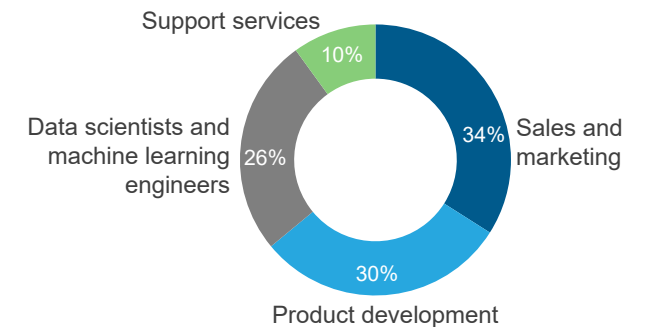
Split of IAP revenue by offering



Split of IAP licenses by hosting options

Not disclosed

Split of IAP FTEs by function¹



¹ Excludes FTEs in corporate functions such as HR and IT
 Note: Operational and product-/offering-related information as of December 2023, collected as part of the study / based on Everest Group estimates
 Source: Everest Group (2024)

UiPath profile (page 3 of 9)

Capabilities and offerings

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

Interaction/experience layer

Drag-and-drop visual interface to create electronic forms and business applications	Unified interface to access repository of the form templates and pre-built modules/UIs	Multi-device compatibility of developed apps/forms	Ability to debug and evaluate UX of UIs by business users
AI-based automated testing of developed applications	Visual drag-and-drop development workspace to create conversational workflow	Ability to add business validation rules	A/B testing / multivariate testing capabilities that allow flow designers to test workflows/use cases

Rules-based automation

Built-in process/macro recorder	UI element identification mechanism in design studio	Out-of-the-box robot development capability from natural language instructions using gen AI / LLMs	ICA protocol / native support for Citrix
AI-/ML-based built-in guidance feature to aid developers	Ability of the automation CoEs to manage and prioritize the automation pipeline	Unified screen for desktop automation	Pre-built integration with real-time speech analytics
Pre-built integration with text analytics	Ability to write scripts or code to automate API interactions	Ability to configure and handle various types of authentication methods	Ability to monitor and log API calls, including tracking response time and usage patterns

Process management and governance

Drag-and-drop interface to create and document process maps	Availability of a central tag manager that enables checking which objects are linked with a particular tag	Ability to support dynamic process design	Availability of different types of rules model (e.g., logical/mathematical, and decision tables/trees)
Availability of low-/no-code design environment for generating AI-/ML-based predictive rules	Ability to perform unit testing for business rules	Monitoring the performance of business rules	Availability of interface to assign tasks in near real-time to available resources
AI-based task allocation for both digital and human workers	Availability of control center for centralized management of digital and human workers	Ability to centrally manage exceptions, configure rules to flag exceptions, and reroute the workflow	Ability to optimize and balance workloads between digital workforce through inbuilt algorithms

Conversational AI

Ability of the solution to support NLG capabilities	Ability to create knowledge graphs to organize and create ontologies	Ability of the bot to provide a generated response using deep learning algorithms	Voice conversational capabilities
Switch and remember context from previous conversations	Document understanding ability to extract intent from paragraphs and ingests FAQs through PDFs	Built-in AI-based next-best-action capability for assisting agents	Ability to leverage LLMs / gen AI for agent assist
Identifying the best training model/algorithm without use of external data scientists	Providing guidance/feedback/coaching to agents on their tone, word use, etc.		

UiPath profile (page 4 of 9)

Capabilities and offerings

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

Intelligent Document Processing

Ability to train the software with human-in-the-loop	Ability to upload datasets, define parameters, and receive feedback to train AI/ML models	Multimodal approach to extract information from documents	Ability to generate synthetic data / use data augmentation techniques to train ML models
Ability to integrate custom OCR engines and utilize multiple OCR for input types within a document	Availability of business-user facing GUI with simple drag-and-drop features	Ability to classify documents and pages into categories using AI/ML algorithms	LCNC UI to create custom ML models for unstructured use cases
Ability to leverage LLMs / gen AI to extract data from unstructured and semi-structured documents	Add, configure, and manage validation rules from the platform and using external data	NLP capabilities applied to understand context of free-flowing text in unstructured documents	Sentiment and intent analysis using gen AI
NLG capabilities to summarize texts in documents	Ability to query documents in a Q&A fashion using gen AI	Ability to compare differences in meaning between documents	

Process mining

Built-in ability to pre-process (prepare, clean, and transform) event logs data	Ability to provide step-by-step guidance for data clean up	Ability to discover all the variants in the process map	Ability to display all interconnected processes spanning multiple departments in a single graph
Object-centric Process Mining (OCPM) to detect parallel behavior in a process	Ability to perform gap analysis to identify (un-) desirable deviances/violations	Ability to perform root cause analysis to identify the causes of process path deviations	Ability of the software to identify and recommend optimal process variant

Digital Interaction Intelligence

Built-in desktop recorder to record user-actions	Ability to capture screenshots of each user action performed across multiple desktops	Ability to leverage AI to create artificial datasets and enable the generation of synthetic UI logs	Ability to generate an aggregated view of process from the recorded user activities data
Conformance checking by comparing discovered process maps with standard process models	Discover process hierarchies across different business units with AI/ML algorithms	Root-cause analysis to identify causes of process path deviations	Ability to display on-screen pop-ups if user deviates from the preset standard process

Cross platform capabilities

Intuitive interface for navigating between different IA technology components	Ability to transfer information between IA components	Ability to identify and prioritize processes for intelligent automation deployment	Recommendations on IA components to be used for automating identified processes
OOTB RoI calculator to assess potential impact of IA initiative on any process	Ability to generate usable automation workflows by importing process maps	Ability to define scenarios and run multiple simulations (what-if analysis / scenario testing)	Ability to trigger RPA to execute tasks based on the understood intent from conversational interface
Capture data using semantic clustering and user activity to provide context for the captured data			

UiPath profile (page 5 of 9)

Capabilities and offerings

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

Interoperability

Integrating platform with third-party tools through REST or SOAP web services and Open APIs	IAP functionalities accessible through Open APIs	Availability of IAP in the form of SDK/ PaaS, which developers can build upon	OOTB plug-ins to view/modify extracted data directly from within downstream applications
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Security and compliance

Built-in (OOTB) credential vaults or integration with specialized credential vault providers	Pre-built algorithms in system connectors to encrypt/decrypt data from event logs	Security frameworks for cloud deployments (e.g. NIST Cybersecurity, AWS Cloud Adoption, etc.)	Review and mask/blur personally identifiable information (PII) data in captured screenshots
Ability to assign role-based user access controls	Certified by Veracode level-5	Certified by SOC 2	Compliant with General Data Protection Regulation (GDPR)

Control

Native mobile application for controlling and monitoring workflows and processes	Ability to monitor the progress of processes in near real-time against defined KPIs or metrics	Dynamic/real-time load balancing across workflows based on assigned process priorities	Ability to use AI/ML to predict and highlight any expected KPI breach
Ability to use AI/ML for analyzing work distribution patterns to distribute the workload autonomously			

Monitoring and analytics

Built-in BI & reporting engine for customized reporting and advanced analytics	Pre-built integration / OOTB connectors with third party BI platform providers	Ability to create customized dashboards based on user requirements using drag-and-drop features	Pre-built dashboards with operational, customer and human workforce analytics capabilities
Gen AI-powered chat-interface to answer user queries around analytics and generate reports	Ability to configure confidence level or accuracy threshold for classification and data extraction	Availability of productivity and utilization metrics for the human and digital workforce	Display of metrics in OOTB dashboards for different applications / use cases

Reusability

Online marketplace/portal for pre-built reusable automation assets and packaged solutions	Display of performance metrics for automation assets in marketplace portal	Pre-built form templates (data lookups, leveraging files and digital signatures, dynamic forms, etc.)	OOTB pre-packaged intelligent document processing solutions
OTB pre-defined process templates based on industry best practices (e.g., for O2C and P2P)	Library of pre-built workflows for common conversations	Availability of app store/repository for collaboration and reuse of apps developed by business users	

UiPath profile (page 6 of 9)

Capabilities and offerings

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

Hosting options and product architecture

On-premises (central server or VM)	Private cloud	Public cloud	Product architecture based on loosely coupled microservices
Supports multi-tenant deployments	IAP solution deployed in containerized form	Delivered as a Software-as-a-Service (SaaS) offering	Availability of IAP solution on cloud marketplaces (e.g. AWS marketplace)
Hybrid model with some components on-premise and some components on the cloud	Multi-cloud model		

Product training and support

Training and certification by provider	Training and certification by partners	Classroom training	Online portal for product training/certification
Role-based product training courses	Online certification courses	Embedded help tool	Availability of release notes
Online user community and support forum	Free community version of the product	Value-added offerings (e.g., frameworks for COE set-up, migration toolkit for version changes, etc.)	Availability of toolkit to migrate from an on-premises to a cloud deployment
Offering information about service partners categorized by their experience/performance			

Commercial model

Perpetual licensing	Subscription licensing	Fixed capacity / per-robot based	Fixed capacity / user based
Fixed capacity / transaction based	Flexible usage / actual robot utilization	Flexible usage / active users based	Flexible usage / actual executed transactions based
Fixed fee enterprise-wide license with unlimited usage	Outcome-based (based on pre-agreed business metrics/KPIs)		

UiPath profile (page 7 of 9)

Key enhancements

Key areas of enhancements in the latest product releases (as of June 30, 2024)

- **RPA and API automation**

- Introduced UiPath Autopilot for developers that uses the power of gen AI and natural language processing in UiPath Studio to create workflows, generate expressions, and help build automations
- Launched Autopilot for Apps to quickly and easily build forms through a simple natural-language text prompt, a PDF or an image
- Robot Session feature, an enhanced version of picture in picture feature, enables better user experience

- **Complementary capabilities**

- Launched Autopilot for Testers to create AI-generated test data, generating coded test cases using AI, converting text into code, and creating low-code test cases from manual tests

- **Generative AI and other classical AI capabilities**

- Improved data extraction including UiPath DocPath and CommPath LLMs to enable out-of-the-box processing of any document or message, with increased accuracy, speed, and scale
- UiPath plugin for Copilot for Microsoft 365 enables end-to-end automation through the Copilot interface
- Improved UI forms handling with specialized AI and learnings from Clipboard AI
- Launched Context grounding feature (preview) to offer the ability to incorporate business-specific data to improve gen AI prediction accuracy and reduce hallucinations
- Enhanced AI Trust Layer governance policy to provide more control over third-party AI model usage and access to UiPath gen AI activities and apps features

- **Control and monitoring**

- Introduced Solutions Management to manage the lifecycle of an automation project from development to testing to production
- Updated Automation Cloud™ Robots images allows for updating images from cloud storage of choice
- Introduced near real-time monitoring that provides three OOTB templates for monitoring processes, queues, and machines
- Autopilot dashboard (preview) empowers admins and CoE leads to measure and understand ROI for their Autopilot program

- **Reusability and interoperability**

- Improved source control authentication options for projects managed through GIT and SVN
- Customized connections used within libraries using Integration Service activities

- **Product architecture and hosting options**


- FedRAMP authorization for UiPath Automation Cloud Public Sector enables US Public sector customers to consume cloud solutions
- Launched new Automation Cloud regions in the UK and India

- **Product training and support**

- New UiPath Specialized AI Associate Certification
- New instructor-led training for the UiPath Automation Business Analyst Professional Certification











UiPath profile (page 8 of 9)

Everest Group assessment – Leader

Measure of capability:  Low  High

Market impact

Vision and capability


Market success	Portfolio mix	Value delivered	Overall	Vision and strategy	Technology capability	Flexibility and ease of deployment	Services and support	Commercial and sales model	Overall
									











Strengths

- UiPath’s strategy is focused on providing a comprehensive suite of AI-powered capabilities through its intelligent automation platform, enabling end-to-end automation of enterprise processes of varying complexities. The platform is designed to enable a secure, governable infrastructure that integrates AI into workflows and offers Autopilot™ capability for enhanced ease of use
- Its key investments include Agentic AI to execute complex tasks, continuous discovery to leverage holistic process intelligence, and pre-built accelerators to help users expedite time-to-value
- The platform offers a holistic and integrated set of intelligent automation capabilities such as RPA, API automation, AI, process orchestration, process mining, and DII
- UiPath Orchestrator supports dynamic work allocation to robots through the workload balancer, based on priorities, allocation policies, and machine restrictions. The platform offers the ability to add rule/logic for process orchestration and automation needs. It also supports case management, task allocation, and monitoring of digital and human workers through the UiPath Action Center
- UiPath Process Mining provides step-by-step guidance for users for data prep and cleansing. It also offers the ability to discover process variants through TRACY, its proprietary process discovery algorithm. It also offers root-cause analysis to quantitatively compare the influence of case properties on process variations, bottlenecks, user behaviors, and KPIs
- UiPath Task Mining offers the ability to capture screenshots of each user action performed across multiple desktops. It also provides multiple OOTB dashboards for process analysis, automation potential evaluation, ROI from process improvements, workforce intelligence, and compliance
- UiPath Apps enable users to create process-centric apps, providing an LCNC studio with a drag-and-drop interface design. UiPath Autopilot for Apps utilizes gen AI to create expression logic via prompts. The platform also offers UiPath Apps to design different A/B interface experiences, UiPath Test Suite to define multivariate test cases, and UiPath Studio to model conversational workflows
- UiPath Integration Service, its iPaaS solution, allows users to create reusable API connectors. It supports API authentication methods such as REST, OpenAPI, OAuth 2.0, and API Key
- UiPath Document Understanding offers near real-time active learning for users to train custom ML and NLP models in a no-code experience. It offers the ability to classify documents into categories using AI/ML algorithms. It supports intra-document and inter-document text mining and comparison
- UiPath Communications Mining extracts context from past conversations for current analytics, understands the intent of free-flowing text, and trigger automations or human task inputs
- UiPath Automation Hub provides the ability to prioritize/manage the intelligent automation pipeline. The platform offers an ROI calculator to assess the potential impact of IA initiative on any process
- UiPath offers security features such as built-in credential vaults, role-based user access controls, and SSO. It is ISO 27001, SOC2, Veracode level-5 certified and HIPAA and FedRAMP compliant
- Clients have appreciated UiPath’s product training and support, robust partner ecosystem, and scalability. They have also appreciated its reliable product updates

UiPath profile (page 9 of 9)

Everest Group assessment – Leader

Measure of capability:  Low  High

Market impact				Vision and capability					
Market success	Portfolio mix	Value delivered	Overall	Vision and strategy	Technology capability	Flexibility and ease of deployment	Services and support	Commercial and sales model	Overall
									

Limitations

- There is a scope for UiPath to enhance the value proposition of its intelligent automation platform by adding advanced process mining capabilities such as object-centric process mining to detect parallel behavior for analyzing potential pain points that might impact other processes and transformation of raw data into structured formats suitable for process mining analysis using generative AI. Also, clients have highlighted that there is scope to improve its process mining capabilities
- UiPath Task Mining lacks the ability to create artificial datasets with characteristics similar to real data. It also lacks the chat interface to answer queries around task mining analytics and the ability to assess the impact of hardware performance (e.g. machine performance and network bandwidth) on employee productivity. Offering these features can enhance task monitoring and analytics
- UiPath Document Understanding lacks the ability to generate synthetic data / use data augmentation techniques for training ML models
- UiPath Communications Mining lacks the ability to allow users to create their knowledge graphs to organize and create ontologies
- Though UiPath offers advanced generative AI capabilities such as generation of applications using prompts and creation of test data/code, clients expect it to further strengthen and expand its generative AI capabilities
- While UiPath provides a wide range of process orchestration capabilities, clients have highlighted that there is scope for improvement in the depth of its capabilities
- UiPath currently lacks an outcome-based pricing model. Introducing outcome-based construct, based on pre-agreed business KPIs would further enhance its value proposition for enterprises looking for greater flexibility. Also, clients have indicated that the product’s pricing is on the higher side and can be made more affordable
- Clients have indicated that there is a scope to accelerate the delivery of the roadmap and reduce the time-to-market for new product functionalities, allowing for faster response to enterprises’ needs

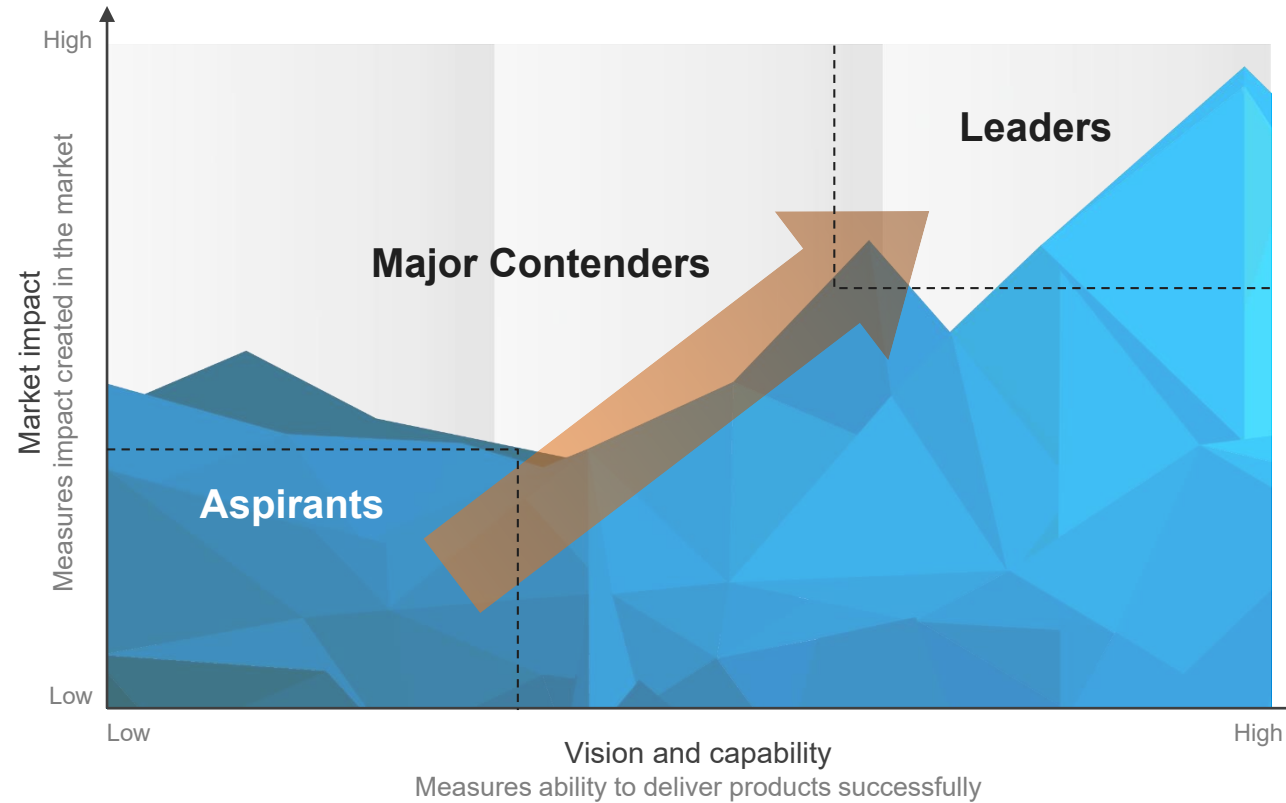
Appendix

PEAK Matrix® framework

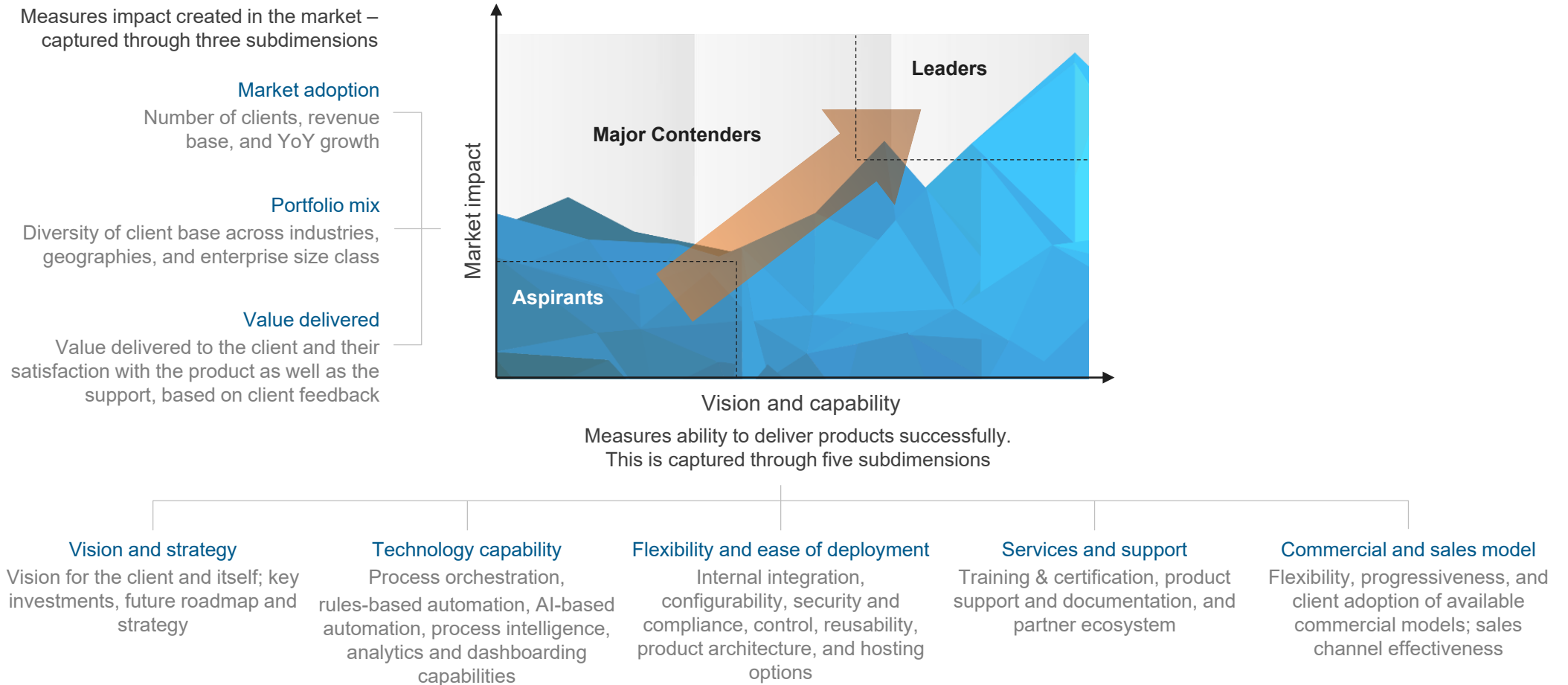
FAQs

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

Everest Group PEAK Matrix



Products 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.

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