Everest Group®
RESEARCH

Everest Group Blockchain Services PEAK Matrix™ 2019

Focus on NTT DATA
November 2018

Everest Group®
PEAK MATRIX™

Introduction and scope

Everest Group recently released its report titled "Blockchain Services PEAK Matrix™ Assessment 2019: Race to Make Enterprise Blockchain Real." This report analyzes the blockchain services landscape and assesses service providers across several key dimensions.

As a part of this report, Everest Group classified 27 service providers on the Everest Group PEAK Matrix™ for blockchain services into Leaders, Major Contenders, and Aspirants. The PEAK Matrix is a framework that provides an objective, data-driven, and comparative assessment of blockchain service providers based on their absolute market success and delivery capability.

Based on the analysis, **NTT DATA emerged as a Leader**. This document focuses on NTT DATA blockchain services experience and capabilities and includes:

- NTT DATA position on the Blockchain Services PEAK Matrix
- Detailed blockchain services profile of NTT DATA

Buyers can use the PEAK Matrix to identify and evaluate different service providers. It helps them understand the service providers' relative strengths and gaps. However, it is also important to note that while the PEAK Matrix is a useful starting point, the results from the assessment may not be directly prescriptive for each buyer. Buyers will have to consider their unique situation and requirements, and match them against service provider capability for an ideal fit.

Everest Group®
RESEARCH

Background, scope, and methodology for blockchain services PEAK Matrix™ assessment 2019

- Blockchain technology is signaling enterprise readiness and the move beyond the hype phase, where it had captured the attention of visionaries, technologists, governments, and enterprises alike. Blockchain has witnessed widespread adoption across industries, with projects moving from Proof of Concepts (POCs) to deployment stages

- Enterprises are betting big on blockchain technology and it has presented an opportunity for service providers to capture this new market. Given the nature of technology, it demands an ecosystem play, and thus the role of service providers as orchestrators of business outcomes enabled by digital levers (including blockchain) becomes more prominent

- This report is focused on the blockchain services market and assesses 27 service providers on the proprietary PEAK™ Matrix assessment to evaluate their overall capability against the business impact that they witnessed in the market

Scope of this report

Industry
All industries witnessing blockchain implementation have been covered in this report

Market segment
Blockchain services

Geography
Global

Sources
- Operational capability of 30+ blockchain service providers updated through Request for Information (RFI), Everest Group proprietary service provider intelligence database, enterprise discussions, and public disclosures
- Service provider's demonstration of capabilities through briefings and discussions
- Interactions with the service provider's clients

Service providers covered in the analysis

accenture | AtoS | Capgemini | Cognizant | Deloitte. | DXC.technology | EY Building a better working world | epam | excelian LUXOFT FINANCIAL SERVICES

FUJITSU | GFT | IBM | Infosys | Innominds | KPMG | LTI | Mphasis Unleash the Next | NIIT technologies New Ideas, More Value™

NTT DATA Global IT Innovator | PERSISTENT | pwc | Synechron | TATA CONSULTANCY SERVICES | Tech Mahindra | virtusa Accelerating Business Outcomes | wipro | ZenSar
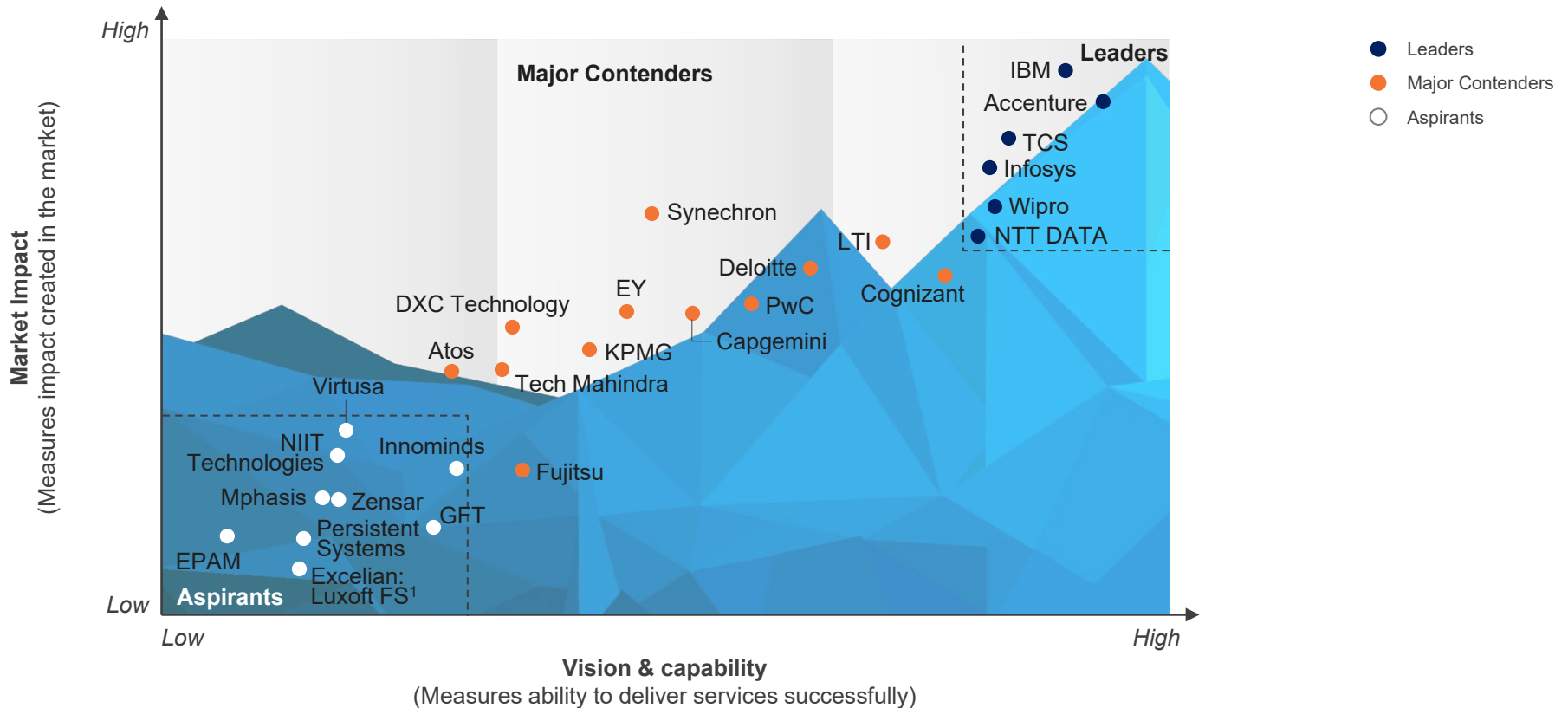
Everest Group® RESEARCH

Everest Group PEAK Matrix™
Blockchain Services PEAK Matrix™ 2019 | NTT DATA is positioned as a Leader

Everest Group® PEAK MATRIX™

Everest Group Blockchain Services PEAK Matrix™ Assessment 2019

Legend:
- Leaders
- Major Contenders
- Aspirants

Plotted positions (Market Impact vs. Vision & capability):
- **Leaders:** IBM, Accenture, TCS, Infosys, Wipro, NTT DATA
- **Major Contenders:** Synechron, LTI, Cognizant, Deloitte, PwC, EY, Capgemini, KPMG, DXC Technology, Atos, Tech Mahindra, Fujitsu
- **Aspirants:** Virtusa, NIIT Technologies, Innominds, Mphasis, Zensar, GFT, Persistent Systems, EPAM, Excelian: Luxoft FS[1]

Axis labels:
- Market Impact (Measures impact created in the market)
- Vision & capability (Measures ability to deliver services successfully)

1   Excelian: Luxoft Financial Services

Note: Assessment for Atos, Deloitte, EPAM, EY, Fujitsu, KPMG, Excelian: Luxoft FS, Persistent Systems, and PwC excludes service provider inputs, and is based on Everest Group's proprietary database, service provider public disclosures, and Everest Group's interactions with blockchain clients

Source: Everest Group (2018)

Overview

Vision for blockchain practice: Realize blockchain flagship use cases which will hugely impact clients' business across countries and collaborate with each other. Create blockchain reference models and solutions from existing and future use cases by rolling out the seeds of success in each country. Provide support functions of blockchain for NTT DATA's clients across countries.

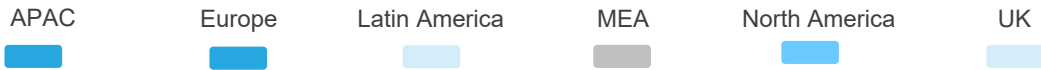| Strengths |
|---|
| • Differentiates through their global experience in blockchain advisory and delivery capability, cross-industry & cross-platform experience, and consortia efforts
• Investment in developing CoEs in 19 countries for open R&D and being founding members of Hyperledger and Alastria (nation-wide blockchain ecosystem) puts them in a good position to help clients on their blockchain journey |

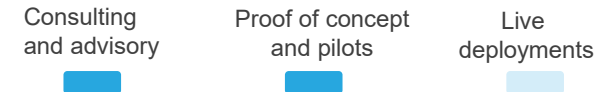| Areas of improvement |
|---|
| • Needs to develop industry point of view and remove organizational silos. This would require better collaboration between group companies globally
• Needs to invest in thought leadership and articulate their blockchain capability to create market buzz |

Number of client engagements (including proof of concepts): ■ >30 ■ 16-30 ■ 6-15 ▫ 1-5 ▪ None

Adoption by geographies

APAC	Europe	Latin America	MEA	North America	UK
16-30	16-30	1-5	None	6-15	1-5

Adoption by stage of engagement

Consulting and advisory	Proof of concept and pilots	Live deployments
16-30	16-30	1-5

Adoption by industries

Banking	Capital Markets	Insurance	Healthcare & life sciences	Retail	Manufacturing	Energy & utilities	Hi-tech (ISVs, media, and telecom)	Others
6-15	None	1-5	1-5	1-5	16-30	1-5	1-5	6-15

Adoption by use cases (top five use cases)

Banking and insurance: Interbank reconciliation solution; claims management for cargo insurance by digitalized trade documents	Logistics and supply chain: Coldchain track-and-trace system using blockchain and IoT for pharmaceuticals	Trade finance: Consortium with 18 companies to build the blockchain trade platform to streamline processes for trade data sharing between verticals and businesses	Digital identity: Blockchain-enabled KYC process. The KYC token gives the customer control of their data in support of increasingly strict privacy requirements	Energy management: Blockchain and IoT-based decentralized renewable storage solutions using data analysis, electronics, and security
6-15	6-15	1-5	1-5	1-5

Everest Group® RESEARCH

Case study 1	
ABI, an Italian bank association	
Business challenge	Bank shares the information of the account with the reciprocal bank, depending on the capabilities of the systems. In Italy, there is no standardization or laws, for this reason each bank uses a custom system to match the movements of the accounts.
Solution and impact	First project to bring innovation in the finance industry in order to optimize and re-engineer a back-office process identified by ABI lab and 14 Italian banks as first use case with blockchain/DLT solution.

Case study 2	
Eighteen leading Japanese companies (banks, shipping, and insurance firms)	
Business challenge	Establishing transaction in trade finance is difficult as compared to normal commercial trade. Time lag in delivery of goods and payment settlement occurs due to transportation time. Also, transactions are complicated as multiple participants are involved.
Solution and impact	Launched a consortium with 18 companies to build Blockchain trade platform. It minimizes human errors and checking time while drastically improving process, cost, and time reduction. Information is shared among multiple stakeholders quickly and smoothly.

Thought leadership	
Website link	**Description**
https://alastria.io/	A founding member and a main driver of ALASTRIA, actively involved in policy making and political decisions by lobbying in Europe
https://www.hyperledger.org/projects/quilt	A founding member of Hyperledger Project and contributed Hyperledger Quilt

Blockchain innovation labs / CoEs	
Location	**Description**
Online Blockchain CoE	To globalize its local (and complementary) blockchain capabilities through region-led CoEs that collaborate via global teams. CoEs in 17 countries – the United States, India, Spain, Germany, the United Kingdom, Italy, Singapore, and Japan
Japan / Spain / Italy / the United States / India	To explain Blockchain in a tangible and perceptible way. The demos explain the overall architecture, deployment, configuration, mining, asset transfer, and smart contract execution

Everest Group®
RESEARCH

Investments

Blockchain investments (representative list)	
Investment theme	**Details**
Blockchain accelerators/ solutions	• 4Trace: Supply chain platform with GS1 & EPCIS standards and notarization of each event with open timestamps • iQuattro: Supply chain platform to enable collaborative commerce beyond enterprises using Skuchain's IP • Blockchain one-stop environment: An application marketplace that demonstrates applications to customers through video and sample environments. Blockchain platform template with development utilities to quickly develop and reduce development cost and time • Reference architecture: The architecture design for production use from the viewpoint of operation, monitoring, and scalability
Blockchain-as-a-Service (BaaS) technology vendor partnerships	• Oracle: NTT DATA-endorsed Oracle blockchain cloud • Amazon • Microsoft • IBM
Other blockchain alliances	• Enterprise Ethereum Alliance • Hyperledger • ALASTRIA • R3 • Ripple • BASE Alliance: Open industry-university collaborated research association in Japan • ISO/TC307 • Skuchain: Partnered with Skuchain, a startup in U.S., to provide solutions to Japanese enterprises using supply chain platform (iQuattro) that enables collaborative commerce beyond enterprises
Talent investments	• Design thinking-based discoveries: Runs a discovery program with different design thinking sessions for clients. These sessions begin with education and training to allow participants to become familiar with the context of blockchain
Other investments	• Opened R&D in blockchain activity • To expand business (share use case catalog), improve presence, develop blockchain platform & cloud, and improve quality

NTT DATA | Blockchain services (page 4 of 4)
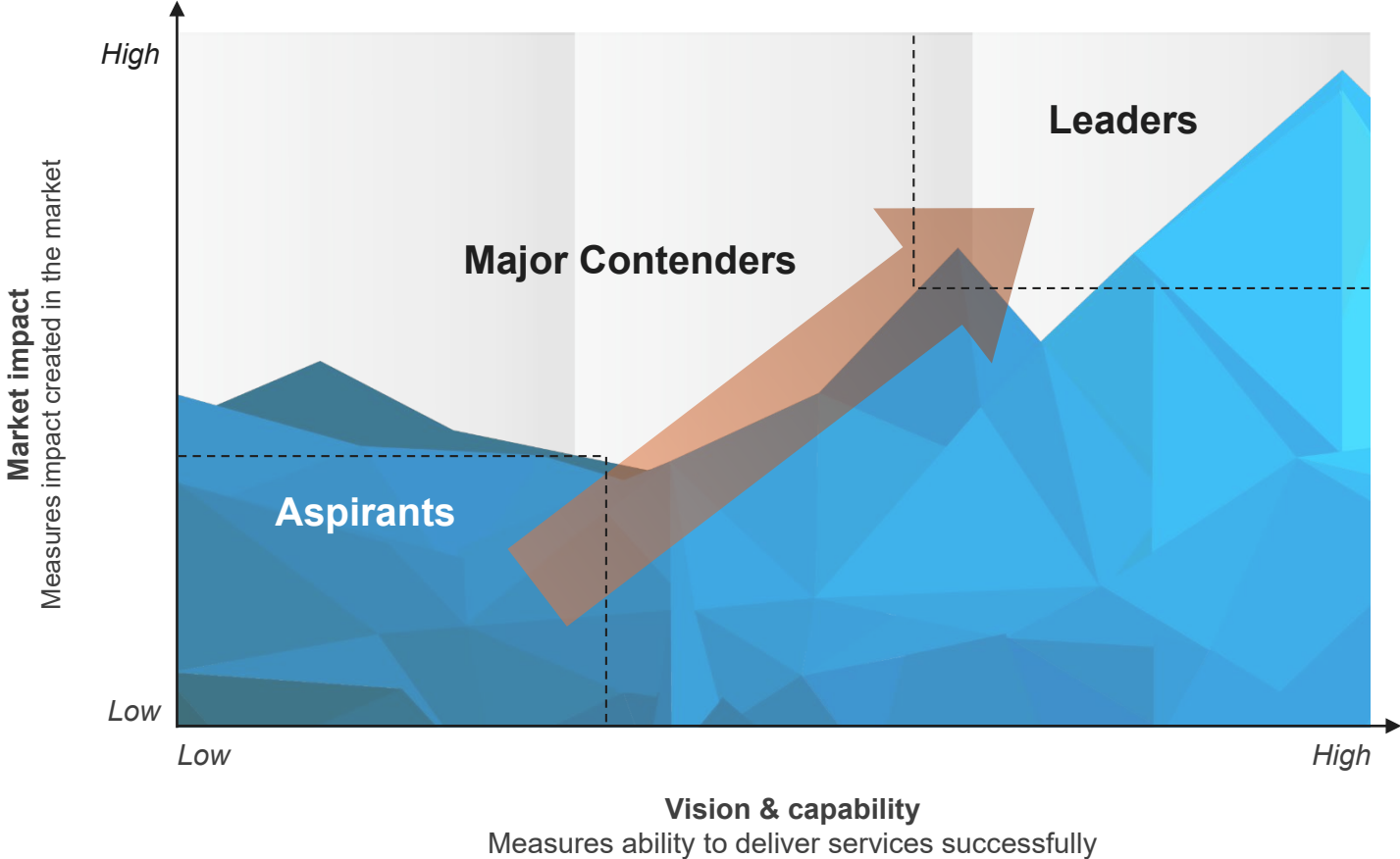## Experience with blockchain platforms

Number of client engagements (including proof of concepts): ■ >30   ■ 16-30   ■ 6-15   ■ 1-5   ■ None

Blockchain protocols	No. of client engagements	Leading business use cases
Ethereum	■	Reinsurance services, digital identity, track and trace supplies, and health data storage & sharing
Hyperledger Fabric	■	Trade platform, insurance process, and electronic monetary claim
R3 Corda	■	Reshape the Italian interbank reconciliation project
Ripple	■	Payment and settlement of funds
Quorum	■	Intercompany tokenized money
Bitcoin	■	Track & trace supplies and timestamping
iQuattro	■	Supply chain management
SAP Leonardo	■	Track & trace system using blockchain and IoT
Original Blockchain Engine	■	Local currency

Everest Group®
RESEARCH

Appendix

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

Everest Group PEAK Matrix

Market impact
Measures impact created in the market

High

Low

Leaders

Major Contenders

Aspirants

Low — High

Vision & capability
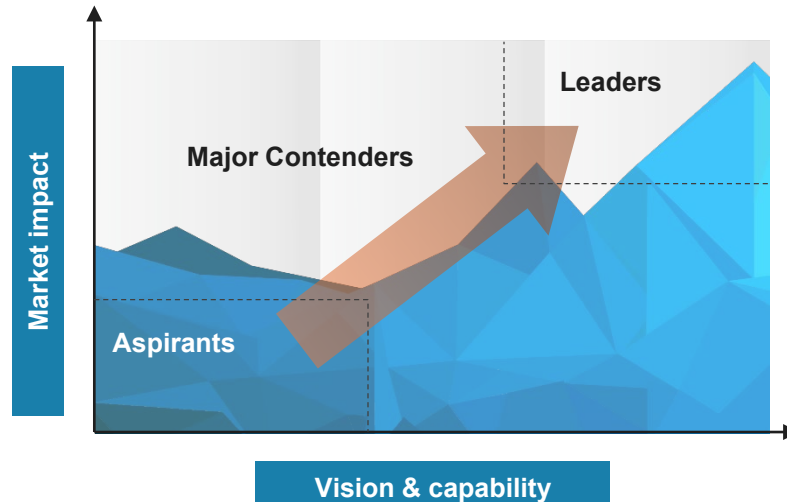Measures ability to deliver services successfully

Services PEAK Matrix™ evaluation dimensions

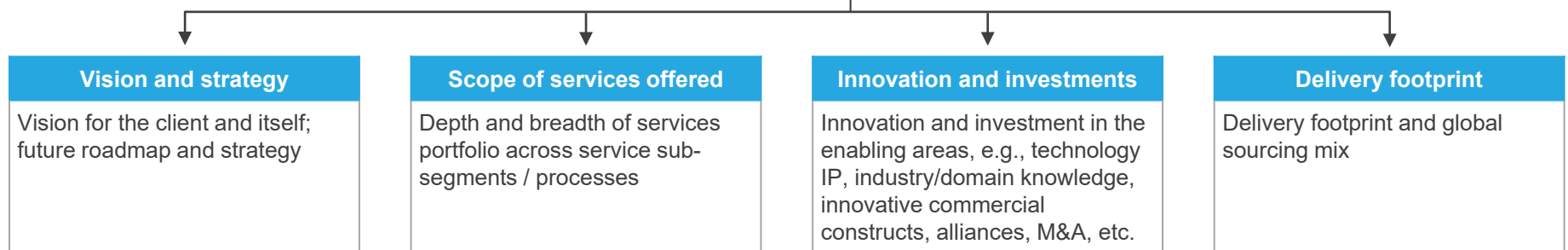Measures impact created in the market – captured through three subdimensions

Market adoption

No. of clients, revenue base, and YOY growth, deal value/volume

Portfolio mix

Diversity of client/revenue base across geos and type of engagements

Value delivered

Value delivered to the client based on customer feedback and transformational impact

Market impact

Major Contenders

Leaders

Aspirants

Vision & 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 sub-segments / 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® RESEARCH

FAQs

Does the PEAK Matrix™ assessment incorporate any subjective criteria?
Everest Group's PEAK Matrix assessment adopts an unbiased and fact-based approach (leveraging service provider / technology vendor RFIs and Everest Group's proprietary databases containing providers' deals and operational capability information). In addition, these results are validated / fine-tuned 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 service 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 PEAK Matrix assessment are relevant to buyers and providers besides the "PEAK Matrix position"?
A PEAK Matrix position is only one aspect of Everest Group's overall assessment. In addition to assigning a "Leader", "Major Contender," or "Aspirant" title, Everest Group highlights the distinctive capabilities and unique attributes of all the PEAK Matrix providers assessed in its report. The detailed metric-level assessment and associated commentary is helpful for buyers in selecting particular providers/vendors for their specific requirements. It also helps providers/vendors showcase their strengths in specific areas

What are the incentives for buyers and providers to participate/provide input to PEAK Matrix research?
- Participation incentives for buyers include a summary of key findings from the PEAK Matrix assessment
- Participation incentives for providers/vendors include adequate representation and recognition of their capabilities/success in the market place, and a copy of their own "profile" that is published by Everest Group as part of the "compendium of PEAK Matrix providers" profiles

What is the process for a service provider / technology vendor to leverage their PEAK Matrix positioning and/or "Star Performer" status ?
- Providers/vendors can use their PEAK Matrix positioning or "Star Performer" rating in multiple ways including:
  - Issue a press release declaring their positioning. See citation policies
  - Customized PEAK Matrix profile for circulation (with clients, prospects, etc.)
  - Quotes from Everest Group analysts could be disseminated to the media
  - Leverage PEAK Matrix 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 the designated POC at Everest Group.

Does the PEAK Matrix evaluation criteria change over a period of time?
PEAK Matrix assessments are designed to serve present and future needs of the enterprises. 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 as well as serve the future expectations of enterprises

Everest Group®
RESEARCH

Everest Group®

*From **insight** to *action*.*

About Everest Group

Everest Group is a consulting and research firm focused on strategic IT, business services, and sourcing. We are trusted advisors to senior executives of leading enterprises, providers, and investors. Our firm helps clients improve operational and financial performance through a hands-on process that supports them in making well-informed decisions that deliver high-impact results and achieve sustained value. Our insight and guidance empower clients to improve organizational efficiency, effectiveness, agility, and responsiveness. What sets Everest Group apart is the integration of deep sourcing knowledge, problem-solving skills and original research. Details and in-depth content are available at www.everestgrp.com.

Dallas (Headquarters)
info@everestgrp.com
+1-214-451-3000

Bangalore
india@everestgrp.com
+91 806-781-9999

Delhi
india@everestgrp.com
+91-124-496-1000

London
unitedkingdom@everestgrp.com
+44-207-129-1318

New York
info@everestgrp.com
+1-646-805-4000

Toronto
canada@everestgrp.com
+1-416-388-6765

Stay connected

Website

www.everestgrp.com

Social Media

@EverestGroup

@Everest Group

Blog

Sherpas In Blue Shirts

www.sherpasinblueshirts.com