



## Zinnov Zones- Digital Services 2017

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*September, 2017*

Zinnov evaluated participating service providers on two key areas basis which they were plotted on a 2-dimensional graph

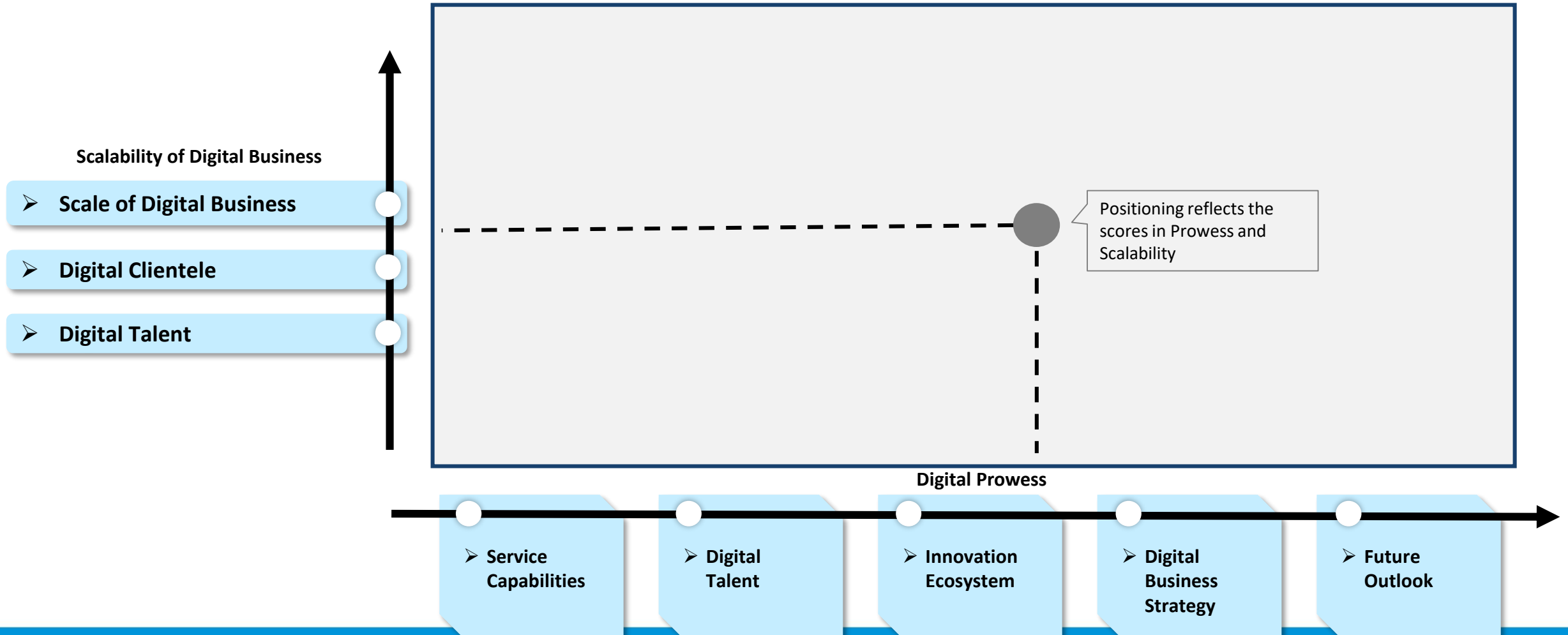
1

Digital Prowess

2

Scalability

The cumulative score of enterprises based on Digital Prowess (x value) and Scalability of digital business (y value) was used to classify service providers in Zinnov Zones framework



**Digital Prowess** is estimated considering five key parameters:

➤ **Service Capabilities**

Capability across Digital Consulting, Experience & Design, Digital Application Engineering, Digital Integration Services, Data Management & Analytics, Digital Infrastructure, Digital Risk & Security including IPs, solutions, platforms and accelerators

➤ **Digital Talent**

Availability of digital skillsets cutting across domain, data science, UI/UX, digital solution architecture, DevOps, etc. | Experience of digital workforce

➤ **Innovation Ecosystem**

Engagement across digital ecosystem including tech platforms, start-ups and academic entities through M&A and partnerships

➤ **Digital Business Strategy**

Focus on digital engagement models and new buyer segments

➤ **Future Outlook**

Forward looking view on digital strategy, covering expansion into new logos, geographies and technology and talent building

Cumulative Score on Digital Prowess parameters defines the horizontal position of Service Providers in **Zinnov Zones** framework



**Scalability** has been broken down into three key parameters:

➤ **Scale of Digital Business**

Revenue and growth of digital business | Spread of digital business across geographies and verticals

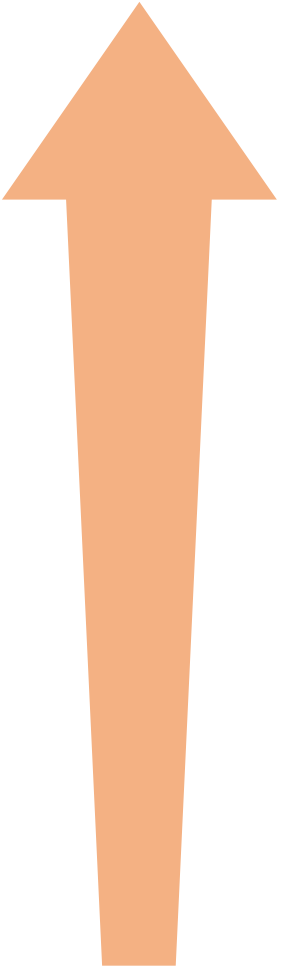
➤ **Digital Clientele**

Width of digital client portfolio, including engagements with large marquee clients

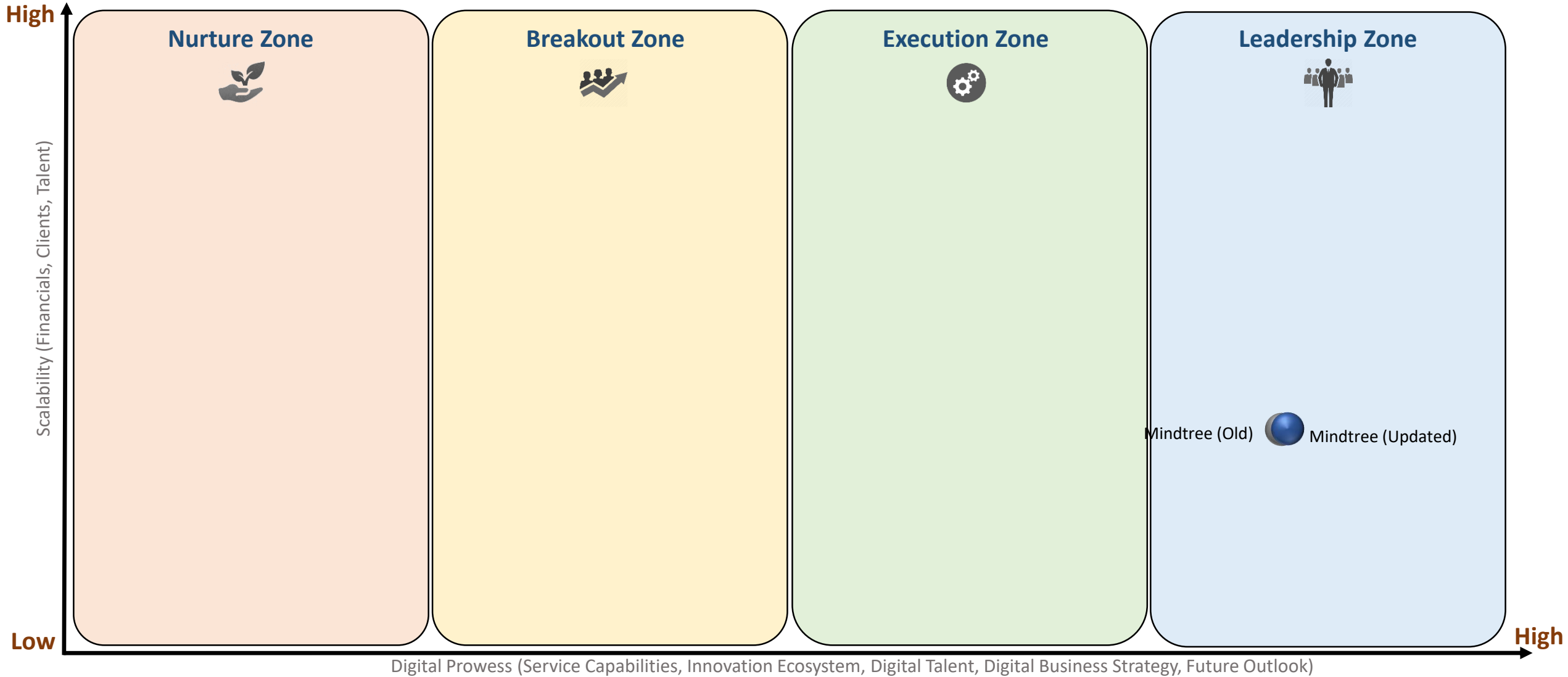
➤ **Digital Talent**

Size of digital talent pool

Cumulative Score on the Scalability parameters defines the vertical position of Service Providers in **Zinnov Zones** framework

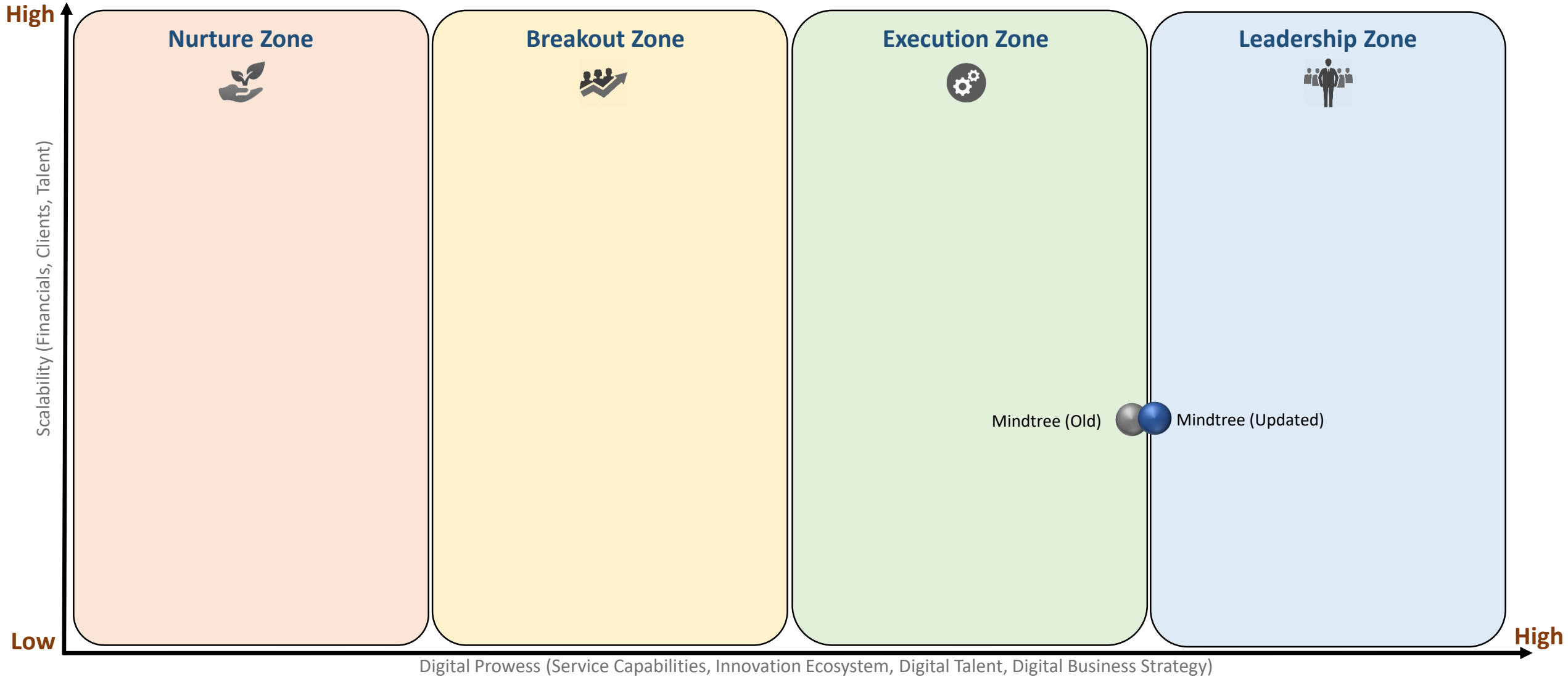


## Overall Ratings

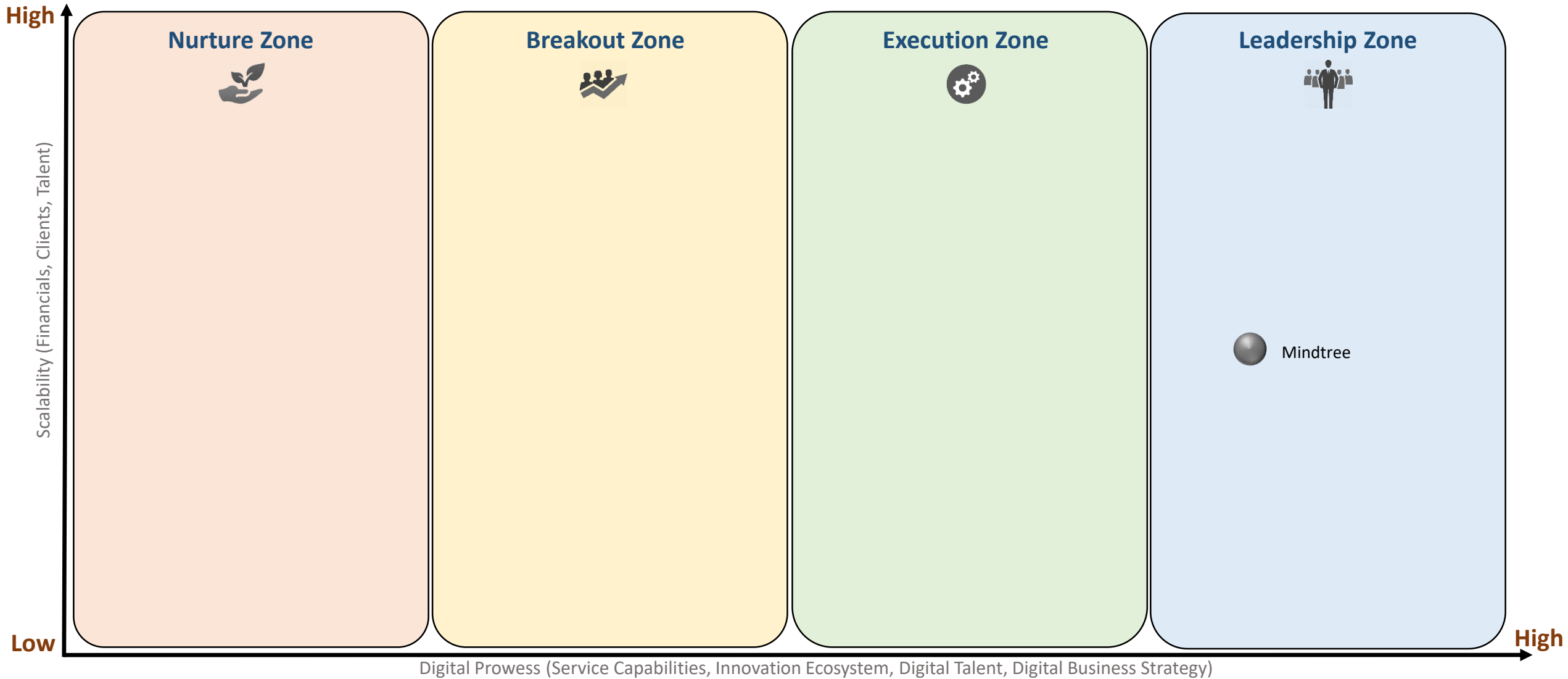


Digital Prowess (Service Capabilities, Innovation Ecosystem, Digital Talent, Digital Business Strategy, Future Outlook)

## Digital Consulting

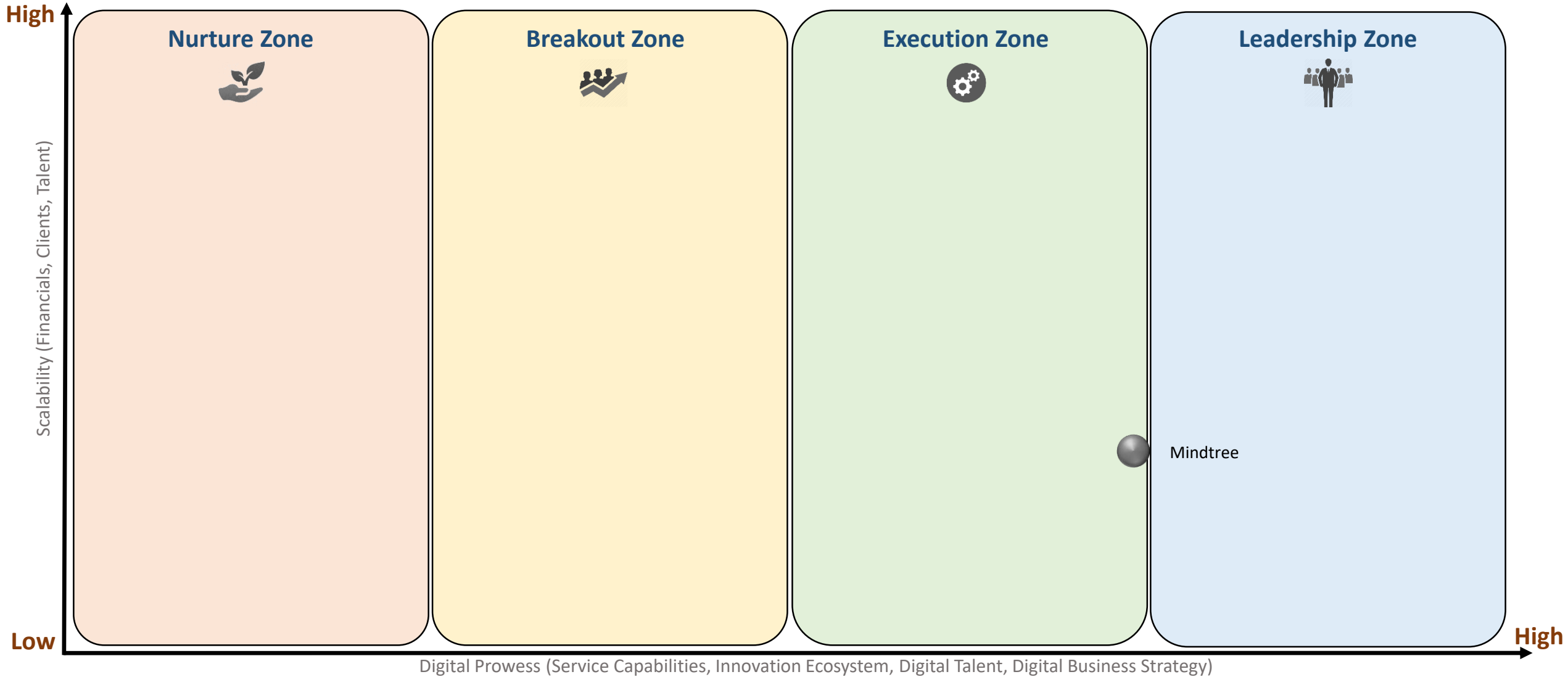


## Experience & Design



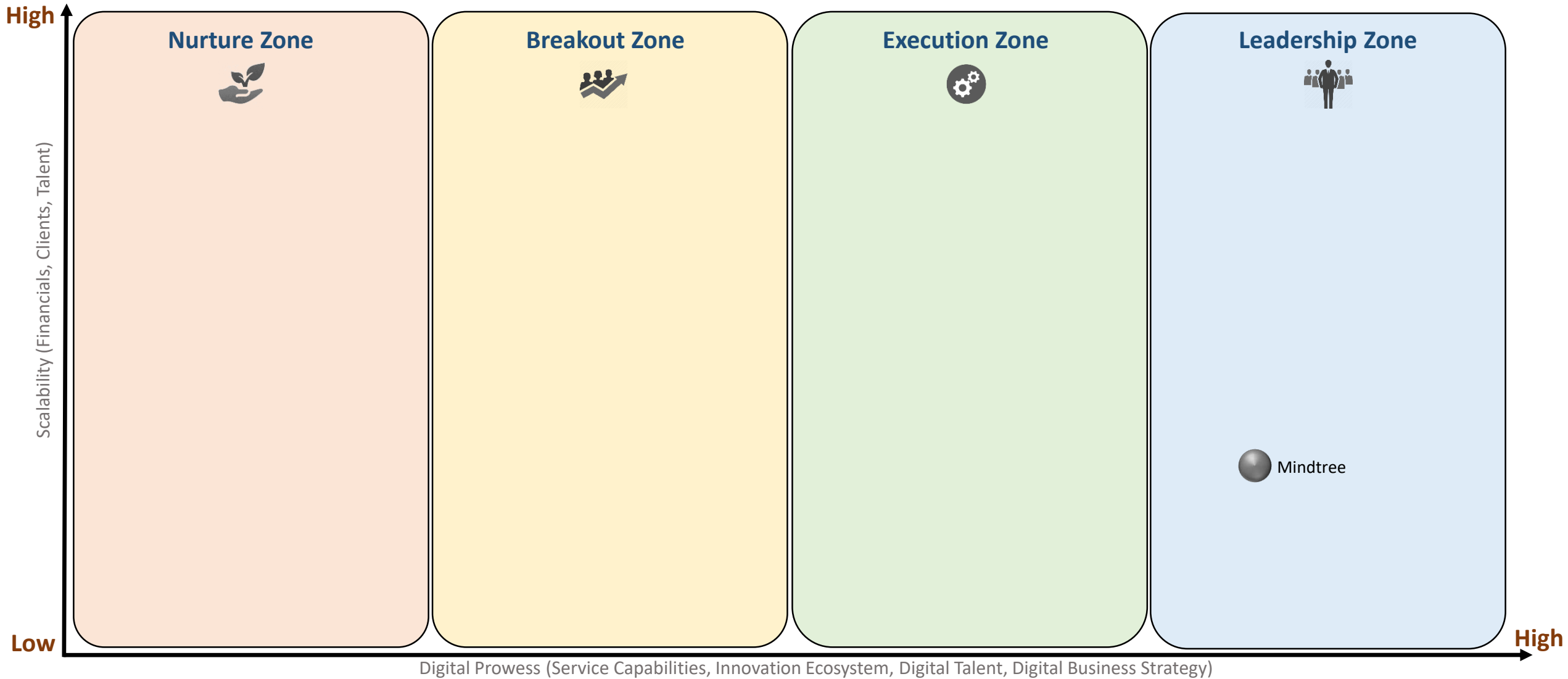
Digital Prowess (Service Capabilities, Innovation Ecosystem, Digital Talent, Digital Business Strategy)

## Digital Application Engineering



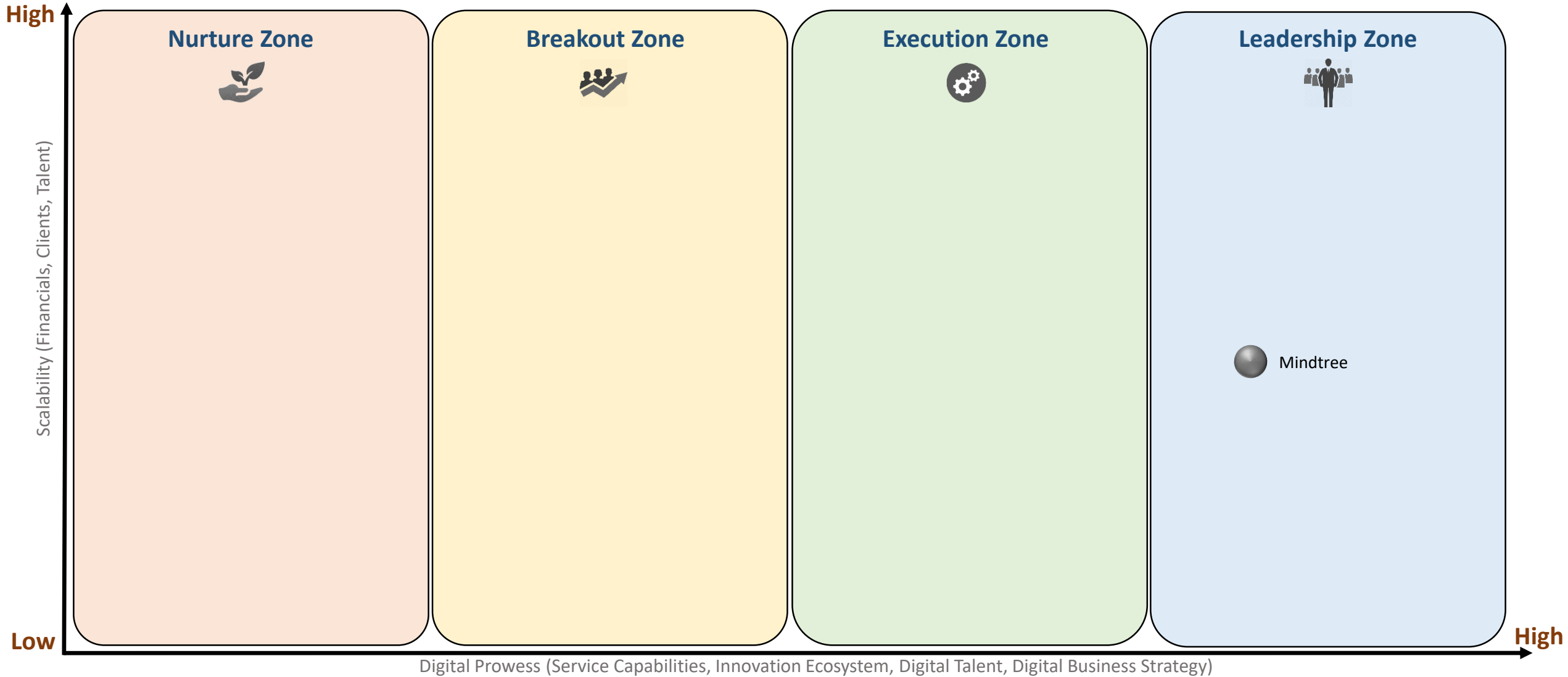


## Digital Integration Services



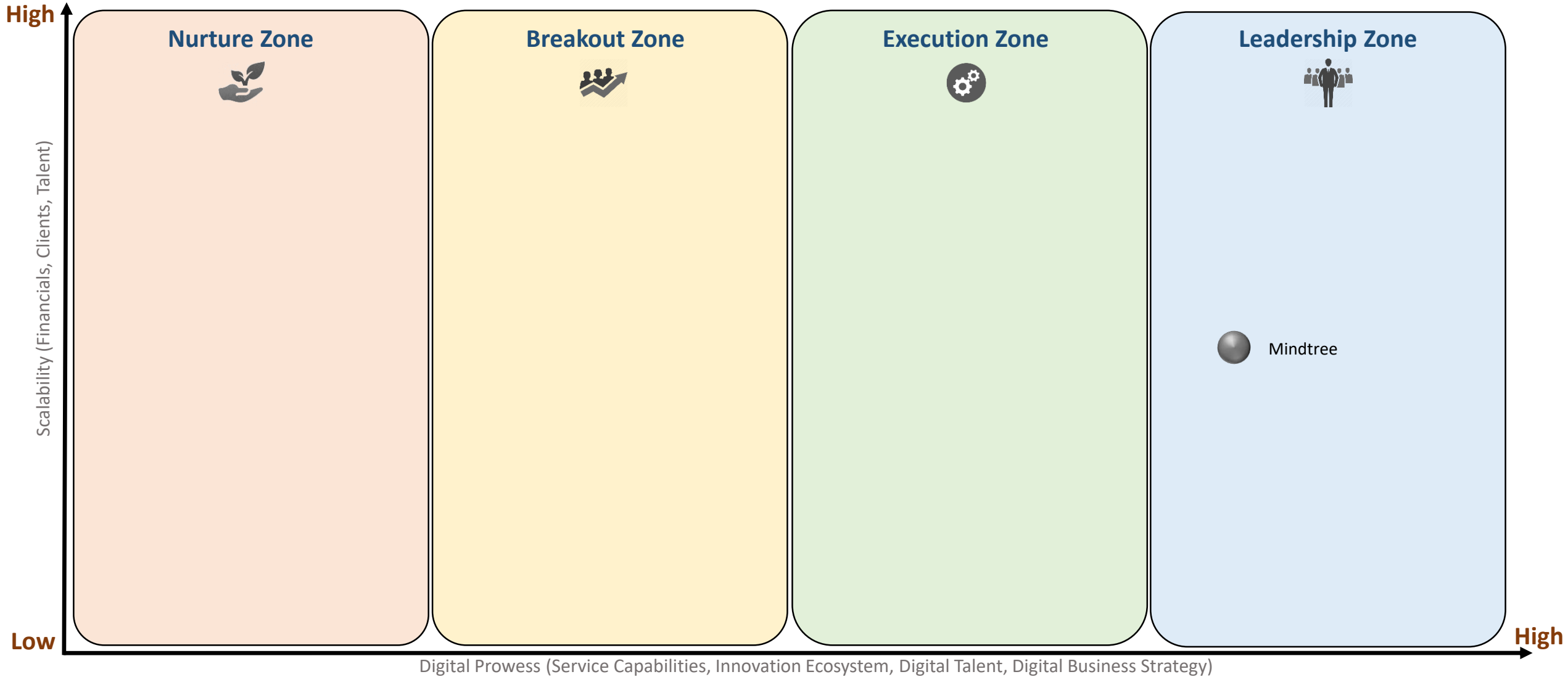
Digital Prowess (Service Capabilities, Innovation Ecosystem, Digital Talent, Digital Business Strategy)

## Data Management & Analytics



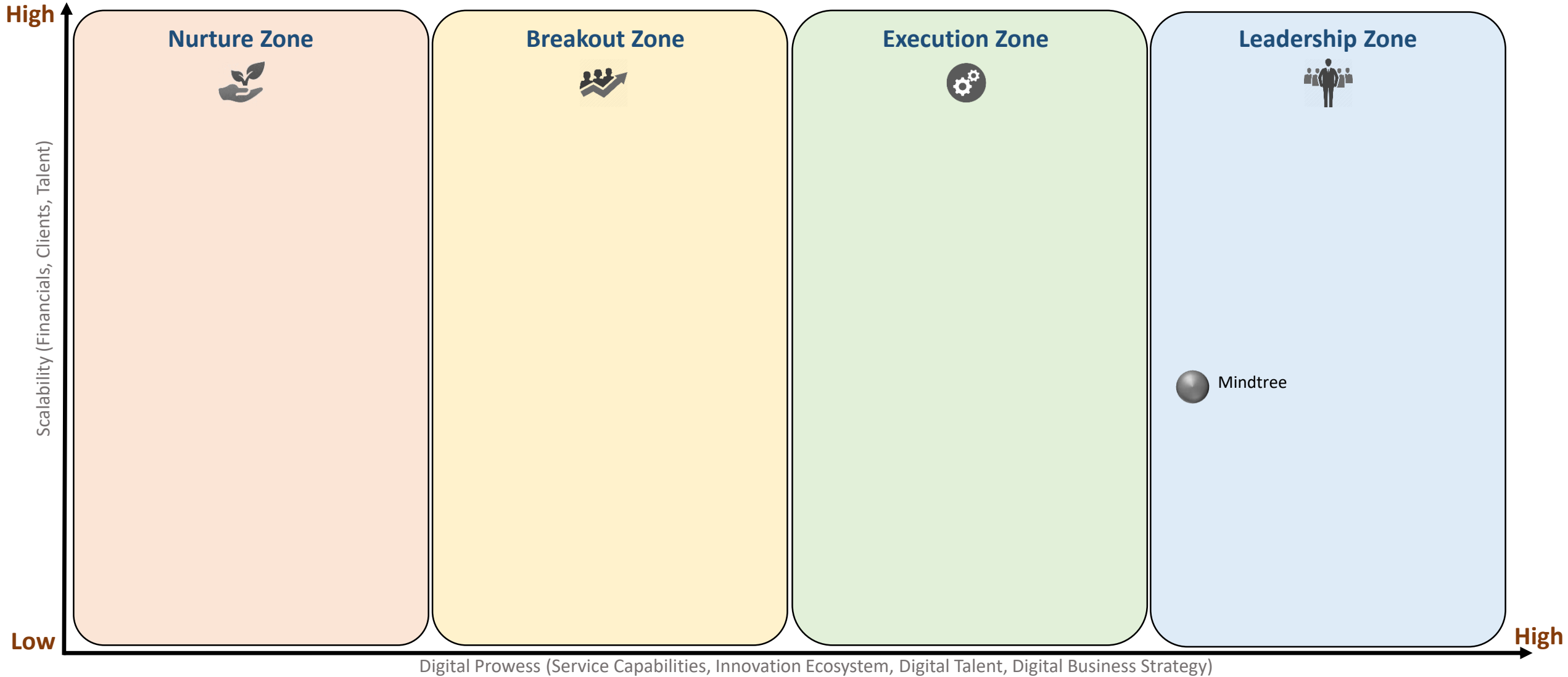
Digital Prowess (Service Capabilities, Innovation Ecosystem, Digital Talent, Digital Business Strategy)

## Digital Infrastructure



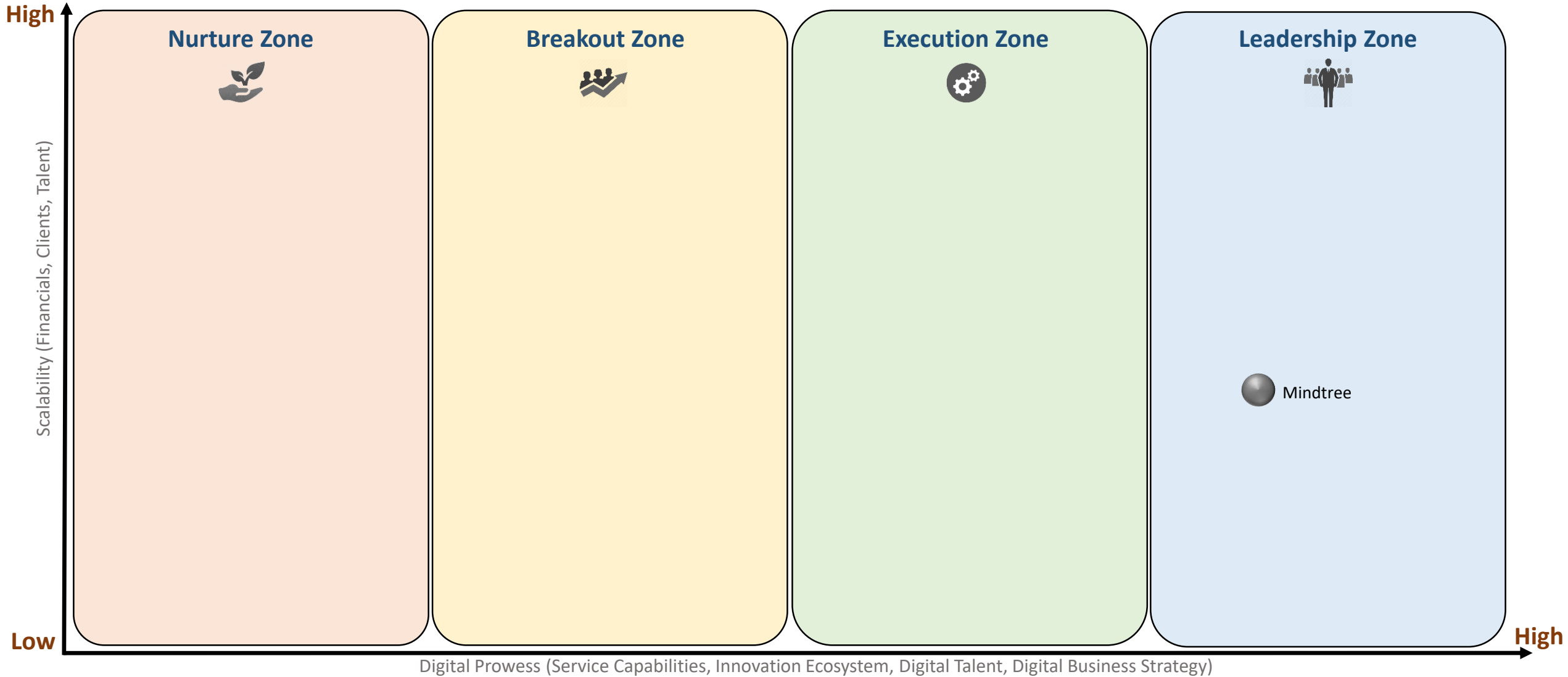
Digital Prowess (Service Capabilities, Innovation Ecosystem, Digital Talent, Digital Business Strategy)

## Digital Risk & Security

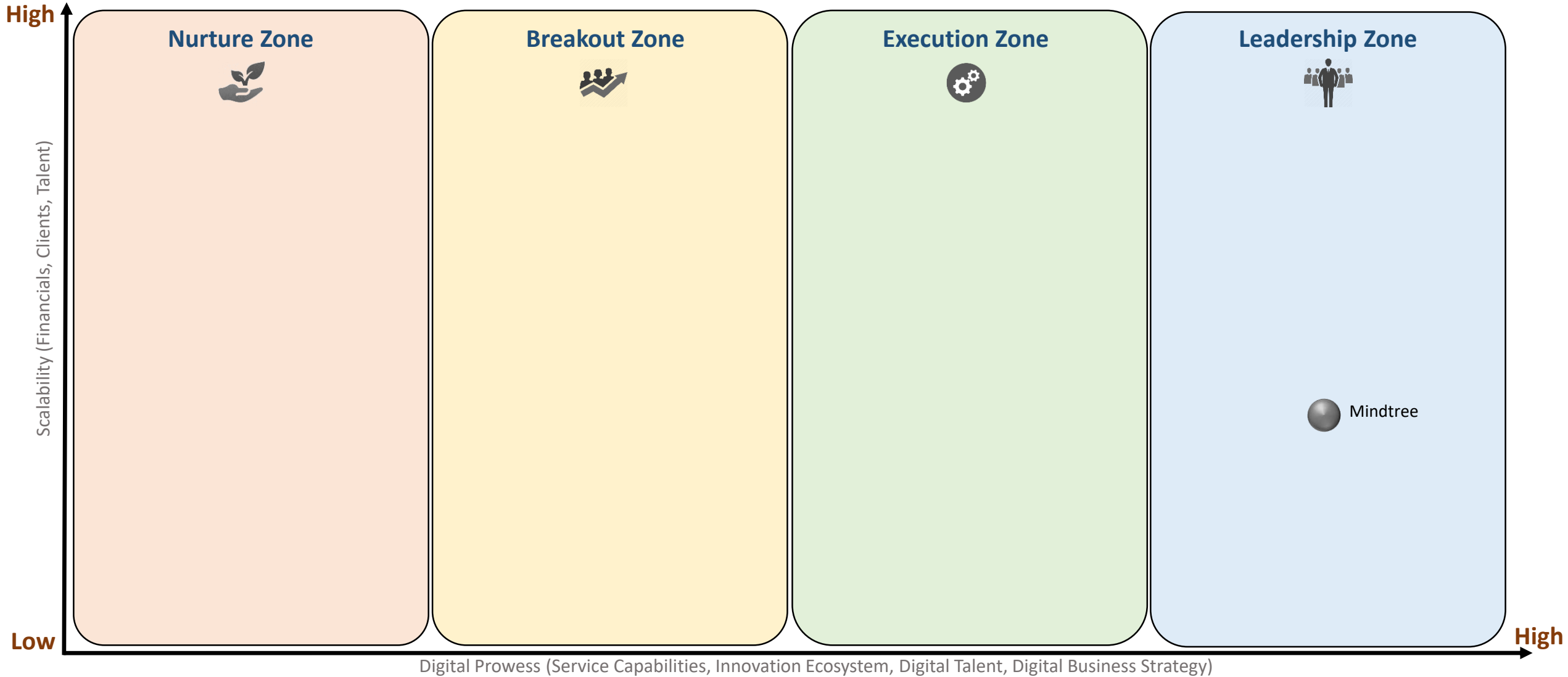


Digital Prowess (Service Capabilities, Innovation Ecosystem, Digital Talent, Digital Business Strategy)

## Digital Operations



## Digital Workplace



Digital Prowess (Service Capabilities, Innovation Ecosystem, Digital Talent, Digital Business Strategy)



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