



Everest Group Custom Application Development Services PEAK Matrix® Assessment 2025

Focus on NTT DATA

April 2025



Introduction

Custom application development remains a critical investment area for enterprises, enabling them to build differentiated, scalable, and secure solutions tailored to their business needs. While enterprise spending on custom application development continues to grow, it faces headwinds from macroeconomic uncertainties, geopolitical disruptions, talent shortages, and prolonged decision-making cycles. Despite these challenges, several key themes are shaping the evolution of custom application development, including the shift toward platform-based architectures, the increasing adoption of AI-/gen AI-augmented development, heightened security and compliance considerations, and an increased focus on developer and user experience.

As enterprises navigate these shifts, their expectations from service providers are evolving. Beyond accessing skilled talent, they now seek strategic partners that can drive cost efficiency, accelerate time-to-market, and enable continuous innovation. This transformation underscores the need for service providers to differentiate through automation, domain expertise, and outcome-driven engagement models.

In the report, each service provider profile provides a comprehensive picture of its service focus, key Intellectual Property (IP) / solutions, domain investments, and case studies. This assessment is based on Everest Group's Request For Information (RFI) process, interactions with leading custom application development service providers, client reference checks, and an ongoing analysis of the application services market.

The full report includes the profiles of the following 31 leading application services providers featured on the [Custom Application Development Services PEAK Matrix® Assessment 2025](#):

- **Leaders:** Accenture, Cognizant, Deloitte, DXC Technology, HCLTech, IBM, Infosys, NTT DATA Persistent Systems, TCS, and Wipro
- **Major Contenders:** ACL Digital, Apexon, Aspire Systems, Brillio, eInfochips, Encora, Indium, Innova Solutions, LTIMindtree, Mphasis, Orion Innovation, SoftServe, Tech Mahindra, Thoughtworks, and UST
- **Aspirants:** Cybage, Grazitti, Happiest Minds, Southworks, and Wizeline

Scope of this report

Geography: global

Industry: 31 leading custom application development service providers

Services: custom application development services

Custom Application Development services PEAK Matrix® characteristics

Leaders

Accenture, Cognizant, Deloitte, DXC Technology, HCLTech, IBM, Infosys, NTT DATA, Persistent Systems, TCS, and Wipro

- Leaders demonstrate a clear vision and strategy, delivering custom application development services to a balanced customer portfolio across industries and geographies
- They are making significant investments to expand their ecosystem, collaborating not just with major technology providers but also with niche start-ups in areas such as Artificial Intelligence (AI) and automation, low-code/no-code development, security, and DevSecOps
- These providers stay ahead of market trends, driving innovation in key areas such as AI-augmented development, hyperautomation, cloud-native applications, and platform engineering
- They have been able to maintain a robust growth momentum on a rather high revenue base

Major Contenders

ACL Digital, Apexon, Aspire Systems, Brillio, eInfochips, Encora, Indium, Innova Solutions, LTIMindtree, Mphasis, Orion Innovation, SoftServe, Tech Mahindra, Thoughtworks, and UST

- Major Contenders comprise both IT-heritage firms as well as pure-play application service providers, showcasing a greater diversity in terms of scale, pace of growth, and operations centrality
- While service providers in this category are strengthening their offerings through investments in proprietary tools, accelerators, and IP-led solutions, alongside expanding their partner network, they lag Leaders in terms of comprehensiveness

Aspirants

Cybage, Grazitti, Happiest Minds, Southworks, and Wizeline

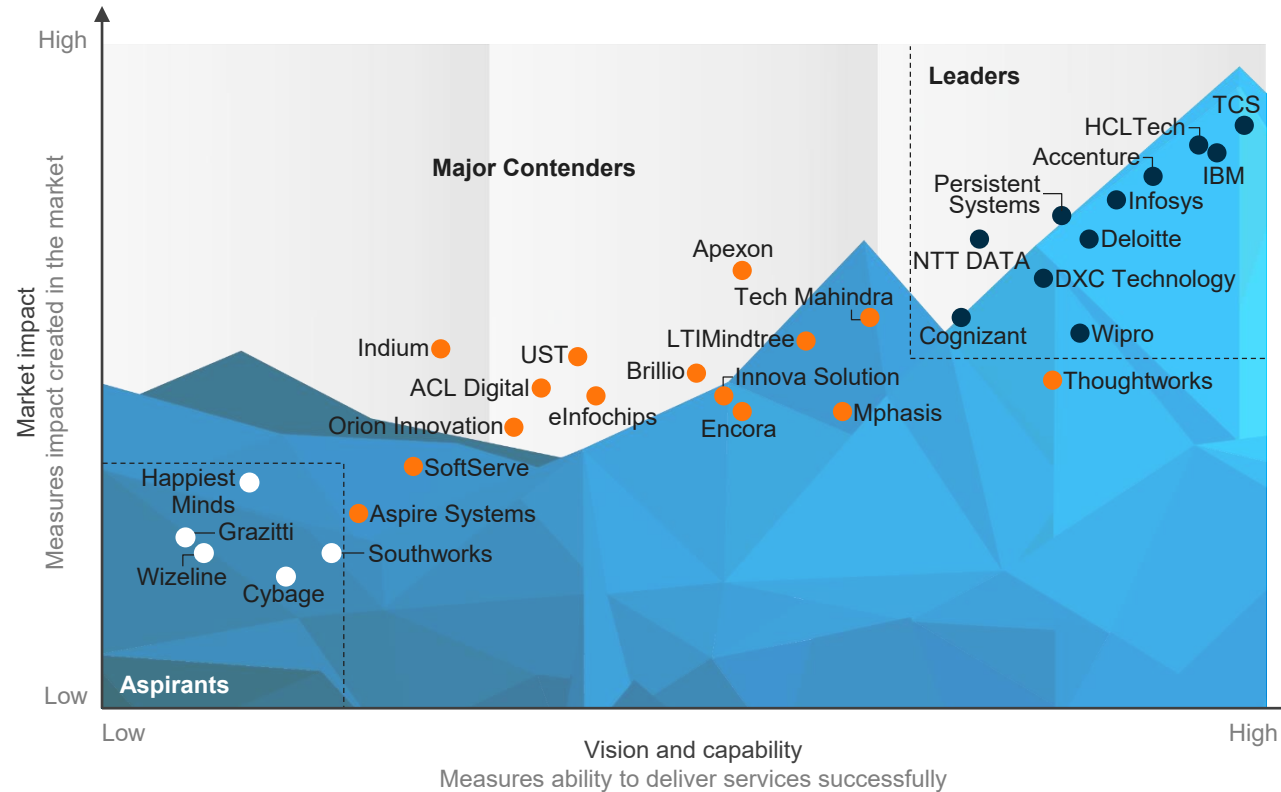
- Providers in this category have limited market presence, delivery footprint, and customer portfolio compared to Leaders and Major Contenders
- These providers are gradually increasing their investments in developing IP (around automation, testing, and cloud data engineering) and strengthening their partner network (especially with hyperscalers) to augment their capabilities and amplify their reach

Everest Group PEAK Matrix®

Custom Application Development Services PEAK Matrix® Assessment 2025 | NTT DATA is positioned as a Leader

Everest Group Custom Application Development Services PEAK Matrix® Assessment 2025¹

- Leaders
- Major Contenders
- Aspirants



¹ Assessments for Accenture, Infosys, Deloitte, NTT DATA, Thoughtworks, Encora, SoftServe, Cybage, Happiest Minds, and Wizeline excludes service provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, provider public disclosures, and Everest Group's interactions with custom application service buyers
Source: Everest Group (2024)

NTT DATA profile (page 1 of 4)

Overview

Vision for Custom Application Development (CAD) services

NTT DATA's vision is to enable businesses to transform and innovate by building modern, user-friendly digital experiences. It focuses on accelerating solution delivery with agile practices, reducing technical debt through optimized processes, and leveraging AI/ML to create impactful products.

Scope of services

NTT DATA's services include application management, modernization, and development to optimize operations and drive digital transformation. It covers mainframe modernization, product-centric development, enterprise applications, and portfolio management. AI-powered quality engineering, sustainable innovation, and hyperautomation enhance efficiency, reduce technical debt, and enable continuous business growth with intelligent, scalable technology solutions.

Custom Application Development services revenue (CY2023)

<US\$200 million	US\$200-500 million	US\$500 million-US\$1 billion	>US\$1 billion
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Custom Application Development services revenue mix (CY2023)

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

By geography

- North America
- United Kingdom
- Europe
- Asia Pacific
- South America
- Middle East and Africa
- Rest of the world

By industry

- BFSI
- Energy and utilities
- Manufacturing
- Electronics, hi-tech, and technology
- Healthcare and life sciences
- Telecom, media, and entertainment
- Public sector
- Retail and CPG
- Travel and transport

By buyer size

- Small (annual client revenue <US\$1 billion)
- Midsize (annual client revenue US\$1-5 billion)
- Large (annual client revenue US\$5-10 billion)
- Very large (annual client revenue US\$10-20 billion)
- Mega (annual client revenue >US\$20 billion)

NTT DATA profile (page 2 of 4)

Case studies

CASE STUDY 1

Enhanced digital fan engagement through a cloud-based racing application for a leading motorsports organization

Business challenge

The client wanted to enhance the fan experience by modernizing its mobile application. It required a scalable, cloud-based platform to support real-time race data, live in-car cameras, and interactive features for global fans. It faced challenges in seamlessly migrating existing features, while integrating new enhancements such as telemetry data, track maps, and a live leaderboard. It also needed to increase the application's capacity to handle over 100,000 concurrent users per race. The project had a tight timeline, requiring full development, testing, and deployment within six months before the start of the racing season.

Solution

- Migrated the mobile application to a scalable, cloud-based platform to enhance performance and reliability
- Enhanced real-time race telemetry, track maps, and a live leaderboard to improve user engagement
- Integrated live in-car camera feeds and direct driver-radio access for a more immersive experience
- Implemented a Customer Experience (CX) and design-driven approach to optimize user experience and engagement
- Used proven development frameworks and accelerators to speed up the development process
- Ensured seamless deployment on iOS and Android platforms within the six-month deadline

Impact

- Achieved 75,000+ active users during race events, an 8% increase from the previous year
- Reached 230,000 new application downloads within a year, expanding the fan base
- Provided real-time race insights to as many as 100,000 concurrent fans during peak events
- Increased fan engagement and session durations, contributing to sustained application usage growth
- Earned high user ratings on the Apple App Store and Google Play, reinforcing app success

CASE STUDY 2

Modernized mobile operations to enhance field service efficiency for a leading provider of workplace products and services

Business challenge

The client wanted to modernize its mobile application to enhance operational efficiency for field service employees. It required a scalable, high-performance platform to support real-time data access for service routes, inventory management, pricing, and customer interactions. It faced challenges with slow data loading times, connectivity limitations, and outdated middleware architecture, causing inefficiencies in daily operations. It needed to transition to a more advanced mobile application and upgrade its back-end infrastructure to improve speed, usability, and productivity.

Solution

- Developed a modernized mobile application compatible with 4G Android devices to enhance accessibility and performance
- Upgraded middleware architecture to the SAP mobile platform to improve data availability and responsiveness
- Optimized real-time data synchronization to ensure seamless updates, even in offline environments
- Reduced data congestion issues by refining back-end processes for faster service and sales data retrieval
- Enhanced route and service planning, inventory tracking, pricing, quoting, and invoicing within the mobile application
- Introduced email capabilities for paperless transactions and improved customer communication
- Designed a training mode within the application, allowing new employees to onboard, without affecting live data
- Conducted user experience research and journey mapping to tailor the application to field service operations

Impact

- Improved data loading times by 83%, reducing device setup from 30-60 minutes to 5-10 minutes
- Increased service efficiency, doubling performance in sales and service planning
- Enabled continuous real-time data access, enhancing operational efficiency and customer responsiveness
- Achieved seamless deployment with no business disruptions, ensuring uninterrupted service delivery

NTT DATA profile (page 3 of 4)

Solutions and partnership

[REPRESENTATIVE LIST]

Proprietary solutions for Custom Application Development services

Solution name	Details
UniKix™	It is a rehosting software that enables clients to migrate mainframe applications to modern, highly virtualized environments including the cloud. This transition can result in up to 70% annual operating cost savings, providing flexibility and scalability, while preserving existing business logic and user interfaces.
Nucleus command center for applications	It offers comprehensive monitoring and management of diverse enterprise applications. It simplifies complexities arising from migrating applications to the cloud, adopting SaaS solutions, or integrating edge applications on mobile devices, thereby enhancing application performance and user experience.

Custom Application Development services partnerships

Partner name	Details
SAP	It partnered with SAP to develop a co-innovation solution, enhancing supply chain insurance management. It introduced connected product to monitor cargo conditions in real time, improving logistics visibility and risk management. It enabled automated insurance policy execution, reduced waste, and increased supply chain resilience through advanced tracking and digital documentation.










Custom Application Development services investments

Partner name	Details
Acquisition	It acquired Nexient to expand application development and modernization capabilities. It strengthened its service offerings by enhancing expertise in agile software development, cloud-native solutions, and digital transformation. It accelerated innovation and improved client support through expanded talent and technical resources.

NTT DATA profile (page 4 of 4)

Everest Group assessment – Leader

Measure of capability:  Low  High

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

Strengths

- NTT DATA has a well-balanced portfolio of clients across all major industries and various buyer sizes, ensuring a diverse customer base that spans small, midsize, large, and mega enterprises
- The One NTT initiative positions NTT DATA as a favorable partner for enterprises further strengthening its capability as an end-to-end transformation and operations partner by expanding its global delivery presence, technical capabilities, and presence across verticals
- Enterprise clients value the technical skillset and the domain expertise that NTT Data’s resources bring to application development engagements along with the output delivered

Limitations

- As its market focus is centered mostly around APAC and North America, enterprises in other regions should evaluate NTT Data’s global delivery capabilities in depth
- Lack of proof points where it has leveraged innovative commercial constructs, such as outcome or output-based models make it a less suitable partner for enterprises looking for business value-led engagements

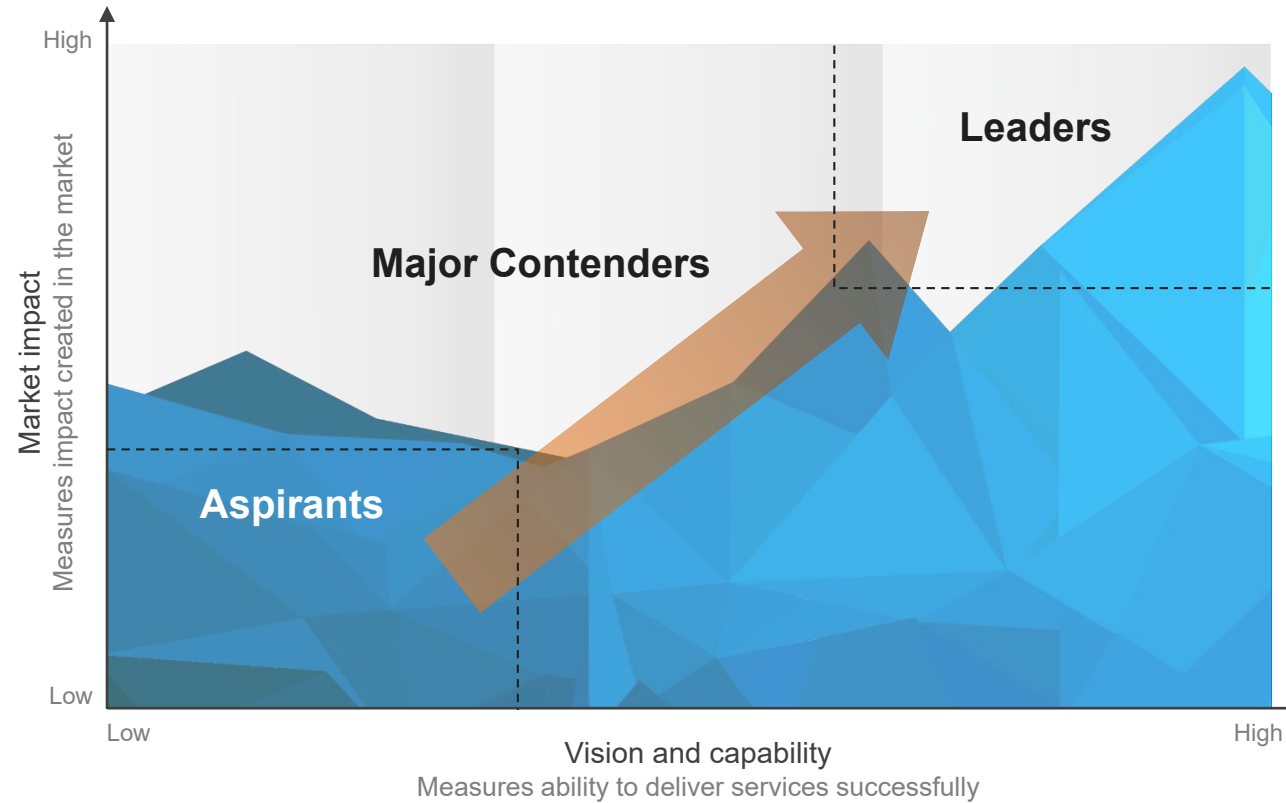
Appendix

PEAK Matrix® framework

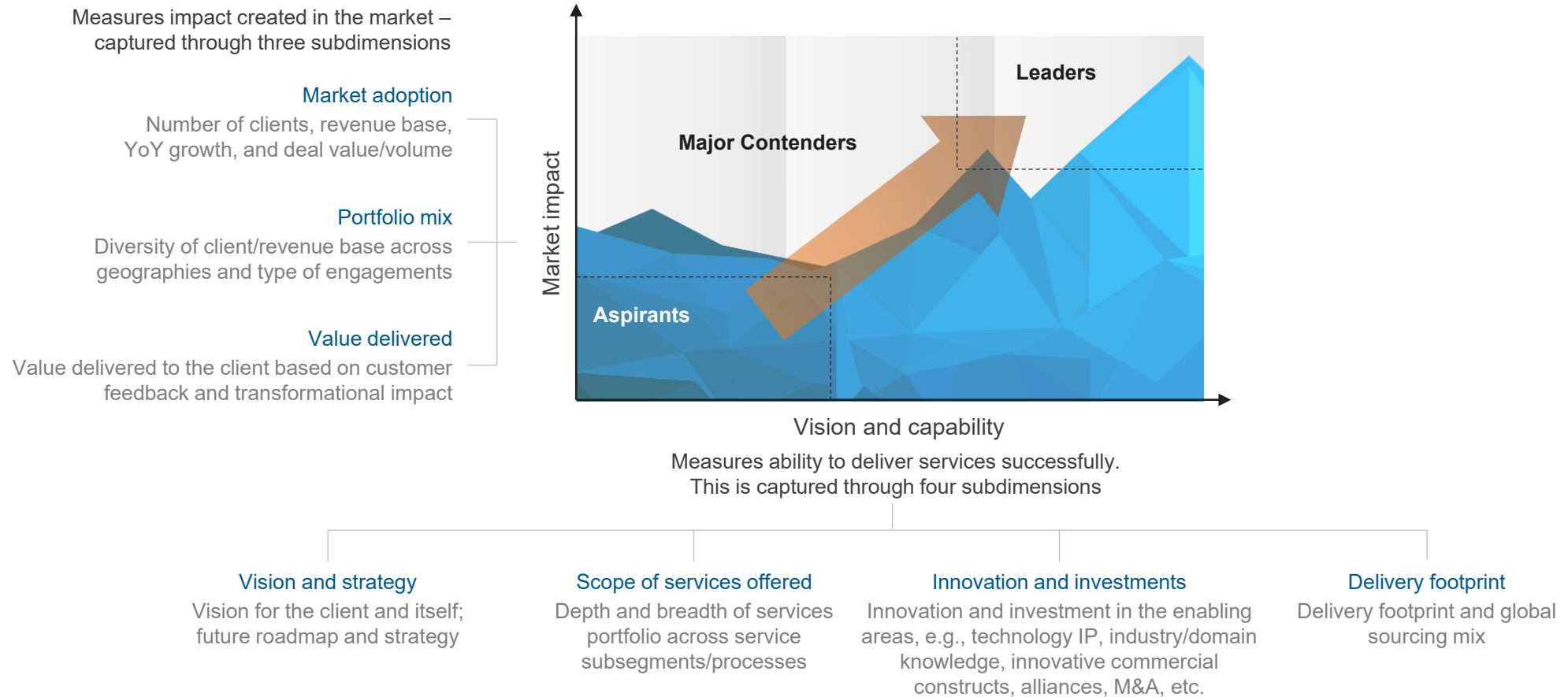
FAQs

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

Everest Group PEAK Matrix



Services PEAK Matrix® evaluation dimensions



FAQs

Q: Does the PEAK Matrix® assessment incorporate any subjective criteria?

A: Everest Group's PEAK Matrix assessment takes an unbiased and fact-based approach that leverages provider / technology vendor RFIs and Everest Group's proprietary databases containing providers' deals and operational capability information. In addition, we validate/fine-tune these results based on our market experience, buyer interaction, and provider/vendor briefings.

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

A: No. The PEAK Matrix highlights and positions only the best-in-class providers / technology vendors in a particular space. There are a number of providers from the broader universe that are assessed and do not make it to the PEAK Matrix at all. Therefore, being represented on the PEAK Matrix is itself a favorable recognition.

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

A: A PEAK Matrix positioning is only one aspect of Everest Group's overall assessment. In addition to assigning a Leader, Major Contender, or Aspirant label, Everest Group highlights the distinctive capabilities and unique attributes of all the providers assessed on the PEAK Matrix. The detailed metric-level assessment and associated commentary are helpful for buyers in selecting providers/vendors for their specific requirements. They also help providers/vendors demonstrate their strengths in specific areas.

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

A: Enterprise participants receive summary of key findings from the PEAK Matrix assessment

For providers

- The RFI process is a vital way to help us keep current on capabilities; it forms the basis for our database – without participation, it is difficult to effectively match capabilities to buyer inquiries
- In addition, it helps the provider/vendor organization gain brand visibility through being included in our research reports

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

A: Providers/vendors can use their PEAK Matrix positioning or Star Performer rating in multiple ways including:

- Issue a press release declaring positioning; see our citation policies
- Purchase a customized PEAK Matrix profile for circulation with clients, prospects, etc. The package includes the profile as well as quotes from Everest Group analysts, which can be used in PR
- Use PEAK Matrix badges for branding across communications (e-mail signatures, marketing brochures, credential packs, client presentations, etc.)

The provider must obtain the requisite licensing and distribution rights for the above activities through an agreement with Everest Group; please contact your CD or contact us

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

A: PEAK Matrix assessments are designed to serve enterprises' current and future needs. Given the dynamic nature of the global services market and rampant disruption, the assessment criteria are realigned as and when needed to reflect the current market reality and to serve enterprises' future expectations.

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