Everest Group®

Everest Group PEAK Matrix® for Robotic Process Automation (RPA) Technology Providers 2021

Focus on NICE
October 2021

Everest Group
PEⱯK MATRIX®

Background of the research

With the COVID-19 pandemic accelerating the need for digital transformation among enterprises across industries and geographies, Robotic Process Automation (RPA) has emerged as a key enabler in the enterprise automation segment. While the overall automation ecosystem is rapidly evolving through new technologies, such as Intelligent Document Processing (IDP) and conversational Artificial Intelligence (AI), RPA continues to remain a foundational element of this ecosystem. The RPA market has been one of the fastest growing software markets in the past decade and has played a key role in helping organizations reduce costs, achieve greater operational efficiencies and quality, increase workforce productivity, enhance customer and employee experience, and realize quick time-to-value. Encouraged by a growing number of success stories and positive word-of-mouth, many enterprises, Global Business Services (GBS) organizations, and service providers are investing in RPA.

However, to achieve success, it is vital to select the right enterprise-grade RPA solution. RPA is a burgeoning market, rapidly evolving in terms of product features, deployment options, product architecture, training and support, partner ecosystem, and commercial models. The technologies and the delivery models are evolving quickly, with an expanding set of features and functionalities.

In this study, we analyze the RPA technology landscape across various dimensions:

- Everest Group's PEAK Matrix® evaluation, a comparative assessment of 23 leading RPA technology providers
- Competitive landscape in the RPA technology provider market
- Key RPA technology trends
- Remarks on key strengths and limitations for each RPA technology provider

Scope of this report:

Geography
Global

Technology providers
23 leading RPA technology providers

Products
Robotic Process Automation (RPA)

RPA Products PEAK Matrix® characteristics

Leaders:

Automation Anywhere, Blue Prism, NICE, and UiPath

- Leaders continue to experience a decent growth momentum in the RPA market driven by both acquisition of new clients and scaling existing deployments in enterprises. They are aiming to explore the untapped market opportunities through partner sales channels by expanding their service provider partner ecosystem
- Leaders have a strong vision and the capability to respond to the rising demand for a holistic intelligent automation platform. They are front-runners in augmenting their RPA platform with complementary capabilities such as IDP, process mining, task mining, conversational AI, and process orchestration
- To reduce implementation time and Total Cost of Ownership (TCO) for enterprises, Leaders have a distinct focus on enhancing their SaaS RPA platform and delivering a web-based design studio and orchestrator. They are also investing in developing cloud-native architecture to help enterprises harvest greater benefits of cloud deployments

Major Contenders:

Aiwozo, Appian, AutomationEdge, Datamatics, HelpSystems, IBM, Jacada, JIFFY.ai, Kryon, Laiye, Microsoft, Nividous, SAP, Servicetrace, and WorkFusion

- Major Contenders are expanding their presence across industries, geographies, and buyer-size segments. Some of the big-tech providers, that have recently entered the RPA space through the M&A route, are playing a major role in putting downward pricing pressure and driving greater competition in the market
- Following the Leaders, a majority of Major Contenders are also investing in developing a holistic intelligent automation platform including RPA, IDP, task mining, and analytics either through in-house investments or third-party partnerships
- Promoting citizen development and offering a low-/no-code application has emerged as a common trend among most of the Major Contenders. They envision to raise awareness around RPA by empowering business users to develop automation for simple use cases

Aspirants:

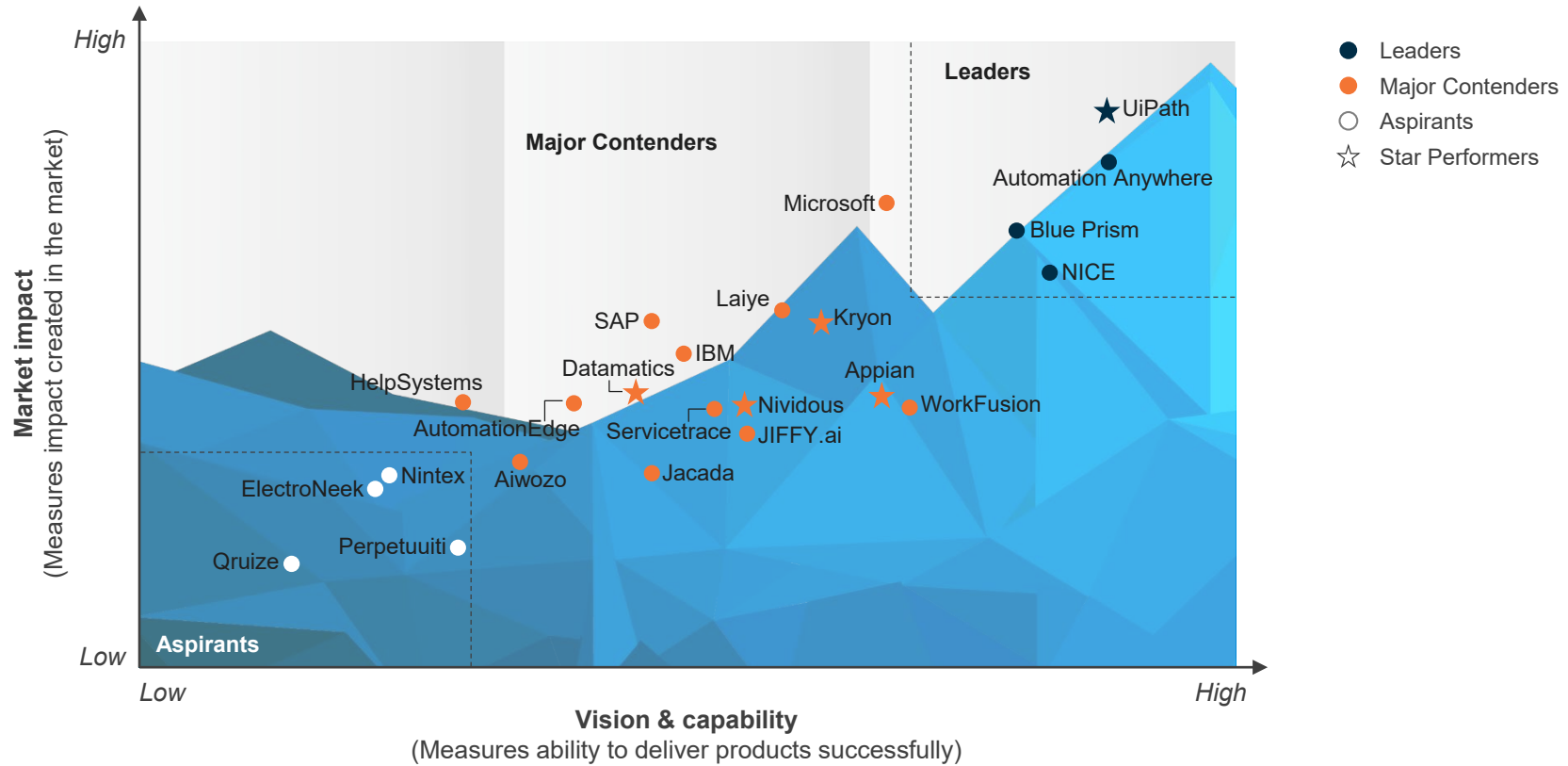**ElectroNeek, Nintex, Perpetuuiti, and Qruize**

- Aspirants presently focus on specific use cases, industry, or geography. In general, they differentiate themselves from other larger players by providing customizations to meet enterprise requirements and dedicated customer support for their clientele
- Their major focus areas include making the platform easy to use for customers, forging partnerships with service providers to increase their reach, and enhancing some of the core RPA functionalities such as design and development of robots, control and monitoring, and security and governance

Everest Group PEAK Matrix®

Robotic Process Automation (RPA) Products PEAK Matrix® Assessment 2021 | NICE positioned as Leader

Everest Group Robotic Process Automation (RPA) Products PEAK Matrix® Assessment 2021[1]

- ● Leaders
- ● Major Contenders
- ○ Aspirants
- ☆ Star Performers

Leaders

Major Contenders

Aspirants

High

Low

Market impact
(Measures impact created in the market)

Low — Vision & capability — High

Vision & capability
(Measures ability to deliver products successfully)

UiPath
Automation Anywhere
Microsoft
Blue Prism
NICE
Laiye
SAP
Kryon
IBM
Datamatics
Appian
HelpSystems
Nividous
WorkFusion
AutomationEdge
Servicetrace
JIFFY.ai
ElectroNeek
Nintex
Aiwozo
Jacada
Qruize
Perpetuuiti

1 Analyses for Jacada and Servicetrace are based on their capabilities before they were acquired by Uniphore and Salesforce, respectively

Note: Star Performers are selected based on a relative comparison of providers' performance on the market impact and vision & capability dimensions in the previous and latest PEAK Matrix® assessments. Providers with the highest year-over-year improvement are designated as Star Performers. The Star Performer title does not reflect the overall market leadership position, which is designated through Leaders, Major Contenders, or Aspirants

Source: Everest Group (2021)

NICE | RPA product profile (page 1 of 8)
Overview

Company overview

NICE is a provider of cloud and on-premise enterprise software solutions that help empower organizations to make informed decisions based on advanced analytics of structured and unstructured data. It assists organizations of all sizes to deliver better customer service, ensure compliance, combat fraud, and safeguard citizens. The company has more than 6,000 employees and operates in over 150 countries with over 25,000 customers.

Key leaders
- Barak Eilam, CEO
- Paul Jarman, CEO, NICE Cxone
- Oded Karev, GM, NICE RPA

Headquarters: Ra'anana, Israel

Website: https://www.nice.com/rpa/

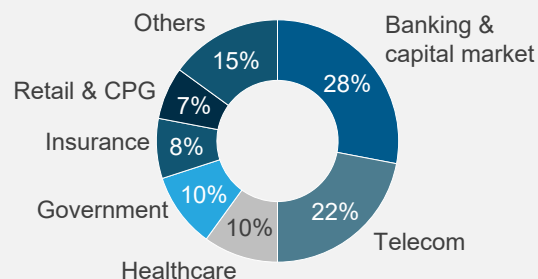**Key clients include** Nationwide, Orange, IKEA, Telefonica, Charter, Legal & General, Deutsche Telekom, US Bank, Experian, UHG, AT&T, and Vodafone
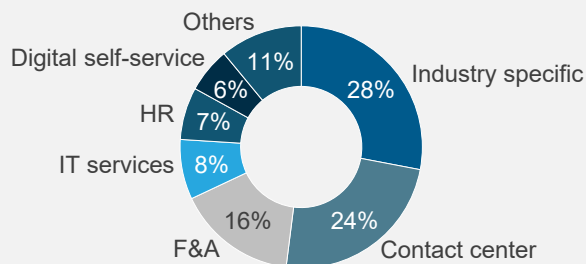
Recent deals and announcements (not exhaustive)

- **July 2021:** launched CXone SmartReach, an AI-powered solution that enables organizations to have proactive, multi-day, and asynchronous conversations with customers through their channel of choice

- **June 2021:** launched its Robo-Ethical Framework to ensure good practices in the design and deployment of robots, including the five guiding ethical principles that demonstrate the commitment to responsible robot-human collaboration

- **May 2021:** expanded its operations in Japan, and invested in dedicated local teams to deliver innovation and smart customer service, and to accelerate the adoption of cloud

- **March 2021:** announced the integration of its NEVA Desktop Guidance with its Enlighten AI Real-Time Behavioral Insights, a combination that enables employees to understand customer sentiment and intent

- **January 2021:** announced a new AI-driven capability named Click to Automate, for seamlessly converting manual processes to active automation flows at the click of a button
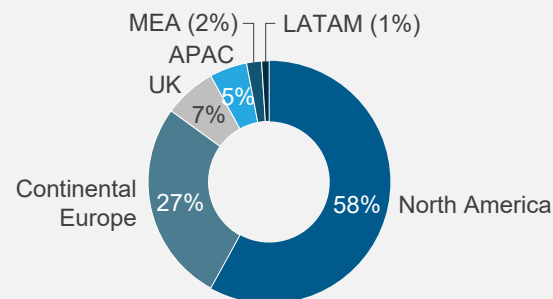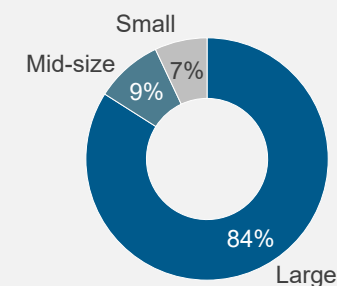
Split of RPA revenue by buyer industry

- Banking & capital market 28%
- Telecom 22%
- Healthcare 10%
- Government 10%
- Insurance 8%
- Retail & CPG 7%
- Others 15%

Split of RPA revenue by process area

- Industry specific 28%
- Contact center 24%
- F&A 16%
- IT services 8%
- HR 7%
- Digital self-service 6%
- Others 11%

Split of RPA revenue by buyer geography

- North America 58%
- Continental Europe 27%
- UK 7%
- APAC 5%
- MEA (2%)
- LATAM (1%)

Split of RPA revenue by buyer-size[1]

- Large 84%
- Mid-size 9%
- Small 7%

1   Buyer size is defined as large (>US$5 billion in revenue), mid-size (US$1-5 billion in revenue), small (US$50 million-1 billion in revenue), and SMBs (<US$50 million in revenue)
Note: Operational and product-/offering-related information as of December 2020, collected as part of the study / based on Everest Group estimates
Source: Everest Group (2021)

# NICE | RPA product profile (page 2 of 8)
Overview

Product overview

NICE envisions the use of a combination of attended, unattended, and human-in-the-loop automations, to automate routine processes, allowing employees to focus on more value-added activities. It provides a cloud-based automation design studio where users can create workflows either through a drag-and-drop interface or by using a macro recorder. NICE offers a desktop process mining capability through Automation Finder that analyzes user activities and screen events using unsupervised ML algorithms to identify and prioritize automation opportunities. NEVA, its desktop automation assistant, leverages NICE Nexidia's speech analytics to conduct speech, behavior, and sentiment analysis of customer conversations and assist agents in near real-time. The platform includes a centralized web-based control room to measure robot performance, schedule robots, perform dynamic load balancing based on process priorities and business SLAs, and auto-scale robots to manage demand fluctuations. NICE has revamped its backend to a microservices-based architecture and enables users to access the control room and the design environment via a web browser.

Version number: 7.4
Release date: December 2020

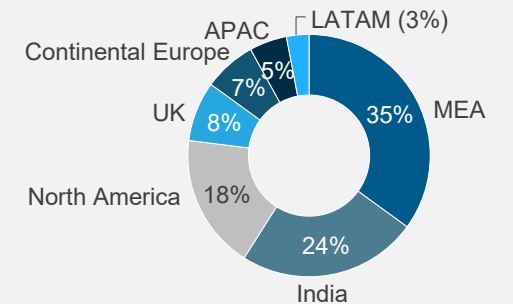| Market adoption and capability overview		
Description	**2020**	**YoY growth**
RPA clients **(individual logos)**	810	16%
RPA FTEs	303	1%
Total number of RPA (unattended and attended) licenses supplied to date	Not available	Not available
Number of service provider partners/resellers	~130	30%
Number of technology/software partners	Not available	Not available
Key service provider partners/resellers	Capgemini, Accenture, Cognizant, Deloitte, ISG	
Key technology/software partners	Amazon AWS, ABBYY, Hyperscience, Minit	

Split of RPA revenue by offering

Professional services 23%
RPA software 77%
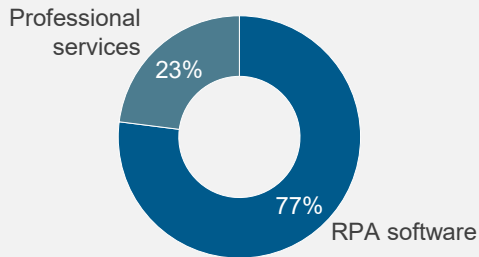
Split of RPA licenses (supplied in 2020) by nature of deployment

Not disclosed

Split of RPA FTEs by function[1]

Support services 24%
Sales & marketing 25%
Product development 51%
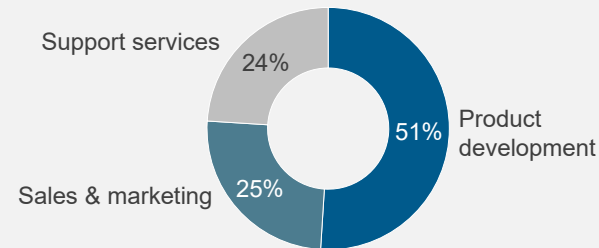
Split of RPA FTEs by geography

Continental Europe
APAC 5%
LATAM (3%)
UK 7%
North America 8%
MEA 35%
India 24%
18%

1   Includes FTEs in product development, support services (product support, implementation, etc.), and sales & marketing; excludes FTEs in corporate functions such as HR and IT
Note: Operational and product-/offering-related information as of December 2020, collected as part of the study / based on Everest Group estimates
Source: Everest Group (2021)

NICE | RPA product profile (page 3 of 8)
Capabilities

Capability & offerings

Legend: ▢ Available   ▢ In the roadmap   ▢ Available via partner   ▢ Not available

Category				
Design and development of robots	Built-in drag & drop design studio to create visual workflow view	Web-based design studio	Built-in macro recorder – DOM-based	Built-in macro recorder – COM-based
	Built-in macro recorder – computer-vision-based	Built-in macro recorder – multi-anchor-based	Universal process recorder	Native ability to develop robots using voice commands
	Object capture – DOM recognition	Object capture – COM recognition	Object capture – computer vision	ICA protocol / native support for Citrix
	Grey scale image processing			
Reusability and interoperability	Ability to create a repository in the platform to share reusable automation assets	Ability of users to control access to shared assets in multi-team environments	Availability of a search box in the development studio / action library	Online marketplace/portal for pre-built, reusable assets/automations
	Built-in interface to connect to the online marketplace from the design studio	Pre-built connectors to automate SAP applications	Pre-built connectors to automate Oracle applications	Pre-built connectors to automate Microsoft applications
	Out-of-the-box plug-ins to trigger automations directly from business applications	Support for headless browsers and ability to execute automations or deploy robots directly on servers		Availability of RPA product/software in the form of platform-as-a-service with SDK for extensibility.
Complementary capabilities	Conversational AI	Intelligent Document Processing (IDP)	Classic process mining	Desktop Process Mining (DPM) / task mining
	Business Process Management (BPM) / process orchestration			

NICE | RPA product profile (page 4 of 8)
Capabilities

Capability & offerings				
		Available	In the roadmap	Available via partner	Not available

Capability & offerings				
RDA / attended RPA	Deploy and execute robots on user desktop using user-defined events	Unified screen for desktop automation	Ability to create interactive UI for on-screen step-by-step process guidance for agents	Built-in AI-based next-best-action capability for assisting agents
	Ability to automate in background while the user continues to work on the desktop	Desktop analytics	Ability to trigger/control robots using voice commands in natural language	Analyze customer-agent voice interactions in near real-time to trigger attended robots
	Ability to automatically generate after-call summary and transcript	Availability of a natural language chat interface to trigger/control attended robots	Analyze customer chat in near real-time and automatically trigger attended robots	Human-in-the-loop automations
Control and management of robots	Web-based orchestrator	Mobile application for controlling and monitoring robots and processes	Scheduling and queuing of robots/processes	Dynamic load balancing across available VMs/robots based on assigned priorities
	Dynamic load balancing across available VMs/robots based on assigned SLAs	Ability to pause and resume automation workflows	Floating robot licenses (not linked to specific VM and get allocated dynamically)	Autonomous workload distribution using AI/ML to identify work distribution patterns
	Auto-scaling of robots/licenses to match volume fluctuations	Access control center functionalities through open APIs		
Monitoring and analytics	In-house BI & reporting engine for customized reporting and analytics	Pre-built integration with third party BI platform providers (e.g., Tableau and Power BI.)	Robot or license utilization information across all licenses	Recommendations to optimize license utilization
	Leverage AI/ML to predict if SLAs are not going to be met based on available licenses	Ability to automatically notify users in advance in case of any expected SLA breach	Recommendation on number of robots/licenses required to meet critical SLAs	Monitor performance of IT infrastructure on which robots are deployed and executed
	Recommendations to optimize IT infrastructure utilization by robots	Built-in RoI calculator		
Robot lifecycle management	Built-in version control for RPA processes / robots	Compare different versions of processes/ robots across environments	Maintain different versions of processes and roll-back to previous versions	OOTB integrations with third-party provider of version control system (e.g., GIT)
	Ability to implement change control and collaboration across process lifecycle	Create groups of robots and assign access controls to these groups		

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NICE | RPA product profile (page 5 of 8)
Capabilities

Capability & offerings

				Available		In the roadmap		Available via partner		Not available

Resilience and security	Ability to escalate issues and notify users in near-real time	Ability to execute multiple tasks concurrently (multi-threading) on the same machine	Built-in/in-house (out-of-the-box) credential vaults	Out-of-the-box integration with provider(s) of credential vaults (e.g., CyberArk)
	Active directory integration	Availability of role-based access control	Segregate roles between development, test, and production environments	Out-of-the-box integration with enterprise databases (e.g., Oracle) to log data
	Single sign-on support for users	ISO 27001 certified RPA platform	Veracode level-5 certification for RPA platform	

Hosting options and product architecture	On-premise (central server or VM)	Private cloud	Public cloud	Offered via Software-as-a-Service (SaaS) delivery model
	Support multi-tenant deployments	Product deployed in containerized form	RPA product developed using microservices architecture	Leverage Continuous Integration, Continuous Delivery (CI/CD) model
	Web portal for users to instantly activate new licenses	Offer a hybrid model deployment (e.g., on-premise and cloud)		

Product training and support	Training and certification offered by provider	Training and certification offered by certified partners	Classroom training by provider	Online portal for RPA training/certification
	Online certification courses	Free training modules on online portal	Interactive training delivered online by a live instructor	Embedded help tool
	Availability of release notes on the website	Online user community / support forum	Free community version of the product	Availability of migration toolkit for version upgrades

Commercial model	Perpetual licensing	Subscription licensing	Fixed capacity / per robot-based	Usage-based (e.g., per hour of license usage)[1]
	Per transaction-/process-based	Fixed fee enterprise-wide license with unlimited usage		

1   Usage-based commercial model is presently offered by partners and not directly by the provider

NICE | RPA product profile (page 6 of 8)
Key enhancements

Key enhancements in the latest product releases (as of April 2021)

- **Design and development of robots**
  – Invested in adding an AI-based guidance solution for automation development in the Automation Studio tool such as Click to Automate, a capability that enables users to transform discovered processes (via Automation Finder) with a single click into an automation workflow in the NICE Automation Studio

- **Complementary capabilities**
  – Enhanced its process mining capabilities by adding features such as the analyst toolbox, before & after process context visibility, snapshots collection, and image-based data collection to the Automation Finder tool

- **RDA / attended RPA or human-in-the-loop**
  – Added near real-time sentiment analysis in NEVA, that provides agent assistance during a customer call based on the context of the live interaction

- **Product architecture and hosting options**
  – Transitioned to a new cloud-optimized microservices-based architecture along with Dockers and Kubernetes

NICE | RPA product profile (page 7 of 8)
Everest Group assessment – Leader

Measure of capability: ◔ Low ● High

Market impact				Vision & capability					
Market Adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Development & integration	Deployment & maintenance	Product training & support	Commercial & sales model	Overall
◕	◔	◕	◔	◕	◕	●	◕	◔	◕

Strengths

- NICE envisions to enable a man working with machine environment by providing an easy-to-use automation platform, to help employees build and utilize personal robotic attendants to manage routine tasks. RPA is a part of NICE's larger software portfolio that comes integrated with IBM Cognos for BI, reporting, and analytics, as well as NICE's in-house case management tool, Actimize eRCM

- NEVA is its employee virtual assistant that helps human agents automate tasks through attended and unattended RPA robots. It allows execution of automations based on user-defined triggers, as well as by analyzing customer-agent voice/chat interactions in near real-time through pre-built integration with NLP chat engine, text and speech analytics, and sentiment analysis capability

- Additionally, NEVA offers key employee guidance/assistance features such as unified screen to fetch information from various applications, the ability to create interactive UI (e.g., callouts), built-in AI-based next-best-action recommender, and the ability to summarize customer-agent calls

- NICE offers in-house task mining capability through Automation Finder that leverages desktop analytics and AI/ML models, to analyze users' desktop activity data / screen events to discover processes and identify automation opportunities. It also enables users to generate the initial automation workflow by directly importing the discovered process map to its design studio

- In addition to in-house BPM and task mining capability, it also partners with Minit for process mining, ABBYY and Hyperscience for IDP, and AWS to enable integration with its cloud-based AI services

- NICE offers a web-based design studio that comes with a universal process recorder and a drag-and-drop functionality to create automation workflows. It also offers surface automation capability for virtualized environments, such as Citrix, through its patented AI-based computer vision technology. It provides over 500 pre-built automation functions and connectors for leading enterprise applications, such as SAP, Oracle, and Microsoft, to enhance ease of use

- Through its centralized web-based orchestrator, NICE enables controlling and monitoring of robots. It allows users to assign priorities and SLAs to processes, and its ML-based Connectivity Watcher enables monitoring/troubleshooting of robots under execution to trigger relevant alerts

- NICE has a rich experience of serving enterprises across key verticals including BFSI, telecom, public sector, and healthcare. It is also among the leading providers in terms of market share across major geographies including North America and Europe

- NICE has a strong focus on developing robust cloud capabilities and has rearchitected its RPA platform with microservices and K8S Docker-based architecture to enable enterprises to reap the full benefits of cloud deployment. It offers RPA via SaaS delivery model (hosted on NICE Cloud or Amazon AWS) and offers the flexibility to deploy on-premise or in a hybrid model

- Clients appreciate NICE for its collaborative approach and strong intent to seek client feedback to shape its product roadmap, customer support, integration with other IA technologies such as task mining, and the embedded analytics capability

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NICE | RPA product profile (page 8 of 8)
Everest Group assessment – Leader

Measure of capability: ◔ Low ● High

| Market impact				Vision & capability					
Market Adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Development & integration	Deployment & maintenance	Product training & support	Commercial & sales model	Overall
◕	◔	◕	◑	◕	◕	●	◕	◔	◕

Limitations

- NICE primarily targets large enterprises (with revenue greater than US$5 billion), with over 80% of its revenue coming from this buyer segment. Consequently, it has limited experience of serving mid-sized and small enterprises and SMBs, which constitute a significant share of the market

- Clients have deployed NICE RPA largely for front-office use cases in contact center and for industry-specific processes in BFSI and healthcare. There is scope to enhance its value proposition for automating use case processes in other key horizontal areas such as F&A, procurement, and HR

- While NICE provides pre-built connectors for several leading enterprise applications such as SAP, Oracle, and Microsoft, clients' feedback suggests that integrating NICE platform with some of the legacy applications poses a challenge. They have also highlighted the scope to enable smoother and robust integration with Microsoft 365 applications by offering more pre-built functions

- While NICE provides an online community for RPA developers to upload and share reusable automation assets for free and engage in RPA-related discussions, it presently does not allow users to download and access these assets from directly within the design studio (in the roadmap)

- Presently, the ability to predict if any critical SLAs are not going to be met, based on available licenses/robots and proactively notifying users, is not available. Embedding AI/ML to offer such advanced predictive analytics capability could further strengthen its offering

- Clients have expressed a need to further enhance the analytics and dashboarding capabilities and make it easier for business users and executive audience to understand and derive insights

- While it offers security and governance features such as built-in credential vault, pre-built integration with CyberArk, single sign-on support, and compliance with ISO 27001 standard, securing other certifications, such as Veracode level-5, could further increase its value proposition

- NICE currently offers both classroom and online training only in English language, and does not support local languages such as Spanish, French, and Japanese. It also has relatively fewer certified training partners as compared with other similar-sized RPA platform providers. This could be a deterrent for enterprises in scaling deployment to remote, non-English-speaking regions

- Clients have highlighted the need for a smoother product version upgrade process and to enable enterprises to upgrade it without support from technology provider / partners. They have also indicated scope to reduce the cost incurred by enterprises for product upgrades and the need to simplify the process of raising tickets for any issues

- NICE presently has relatively fewer technology partners as compared with other leading RPA technology providers. Forging partnerships with other leading providers of complementary technologies, especially task mining and BPM, will further increase its value proposition for enterprises looking to adopt a best-of-breed approach

- Clients have suggested scope for NICE to increase focus on empowering citizen developers and better enabling them by improving the platform's ease of use and making dedicated efforts to strengthen the online user community for sharing best practices and crowdsourcing their queries

Appendix

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

Everest Group PEAK Matrix®
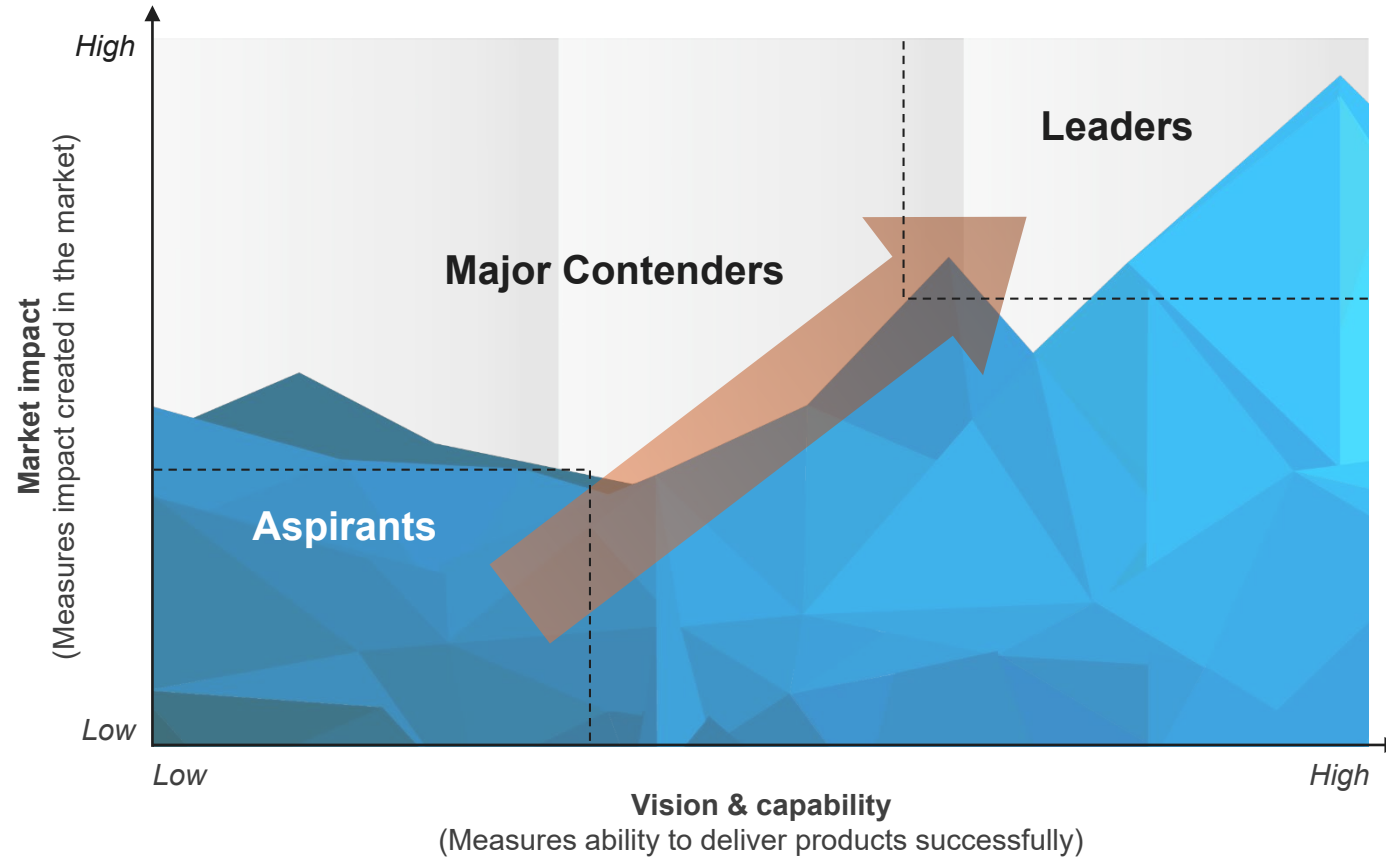
RPA Products PEAK Matrix® evaluation dimensions

Measures impact created in the market – captured through three subdimensions

Market adoption
Number of clients, revenue base, and YoY growth

Portfolio mix
Breadth of coverage of industries, geographies, processes / use cases, and enterprise size segments

Value delivered
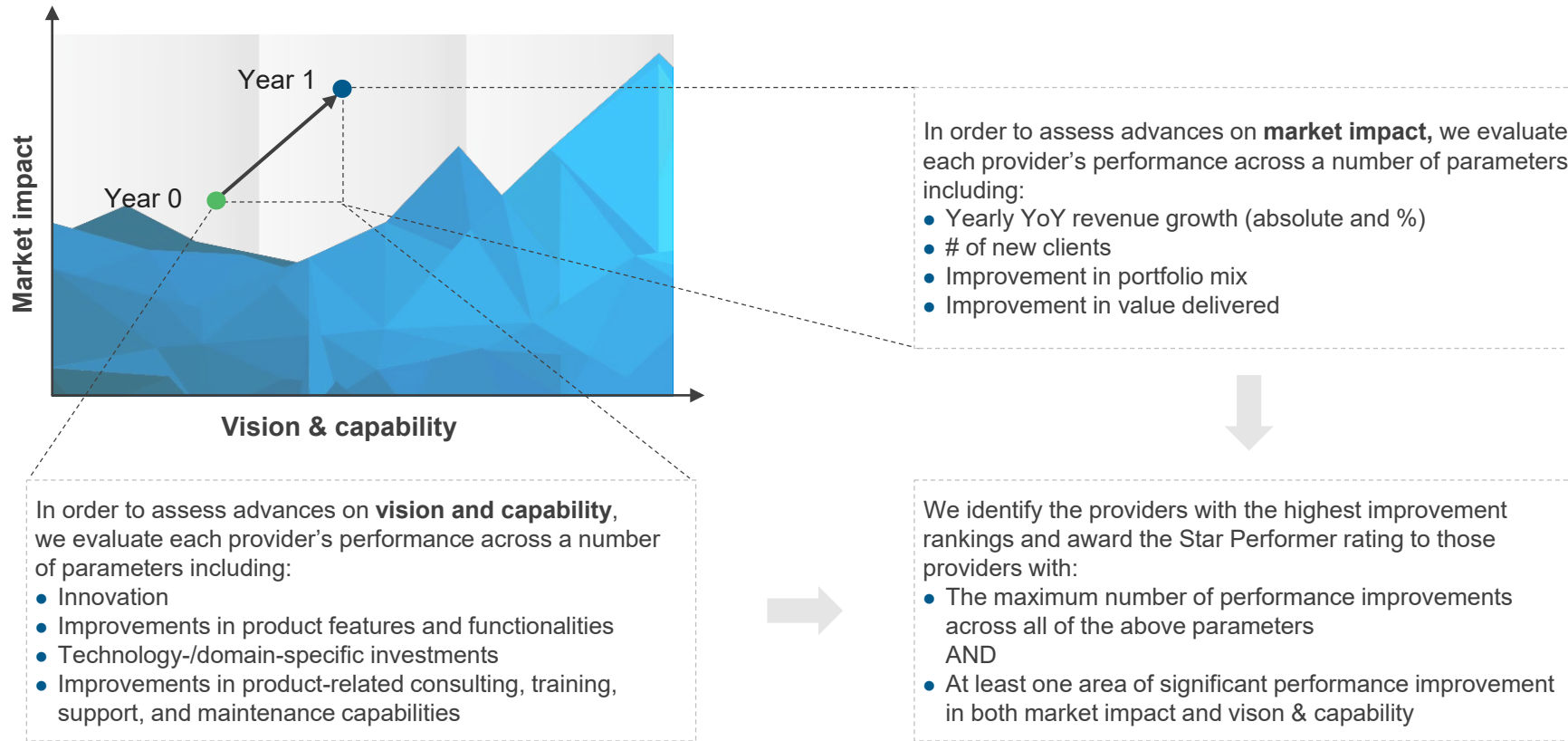Value delivered to the client and their satisfaction with the provider, based on client feedback

Market impact

Leaders

Major Contenders

Aspirants

Vision & capability
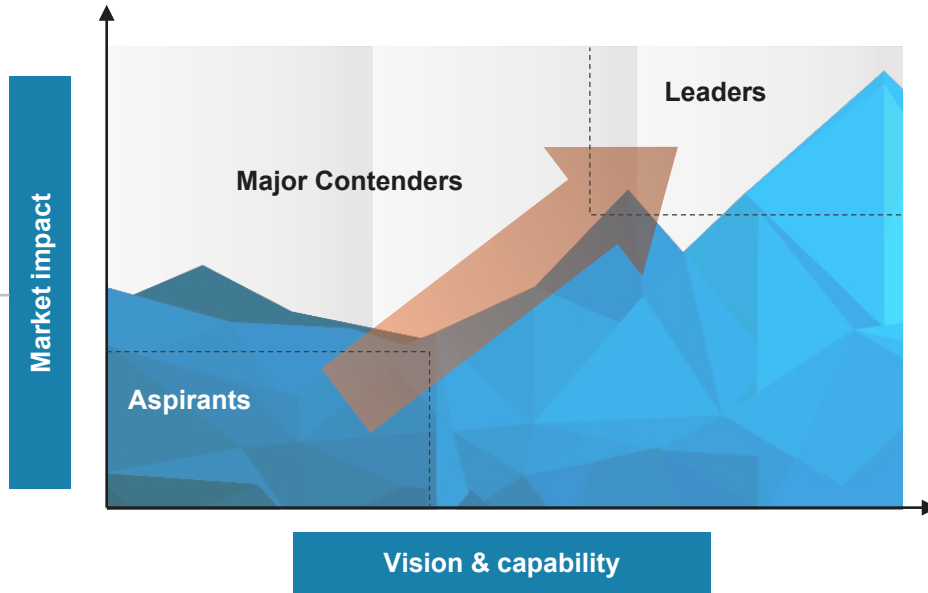
Measures ability to deliver products successfully. This is captured through five subdimensions

Vision and strategy	**Development & integration**	**Deployment & maintenance**	**Product training & support**	**Commercial & sales model**
Vision for the client and itself; key investments; future roadmap and strategy	Flexibility & ease of robot development, reusability, and integration with enterprise applications & complementary capabilities	Control & management, monitoring and analytics, security & governance, solution maintenance, product architecture, and hosting options	Training & certification, product maintenance & support, consulting, and other support services	Flexibility, progressiveness, and client adoption of available commercial models; sales channel effectiveness

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

In order to assess advances on **market impact,** we evaluate each provider's performance across a number of parameters including:
- Yearly YoY revenue growth (absolute and %)
- # of new clients
- Improvement in portfolio mix
- Improvement in value delivered

In order to assess advances on **vision and capability**, we evaluate each provider's performance across a number of parameters including:
- Innovation
- Improvements in product features and functionalities
- Technology-/domain-specific investments
- Improvements in product-related consulting, training, support, and maintenance capabilities

We identify the providers with the highest improvement rankings and award the Star Performer rating to those providers with:
- The maximum number of performance improvements across all of the above parameters AND
- At least one area of significant performance improvement in both market impact and vison & capability

The Star Performers title relates to YoY performance for a given provider 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 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

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