



Everest Group Low-code Application Development Services PEAK Matrix[®] Assessment 2023 | OutSystems Platform

Focus on NTT DATA
May 2023



Introduction

Low-code application development has become increasingly popular as businesses seek to streamline their software development processes and improve their ability to rapidly respond to market changes. As we enter 2023, low-code application development platforms have evolved to offer even more advanced capabilities, such as AI and ML integration, increased automation, and improved collaboration features.

Pure play low-code platforms are emerging as a significant component of an enterprise technology stack. Platforms such as Appian, Mendix, and OutSystems are becoming increasingly adept at building enterprise-grade applications. As the demand for these platforms rises meteorically, there is also a corresponding rise seen in the demand for low-code application development services.

In this research, we present an assessment and the detailed profiles of 15 OutSystems application development service providers featured on the [Low-code Application Development Services PEAK Matrix® Assessment 2023](#). The assessment is based on Everest Group's annual RFI process for the calendar year 2022, interactions with leading low-code application development service providers, client reference checks, and an ongoing analysis of the low-code application development services market. We focus on:

- **Leaders:** Atos, Do iT Lean, NTT DATA, TCS, and Xebia
- **Major Contenders:** Aaseya, Capgemini, Coforge, DB Results, Happiest Minds, KPMG, and Persistent Systems
- **Aspirants:** Inetum, Ruption, and Virtusa

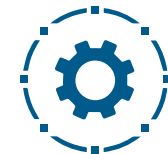
Scope of this report



Geography
Global



Industry
Low-code application development
service providers



Services
Low-code application
development services

Low-code application development services PEAK Matrix® characteristics

Leaders

Atos, Do iT Lean, NTT DATA, TCS, 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, as well as a robust roadmap for delivering innovative and effective solutions to their clients
- Leaders in this category have strong delivery capabilities and a proven track record of delivering successful low-code application development projects across different industries and geographies. They have well-defined delivery models, processes, and tools to ensure efficient and effective project execution. They also have a strong partner ecosystem to leverage the latest technologies and accelerate innovation

Major Contenders

Aaseya, Capgemini, Coforge, DB Results, Happiest Minds, KPMG, and Persistent Systems

- 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
- Major Contenders 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

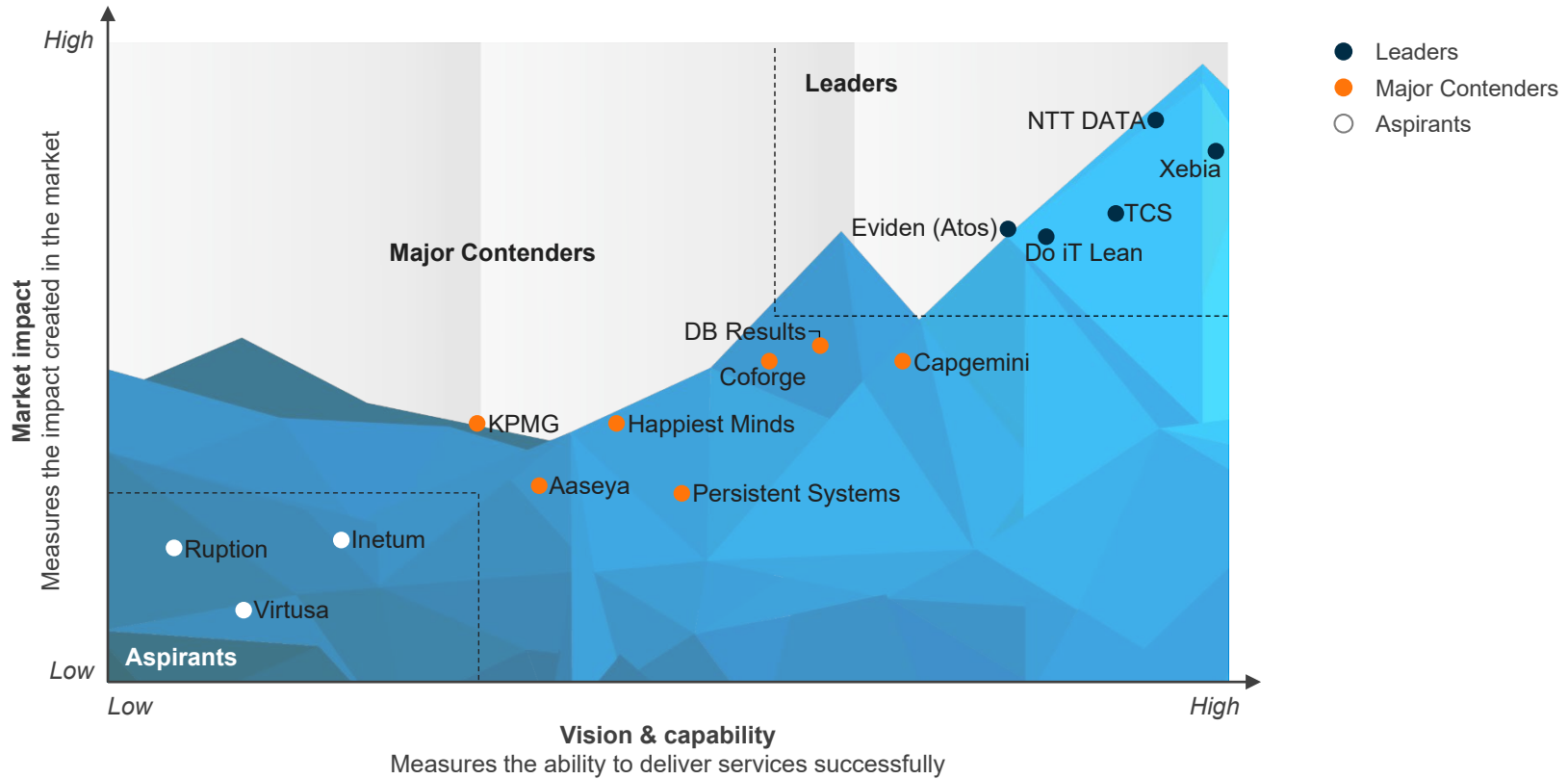
Inetum, Ruption, and Virtusa

- 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
- Aspirants 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 2023 | OutSystems Platform – NTT DATA is positioned as a Leader

Everest Group Low-code Application Development Services PEAK Matrix® Assessment 2023 | OutSystems Platform¹



¹ Assessments for Aaseya, Capgemini, DB Results, Do iT Lean, Inetum, KPMG, Persistent Systems, Ruption, and Virtusa exclude service provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, service provider public disclosures, and Everest Group's interactions with buyers
 Source: Everest Group (2023)

NTT DATA profile (page 1 of 4)

Overview

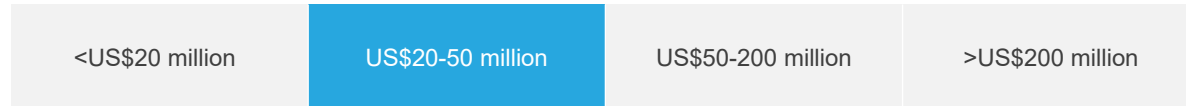
Vision

NTT DATA envisions the use of low-code platforms to accelerate digital transformation with a reduced turnaround time, migration to the cloud, enhanced user experience, improved functionality, agile scalability, and reduced cost. It have partnered with OutSystems since 2011 with the vision of transforming the client's existing core systems as well as improving and automating business processes.

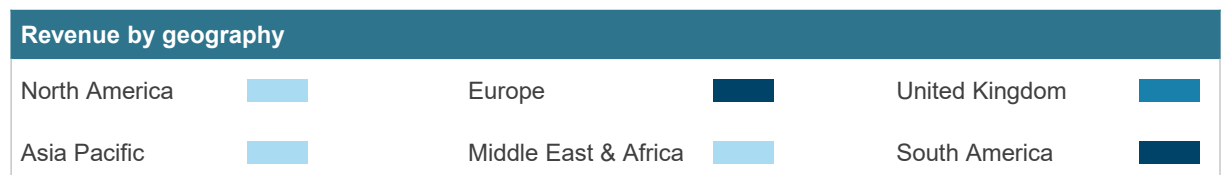
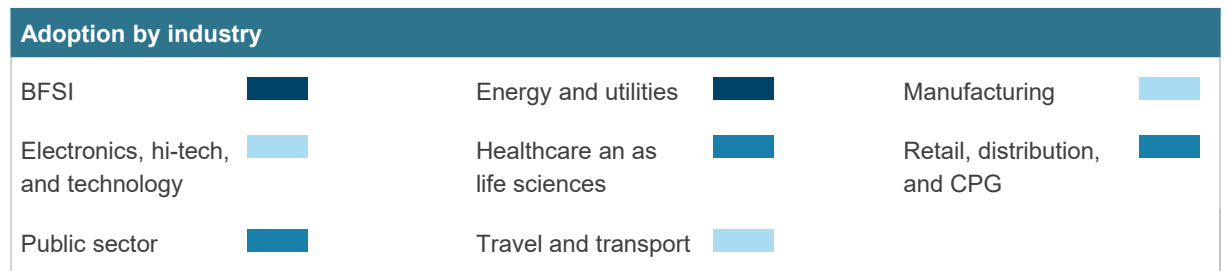
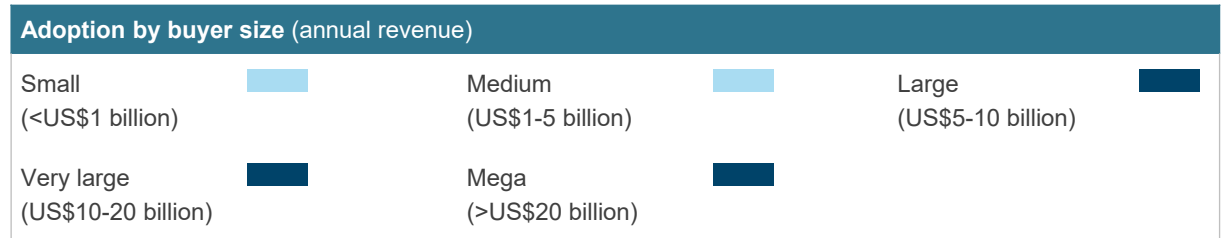
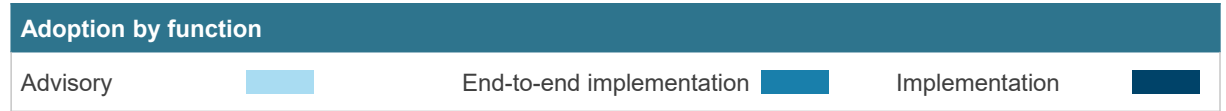
Scope of services

Its services include application development, process reengineering, defining use cases for low-code application development, proof of concept / MVPs, legacy systems modernization, digitization / process extension, governance model, and change management.

OutSystems services revenue



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



NTT DATA profile (page 2 of 4)

Case study

NOT EXHAUSTIVE

Case study 1

Mobile application to increase cancer awareness

Client

Center for Community Technologies (CCT), Nelson Mandela University

Business challenge

CCT wanted to increase cancer awareness in the rural areas of South Africa. It needed a mobile application to be accessed by a diverse population with different ages, genders, and literacy levels in rural areas with limited internet access.

Solution

NTT DATA built the **C-Vive** application while ensuring that its accessibility content visualization, local language content translations, and visual first content display with animations and video were used to enhance user experience and accessibility.

Impact

- Enabled discrete and inclusive user experience
- Verified by the National Oncology Association
- Ensured 100% offline availability of contents

Case study 2

Self-service claims processing solution

Client

An insurance company

Business challenge

The client understood that its customers were facing an issue while reporting accident claims. To simplify the process for its customers, it was looking for an easy digital alternative to a traditional telephonic journey of reporting accident claims.

Solution

NTT DATA developed a digital self-service motor claim portal known as **Online Claim System (OCS)**. This application helps to report claims easily by notifying about the accident, including sharing all relevant information such as pinpointing the Google location of the accident.

Impact

- Enhanced the user interface
- Reduced the reporting time
- Enhanced flexibility and transparency
- More than 3,000 customers have successfully processed claims

NTT DATA profile (page 3 of 4)

Offerings

NOT EXHAUSTIVE

Proprietary solutions/tools built on OutSystems platform (representative list)

Product	Details
Space Management	A cross-industry asset that is designed to manage physical resource reservations, such as workstations, lunch spots, or parking spaces
OutSync	A tool that allows the migration of OutSystems data between different OutSystems installations (on-premise to the cloud, cloud to on-premise, and on-premise to on-premise)
Maturity Assessment Framework	Low-code maturity level assessment tool that offers a personalized understanding of the client's low-code implementation and/or adoption stage, while suggesting guiding best practices for their optimized evolution










Low-code services investments (representative list)

Investment name	Details
Enable and reskill programs	Invested in programs to train employees with Engineering and Math backgrounds on OutSystems
Co-creation of talent	NTT DATA together with its clients has created a joint program to qualify people from non-technical backgrounds with OutSystems skills
UPskill program	NTT DATA joined a program supported by the government, to reskill employees to help them enter IT and digital markets

NTT DATA profile (page 4 of 4)

Everest Group assessment | OutSystems platform – Leader

Measure of capability:  Low  High

Market impact				Vision & capability				
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
								

Strengths

- Technical proficiency: customers are happy with the quality of technical resources provided by NTT DATA, both by architects and developers
- Relationship management: customers trust NTT DATA with their business challenges and are impressed by its commitment to timely and professional delivery
- Project management: NTT DATA maintains regular and open two-way communication channels with its clients that helps address any potential pain points upfront in a smooth manner

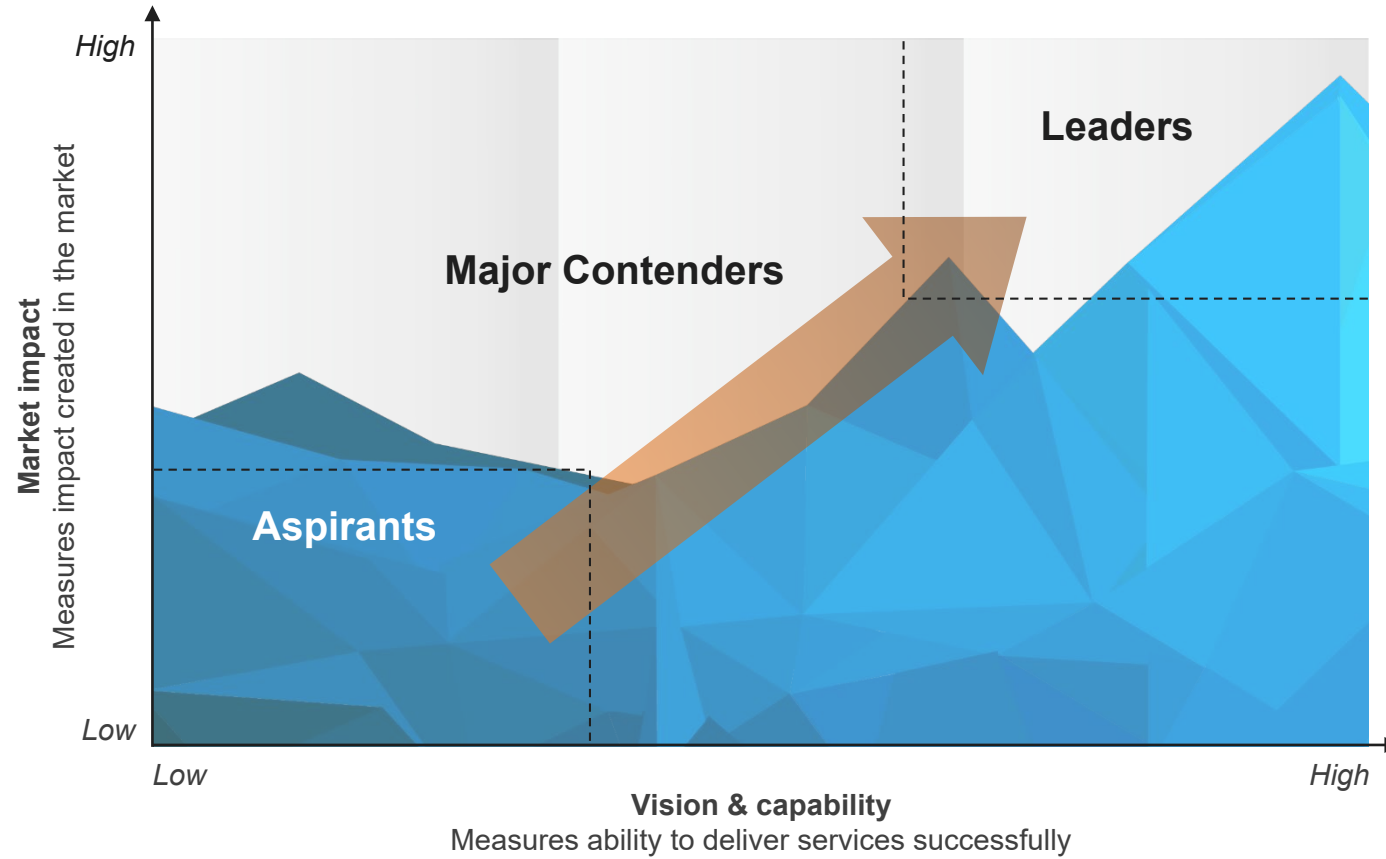
Limitations

- Contract management: NTT DATA needs to be more competitive in terms of contract management, with clients mentioning delays when it comes to change in pricing and negotiation processes
- Resource management: NTT DATA needs to improve in handling personnel turnover during projects to ensure that customer experience is not impacted

Appendix

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

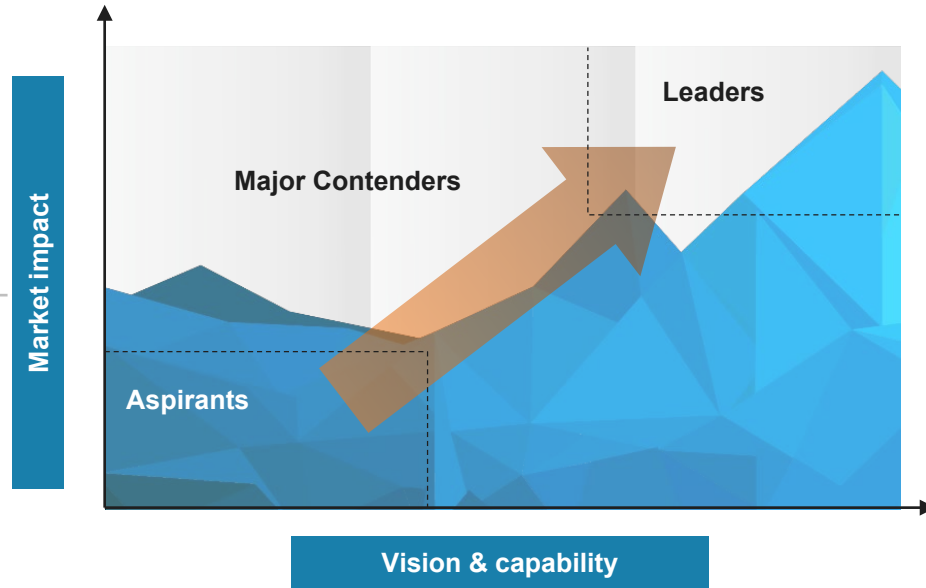
Everest Group PEAK Matrix



Services PEAK Matrix® evaluation dimensions

Measures impact created in the market – captured through three subdimensions

- Market adoption**
Number of clients, revenue base, YoY growth, and deal value/volume
- Portfolio mix**
Diversity of client/revenue base across geographies and type of engagements
- Value delivered**
Value delivered to the client based on customer feedback and transformational impact



Measures ability to deliver services successfully. This is captured through four subdimensions

- Vision and strategy**
Vision for the client and itself; future roadmap and strategy
- Scope of services offered**
Depth and breadth of services portfolio across service subsegments/processes
- Innovation and investments**
Innovation and investment in the enabling areas, e.g., technology IP, industry/domain knowledge, innovative commercial constructs, alliances, M&A, etc.
- Delivery footprint**
Delivery footprint and global sourcing mix

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 the PEAK Matrix assessment are relevant to buyers and providers other than the PEAK Matrix positioning?

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 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](#)
 - 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 is a leading research firm helping business leaders make confident decisions. We guide clients through today's market challenges and strengthen their strategies by applying contextualized problem-solving to their unique situations. This drives maximized operational and financial performance and transformative experiences. Our deep expertise and tenacious research focused on technology, business processes, and engineering through the lenses of talent, sustainability, and sourcing delivers precise and action-oriented guidance. Find further details and in-depth content at www.everestgrp.com.

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