



NIIT Technologies Digital Experience Consulting Services

**Vendor Assessment
Report Abstract**

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Who Is This Vendor Assessment For?

NelsonHall's Digital Experience Consulting Services Vendor Assessment for NIIT Tech is a comprehensive assessment of NIIT Tech'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

Noida, India, headquartered NIIT Technologies (NIIT Tech), was founded to provide software and IT services. Initially, part of NIIT, the largest IT training company in India, in 2004, NIIT Tech was spun off as an independent public company to pursue the IT services industry.

NIIT Tech services clients in travel and transportation, banking and financial services, insurance, manufacturing, and media verticals, offering services including application development and maintenance, infrastructure management, and business process management.

NIIT Tech has supported clients' digital transformation journeys since the early 2000s, but Digital Services was formed as a horizontal unit in 2017.

Before the formal development of the digital services horizontal, NIIT Tech had begun building a user experience-centric capability in 2014 to span both experience consulting and the technological capabilities required to support it. In part, these UX and digital marketing skills which were acquired through a 2011 joint venture launched with Morris Communications. These skilled resources include accredited UX architects/designers with, on average, ~15 years of experience and backgrounds in, for example, aeronautics, airlines, banking, travel and transport, finance, e-commerce, insurance, media.

NIIT Tech had total revenues for ~\$606m in CY2019. NelsonHall estimates that digital transformation revenues account for ~30% of NIIT Tech's total CY 2019 revenues (~\$180m). Of this, NelsonHall estimates that ~30% (~\$55m) of these digital transformation revenues are associated with digital experience consulting services.

NIIT Tech's Digital Experience Consulting Services organization delivers offerings across four key areas:

- **Digital Business Services:** offers digital strategy consulting that covers digital strategy development, NIIT Tech digital capability model fit gap analysis, business case development, Digital Blueprint creation and road mapping
- **Digital Expert Services:** technology consulting around services including digital reference architecture, digital backbone design, and establishing a practice for digital engineering at scale

- Experience Design Services: services that leverage NIIT experience method that includes AI driven design process for co-creating experiences and optimization services that helps in digital experience platform exploitation
- Digital Service Design: end to end service design including process gym, core processes transformation, and core modernization.

NIIT Tech has ~10.8k FTEs as of September 30, 2019. NelsonHall estimates that NIIT Tech delivers its digital experience consulting from a team of ~305 employees across North America, Europe, and India.

NIIT Tech has three main centers of competencies for its digital experience consulting services across each of its key geographies:

- Noida, India: already in use
- New Jersey, U.S.: still in progress of being built out
- London, U.K.: still in progress of being built out.

NIIT Tech is in the process of transforming and building out a holistic set of offerings targeted at supporting client digital experience transformation. This approach provides a broad set of capabilities and offerings tailored to client industries but adaptable to a variety of client transformation focus areas. These capabilities are also supported by a portfolio of assets specifically tailored to the task. While this holistic set of capabilities provides a solid offering, many are in early stages of growth mode and will see continued evolution going forward.

The offerings are also underpinned by a broadly skilled team made of experienced employees. However, given NIIT Tech's focus on growing this team organically rather than through acquisitions, the team currently lacks significant scale and will need to continue to expand to support planned growth. NIIT Tech also has a limited studio footprint, with one studio located in each of its three major regions, though two are not yet fully operational. Investing in building more of these spaces located near its client provides it a stronger offering and would further enhance the value of its newly launched innovation-as-a-service offering by providing a nearby but distinct innovation capability for its clients.

Scope of the Report

The report provides a comprehensive and objective analysis of NIIT Tech'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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