



Everest Group Process Mining Products PEAK Matrix® Assessment 2025

Focus on Apromore

June 2025



Introduction

Everest Group defines process mining as a type of software product that analyzes process-related information, primarily from event logs generated by enterprise systems (ERP, CRM, etc.), to offer a fact-based approach to discover, monitor, and optimize as-is processes. The technology provides a data-based approach to process optimization through numerous applications and use cases spanning industries and process areas. Process mining's numerous benefits have spurred its adoption among enterprises, and this has led to process mining continuing to be one of the fastest growing markets in the Intelligent Automation (IA) space.

In order to support enterprise objectives, process mining products are rapidly evolving in the sophistication of their capabilities and come with an expanding set of features and functionalities. Therefore, it is imperative for organizations to select the right enterprise-grade process mining solution to realize the expected benefits. In this study, we assess process mining software products available in the market, which can analyze process-related information captured in event logs to discover process maps and are available independent of professional services.

In this report, we analyze the process mining technology landscape across various dimensions:

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

This report includes the profiles of the following 23 leading technology providers featured on the [Process Mining Products PEAK Matrix® Assessment 2025](#):

- **Leaders:** Apromore, ARIS, Celonis, Microsoft, mpmX, SAP Signavio, and UiPath
- **Major Contenders:** ABBYY, Appian, Decisions, IBM, iGrafx, mindzie, process.science, Proxverse, QAD, QPR, ServiceNow, and UpFlux
- **Aspirants:** Cyclone Robotics, FUTUROOT, inverbis, and Processifier

Scope of this report

Geography: global

Providers: 23 leading process mining technology providers

Product: process mining

Process Mining Products PEAK Matrix® characteristics

Leaders

Apromore, ARIS, Celonis, Microsoft, mpmX, SAP Signavio, and UiPath

- Leaders are investing in AI-based capabilities such as agentic AI capabilities and generative AI-based copilots, adding annotations to process maps, dashboard summaries, process insights, and prescriptive recommendations. They are also investing in Object-centric Process Mining (OCPM) capabilities for parallel behavior detection
- Leaders are focusing on offering holistic automation by forging partnerships with or developing in-house capabilities for complementary technologies such as DII, RPA, IDP, AI, and process orchestration
- Leaders are prioritizing security and compliance by incorporating responsible AI governance, enhanced data security, and regulatory compliance measures

Major Contenders

ABBYY, Appian, Decisions, IBM, iGrafx, mindzie, process.science, Proxverse, QAD, QPR, ServiceNow, and UpFlux

- Most Major Contenders are focusing their investments on advanced capabilities for conformance checking and process improvement including AI-driven root cause analysis, predictive monitoring, simulation, and prescriptive insights
- While agentic AI investments are in nascent stages, most providers have key generative AI features such as copilots in place
- A few Major Contenders are differentiating themselves by investing in action triggers to help enterprises act on the generated insights and building packaged solutions for specific processes and use cases. Some of them also offer DII capability either through in-house investments or third-party partnerships

Aspirants

Cyclone Robotics, FUTUROOT, inverbis, and Processifier

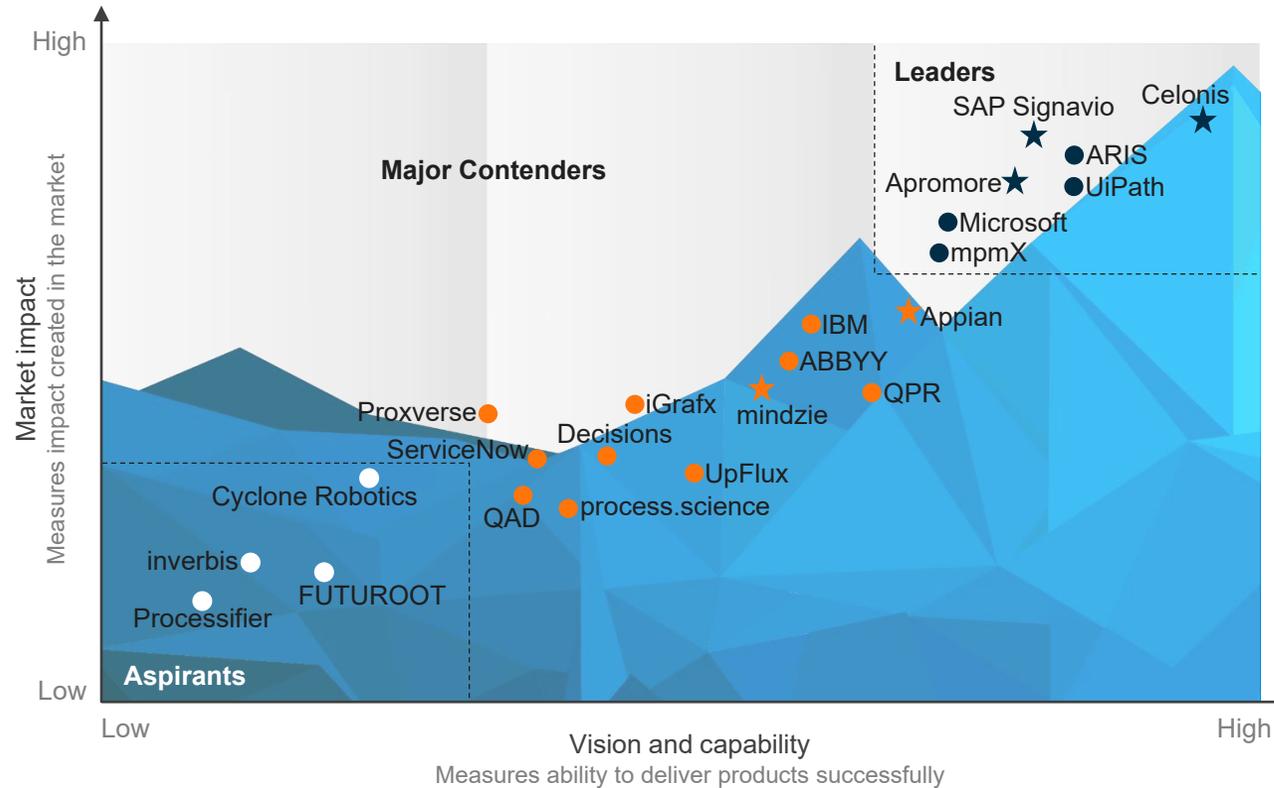
- Aspirants are relatively newer entrants in the market. They are investing in expanding data preparation capabilities, enhancing core capabilities around conformance checking and process monitoring, and developing generative AI and advanced process enhancement features
- All the Aspirants offer a SaaS-based process mining solution and some of them have observed significant adoption of the offering among their client bases
- Most Aspirants are creating their niches and differentiating themselves by serving client needs in specific geographies, industries, process areas, or buyer size segments

Everest Group PEAK Matrix®

Process Mining Products PEAK Matrix® Assessment 2025 | Apromore is positioned as a Leader and a Star Performer

Everest Group Process Mining Products PEAK Matrix® Assessment 2025¹

- Leaders
- Major Contenders
- Aspirants
- ☆ Star Performers



¹ Assessments for Cyclone Robotics, FUTUROOT, IBM, iGrafx, Microsoft, process.science, ServiceNow, and UpFlux exclude provider inputs and are based on Everest Group's proprietary database, ongoing coverage of these providers, their public disclosures, and Everest Group's interactions with buyers. For these companies, Everest Group's data for assessment may not be complete

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 (YoY) 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 (2025)

Apromore profile (page 1 of 8)

Overview

Company overview

Apromore, founded in 2019, is a software provider of process mining and AI-driven business process improvement technology. The company focuses on making process mining accessible to business teams, enabling digital transparency and operational excellence. The platform supports decision-making and value creation by identifying inefficiencies, friction points, and compliance issues within business processes.

Headquarters: Melbourne, Australia

Website: www.apromore.com

Key leaders

- Marcello La Rosa, CEO
- Marlon Dumas, Chief Product Officer
- Stephen Tsuchiyama, CRO
- Brandee Sanders, CMO

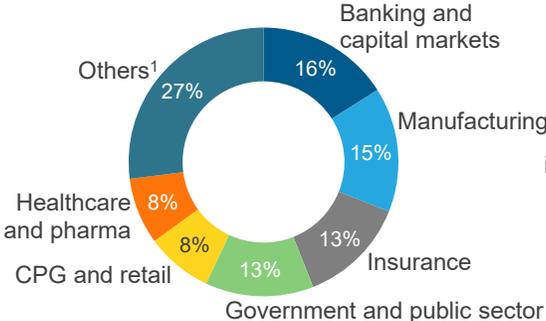
Key clients include

ANZ Banking Group, Alpi, Assurant, Iccrea Bank, INAIL, Komatsu, Leonardo, NEXI, NextEra Energy, NTT East, Topdanmark, Veyer, Origin, and Westpac Banking Group

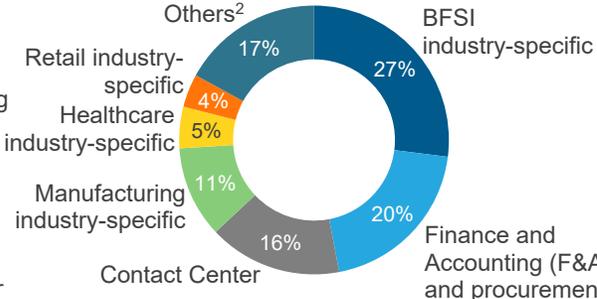
Recent deals and announcements (not exhaustive)

- **2024:** launched version 10.2, introducing a copilot for process simulation and a new properties manager for BPMN models, enhancing metadata management and governance; the update also enabled secure file transfers to S3 buckets via SFTP, improving data pipeline flexibility
- **2024:** launched version 10.1 featuring key enhancements including Apromore Compliance Center, GenAI-enabled Copilot, and Variant Comparison
- **2024:** announced a new integration with Salesforce Flow Orchestration to generate flow scaffolding directly from optimized process models, thereby accelerating automation initiatives
- **2024:** raised US\$15 million in a Series B-1 funding round; the funds are expected to fuel AI-driven process mining innovations and expand company's presence in the US and Europe
- **2024:** partnered with Soroco, a DII technology provider to further drive process optimization by tapping into task-level execution data

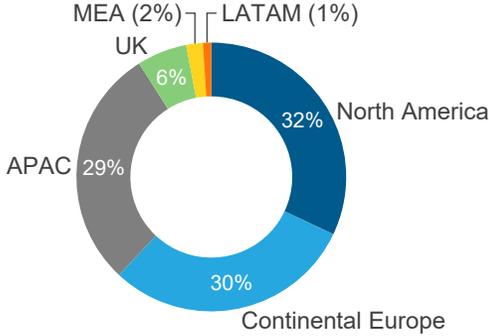
Split of process mining revenue by buyer industry



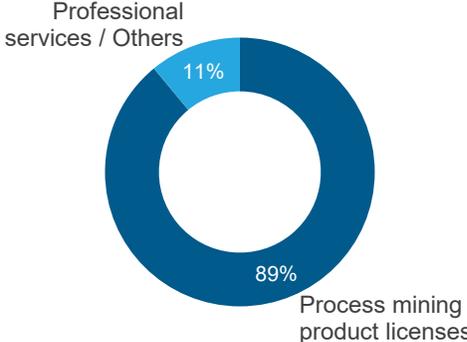
Split of process mining revenue by process areas



Split of process mining revenue by buyer geography



Split of process mining revenue by offerings



¹ Others include hi-tech and telecom, travel and logistics, and professional services
² Others include telecom industry-specific, HR, and information technology service management
 Note: Operational and product-/offering-related information as of December 2024, collected as part of the study / based on Everest Group estimates
 Source: Everest Group (2025)

Apromore profile (page 2 of 8)

Overview

Product overview

Apromore Enterprise Edition is a scalable, multi-process, multi-system process intelligence solution designed to support a wide range of activities, including process discovery, conformance checking, performance analysis, process modeling and simulation, process monitoring, and predictive insights. The platform includes out-of-the-box KPIs and metrics, a no-code analysis approach, and an intuitive interface suited for business stakeholders and non-IT users. Its fully integrated discrete event simulation and BPMN modeling make it easy to undertake scenario modeling, root cause analysis, and resource optimization and to identify automation opportunities. In 2024, Apromore introduced the Compliance Center, a dedicated module for managing compliance risks, automating control testing, monitoring operational controls in real-time, streamlining reporting, and ensuring adherence to regulatory requirements. The platform also supports real-time process monitoring with predictive capabilities, alerts, and notifications to maintain conformance and compliance.

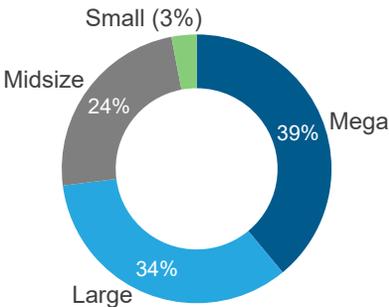
Version number: 10.2

Release date: November 2024

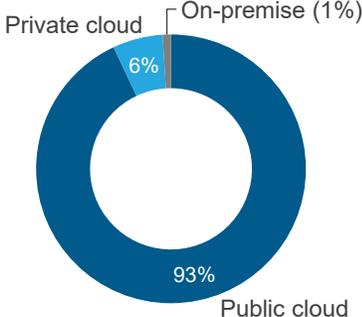
Market adoption

Description	2024	YoY growth
Process mining clients (individual logos)	279	42%
Process mining FTEs	147	35%
Number of service provider partners / resellers	68	17%
Number of technology/software partners	9	0%
Key service provider partners / resellers	Deloitte, Deloitte Digital, FPT Software, GBTEC, GFT, HSPI, Infosys, Levio, Neuraflash, NTT Data, Ofi, and PwC	
Key technology/software partners	Arvato Systems, Datamatics, GBTEC, MuleSoft, Salesforce, Soroco, and Workato	

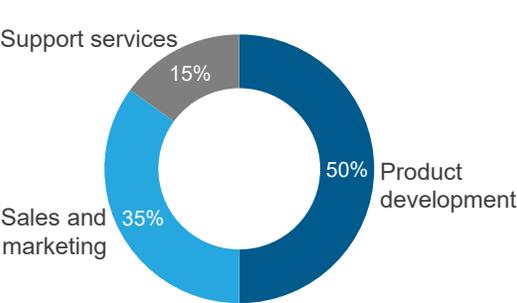
Process mining revenue mix by buyer size¹



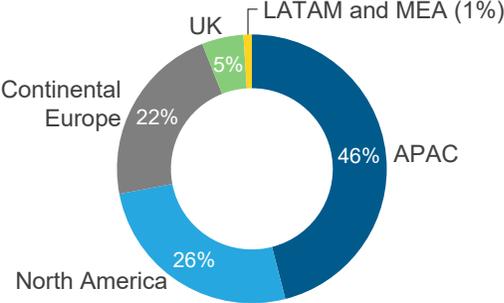
Process mining client mix by hosting model



Split of process mining FTEs by function²



Split of process mining FTEs by geography



¹ Buyer size is defined as mega (>US\$5 billion in revenue), large (US\$1-5 billion in revenue), midsize (US\$50 million-US\$1 billion in revenue), and small (<US\$50 million in revenue)
² Includes FTEs in product development, support services (product support, implementation, etc.), and sales and marketing; excludes FTEs in corporate functions such as HR and IT
 Note: Operational and product-offering-related information as of December 2024, collected as part of the study / based on Everest Group estimates
 Source: Everest Group (2025)

Apromore profile (page 3 of 8)

Capabilities and offerings

● Available ● In the roadmap ● Available via partner ● Not available

Process setup and data preparation

Built-in ability to pre-process (prepare, clean, and transform) event logs data	Ability to detect outliers in the event logs	Ability to merge event logs from different information systems for a process model	Ability to configure/modify case IDs, resources, and any specific attributes in event log data
Ability to supplement event logs with data from IoT devices for discovering processes	Ability to allow multiple developers to work simultaneously through versioning systems	Ability to ingest data from event logs in near real-time	Ability to extract data from cloud applications using REST APIs
Ability to create event-relationship structures with different data models	Ability to ingest data from descriptive files (both qualitative and quantitative)	Ability to provide step-by-step guidance for data clean up	Ability to leverage generative AI to generate SQL or Python queries/codes to transform the process data

Interoperability

Pre-built connectors for SAP applications	Pre-built connectors for Oracle applications	Pre-built connectors for ServiceNow applications	Pre-built connectors for Salesforce applications
Pre-built connectors for Microsoft applications	Pre-built connectors for legacy systems	Support for Windows OS	Support for Linux OS
Support for Mac OS	Online public repository of pre-built packaged solutions for specific systems/processes	Ability to create reusable data extractors for any information system that offers a REST API	Ability to access all platform functionalities through open APIs

Integration with complementary capabilities

Task mining / Digital Interaction Intelligence (DII)	Robotic Process Automation (RPA)	Process orchestration	Business Intelligence (BI)
Intelligent Document Processing (IDP)	Conversational AI	Extract Transform Load (ETL)	API automation

Process discovery

Ability to create BPMN 2.0-compliant process models	Ability to add annotations using natural language to enrich process maps and extract insights	Ability to detect anomalies / fraudulent transactions in a process	Out-of-the-box (OOTB) dashboards to assess the rework percentage for identified process loops
Ability to merge two or more process models	Ability to discover organization-level relationships / social networks	Ability to discover customer journey maps by mining customer interactions (through websites)	Near real-time discovery of interconnected processes across companies to spot inefficiencies
Object-centric Process Mining (OCPM) to detect parallel behavior in a process	Ability to generate process documentation for discovered processes	Availability of an indicator to display the complexity of a discovered process	Ability to identify and group activities into clusters in the form of a hierarchy

Apromore profile (page 4 of 8)

Capabilities and offerings

● Available ● In the roadmap ● Available via partner ● Not available

Process conformance

Ability to define the target process workflow through a built-in process modeler	Ability to leverage generative AI to create target models using natural language prompts	OOTB process templates based on industry best practices (e.g., for O2C and P2P)	Ability to perform gap analysis to identify (un-) desirable deviances/violations
Ability to measure deviations' impact on process KPIs and highlight deviations with maximum impact	Ability to perform root cause analysis to identify the causes of process path deviations	Ability to leverage AI/ML algorithms to identify the root cause of attributes	Ability to check compliance rules such as the segregation of duties

Process monitoring and reporting

Ability to create customized dashboards based on user requirements	Ability to create predictive dashboards that can predict process inefficiencies	Ability to support text search capability in the process map	Ability to monitor processes in near real-time against the defined KPIs
Ability to estimate lead time and predict delays based on near real-time process information	Ability to monitor customer experience metrics (such as NPS and CSAT)	Ability to enable business users to create custom KPIs for monitoring process performance	Ability to leverage LLMs / generative AI to define KPIs that guide strategic decisions
Ability of the software to identify and recommend the optimal process variant	Ability to share the URL of the dashboards with other users, enabling better collaboration	Ability of users to leverage generative AI to query and consume insights in natural language	Ability to use generative AI to provide dashboard summary with insights and next best-action steps

Process enhancement

Ability to automatically send notifications to users for post KPI breaches	Ability to use AI/ML to predict and highlight any potential KPI breaches	Ability to automatically send notifications to users in case of an expected KPI breach	Ability to use AI/ML to recommend next-best actions to process owners in near real-time
Ability to define scenarios and run multiple simulations (what-if analysis / scenario testing)	Ability to leverage AI/ML to recommend possible scenarios based on derived business rules	Availability of a built-in process modeler to redesign processes	Ability to identify processes for automation
Ability to calculate automation rate to prioritize identified tasks for the automation pipeline	Ability to directly export workflows to an automation platform's design studio	Ability to automatically trigger RPA robots to carry out high-severity process steps	Ability to integrate with agentic AI platforms to create AI agents for specific business functions

Product architecture and hosting options

On-premise (central server or virtual machine)	Private cloud	Public cloud	Product architecture based on loosely coupled microservices
Supports multi-tenant deployments	Product deployed in containerized form	Delivered as a Software-as-a-Service (SaaS) offering	Hybrid model with some components on-premise and some components on the cloud

Apromore profile (page 5 of 8)

Capabilities and offerings

● Available ● In the roadmap ● Available via partner ● Not available

Security and compliance

Integration with an active directory to store and manage passwords, audit logs, etc.	Compliant with System and Organization Controls (SOCs)	Compliant with General Data Protection Regulation (GDPR)	Compliant with Health Insurance Portability and Accountability Act (HIPAA)
Compliant with Federal Risk and Authorization Management Program (FedRAMP)	Availability of role-based access to the system	Ability to selectively grant users with permission to view the attributes of a process model	Availability of an anonymization option for any specific attributes in log data
Availability of CDN and DDOS attack protection via security providers	Availability of in-house or third-party GRC tools to manage risk and compliance	Ability to use generative AI for differential privacy by adding noise that preserves overall data patterns	

Product training and support

Training and certification by providers	Training and certification by partners	Classroom training	Online portal for product training/certification
Online self-paced training modules	Role-based product training courses	Online certification courses	Embedded help tool
PDF manual for the product	Online user community	Online support portal	Free community version of the product

Commercial models

Perpetual licensing	Subscription licensing	User-based licensing	Process-based licensing
Event logs volume-based / case-based / server capacity-based licensing	Outcome-based licensing	Hybrid of user-based and event logs volume-based licensing	Hybrid of user-based and process-based licensing
Hybrid of event logs volume-based and process-based licensing	Hybrid of user-based and AI-based licensing	Hybrid of process-based and AI-based licensing	

Apromore profile (page 6 of 8)

Key enhancements

Key areas of enhancements in the latest product releases (as of December 31, 2024)

- Process set-up and data preparation
 - Added a new structured streaming capability that enables real-time and scalable data refresh, allowing clients to ingest large event logs with enhanced efficiency, reduced latency, and improved scalability
- Integration with complementary capabilities
 - Integrated with Salesforce Flow Orchestration to generate flow scaffolding directly from optimized process models, thereby accelerating automation initiatives
- Process discovery
 - Introduced a backbone visualization style for process maps, enabling users to see the major pathways in very large process maps, surrounded by major and minor deviations. This new layout algorithm produces readable visualizations for process maps with hundreds of nodes and thousands of transitions, making it possible to analyze processes with very high variability
 - Launched the Apromore copilot for process discovery to enable users to ask questions about the activities, resources, roles, handoffs, and paths in the process, as well as performance analysis questions on any metric. It lowers the barriers for starting an exploration of a complex process
- Process conformance
 - Introduced Apromore's Compliance Center that enables compliance managers and analysts to monitor, detect, and mitigate compliance risks in real-time. Compliance analysts can link risks, obligations, and controls to compliance rules, evaluated over business process data, using a no-code interface and an extensible library of compliance templates
 - Added an overlaid process comparison capability, allowing users to compare how a process is executed across multiple variants (countries, teams, product lines, customer types) via a single diagrammatic visualization, highlighting differences in pathways and in performance metrics, across multiple perspectives
- Process monitoring and reporting
 - Added a new Apromore block-based editor that enables business users to create complex filters, process metrics, and KPIs by dragging, dropping, and connecting attributes, metrics, and operators in a no-code interface. This capability enables a wider range of users to create monitoring dashboards to track the performance of their business processes
- Process enhancement
 - Launched a new copilot for process redesign and simulation to enable analysts to explore ideas for redesign and to test them via what-if simulation scenarios, all in a conversational style leveraging LLMs. The copilot for simulation lowers the barrier for a broader set of users to take advantage of data-driven simulation for what-if analysis
- Product architecture and hosting options
 - Listed on the Amazon Web Services (AWS) marketplace, providing an additional channel for customers to procure and provision their process mining capability
- Security and compliance
 - Received ISO 9001 certification, which tops up the existing ISO 27001 and SOC 2 Type 2 certifications, demonstrating commitment to quality, trust, and operational excellence
- Product training and support
 - Launched a new e-learning environment (the Apromore Academy) allowing clients to build custom learning pathways tailored to their needs. Each Apromore client may have its own learning portal to manage and monitor the learning goals and pathways of their users

Apromore profile (page 7 of 8)

Everest Group assessment – Leader and Star Performer

Measure of capability:  Low  High

Market impact				Vision and capability					
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Process setup and discovery	Process intelligence	Implementation and support	Commercial and sales model	Overall
									

Strengths

- Apromore empowers enterprises to transform data into actionable insights for operational efficiency and compliance through AI-driven process intelligence. It aims to democratize process mining by enabling users to apply AI for process optimization. Key focus areas include conversational process optimization, a copilot, semantic process discovery, and task mining
- Apromore offers an ETL Console with a no-code UI that facilitates event log preparation, cleansing, and transformation. It also features a data ingestion module to implement automatic validation checks, simplifies schema mapping through guided wizards, and includes built-in anomaly detection
- It has in-house connectors to Microsoft Dynamics, legacy systems, and custom applications such as CargoWise and Guidewire. It also offers integration with SAP, ServiceNow, and Salesforce through formal partnerships with Arvato Systems, Workato, and MuleSoft, respectively
- Apromore’s visual log animation module allows users to view cases as moving tokens on a process map, highlighting real-time flows, peak periods, and delays
- Its abstraction slider detects exceptions and incomplete cases, while the inverse arcs filtering feature detects process anomalies and potential fraud
- Apromore’s KPI Center allows users to measure the impact of deviations on process KPIs. It offers AI-based root cause analysis to identify the underlying causes of process deviations and visually highlights potential factors contributing to deviations from the benchmarked model through intuitive charts
- It offers a predictive process monitoring module that allows users to predict the case outcome or the remaining time of the case by customizing the input attributes. It also allows detection of bottlenecks, monitoring of customer experience metrics, and creation of custom KPIs
- Apromore Copilot leverages LLMs to provide contextualized answers to user queries related to process behavior/performance, suggest areas of improvement, and explore what-if scenarios
- Apromore introduced the Compliance Center that helps enterprises strengthen their compliance management and reduce regulatory risk by linking risk registers to compliance rules defined over event logs for continuous monitoring. It also supports real-time compliance dashboards and integrates with the notifications center to enable automated alerts on control breaches
- It supports deployment on-premises, on private cloud, and on public cloud. It is also delivered as a SaaS offering. It also supports multi-tenant deployment and is built using a loosely coupled microservices architecture
- Apromore has an online training portal, which comprises self-paced training modules, online certification courses, and free training modules. It also offers free Apromore Enterprise Edition (SaaS) to the members of the Apromore Process Mining Academic Alliance
- Clients highlighted the platform’s ease of use, lower cost, and improved functionality, particularly in supporting compliance use cases as key strengths for Apromore

Apromore profile (page 8 of 8)

Everest Group assessment – Leader and Star Performer

Measure of capability: Low High

Market impact				Vision and capability					
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Process setup and discovery	Process intelligence	Implementation and support	Commercial and sales model	Overall

Limitations

- Apromore's process mining clients are based out of North America, Continental Europe, and the APAC region; it has limited presence in other geographies such as the UK, LATAM, and MEA
- Its portfolio primarily includes clients from BFSI, manufacturing, government and public sector, CPG and retail, and healthcare and pharma industries. It currently has limited experience in serving enterprises in verticals such as hi-tech and telecom, travel and logistics, and professional services
- Apromore lacks data preparation capabilities such as generation of SQL/Python queries to transform the process data, assistance for automatically populating missing data points, transformation of raw data into structured formats, and rectification of data quality issues using generative AI
- It currently does not offer an online repository for pre-built packaged solutions for specific processes (for example, O2C, P2P, or loan origination) and systems (for example, SAP, Salesforce, ServiceNow, or Zendesk)
- Apromore can further enhance the value proposition of its product by offering the ability to generate and add annotations using natural language prompts to enrich the process map and extract the relevant insights

- It does not provide the ability to leverage LLMs / generative AI to define KPIs that guide strategic decisions
- Integration with project management tools such as Teams, Asana, and Jira to prioritize tasks based on process mining insights, and integration with agentic AI platforms (for example, Microsoft Copilot Studio and IBM watsonx Orchestrate) to create AI agents for specific processes are currently in the roadmap
- Apromore has formal partnerships with Soroco for task mining / DII, MuleSoft for RPA, and GBTEC for process orchestration, and offers in-built complementary capabilities such as conversational AI and BI; however, it does not offer IDP either in-built or through a formal partnership
- While the platform is SOC2- and GDPR-compliant, it is currently not compliant with other major security standards such as HIPAA and FedRAMP. It also lacks generative AI-based differential privacy
- Clients expect Apromore to share documentation on process mining use cases and best practices for adoption. They also expect more AI features in the platform

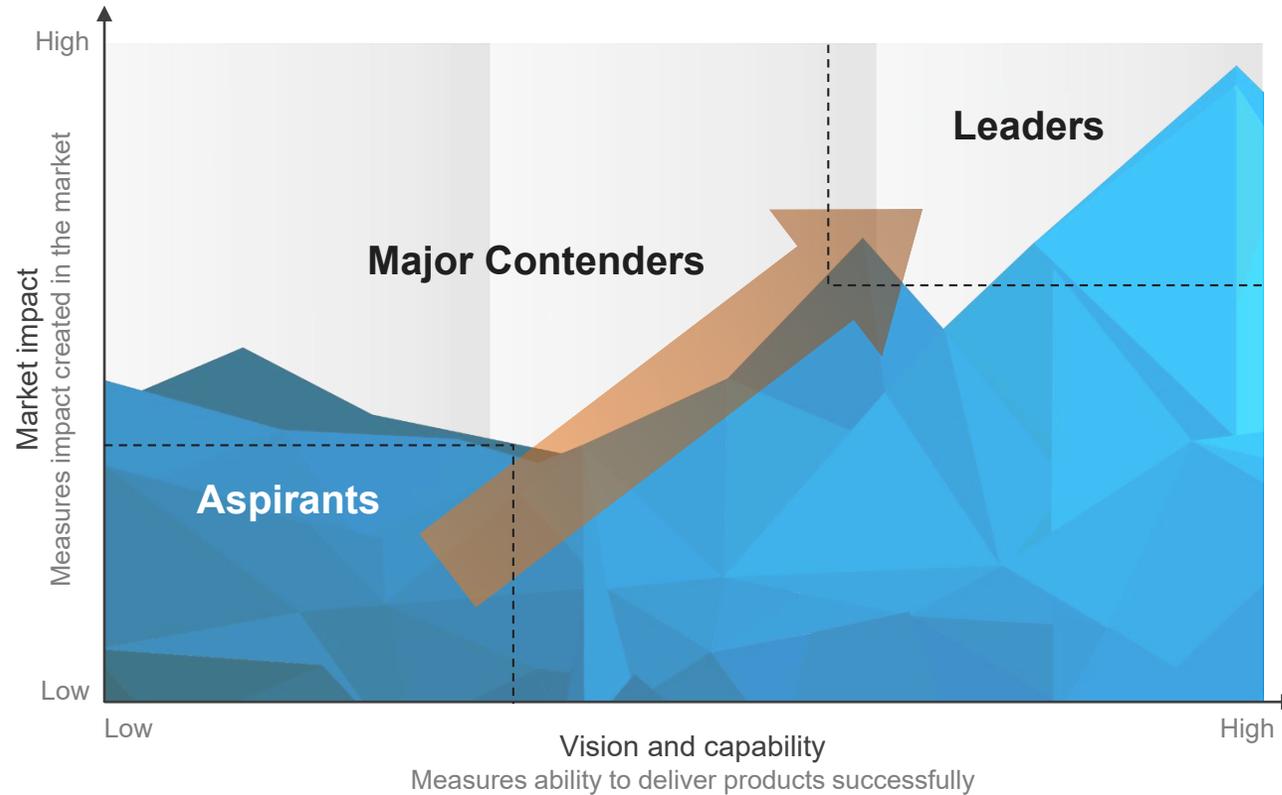
Appendix

PEAK Matrix® framework

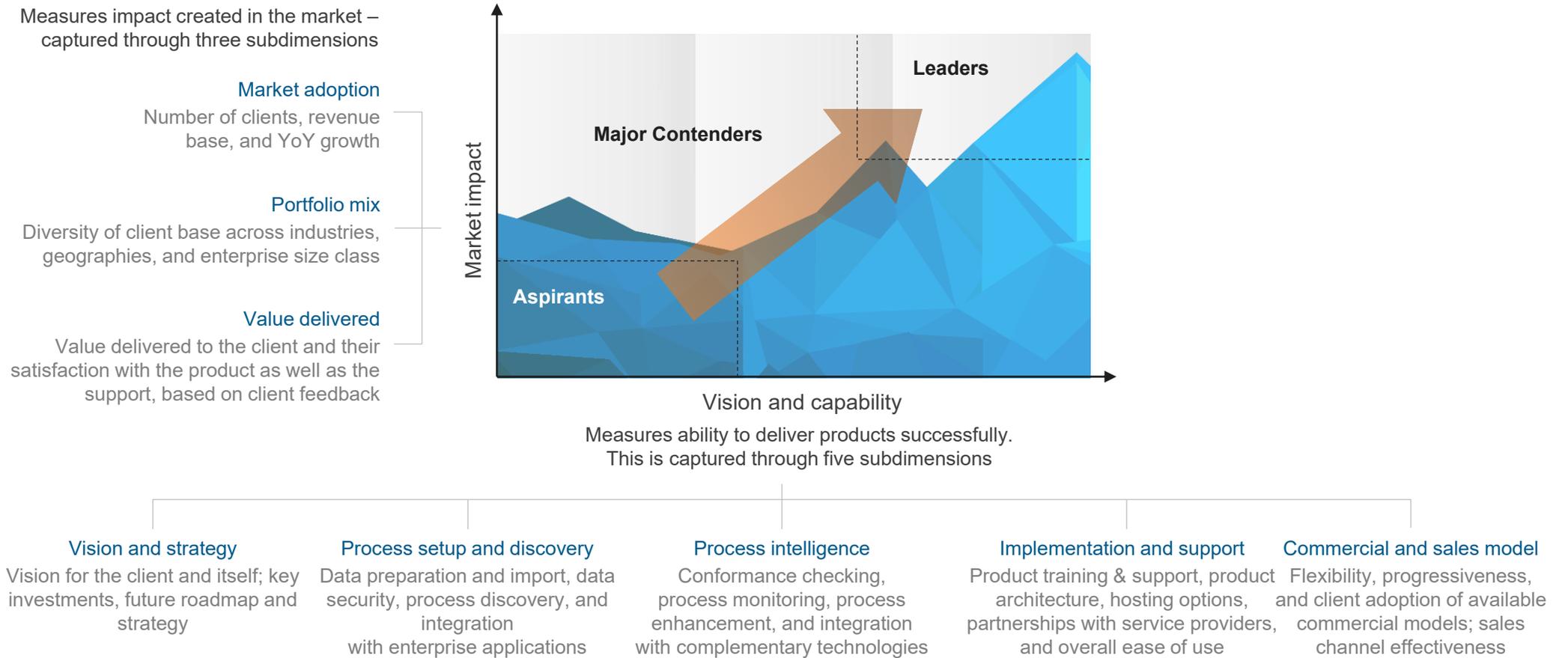
FAQs

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

Everest Group PEAK Matrix



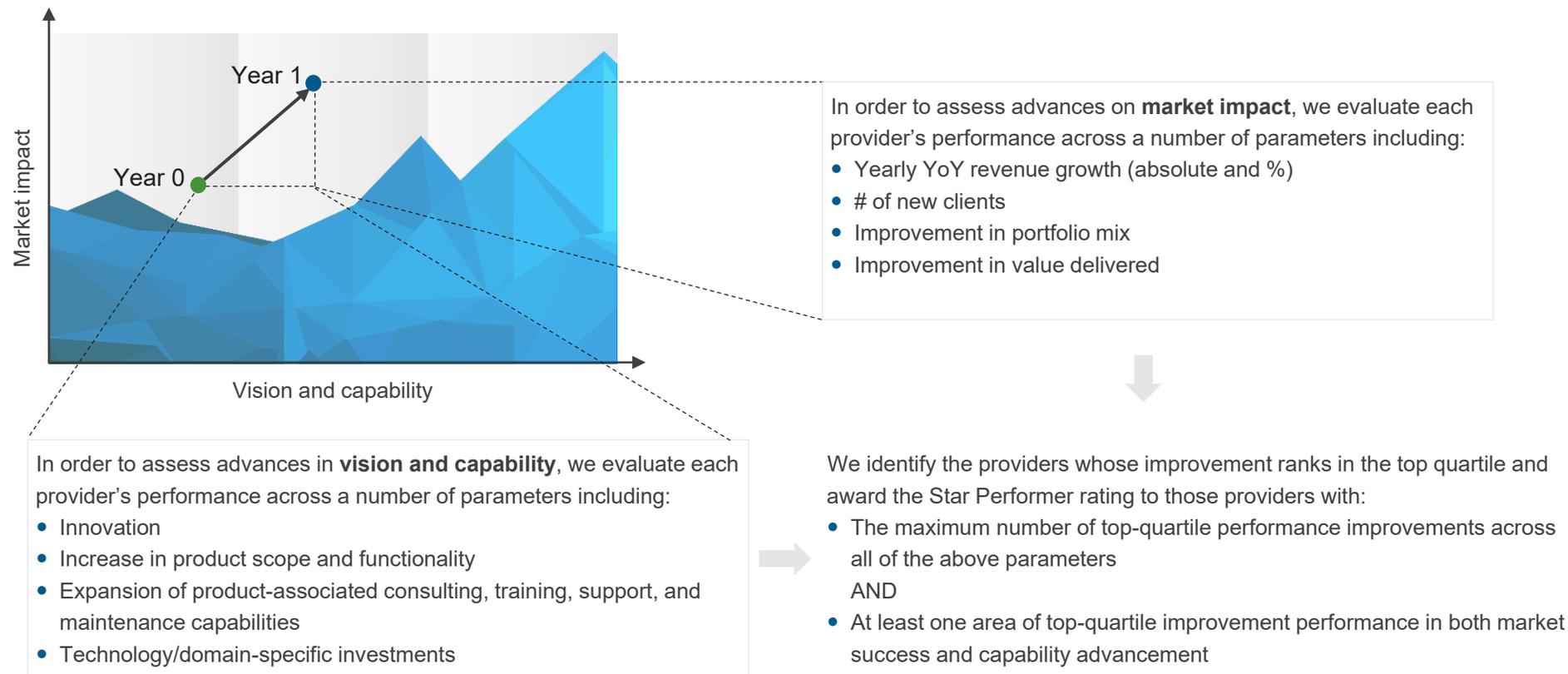
Products PEAK Matrix® evaluation dimensions



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.

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