Tigerspike-Concentrix Digital Experience Consulting Services

Vendor Assessment
Report Abstract

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10 pages

Who Is This Vendor Assessment For?

NelsonHall's Digital Experience Consulting Services Vendor Assessment for Tigerspike is a comprehensive assessment of Tigerspike's digital experience consulting services offerings and capabilities designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of IT services and identifying vendor suitability for digital experience consulting services

- Vendor marketing, sales and business managers looking to benchmark themselves against their peers

- Financial analysts and investors specializing in the experience consulting services sector.

Key Findings & Highlights

Tigerspike was founded in 2003 in Australia. It now possesses eleven offices across Asia-Pacific, Europe, Middle East and North America. Tigerspike offers digital experience design and strategy, platform and mobile application development, systems integration, and data visualization through a proprietary real-time visualization tool or preferred third-party tool. Its target industries include retail, financial services and insurance, travel and transport, telecom, and healthcare.

In July 2017, Synnex Corporation-owned Concentrix acquired Tigerspike for an undisclosed amount. Tigerspike now provides digital experience consulting services in support of other Concentrix service offerings. However, Tigerspike remains independent from a branding and identification perspective.

Tigerspike differentiates itself from traditional design agencies and technology consulting firms, by positioning itself to offer services across design and technology. While Tigerspike starts with user experience, it also brings technical skills to implement the designs that are created and build, integrate with or update backend systems as necessary.

In FY 2019 (ending November 30, 2019), as part of Synnex Corporation financial disclosures, Concentrix reported total revenues of ~$4.7bn. NelsonHall estimates that Tigerspike's CY 2019 revenues were ~$55m. NelsonHall estimates that Tigerspike will represent ~1.2% of Concentrix revenues in 2019.

Tigerspike offers the following services:

- Strategic consulting: identifying and prioritizing opportunities to transform enterprise strategy, systems architecture, security design, and internal set-up and support

- Service and experience design: design and develop new experiences through user research and customer experience; UX, interaction and visual design; product strategy and developing a transformation roadmap

- Multi-platform engineering: transforming client landscapes through multi-platform development, cross-platform porting and design, complex system integration and automated testing and QA

- Managed services: on-going management of landscapes including 24x7 ITIL service desk and application maintenance, licensing and hosting, and new operating system testing and upgrades.

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NelsonHall estimates Tigerspike has ~300 employees globally working out of eleven global locations. Outside of the above footprint, Tigerspike has a presence within Concentrix office space. Tigerspike also makes use of remote working and employee travel amongst offices.

Being founded in Australia and maintaining a presence in the Asia-Pacific region provides Tigerspike an advantage in understanding a growing region where many multi-nationals have not fully built UX-UI capabilities.

Tigerspike also has offerings built for both end to end transformation and specific product changes, providing it a solid understanding of the key success factors and considerations for different levels of change. While these capabilities may be limited to specific locations, Tigerspike's goal of industrializing its delivery will enable all locations to deliver common services. Focusing on maturing current locations rather than pursuing further expansion is logical, but Tigerspike would be served to build out greater scale for its operations, both within its current delivery network and in Concentrix's broader delivery capability.

Being more proactive in building capabilities and offerings in areas such as AR/VR, conversational, and voice interfaces would also position it well to bring creative and emerging solutions to its clients.

While Tigerspike and Concentrix are looking for ways to better integrate offerings, the company will need to continue to focus on driving its own go to market efforts and use the broader integrated capabilities that combine Concentrix CX capabilities and Tigerspike experience consulting capabilities to pursue new logos while educating the Concentrix client base on the expanded offerings available.

Scope of the Report

The report provides a comprehensive and objective analysis of Tigerspike's digital experience consulting service offerings, capabilities and market and financial strength, including:

- Analysis of the company's offerings and key service components

- Revenue estimates

- Identification of the company's strategy, emphasis and new developments

- Analysis of the profile of the company's customer base including the company's targeting strategy and examples of current contracts

- Analysis of the company's strengths, weaknesses and outlook.

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