



# Everest Group Microsoft Dynamics 365 Services PEAK Matrix<sup>®</sup> Assessment 2023

Focus on Accenture and Avanade  
June 2023



## Background of the research

- Enterprises, especially small and midsize ones, are adopting Microsoft Dynamics 365 to modernize customer experience, finance, and operations, enabling end-to-end visibility across the supply chain and streamlining marketing and sales. Large enterprises adopt Microsoft Dynamics 365 mainly to buttress their core Enterprise Resource Planning (ERP) and Customer Experience (CX) systems
- Microsoft Dynamics 365 has established its sweet spot through its ability to integrate with other Microsoft Office 365 apps and third-party apps. It has gained momentum in the market owing to its lower Total Cost of Ownership (TCO) compared to its close competitors and faster time-to-market as it is SaaS-enabled
- To help adopt Microsoft Dynamics 365 across the existing complex portfolios, service providers are skilling talent and building robust accelerators to help enterprises in their digital transformation journeys
- In this research, we present an assessment of 27 providers featured on the Microsoft Dynamics 365 Services PEAK Matrix® Assessment 2023
- The assessment is based on Everest Group's annual RFI process for the calendar year 2023, interactions with leading providers, client reference checks, and ongoing analysis of the Microsoft Dynamics 365 services market

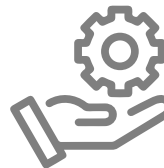
The full report includes the profiles of the following 27 leading providers featured on the [Microsoft Dynamics 365 Services PEAK Matrix® Assessment 2023](#):

- **Leaders:** Accenture and Avanade, Capgemini, EY, HCLTech, Hitachi Solutions, Infosys, LTIMindtree, and TCS
- **Major Contenders:** Alithya, Cognizant, Deloitte, EPAM, Eviden, HSO, IBM, NTT DATA, Sonata, Synoptek, Tech Mahindra, Visionet, and Wipro
- **Aspirants:** Birlasoft, GSLab-GAVS, Marlabs, Mastek, UST, and Yash Technologies

### Scope of this report



**Geography**  
Global



**Providers**  
27 leading Microsoft Dynamics  
365 services providers



**Services**  
Microsoft Dynamics  
365 services

## Introduction and scope

Everest Group recently released its report titled, [Microsoft Dynamics 365 Services PEAK Matrix® Assessment 2023](#). This report analyzes the changing dynamics of the Microsoft Dynamics 365 services landscape and assesses service providers across several key dimensions.

As a part of this report, Everest Group updated its classification of 27 service providers on the Everest Group PEAK Matrix® for Microsoft Dynamics 365 services into the categories of Leaders, Major Contenders, and Aspirants. The PEAK Matrix is a framework that provides an objective, data-driven, and comparative assessment of Microsoft Dynamics 365 services providers based on their absolute market success and delivery capability.

Based on the analysis, **Accenture and Avanade emerged as a Leader**. This document focuses on **Accenture and Avanade's** Microsoft Dynamics 365 services experience and capabilities and includes:

- Accenture and Avanade's position on the Microsoft Dynamics 365 services PEAK Matrix® 2023
- Detailed Microsoft Dynamics 365 services profile of Accenture and Avanade

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 the service provider capability for an ideal fit.

# Microsoft Dynamics 365 Services PEAK Matrix® characteristics

## Leaders

Accenture and Avanade, Capgemini, EY, HCLTech, Hitachi Solutions, Infosys, LTIMindtree, and TCS

- Leaders are characterized by their ability to successfully execute large-scale, multi-continent, end-to-end Dynamics 365 services, underpinned by their strong global delivery network
- These providers have showcased end-to-end transformational case studies covering a large portfolio of Dynamics 365 and replacing multiple legacy Customer Relationship Management (CRM) and a few elements of ERP
- Leaders have helped enterprises with their advisory capabilities to navigate the business transformation and have leveraged in-house IP tools and accelerators to expedite engagement timelines
- Furthermore, they have a mature suite of Microsoft-certified, Dynamics 365, and verticalized solutions to accelerate time-to-market for their clients

## Major Contenders

Alithya, Cognizant, Deloitte, EPAM, Eviden, HSO, IBM, NTT DATA, Sonata, Synoptek, Tech Mahindra, Visionet, and Wipro

- These providers have built meaningful capabilities to deliver Microsoft Dynamics 365 services – implementation and management/run; however, their service portfolios are not as balanced and comprehensive as those of Leaders (in terms of coverage across Dynamics 365 service segments, service type, geographies, or verticals)
- These providers have good partnerships with Microsoft and specialist technology partners to curate client-specific Microsoft Dynamics 365 solutions. They have been recognized by Microsoft with multiple partner awards for showcasing their credibility in the Dynamics 365 markets
- Major Contenders are also making continued investments in building proprietary tools and solutions, as well as scaling their talent for Microsoft Dynamics 365

## Aspirants

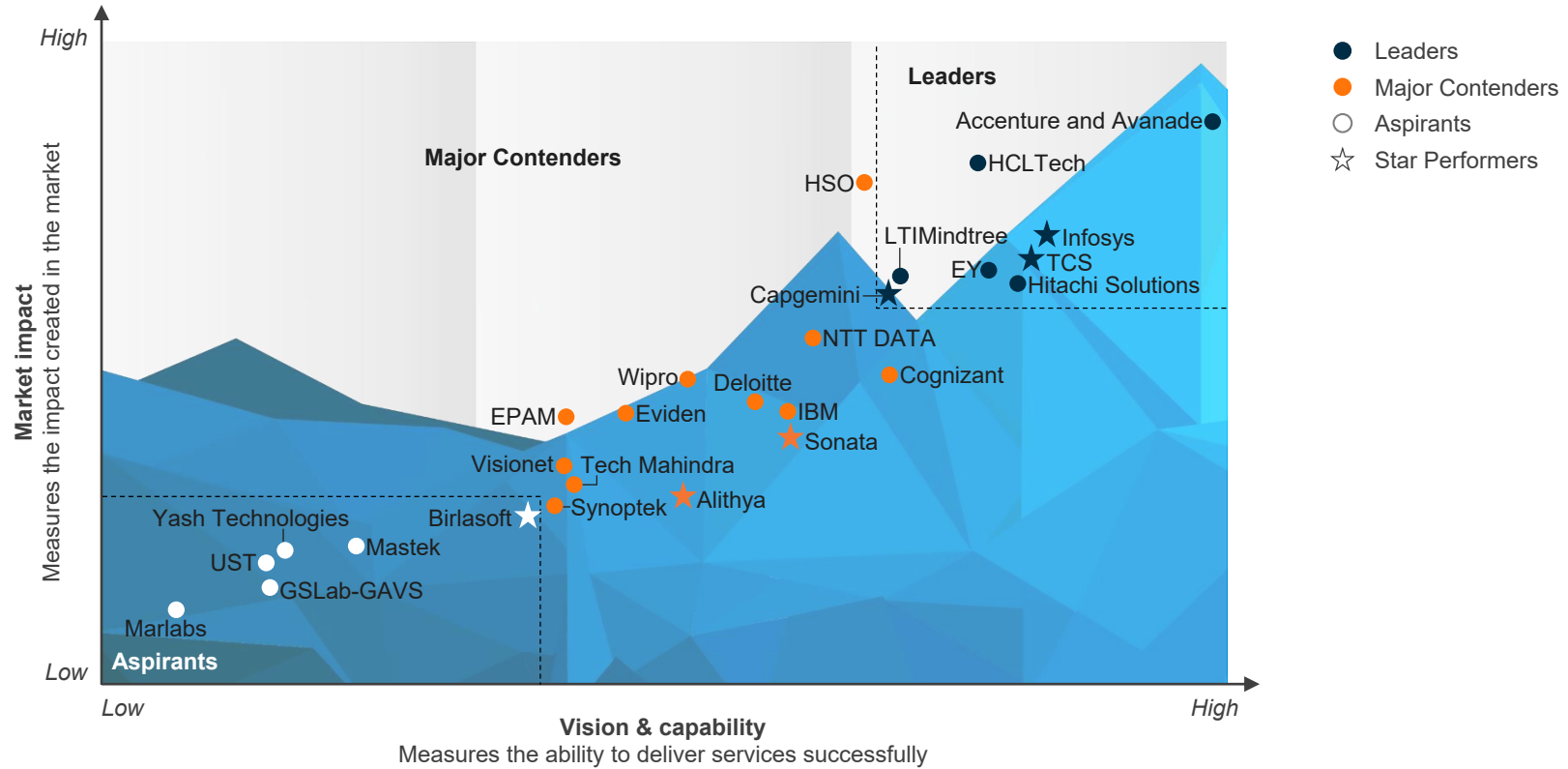
Birlasoft, GSLab-GAVS, Marlabs, Mastek, UST, and Yash Technologies

- Aspirants have good proof points in delivering low to medium-complexity implementation and maintenance of Dynamics 365 services for Small and Midsize Buyers (SMBs)
- They are either focused on a region(s) or vertical(s) or currently have a relatively small Microsoft Dynamics 365 practice
- Clients acknowledge Aspirants' pricing and commercial flexibility as well as account management flexibility

# Everest Group PEAK Matrix®

## Microsoft Dynamics 365 Services PEAK Matrix® Assessment 2023 | Accenture and Avanade is positioned as a Leader

Everest Group Microsoft Dynamics 365 Services PEAK Matrix® Assessment 2023<sup>1,2,3</sup>



1 Assessments for Deloitte, EY, Hitachi Solutions, IBM, and Wipro 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  
 2 Analysis of LTIMindtree is based on capabilities post the merger of LTI and Mindtree  
 3 Eviden is an Atos business  
 Source: Everest Group (2023)

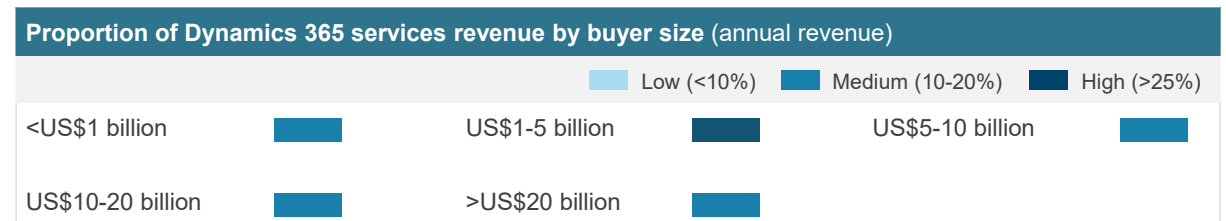
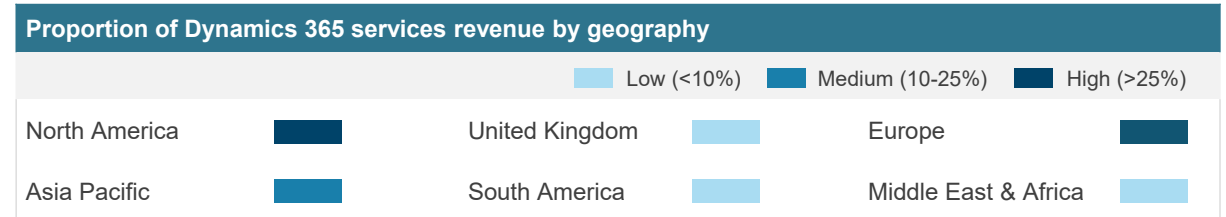
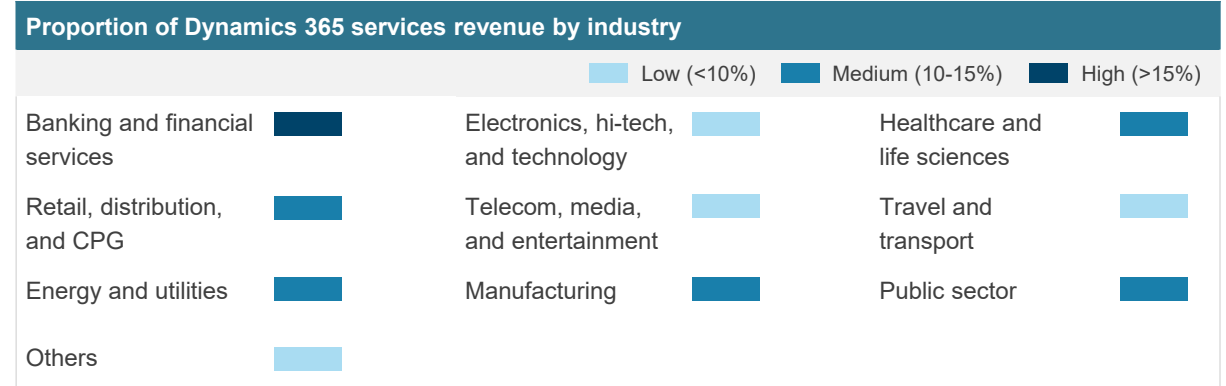
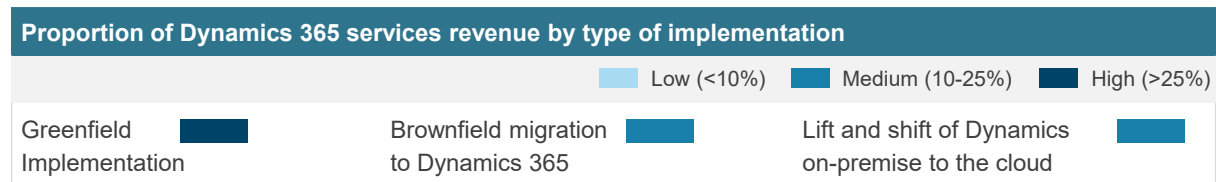
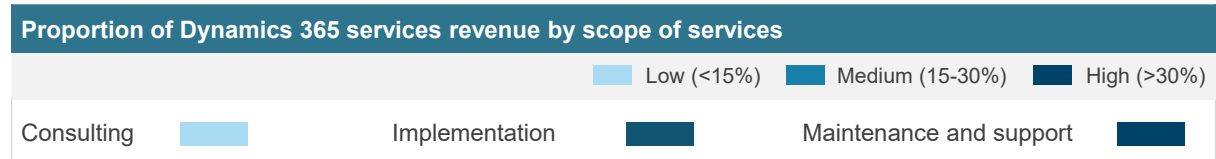
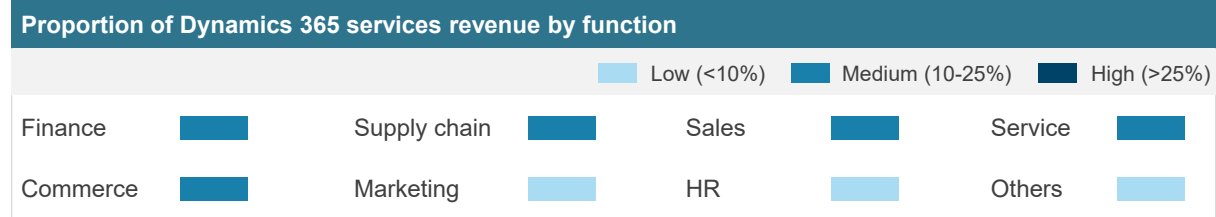
# Accenture and Avanade profile (page 1 of 5)

## Overview

**Vision for Microsoft Dynamics 365 services:** Accenture/Avanade aims to be a leading business transformation partner for companies by leveraging the power of Dynamics 365, Microsoft Teams, data and AI, Generative AI, and Copilot capabilities, and the full Microsoft Cloud to help its clients to be successful. With the current uncertain economic conditions, Accenture and Avanade are uniquely and well-positioned to leverage legacy estates and help their clients innovate by offering collaborative applications in a fast agile way to ensure that processes are optimized, people-connected, and insights delivered to the business in a self-service forum.

**Number of projects completed in 2022:** 1,100+ clients

**Number of Microsoft Dynamics 365 experts:** 8,000+



# Accenture and Avanade profile (page 2 of 5)

## Key solutions

NOT EXHAUSTIVE

### Proprietary solutions (representative list)

Solution name	Focused industries	Focused Dynamics module(s)	Number of engagements leveraged in	Details
Avanade Delivery Framework (ADF) for D365	All	Horizontal	More than 100	This application provides methods and tools for solutioning and delivery along with a repeatable, predictable, and configurable framework, especially to support complex business applications and implementations. It is adjustable to classic and agile practices while retaining the structure and project management oversight required for success.
AIES Industry process repository	Manufacturing, retail, finance, distribution, and services	Horizontal	More than 200	The solution delivers an industry-specific process decomposition model, to which the requirements from the implementation are linked. It includes industry business processes best practices to facilitate clients' adoption of best practices performed by Dynamics 365.
Accenture myWizard Intelligent Automation Platform with Microsoft Azure DevOps	Horizontal	Horizontal	15,000	This solution connects to a client's ecosystem and uses AI-infused assets to enable human and machine collaboration for IT that is faster and more innovative, predictable, and resilient. Intelligent robots reinvent Robotic Process Automation (RPA). AI, ML, and data analytics enable hyper-automation. As a result, the platform can deliver an almost limitless number of automations.
Control Sight	Manufacturing	Field service	N/A	Control Sight is an accelerator that brings Extended Reality (XR), IoT, and digital twins together for providing insights and control over assets using augmented glasses.

### Microsoft-certified solutions on Microsoft-marketplace compatible with Dynamics 365 (representative list)

Solution name	Focused industries	Focused Dynamics module(s)	Number of engagements leveraged in	Details
Master Data Synchronization	Any	Commerce, supply chain management, finance, project operations, and human resources	38	This solution brings simplicity, consistency, accuracy, and speed to the task of harmonizing master data across businesses on the same instance of the ERP system.
Automated Bank Import	Distribution, energy, healthcare, manufacturing, services, retail, and utilities	Supply chain management and finance	52	Automated Bank Import significantly improves transaction-matching processes to help accounting teams save time and increase their overall productivity.
Avanade External Production	Manufacturing	Supply chain management and finance	17	External Production enables production managers to plan and manage outsourced production in a centralized resource and track processes, materials, products, and product components centrally

# Accenture and Avanade profile (page 3 of 5)

## Investments and partnerships

NOT EXHAUSTIVE

### Key investments (representative list)

Solution name	Focused industries	Details
eLogic	Sales and service	In September 2022, Accenture and Avanade acquired eLogic. This acquisition provided the foundation for new intelligent sales and services offerings and CPQ processes.
QUANTIQ	Manufacturing and Power BI	In November 2021, Accenture and Avanade acquired QUANTIQ. This acquisition has scaled up to meet the growing need for solutions that help organizations improve business efficiencies, agility, and resilience, and help overcome the barriers to growth.
Blue Horseshoe	Supply chain	In September 2021, Accenture and Avanade acquired Blue Horseshoe. This acquisition improves strategy/advisory capabilities in the supply chain, extends Dynamics 365 implementation skills globally, and brings supply chain SaaS solutions in complement to D365 finance and supply chain.
Supply Chain Resilience	SCM	It invested to develop a supply chain solution by leveraging D365 data and an end-to-end client supply chain network of partner's data that builds control tower and predictive analysis, demand planning, inventory optimization, and a set of microservices with AI and ML from the Azure SCM-specific data model.
Next Generation Mobility Retail	Commerce	This is a solution to address the transformation of the fuel retail business toward e-mobility and convenience store revenue.
Non-for-Profit Grant making	CE, F&SCM, finance, and retail	These are end-to-end solutions based on D365 CE and F&O with Teams and Power Platform, to address the digital transformation of large NGOs.

### Key partnerships (representative list)

Partner ecosystem		
Adobe	Sitecore	Optimizely (formerly Episerver)
Resco	To-Increase	K3 fashion retail
AXtension	ICIMS	Metrikus
TIE Kinetix	Vertex	Annata dealer management
Formpipe	SK Global	

Source: Everest Group (2023)



## Accenture and Avanade profile (page 4 of 5)

### Case studies

NOT EXHAUSTIVE

#### Case study 1

#### Upgraded the client's CRM to a strategic platform on Microsoft dynamics 365

##### Business challenge

The client's field service engineers carried out over half a million certifications every year and required a new ERP system to manage operational processes more efficiently. The company also needed a modern CRM system that empowers its sales and service teams to be more proactive. The company needed a system integrated with all its existing applications. First, it needed every country to move onto the same version of Microsoft Dynamics 365.

##### Solution

Accenture and Avanade helped the client to upgrade to a more strategic platform on Microsoft Dynamics 365. It created a template that each country could use to consolidate its ERP and CRM in one step. This technical integration of the customer engagement and finance and operations applications allowed data about customers, products, and operations to flow across the enterprise seamlessly. By delivering the solution with web services, it eliminated the need for middleware. It developed Resco Field Service 2.0 mobile application integrated with Dynamics 365 online that lets field service engineers' access data. Now these field engineers can more proactively service their customers.

##### Impact

- The new integrated user experience empowered teams to do their work efficiently, wherever they are located
- Improved data accuracy across the enterprise with real-time access to information, thereby increasing productivity and response times
- Streamlined the end-to-end processes that helped to increase efficiencies and reduce operational costs

#### Case study 2

#### Standardized the business process for a food processing company

##### Business challenge

The client had no shared, common financial system and had 20 different operating systems across all its subsidiaries. As a result, employees experienced unnecessary complications and delays in delivering services and products to their business customers. To maintain its leading industry position, the client wanted a greater visibility into and quality control over all products and services. The company needed standard business processes in order to analyze its data.

##### Solution

Accenture and Avanade leveraged Microsoft Dynamics 365 for finance and operations for the solution. With one IT infrastructure and database for all subsidiaries, the client replaced its multiple systems that were expensive with a platform that gives its employees a single tool with a common finance language and a familiar way of working. As a result, employees could access to the shared master data and a shared services center across the group's 35 companies for standard product codes, supplier lists, vendor prices, codes, and utilization rules.

##### Impact










- Employees can deliver consistent and higher-quality customer service with improved data automation and mobility
- Future-ready ERP and business processes will help the client deploy new activities and product lines

Source: Everest Group (2023)

# Accenture and Avanade profile (page 5 of 5)

## Everest Group assessment – Leader

Measure of capability:  Low  High

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

### Strengths

- Accenture and Avanade is a preferred service provider for large enterprises seeking end-to-end services for complex, multi-continent Dynamics applications engagements
- Clients can benefit from Accenture and Avanade’s inorganic investments – QUANTIQ, eLogic, and Blue Horseshoe – for scaling up their delivery footprint globally and at the continent level
- Its ability to consistently be recognized with Microsoft Dynamics awards reinforces its credibility as a strategic partner in the Microsoft Dynamics market
- It has a diverse set of IP and solutions to accelerate time-to-market for its Dynamics clients; key IP includes Avanade Delivery Framework (ADF), myWizard, and Control Sight
- Its domain expertise, advisory capabilities, and quality of resources are well-perceived in the market

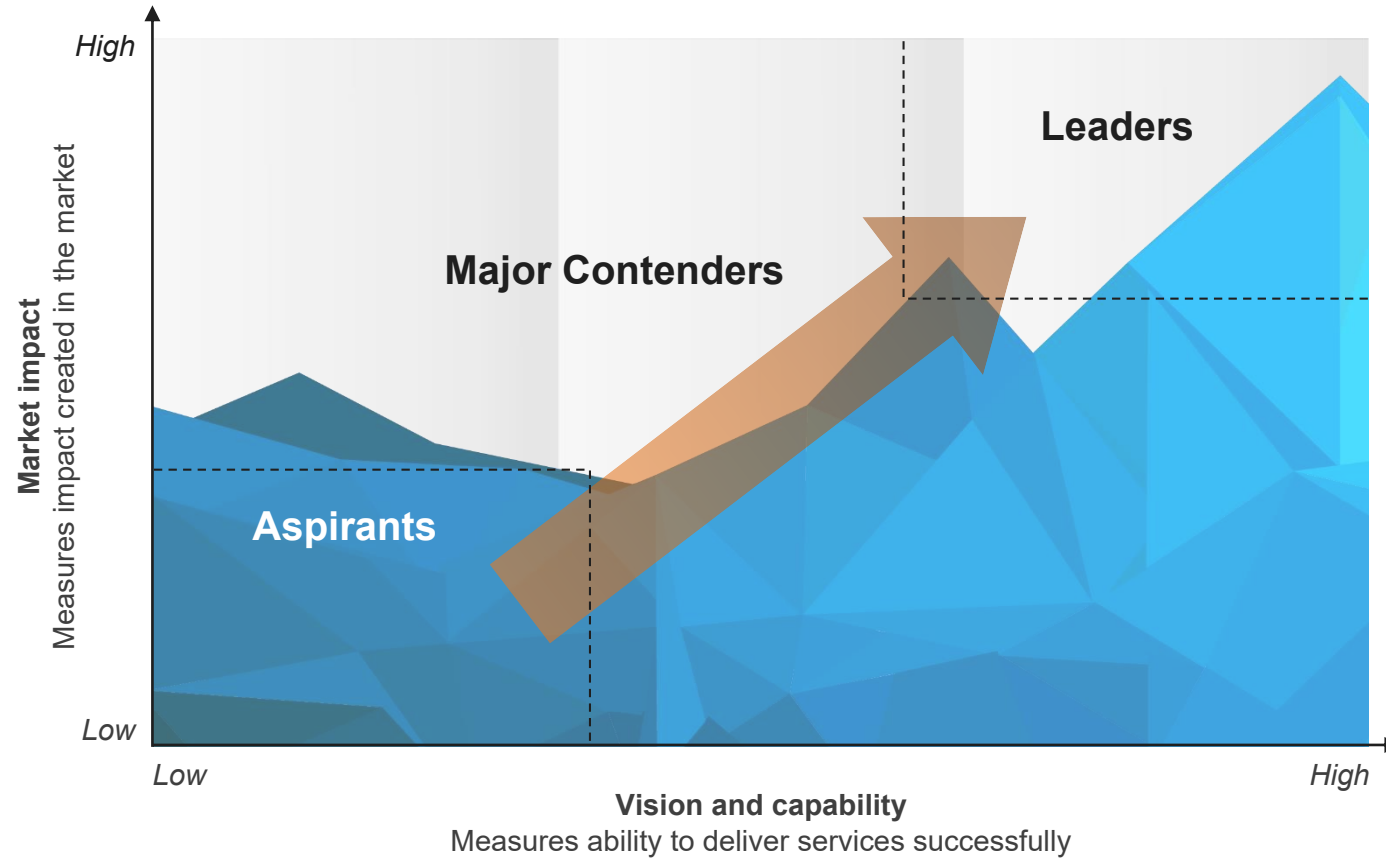
### Limitations

- The market believes that Accenture and Avanade has further scope to improve upon flexibility in its resource pricing, especially for its onshore resources to suit a larger pool of client’s needs
- While Accenture and Avanade provides Dynamics services in all the major industries; clients seeking Dynamics-specific services in the telecom industry may need to evaluate its capabilities in delivering Dynamics-specific services in this industry
- As the major focus is on the North American, European, and APAC regions, clients in South America and the Middle East and Africa may need to evaluate Accenture and Avanade’s delivery capabilities in these regions

# Appendix

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

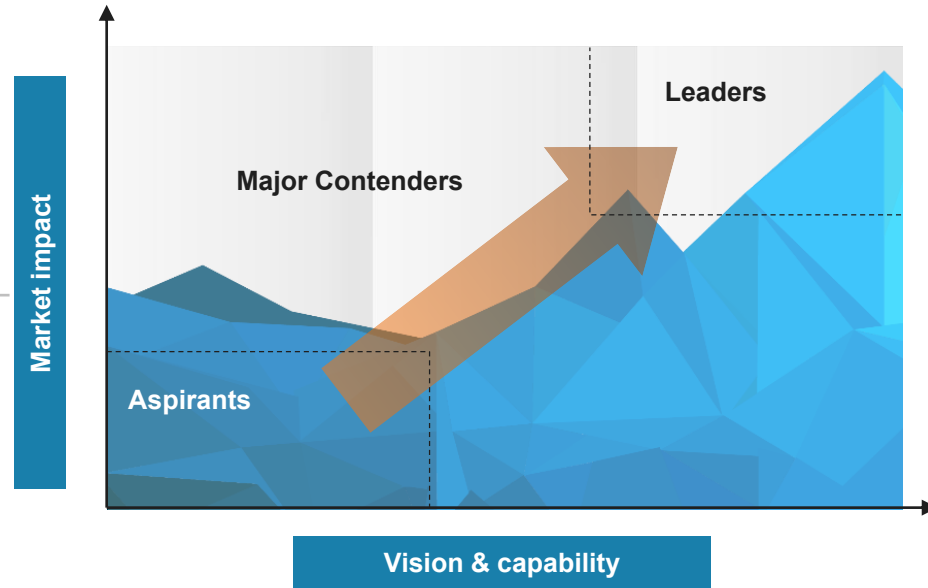
Everest Group PEAK Matrix



# 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



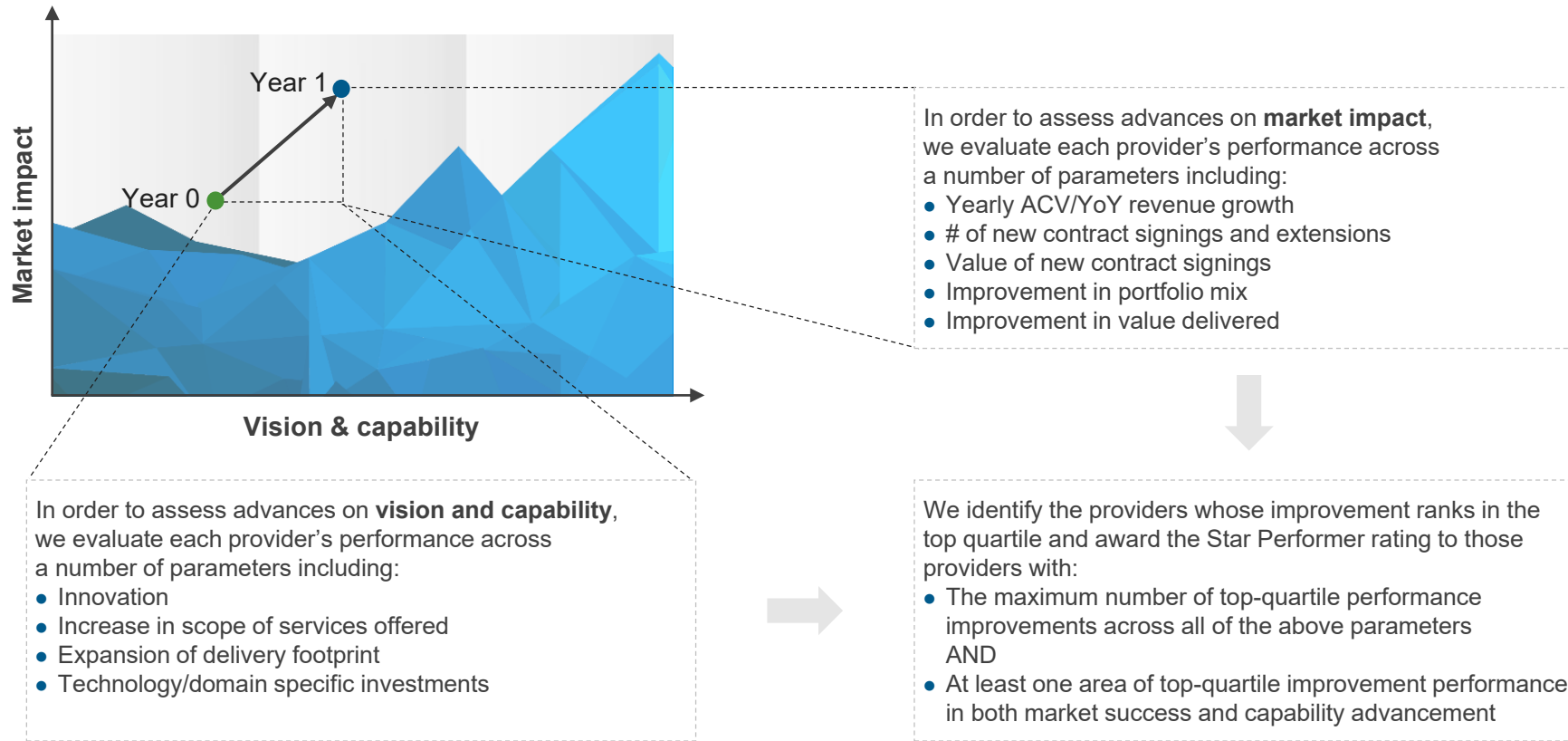
Measures ability to deliver services successfully. This is captured through four subdimensions

- 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

# 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



The Star Performers title relates to YoY performance for a given vendor 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 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.



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## Stay connected

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

**Bangalore**  
india@everestgrp.com  
+91-80-61463500

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

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

**Toronto**  
canada@everestgrp.com  
+1-647-557-3475

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