Everest Group Guidewire Services PEAK Matrix® Assessment 2024

Focus on PwC

July 2024

Introduction

In 2023, the Property and Casualty (P&C) insurance industry continued its journey toward digital transformation, with a notable inclination toward platform modernization, to meet evolving business and customer demands. Within this landscape, Guidewire has been a key consideration for insurers looking to update their core systems. The focus of enterprises has been on optimizing operational efficiency, scalability, and customer engagement through more flexible and interconnected system architectures.

IT service providers have responded to this industry trend by deepening their expertise in Guidewire's offerings, ensuring that their services align with the nuanced requirements of modern P&C insurance operations. The emphasis has been on developing a proficient talent pool, enhancing cloud integration strategies, and reinforcing data analytics capabilities to support complex migration and implementation processes. Additionally, they are expanding across growth markets, building local capabilities and geo-specific strategies, as well as enhancing offshore capabilities for cost-effectiveness.

In this research, we present an assessment of 28 leading IT service providers featured on the Guidewire Services PEAK Matrix® Assessment 2024. The assessment is based on Everest Group's annual RFI process for the calendar year 2024, interactions with leading insurance IT services providers, client reference checks, and ongoing analysis of the insurance IT services market.

This report includes the profiles of the following 28 leading Guidewire services providers featured on the Guidewire Services PEAK Matrix Assessment 2024:

- **Leaders:** Accenture, Capgemini, Cognizant, CGI, Deloitte, EY, PwC, TCS, and Zensar Technologies

- **Major Contenders:** Coforge, Exavalu, GFT, HTC Global Services, HCLTech, IKOR, Infosys, LTIMindtree, SBI Technology, Stratus, Sollers Consulting, Tech Mahindra, ValueMomentum, and Wipro

- **Aspirants:** Alchemy Technology Services, Aspire Systems, Birlasoft, Endava, and Insurance Technology Services (ITS)

Scope of this report

Geography: Global

Industry: 28 leading Guidewire service providers

Services: Guidewire services

Guidewire services PEAK Matrix® characteristics

Leaders

Accenture, Capgemini, Cognizant, CGI, Deloitte, EY, PwC, TCS, and Zensar Technologies

- Leaders comprise large-scale IT-heritage and consulting-heritage firms. These providers have a strong global presence and delivery capabilities that enable them to scale according to requirements, present an opportunity for clients to utilize certified talent, and provide strategic support to clients in developing roadmaps

- Leaders have built a comprehensive partnership ecosystem consisting of third-party providers, InsurTechs, and Guidewire marketplace solutions, along with investments in gaining region-/product- specific specializations

- Leaders continue to show strong proof points in working with carriers across the Guidewire services value chain, from consulting and change management to product implementation and other related workstreams such as upgrades, integrations, enhancements, maintenance, and support

Major Contenders

Coforge, Exavalu, GFT, HTC Global Services, HCLTech, IKOR, Infosys, LTIMindtree, SBI Technology, Stratus, Sollers Consulting, Tech Mahindra, ValueMomentum, and Wipro

- Major Contenders have made targeted investments to expand in high-growth regions by building local capabilities, establishing a proximity-based delivery model, and partnering with InsurTechs to enhance their capabilities. These providers continue to add value in Guidewire engagements with point solutions on the Guidewire platform, supported by a comprehensive repository of accelerators and frameworks that ensure timely, on-budget implementations and cost-effective services

- Several Major Contenders have a regional focus: for instance, IKOR, Endava, and Sollers Consulting are primarily focused on the UK and Europe markets; ValueMomentum and HTC Global Services concentrate on North America; SBI Technology targets the Latin America Guidewire services market; and Tech Mahindra is focused on the ANZ region

Aspirants

Alchemy Technology Services, Aspire Systems, Birlasoft, Endava, and Insurance Technology Services (ITS)
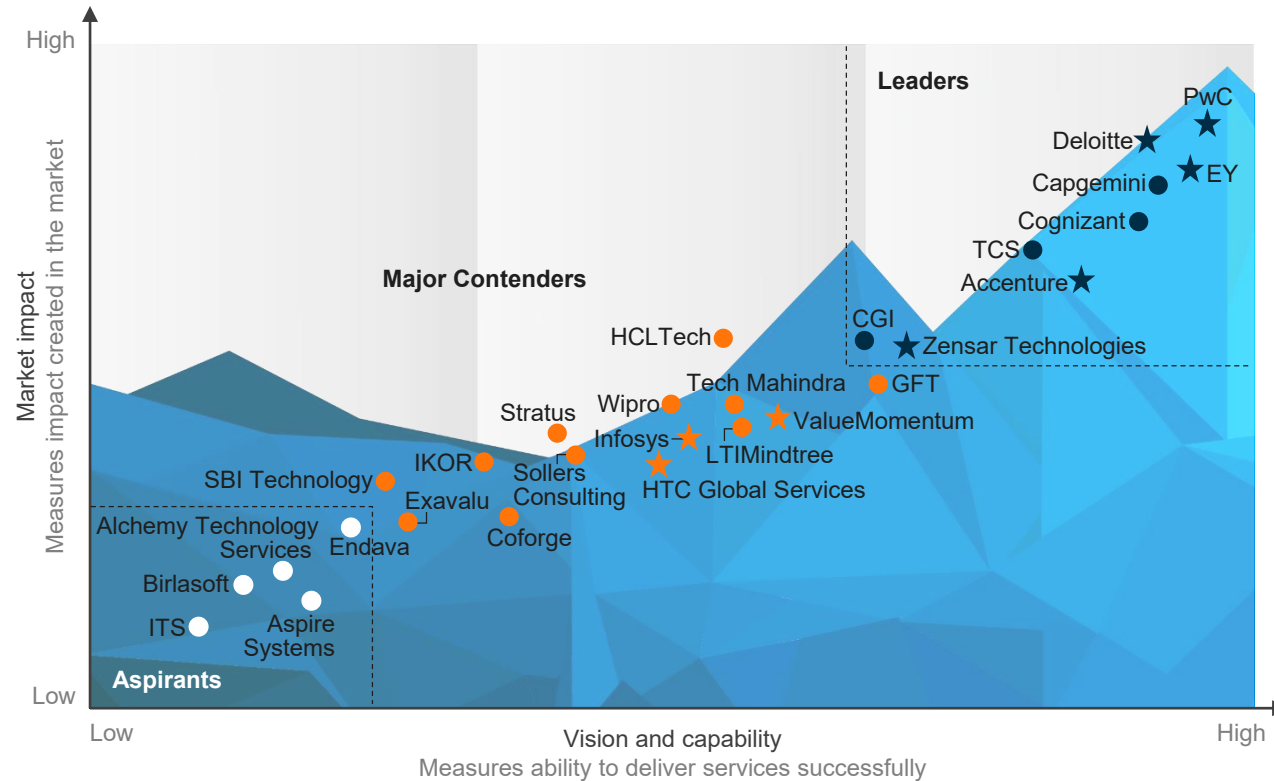
- Aspirants are either emerging practices or providers that have specialized by providing targeted services. They employ a case-driven approach to develop specific point solutions. Moreover, they are preferred for post-implementation testing, enhancement, and maintenance support across core modules

- Birlasoft is an emerging practices, with initial investments aimed at forming and expanding their foundational teams. Meanwhile, Alchemy Technology Services specializes in onshore delivery for small and midsize insurers in Europe and the UK. Aspire Systems has achieved success with North American insurers for downstream services and Insurance Technology Services (ITS) is positioned as an InsuranceNow specialist in the North American market

Everest Group PEAK Matrix®

Guidewire Services PEAK Matrix® Assessment 2024 | PwC is positioned as a Leader and a Star Performer

Everest Group Guidewire Services PEAK Matrix® Assessment 2024[1]

- ● Leaders
- ● Major Contenders
- ○ Aspirants
- ☆ Star Performers

Leaders

PwC

Deloitte ★

Capgemini ● ★ EY

Cognizant ●

TCS ●

Accenture ★

CGI ●

Zensar Technologies ★

HCLTech ●

Tech Mahindra ● GFT

Wipro ●

Stratus ● ValueMomentum ★

Infosys ★

IKOR ● LTIMindtree

Sollers Consulting

SBI Technology ● HTC Global Services ★

Exavalu ●

Alchemy Technology Services

Endava ○

Coforge ●

Birlasoft ○

ITS ○ Aspire Systems ○

Aspirants

Major Contenders

Market impact — Measures impact created in the market (vertical axis, Low to High)

Vision and capability — Measures ability to deliver services successfully (horizontal axis, Low to High)

1 Assessments for Alchemy Technology Services, Endava, Insurance Technology Services (ITS), Sollers Consulting, and SBI Technology excludes service provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, provider public disclosures, and Everest Group's interactions with insurance buyers
Source: Everest Group (2024)

PwC profile (page 1 of 5)

Overview

GW partnership status (CY 2023 (December))

Select
Advantage
Global Premier

GW specialization status

Specialization	BillingCenter	ClaimCenter	Cloud	Cloud Ready	DataHub	DataHub+	Digital	InsuranceSuite	InsuranceSuite Integration
Americas	✓	✓	✓		✓	✓	✓	✓	✓
Latin America			✓						
EMEA	✓	✓	✓		✓	✓			✓
Asia Pacific		✓							

Specialization	InsuranceNow	Migration Acceleration	PolicyCenter	Premier Go-to-Market	Premier services engagement	Rapid Implementation	Testing Standards	Technical Upgrades
Americas		✓	✓	✓		✓	✓	✓
Latin America		✓				✓	✓	✓
EMEA		✓	✓			✓	✓	✓
Asia Pacific		✓	✓			✓	✓	✓

PwC profile (page 2 of 5)
Overview

GW services – revenue mix (CY 2023 (Dec))

<US$5 million	US$5-20 million	US$20-50 million	US$50-100 million	>US$100 million

Number of GW services engagements (CY 2023 (Dec))

<2	2-5	5-10	10-25	>25

Number of engagements and certified FTEs across core GW (CY 2023 (Dec))

Core GW products	Number of engagements (<2, 2-5, 5-10, >10)	Number of certified FTEs (<10, 10-25, 25-50, >50)
PolicyCenter	>10	>50
BillingCenter	>10	>50
ClaimCenter	>10	>50
InsuranceSuite	NA	>50
InsuranceNow	NA	NA
GW on Cloud	>10	>50
GW Marketplace	NA	NA
GW Analytics	NA	NA

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

Revenue by buyer size

● Small (annual revenue <US$1 billion) ● Midsize (annual revenue US$1-5 billion) ● Large (annual revenue US$5-10 billion)

● Very large (annual revenue US$10-20 billion) ● Mega (annual revenue >US$20 billion)

Revenue by insurance LoB

● Personal lines ● Commercial lines ● Specialty lines

Revenue by services scope

● Consulting services ● Implementation services ● Enhancement services

● QA and testing services ● Upgrade and migration services ● Maintenance and support services

Revenue by geography

● Americas ● United Kingdom ● Europe

● Asia Pacific ● RoW (LATAM, MEA, etc.)

Everest Group®

PwC profile (page 3 of 5)
Case studies

CASE STUDY 1
Transformed policy management system with Guidewire cloud solutions

Business challenge
The client wanted to transform its legacy policy administration and portals into Guidewire PolicyCenter (for the client's program managers) and ProducerEngage portal for its state administrators in their Affinity business segments. It also wanted to convert policy data from its legacy system, using IICS and the Guidewire PMT tool.

Solution
The PwC engagement team successfully implemented the client's Lawyer's Specialty product on PolicyCenter, ProducerEngage, Contact Manager, and Guidewire CDA on the Guidewire Cloud Garmisch Platform. This was a significant milestone for CNA Insurance, one of the first Guidewire customers, to kick off the new phase of its policy transformation journey on the Guidewire Cloud Platform.

Impact
- Created rapid quotations and used an updated rating scheme, automated renewal processing, and rule-based bundling of renewal buckets
- Designed and built a Guidewire CDA pipeline on the Google Cloud platform with a new technology stack, becoming the first major carrier to do so to feed data into the client's existing data lake
- Created a comprehensive policy conversion framework to migrate policies from the client's legacy policy administration to PolicyCenter for all future specialized and commercial line books

CASE STUDY 2
Streamlined cloud migration and integration strategies

Business challenge
The client faced the challenge of migrating its on-premises Guidewire technology and platform integrations to the Guidewire cloud. It aimed to enhance its capabilities, streamline processes, and embrace a cloud-first approach to drive business growth while minimizing technology debt.

Solution
PwC devised a comprehensive strategy to transition to the Guidewire cloud seamlessly. This involved migrating key functionalities such as policy management, claims processing, billing, and self-service tools onto the new platform. Over 120 Java-based custom integrations were replaced with standardized MuleSoft-based APIs, ensuring compatibility and scalability. Guidewire's cloud data access facilitated real-time insights by streaming information into the enterprise data warehouse.

Impact
- Achieved a 350% projected increase in the number of policy quotes with the implementation of Guidewire's Aggregator Quote Request tool
- About 40% of on-premises CPU and memory-intensive servers were retired because of cloud migration and 2-4x faster speed-to-market after implementing the MuleSoft API architecture versus the legacy point-to-point approach

PwC profile (page 4 of 5)

Investments and product-level details

Top ten investments/initiatives to enhance Guidewire services delivery capabilities

Investments	Details
Investment	Invested US$1 billion to create a patented LLM (ChatPwC) based on OpenAI GPT; the investment consists of retraining of PwC employees, internal automation investments, and the creation of OpenAI models for its clients. ChatPwC is accessible to more than 75,000 US firm users
Acquisition	Acquired Surfaceink, a product design, engineering, and development consulting firm with an emphasis on consumer electronics and industrial IoT; through the integration of connection and digital technologies, Surfaceink has worked with prominent Silicon Valley innovators and technological innovators to help companies build new value propositions, improve user experiences, and open up new revenue streams. PwC clients benefited from swift design and build opportunities due to its extensive product design and prototyping capabilities, which include specialist labs for electronics, 3-D printing, and acoustics
Acquisition	Acquired Pollen8, a sustainability and green consultancy firm, to expand its ESG-based consulting capabilities
Acquisition	Acquired Zero&One and ACTS to strengthen PwC's core hyperscaler consultancy skills in Microsoft Azure and AWS and EagleDream Technologies, a cloud-native transformation business and AWS Partner Network (APN) Premier Consulting Partner
Training	Invested over US$2 million in training and certifications for Guidewire cloud over the previous three years
Guidewire specializations	Obtained all specializations offered by Guidewire in the American market and made investments to accomplish all targets in the EMEA region
Solution	Bordereaux Automation Solution Pack, a solution for commercial lines carriers looking for a way to manage complicated bordereauxs pertaining to policies, premiums, and claims; the automation solution, which consists of trained OCR and NLP models for automated document classification, extraction, and connection to the Guidewire Cloud Platform, connects the Appian Intelligent Document Production (IDP) platform to Guidewire
Solution	Parametrics Solution Pack – an APD-based parametrics insurance solution for Guidewire clients; the solution pack consists of a pre-configured parametrics product model on PolicyCenter, serverless AWS code and database logic (such as Lambda and DynamoDB), and pre-configured ClaimCenter to facilitate the creation and settlement of claims through a straight-through process based on the payout of the insurance parametric trigger
Solution	Usage-based Insurance Solution Pack – pre-configured automobile solution for telematics-based UBI solution; the accelerator provides a pre-configuration of the PolicyCenter automobile line, expansion of the base Guidewire UBI Accelerator, and integration code to common third-party telematics solution providers
Solution	Excess and Surplus Lines Solution Pack – a commercial specialty lines solution for excess and surplus lines, including the key InsuranceSuite expansion to include enhanced IRPM and commission level premium overrides, enhanced manuscript workflow and user experience, and an expanded coverage model to address common underwriter needs related to displaying and selecting specific broker-requested forms and edition dates

PwC profile (page 5 of 5)

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	Scope of services offered	Innovation and investments	Delivery footprint	Overall
⬤	◕	◕	⬤	⬤	⬤	⬤	◔	◕

Strengths

- Continued investments in building a market-leading pool of Guidewire-certified resources, multiple success proof points of driving successful Guidewire Cloud implementations, and established upskilling/reskilling programs help PwC present strong credentials to manage Guidewire Cloud migration projects

- Strategic partnership with Guidewire for joint engineering initiatives, combined with industry-specific thought leadership, has helped PwC align with Guidewire's vision and enhance industry mindshare

- Clients have expressed their appreciation for PwC's extensive domain knowledge and strong technical expertise around Guidewire Cloud implementations and a collaborative approach to strengthen relationships

- Recognized by Guidewire at Connections 2023 with the Outstanding System Integrator Market Growth Award – Americas and Passion for Excellence Award

Limitations

- Some clients have expressed concerns about premium pricing and the lack of flexibility in tailoring commercial constructs to meet specific needs of tier-3 or smaller insurers

- While PwC has invested in building a robust partnership ecosystem with InsurTechs and Guidewire-affiliated solution partners over the last 18 months, it still lags similar-sized peers in terms of breadth of partnership portfolio

- Clients expect enhanced transparency in client communication with delivery leaders
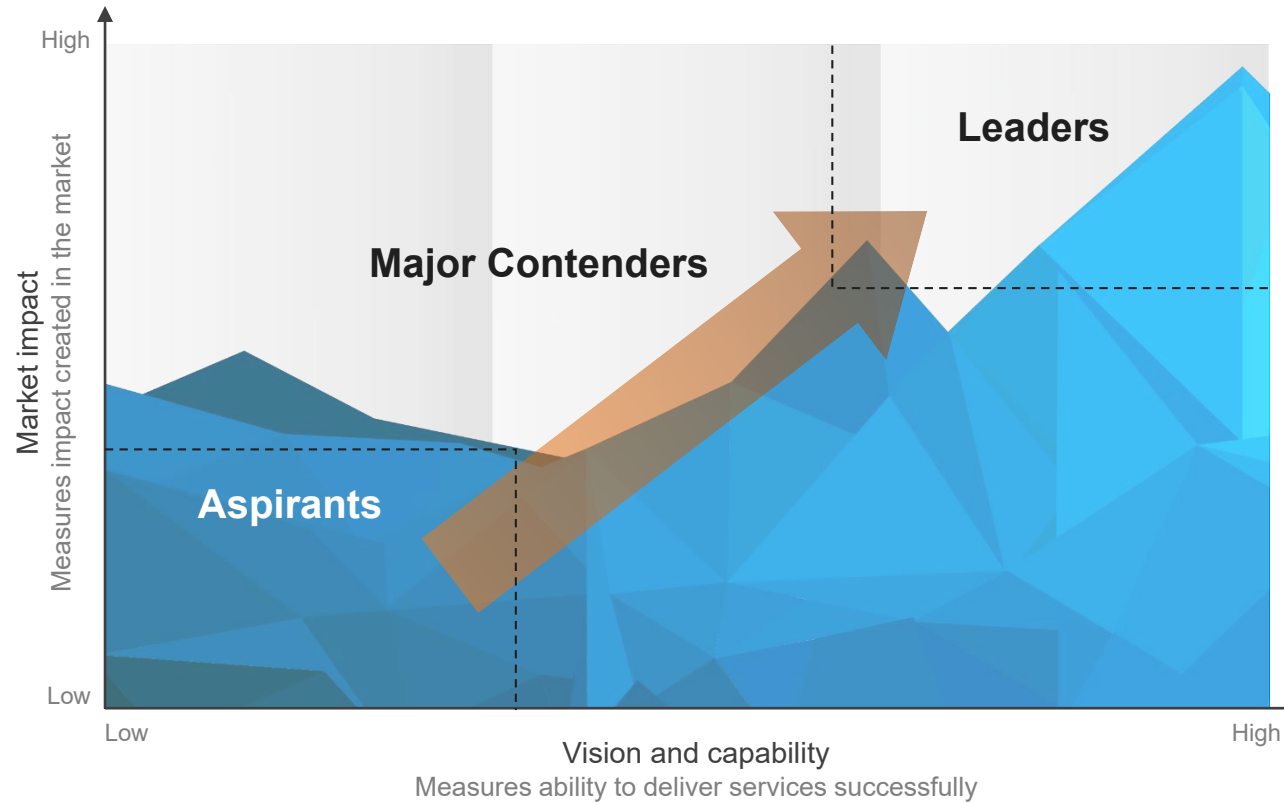
Everest Group®

Appendix
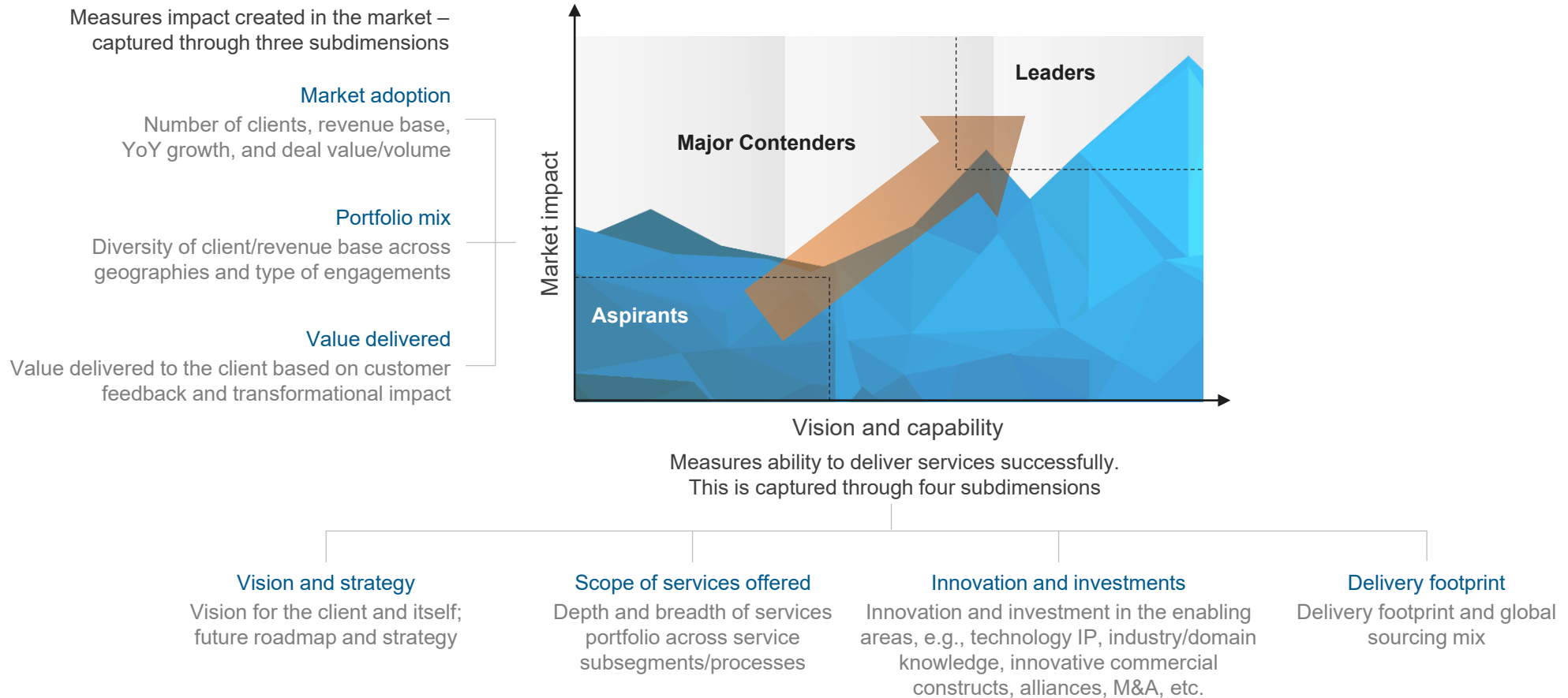
PEAK Matrix® framework

FAQs

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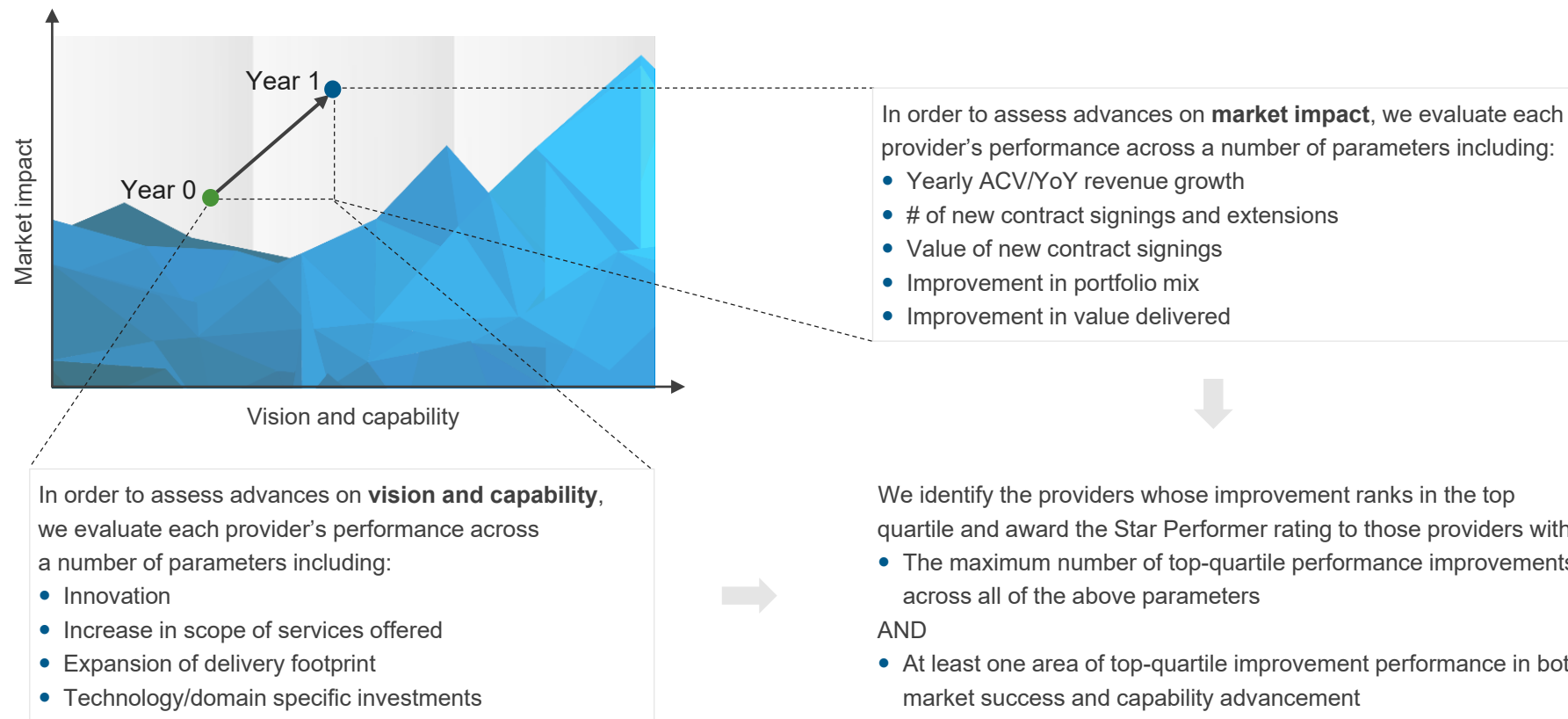
Everest Group PEAK Matrix

Services PEAK Matrix® evaluation dimensions

Measures impact created in the market –
captured through three subdimensions

Market adoption

Number of clients, revenue base,
YoY growth, and deal value/volume

Portfolio mix

Diversity of client/revenue base across
geographies and type of engagements

Value delivered

Value delivered to the client based on customer
feedback and transformational impact

Leaders

Major Contenders

Aspirants

Market impact

Vision and capability

Measures ability to deliver services successfully.
This is captured through four subdimensions

Vision and strategy

Vision for the client and itself;
future roadmap and strategy

Scope of services offered

Depth and breadth of services
portfolio across service
subsegments/processes

Innovation and investments

Innovation and investment in the enabling
areas, e.g., technology IP, industry/domain
knowledge, innovative commercial
constructs, alliances, M&A, etc.

Delivery footprint

Delivery footprint and global
sourcing mix

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

In order to assess advances on **market impact**, we evaluate each provider's performance across a number of parameters including:
- Yearly ACV/YoY revenue growth
- # of new contract signings and extensions
- Value of new contract signings
- Improvement in portfolio mix
- Improvement in value delivered

In order to assess advances on **vision and capability**, we evaluate each provider's performance across a number of parameters including:
- Innovation
- Increase in scope of services offered
- Expansion of delivery footprint
- Technology/domain specific investments

We identify the providers whose improvement ranks in the top quartile and award the Star Performer rating to those providers with:
- The maximum number of top-quartile performance improvements across all of the above parameters

AND
- At least one area of top-quartile improvement performance in both market success and capability advancement

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 in 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

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**.

Everest Group®
With you on the journey