



# **Trianz 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 Trianz is a comprehensive assessment of Trianz'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

Trianz is a consulting and technology services vendor headquartered in Santa Clara, CA and operates across the U.S., U.K., and APAC with technology delivery centers in India. Growth for Trianz has been both organic and inorganic, with four acquisitions to date that helped strengthen the presence and portfolio. In 2004, Trianz acquired Bangalore based EximSoft, which allowed it to expand its operations to India, where the majority of its workforce now resides.

Since 2014, Trianz has refocused its service capabilities around cloud, analytics, digital, infrastructure, and security (CADIS).

Trianz targets Fortune 1000 companies and services clients in technology, BFSI, media, manufacturing, retail, healthcare, life science, logistics, and public sector.

Since 2017, Trianz has invested in studying digital transformations globally and has a repository of ~ 1.5m datapoints across 18 industries. Trianz uses these to benchmark their clients and to provide insights on best practices followed by leading companies.

In total, Trianz has 1.5k employees, ~67% of whom are in India.

Trianz Digital practice has four key focus areas:

- **Benchmarking, Strategy & Roadmap development:** helps clients benchmark their digital maturity against the best in class, industry averages and develop their enterprise digitalization strategy and roadmaps using data-driven insights.
- **Digital experiences:** Trianz studios help clients develop an experience strategy at the enterprise or a portfolio or individual process or application level with a design thinking approach. Its philosophy is to rethink utility, outcomes and experiences from a problem-solution and user point of view.
- **Digital Abstraction, Technology Platforms & integration:** focuses on creating enterprise standards and abstracted experience layers and integration of tech platforms into client landscapes, including the use of digital experience platforms. Trianz also delivers cloud native applications.
- **Analytics & insights:** leveraging its Analytics practice, Trianz provides user behavior, usage and other in-app analytics and conversely, shapes the digital experience of analytics platforms.

NelsonHall estimates that Trianz had revenues of ~\$90m in CY 2019. Of this, NelsonHall estimates that digital consulting services accounted for ~25% of this total (\$22.5m). Further, NelsonHall estimates that digital experience consulting services account for 67% of Trianz's total digital consulting revenues (~\$15m).

Trianz offers a suite of offerings across a digital capability stack and the associated business transformation required to enable the client to realize the value of the digital initiatives being pursued.

These offerings are grouped into five categories:

- **Digital strategy:** the transformation of how companies apply digital in its business context. Services including digital maturity assessment, experience strategy, journey mapping, service blueprinting, innovation accelerators and technology roadmaps
- **Digital foundation:** the foundational elements required to support broader transformation including SDLC transformation, microservices architecture, product engineering, application modernization, digital experience platforms, and application support and maintenance services
- **Digital optimization:** optimization of the IT landscape through the application of automation, digital analytics, search optimization, and digital experience optimizations
- **Digital experience:** application of user-centric design including product ideation and design, UI development, web & mobile experience, user research & insights, and digital prototyping
- **Business transformation:** capabilities that enable the digital transformation, including organizational change and adoption, business analytics, design thinking, and process optimization.

Trianz has ~1,500 employees globally. It estimates that ~1k of these are located in India, with the majority of the rest located in the U.S., U.K. and APAC. Specific digital consulting resource pools include ~50 experience designers as part of its virtual design studio organization and ~400 employees comprising of architects, designers, engineers and information architects in its digital capability.

Trianz has a design studio located in San Francisco and Santa Clara and is supported by a virtual organization across its U.S. and Indian locations.

Trianz pivoted its corporate focus in 2014, to focus exclusively on emerging digital technologies. This targeted focus allows it to place all of its resources in building out these specific capabilities, rather than being spread across a broad services portfolio. The focused build-out of its digital transformation team and introduction of a strategy practice provides it a clearly articulated delivery approach for clients. It will be imperative to build out this practice, both in terms of headcount and in terms of physical studio space, to enable this practice to provide the tip-of-spear capabilities Trianz is seeking.

While the company stated it has no current plans to use inorganic growth to jumpstart this scaling effort, given the company's history of acquisition, it wouldn't be a surprise to see it ultimately choose to pursue this approach.

## Scope of the Report

The report provides a comprehensive and objective analysis of Trianz'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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## Report Length

10 pages

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