



# Everest Group Sustainability Enablement Technology Services PEAK Matrix® Assessment 2024

Focus on Accenture

May 2024



# Introduction

In the contemporary business landscape, sustainability has transcended its erstwhile status as a mere buzzword and has emerged as a critical imperative for enterprises across industries. Amidst growing concerns about climate change, resource depletion, and social inequalities, businesses are under mounting pressure to not only mitigate their environmental impact but also to proactively contribute to societal well-being. In this context, sustainability enablement technology and services have assumed paramount importance, offering instrumental solutions to navigate the complexities of sustainability challenges.

However, the dearth of tangible market proof points as the standards and best practices continue to evolve, compounds the challenge of decision-making. Enterprises find themselves grappling with the daunting task of navigating this complex landscape to select partners who can not only address their immediate sustainability needs but also align with their long-term strategic objectives.

In this research, we present an assessment and detailed profiles of 24 sustainability enablement technology and

services providers featured on the [Sustainability Enablement Technology Services PEAK Matrix® Assessment 2024](#). Each provider profile provides a comprehensive picture of its service focus, key Intellectual Property (IP) / solutions, domain investments, and case studies. The assessment is based on Everest Group's annual RFI process for the calendar year 2024, interactions with leading sustainability enablement technology and service providers, client reference checks, and an ongoing analysis of the sustainability services market.

**The full report includes the profiles of the following 24 leading service providers featured on the Sustainability Enablement Technology Services PEAK Matrix:**

- **Leaders:** Accenture, Capgemini, Deloitte, EY, NTT DATA, PwC, and TCS
- **Major Contenders:** Atos, Cognizant, DXC Technology, Gramener – a Straive company, HCL Technologies, Hitachi Digital Services, Infosys, KPMG, Kyndryl, LTIMindtree, Tech Mahindra, UST, and Wipro
- **Aspirants:** GEP, GFT, SG Analytics, and Stefanini

## Scope of this report

**Geography:** Global

**Industry:** Cross-industry

**Services:** Sustainability enablement technology services

# Sustainability enablement technology services PEAK Matrix® characteristics

## Leaders

Accenture, Capgemini, Deloitte, EY, NTT DATA, PwC, and TCS

- Leaders in this assessment offer mature and interoperable end-to-end solutions and have strong market proof points on quantifiable improvement in sustainability metrics
- Leaders have a strong vision to invest in their go-to-market strategies via focused investments in key geographies and/or high potential use cases of the future
- These providers have a strong global presence in terms of delivery footprint and large-scale engagements, and enjoy market adoption across industries
- They take a consultative approach to drive sales and depth of work in their sustainability enablement use cases
- They invest heavily in industry- and geography-specific R&D and partnerships to address category-wise nuances

## Major Contenders

Atos, Cognizant, DXC Technology, Gramener – a Straive company, HCL Technologies, Hitachi Digital Services, Infosys, KPMG, Kyndryl, LTIMindtree, Tech Mahindra, UST, and Wipro

- Major Contenders are building an asset-backed go-to-market narrative by introducing new IPs in-house or via partnerships. While these assets are yet to see significant market adoption, they do hold strong potential
- These providers have exhibited concerted efforts in integrating sustainability into existing engagements and creating proof points for their capabilities
- They leverage deep partnerships with hyperscalers, big technology providers, Original Equipment Manufacturers (OEMs), and some niche players to expand their sustainability offerings
- While their primary focus is on planet-driven offerings, some Major Contenders have ventured into people-led services as well

## Aspirants

GEP, GFT, SG Analytics, and Stefanini

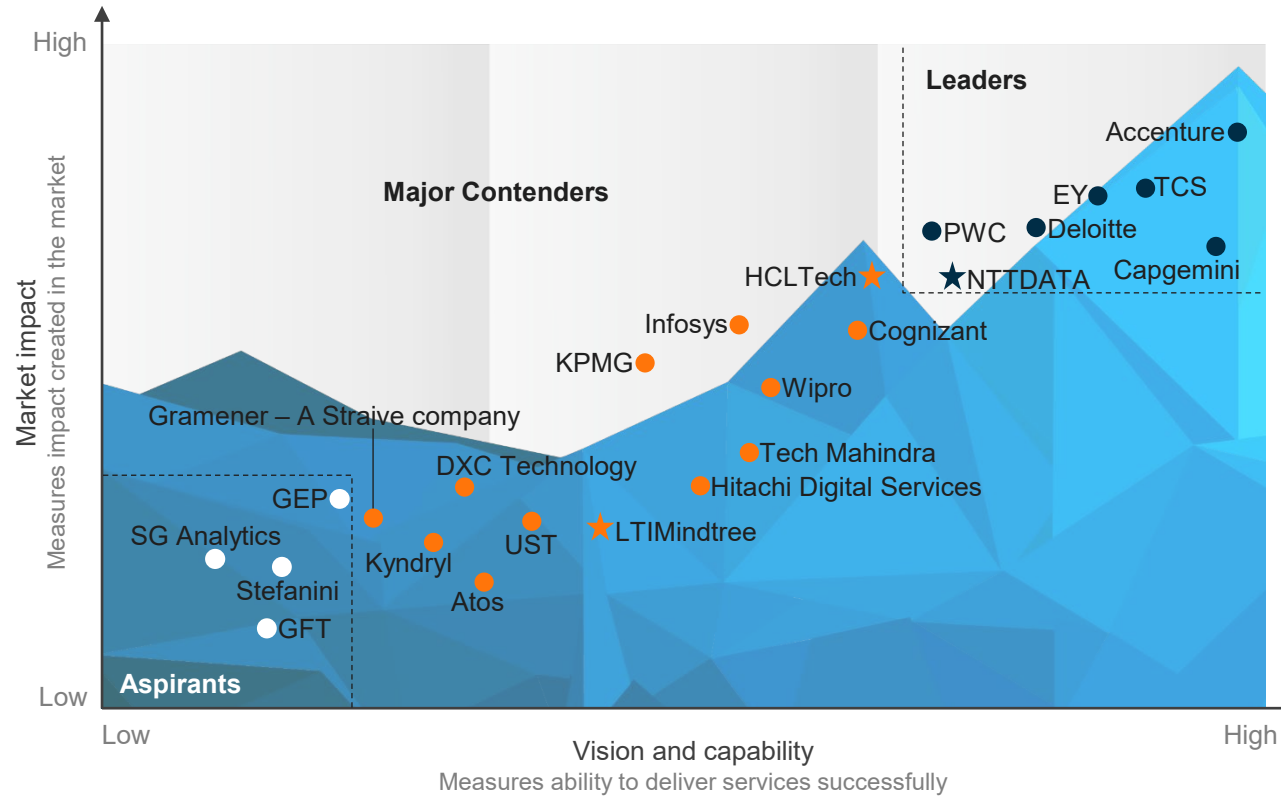
- Aspirants in this assessment have a relatively limited scope of services, focusing on a few themes within planet-driven offerings such as green IT or data management
- Their clientele is concentrated in certain regions or industries, with a lower scale of adoption

# Everest Group PEAK Matrix®

Sustainability Enablement Technology Services PEAK Matrix® Assessment 2024 | Accenture is positioned as a Leader

## Everest Group Sustainability Enablement Technology Services PEAK Matrix® Assessment 2024

- Leaders
- Major Contenders
- Aspirants
- ☆ Star Performers



1 Assessment for Deloitte, Infosys, and KPMG excludes provider inputs and is based on Everest Group's proprietary Transaction Intelligence (TI) database, provider public disclosures, and Everest Group's interactions with buyers  
 2 Assessment for Accenture, Atos, DXC Technology, EY, and PwC includes partial inputs from the service providers and is based on Everest Group's estimates that leverage Everest Group's proprietary data assets, service providers' public disclosures, and interaction with buyers  
 3 This assessment takes into account the recent divestment of EcoAct by Atos and its impact on the latter's ability to provide sustainability enablement technology services  
 Source: Everest Group (2024)

# Accenture profile (page 1 of 7)

## Overview

### Vision

Accenture's vision for sustainability enablement technology services is to drive, at speed and scale, the reduction and removal of emissions by bringing together the combined power of digital technologies and data, enabled by culture and experience. Accenture believes sustainability should be at the core of every business. In line with the United Nations' Sustainable Development Goals, the company defines sustainability broadly to include Environmental, Social, And Governance (ESG) issues, from transitioning to a net zero-carbon economy, and protecting and restoring nature, to advancing human rights, inclusion, and diversity.

● Low (<15%) ● Medium (15-30%) ● High (>30%)

### Percentage split of number of clients by service type

- Sustainability consultancy and strategy
- Solution design and implementation services
- Post-service management
- Others

### Percentage split by dominant focus area

- People
- Planet

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

### Percentage split of the number of clients by client size

- Small (annual client revenue <US\$1 billion)
- Medium (annual client revenue US\$1-5 billion)
- Large (annual client revenue >US\$5 billion)

### Percentage split of number of clients by industry verticals

- Banking and Financial Services and Insurance
- Electronics, hi-tech, and technology
- Retail, distribution, and CPG
- Energy and utilities
- Healthcare
- Life sciences
- Manufacturing
- Public sector
- Travel and transport

### Percentage split of number of clients by geography

- North America
- Europe
- Asia Pacific
- South America
- Middle East and Africa
- Rest of the World

# Accenture profile (page 2 of 7)

## Case studies

### PEOPLE

#### CASE STUDY 1

State of Georgia, Family and Children Services

##### Business challenge

The Georgia Division of Family and Children Services (DFCS) sought to accelerate the pace with which their child welfare caseworkers could build the experience and confidence to make the tough decisions they faced daily.

##### Solution

Georgia DFCS partnered with Accenture to pilot AVENUES as supplemental training for their child welfare workers. Through Virtual Reality (VR), users are transported into real-world scenarios where they practice making tough decisions in stressful situations. Followed by a carefully curated seminar, users work together to evaluate their approach and increase their ability to observe and interpret human behavior.

##### Impact

During the initial phase, approximately 250 DFCS caseworkers and supervisors (15% of frontline staff) completed the learning cycle. Preliminary feedback suggests the training should be incorporated into new case manager training academy in the future. The State of Georgia sees much promise in this training platform as a way to improve decision-making and child safety.

### PLANET

#### CASE STUDY 2

Multinational bank

##### Business challenge

The global community faces multiple sustainability challenges including the need to transition to sustainable energy, feed a growing population, and promote inclusivity, all while limiting global warming. In response, a multinational bank has developed a bold vision for a global marketplace that trades Carbon Removal Units (CRUs). This marketplace would allow companies to offset their carbon emissions by purchasing certified CRUs from smallholder farmers who practice agroforestry.

##### Solution

Accenture and Avanade partnered with Microsoft and the bank to implement a CRU direct-trade platform and portal using Microsoft Dynamics 365 CRM, Power Apps, and Power BI. The solution, designed to scale across geographies and industries, allows smallholder farmers register as CRU creators through intermediaries, thus connecting carbon emitters and offsetters with partners. Integration with Bing Maps supports satellite data and remote sensing for forecasting biomass plot coverage and value, building trust by ensuring high-quality, traceable, standardized carbon sequestration.

##### Impact

The impact of this solution is significant. It is expected to provide enough carbon sequestration to compensate for over 150 metric tons of carbon dioxide equivalent (Mt CO<sub>2</sub>eq) per year across 100 or more companies by 2025. Ongoing platform development includes upgrades such as replacing Bing Maps with Azure Maps, which will enhance the solution's flexibility and capabilities.

### BUSINESS CASE

#### CASE STUDY 3

Liberty Global

##### Business challenge

Liberty Global and Accenture recognized the need for accessible and affordable home charging solutions for Electric Vehicles (EVs). Together they developed **Egg**, a renewable energy brand that makes it easy to order and install home EV chargers in the UK.

##### Solution

Egg offers a quick, simple, cost-effective path to home charging for EV owners. It provides easy installation of home charge points, an affordable monthly fee over three years, and a repair-or-replace promise for peace of mind. The sign-up process is streamlined, taking just five minutes, and the service includes technical support and maintenance.

##### Impact

Egg's solution supports the transition to sustainable transportation. By offering a simple and affordable solution, Egg encourages more people to adopt EVs, reduces carbon emissions, and promotes eco-friendly lifestyles. Egg's commitment to other sustainable offerings such as solar panel installation and at-home energy storage, drives clean technology solutions and supports sustainable practices in various sectors. Backed by Liberty Global and Accenture, Egg is poised to make a significant positive impact on the environment and society.

# Accenture profile (page 3 of 7)

## Solutions

[REPRESENTATIVE LIST]

### Proprietary solutions (People)

Solution name	Details
myDiagnostic Green DevOps – UI/UX Advisor	It helps clients assess their maturity in five key dimensions of UI/UX development cycle – design, development, hosting, content, and performance, which further helps in prioritization of hotspot areas and provides recommendations for decarbonization. The Green UI/UX assessment is part of Green DevOps – UI/UX advisor. It is hosted in myDiagnostic, which helps to identify opportunities for material reduction in UI emissions from the software systems and to quickly gauge an overall sustainability.
AI for Customer – CRISP	CRISP is a powerful AI/ML-driven tool that provides content intelligence for content in form of image, video, or webpages. Accessibility reporting analyzes a webpage against WCAG 2.1 guidelines to flag areas that violate the same and empowers clients to improve overall accessibility of webpages. It also provides an overview in terms of percentage of URL that pass audits.
Accessibility Maturity Assessment	The Accessibility Assessment is a self-assessment tool that enables projects to measure and evaluate around four major aspects of digital accessibility (Awareness, Strategy, Execution, POUR Principles). It can be used anytime from project initiation till closure to check and improve accessibility as well as baseline current organization accessibility maturity.
Omni Channel End User Experience Test Accelerator (DX)	It enhances end-user experience testing across channels by identifying early-stage design, content, GUI, RWD/UX performance bottleneck issues, and more including accessibility testing.
Accenture Case Insight Solution (ACIS)	It is an empowered case management experience that is Comprehensive Child Welfare Information System (CCWIS)-enabled and insights-focused.
AVENUES VR solution	It is a virtual reality training experience to completely transform how caseworkers hone data-gathering and decision-making skills.

# Accenture profile (page 4 of 7)

## Solutions

[REPRESENTATIVE LIST]

### Proprietary solutions (Planet)

Solution name	Details
myNav® Green Cloud Advisor	Helps clients address sustainability imperatives as they migrate to cloud by assessing the carbon footprint of their existing datacenters and applications. It leverages the most advanced ML-based methodologies, which facilitates comparison among cloud migration options and benefits associated with client-specific migration scenarios.
myNav® Sustainable IT Advisor (SITA)	It helps clients identify their IT carbon footprint across the entire IT infrastructure stack and generate a strategic roadmap to reduce emissions and e-waste over a selected timeline. It enables CIOs to contribute to organizational sustainability targets. SITA assessments help clients estimate an organization's IT CO2e emissions across an end-to-end life cycle covering 23 IT categories. It also estimates an organization's annual e-waste and projected growth. It assesses the current maturity of Green IT principles. It also helps identify and prioritize actionable recommendations to develop a strategic roadmap.
Green Software Navigator	The myDiagnostic Green Software Navigator is targeted for software practitioners / delivery teams to discover green software principles and measure carbon emissions through various green software metrics and tools.
Nature.VC (Nature.Value Chain)	It is an Accenture-developed solution that uses carefully selected credible geospatial datasets and best-in-class technology to help clients embed nature into their business strategies.
Supplier Sustainability Insights Platform	It is a built-in collaboration with Google Cloud and NGIS that helps clients identify and monitor nature-related risks and impacts for example, deforestation from raw material sourcing. It overlays supplier data with using geospatial data from Google Earth Engine and TraceMark in dashboards to show hotspots of nature-related risks and impacts, supporting traceability.



# Accenture profile (page 5 of 7)

## Investments and partnerships

[REPRESENTATIVE LIST]

### Sustainability enablement technology services partnerships

Partner name	Details
SAP	Accenture has been working with SAP since early 2020 to address its clients' sustainability needs by co-innovating in areas such as ESG measurement, analytics and performance, sustainable value chain with a focus on circular economy (building on an exclusive co-development initiative for responsible product design), responsible procurement, and climate action. In addition, it is embedding ESG data and measurement early in its S/4 HANA engagements, which it also aims to deliver on a sustainable IT foundation. It works closely with the SAP.iO Accelerator program to incubate new technology solutions for sustainability and building startup innovation networks with and for joint clients.
Microsoft	In June 2021, Accenture founded the Green Software Foundation with Microsoft and Avanade to infuse sustainability into the entire Software Development Life Cycle (SDLC). It is working toward applying its findings to everything it does for its clients, from software development to data and AI, to cloud migration and optimization aboard Azure cloud. Together, it is also investing in helping clients gain more visibility and intelligence into their decarbonization approach to thrive in their transition to net-zero (e.g., Methane Leaks Management). With Microsoft Sustainability Manager, it helps organizations break silos and provide data-led insights so they can track their carbon footprint across their entire operation and improve visibility and transparency across the value chain.
Salesforce	Accenture was the first to join forces with Salesforce in late 2020 to unlock the power of their Net Zero Cloud and sustainability metrics for impact in the customer-facing value chain. Their joint offerings and accelerators help the customers manage their impact across Scope 1, 2, and 3 carbon emissions with reliable and insightful data, so they can drive a positive change across the enterprise. They also facilitate collaboration with suppliers and customers to collect more granular Scope 3 emissions data and engage in net-zero initiatives (e.g., Scope 3 Category 15).
Oracle	Accenture's joint work with Oracle focuses on areas such as maximizing both grid and customer value with energy management and using AI and behavioral science to guide customers to more energy-efficient behaviors. It is also working closely with Oracle and their clients to infuse sustainability into Enterprise Performance Management and as part of large digital transformations.
AWS	Accenture and AWS are addressing various domains such as net-zero transitions, sustainable supply chains (sourcing, logistics), ESG analytics and nature-positive solutions (water management, climate risk). Accenture also works closely with AWS to minimize the carbon impact of all joint technology solutions, whether cloud migration, application modernization, or new development.
Google	Accenture and Google are pursuing several initiatives in the domains of net-zero transition (Energy Mgt, Scope 3, 24/7 Carbon Free Energy), Sustainable Supply Chain (suppliers' insights, logistics optimization, product promotion) and Green Cloud. Accenture developed a carbon calculator on GCP that allows for the measurement of energy and CO2 savings related to different use cases.

# Accenture profile (page 6 of 7)

## Investments and partnerships

[REPRESENTATIVE LIST]

### Sustainability enablement technology services investments

#### Investment theme Details

Acquisitions	Accenture is growing its sustainability talent pool and knowledge base inorganically through aggressive ventures and acquisitions program. Recent acquisitions include Anser Advisory, Green Domus, Zest Group, Avieco, Greenfish, Carbon Intelligence, and akzente.
Strategic/ minority investments and partnerships	Through Accenture Ventures, Accenture collaborates with a rapidly growing number of startups. Strategic investments include Pulsora – provider of an integrated, comprehensive and extensible cloud-based SaaS platform solving the complexity of ESG reporting, planning and management, KETOS – a data intelligence innovator that uses a proprietary technology platform to help organizations monitor and address water efficiency and quality, Pixxel – an earth imaging technology company building one of the highest resolution hyperspectral imaging satellite constellations, and Planet Labs – a leading provider of daily data and insights about Earth.
Invention disclosures and patents	Accenture has 15 invention disclosures in process and two patents already granted for sustainable technology-related solutions.
Learning and development	In FY23, Accenture invested US\$1.1 billion in learning and development including investment in Sustainability Quotient (SQ) training, which features expert-curated content from Accenture leaders around the world. This training received a Gold Brandon Hall 2022 Excellence Award for Best Unique or Innovative Learning and Development Program. This year, three new SQ topics were added – Net Zero Transitions, Green Software, and Sustainable Customer Experience and Brand – bringing the total to eight real-time, right-sized learning modules.










# Accenture profile (page 7 of 7)

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

- Accenture has a focus on enabling environmental stewardship with a comprehensive set of offerings for net zero transitions, sustainable value chain, ESG data management, and green IT
- It has invested in a robust go-to-market approach for separate geographies such as EMEA and North America, and has a good understanding of the geography-wise nuances
- It has invested in aggressive inorganic growth since 2022 via acquisitions such as Green Domus (Brazil-based decarbonization consultancy) and Carbon Intelligence (UK-based climate change consultancy)
- Accenture has a robust ecosystem of partnerships with critical co-development initiatives with big tech players such as SAP and an open innovation pool of start-ups
- Clients are appreciative of Accenture’s large pool of subject matter experts, their technical capabilities, and experience in project management

### Limitations

- While Accenture has a strong presence in planet-led services, it has a lesser focus on and lacks depth and scale of IPs in people-led services
- Most of Accenture’s experience comes from larger value deals with large enterprises. It has limited coverage for mid- and small-sized buyers
- Buyers expect Accenture to improve pricing competitiveness
- Referenced clients have suggested a need for improvement in the complexity of the team structure and the timeliness of delivery of the project
- Some buyers have highlighted the need for Accenture to bring in more external insights and improve value addition

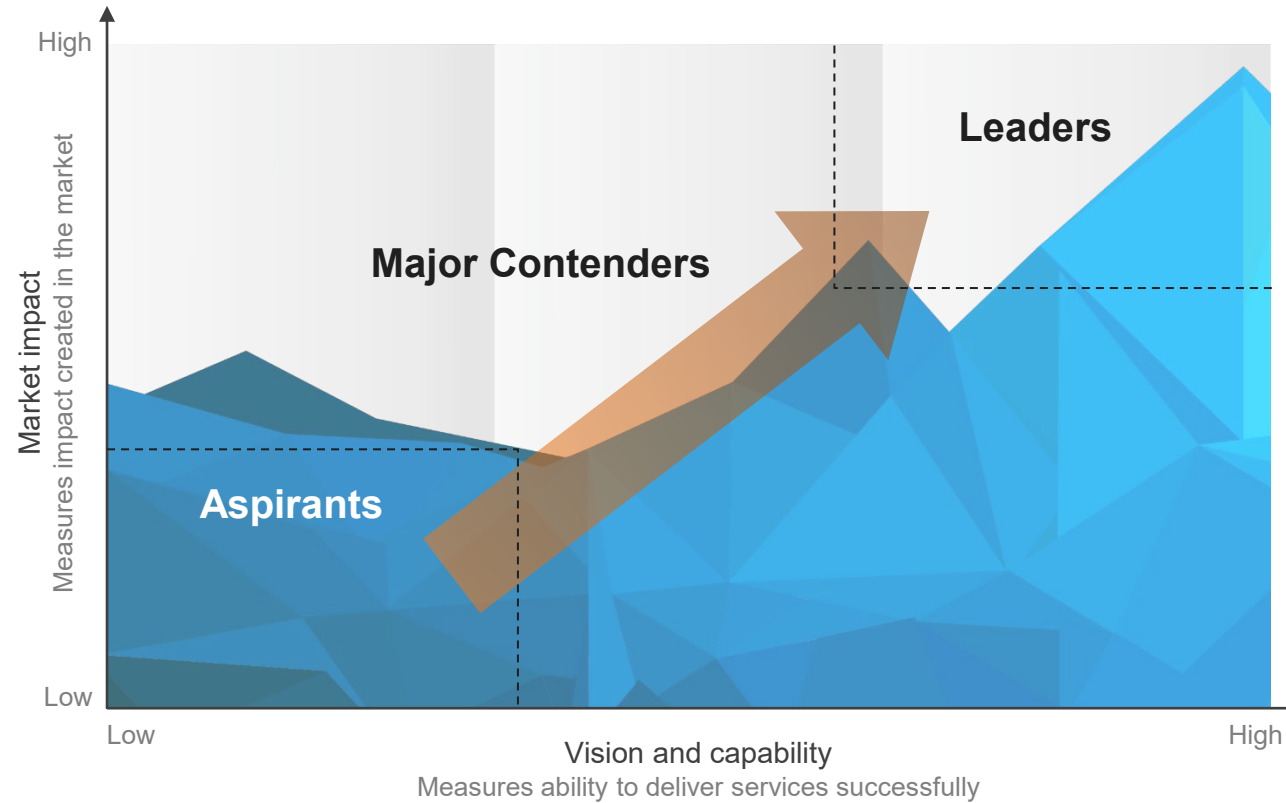
# Appendix

PEAK Matrix® framework

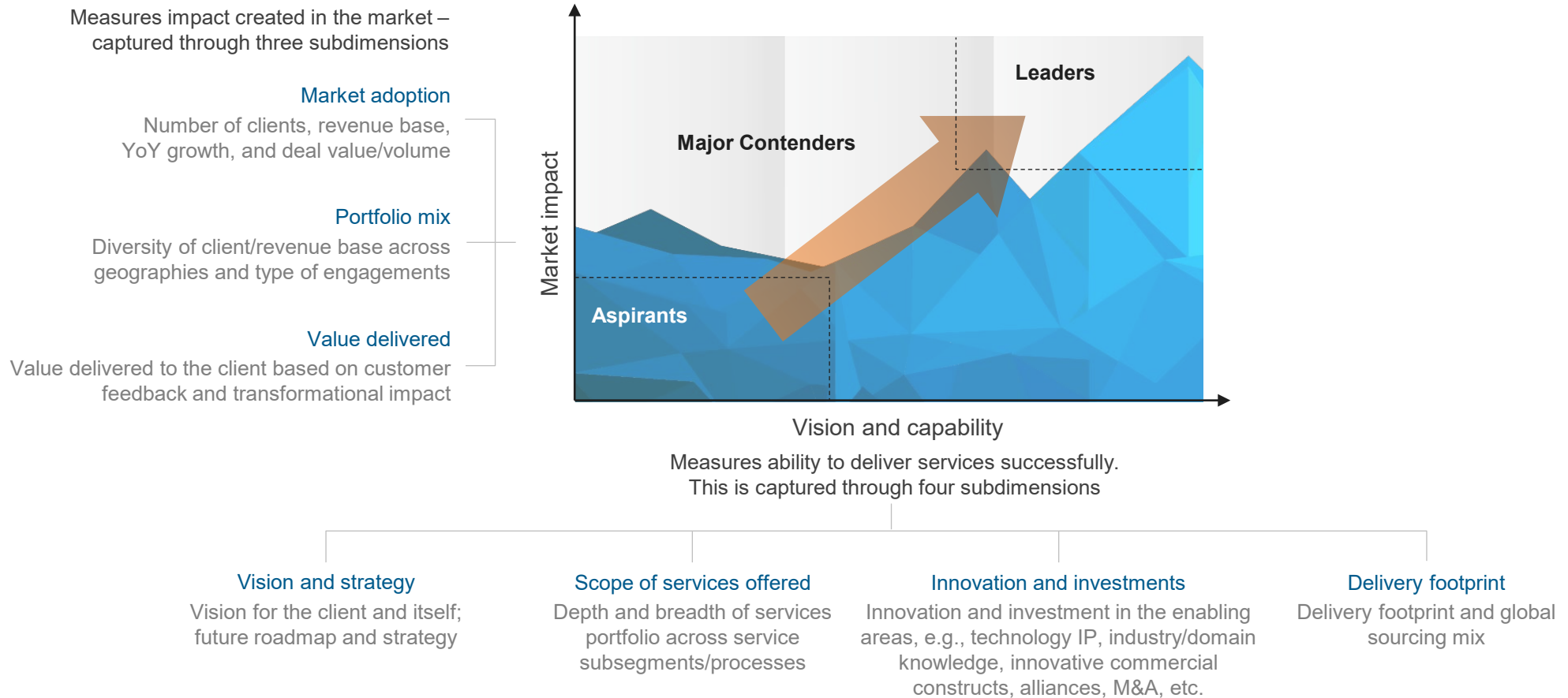
FAQs

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

Everest Group PEAK Matrix



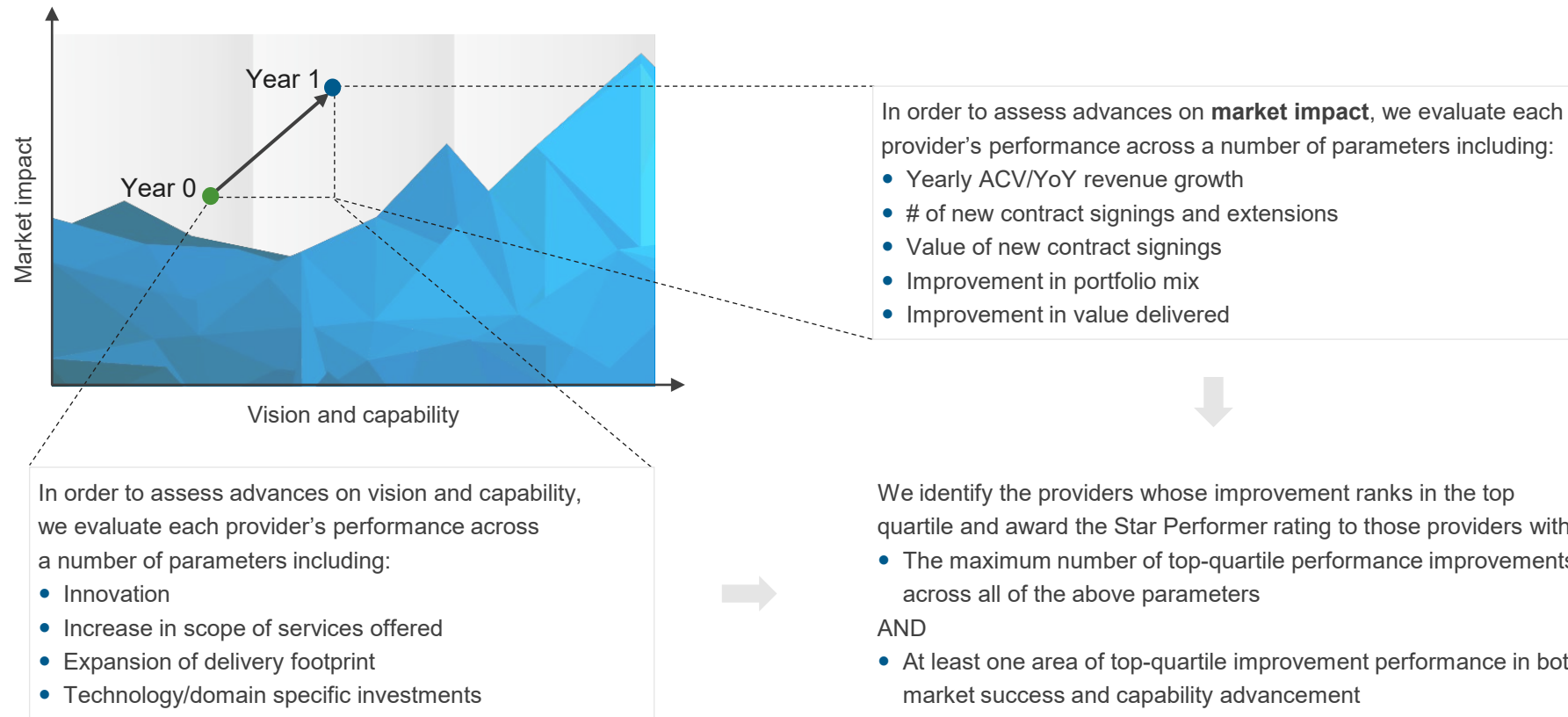
# Services PEAK Matrix® evaluation dimensions



# Everest Group confers the Star Performer 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 Performer 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

**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.



# 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  
+1-214-451-3000

Website  
everestgrp.com

Blog  
everestgrp.com/blog

Follow us on



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](http://www.everestgrp.com).

## Notice and disclaimers

**Important information. Please review this notice carefully and in its entirety. Through your access, you agree to Everest Group's terms of use.**

Everest Group's Terms of Use, available at [www.everestgrp.com/terms-of-use/](http://www.everestgrp.com/terms-of-use/), is hereby incorporated by reference as if fully reproduced herein. Parts of these terms are pasted below for convenience; please refer to the link above for the full version of the Terms of Use.

Everest Group is not registered as an investment adviser or research analyst with the U.S. Securities and Exchange Commission, the Financial Industry Regulatory Authority (FINRA), or any state or foreign securities regulatory authority. For the avoidance of doubt, Everest Group is not providing any advice concerning securities as defined by the law or any regulatory entity or an analysis of equity securities as defined by the law or any regulatory entity.

All Everest Group Products and/or Services are for informational purposes only and are provided "as is" without any warranty of any kind. You understand and expressly agree that you assume the entire risk as to your use and any reliance upon any Product or Service. Everest Group is not a legal, tax, financial, or investment advisor, and nothing provided by Everest Group is legal, tax, financial, or investment advice. Nothing Everest Group provides is an offer to sell or a solicitation of an offer to purchase any securities or instruments from any entity. Nothing from Everest Group may be used or relied upon in evaluating the merits of any investment. Do not base any investment decisions, in whole or part, on anything provided by Everest Group.

Products and/or Services represent research opinions or viewpoints, not representations or statements of fact. Accessing, using, or receiving a grant of access to an Everest Group Product and/or Service does not constitute any recommendation by Everest Group that recipient (1) take any action or refrain from taking any action or (2) enter into a particular transaction. Nothing from Everest Group will be relied upon or interpreted as a promise or representation as to past, present, or future performance of a business or a market. The information contained in any Everest Group Product and/or Service is as of the date prepared, and Everest Group has no duty or obligation to update or revise the information or documentation. Everest Group may have obtained information that appears in its Products and/or Services from the parties mentioned therein, public sources, or third-party sources, including information related to financials, estimates, and/or forecasts. Everest Group has not audited such information and assumes no responsibility for independently verifying such information as Everest Group has relied on such information being complete and accurate in all respects. Note, companies mentioned in Products and/or Services may be customers of Everest Group or have interacted with Everest Group in some other way, including, without limitation, participating in Everest Group research activities.