

The Forrester Wave™: Adobe Implementation Services, Q2 2020

The 12 Providers That Matter Most And How They Stack Up

by Xiaofeng Wang and Ted Schadler

June 25, 2020

Why Read This Report

In our 24-criterion evaluation of Adobe implementation service providers, we identified the 12 most significant ones — Accenture, Adobe, Cognizant, Deloitte, Dentsu, HCL Technologies, IBM, ICF Next, Infosys, Publicis Sapient, Tata Consultancy Services (TCS), and WPP — and researched, analyzed, and scored them. This report shows how each provider measures up and helps B2C marketing professionals select the right one for their needs.

Key Takeaways

Accenture, Deloitte, Publicis Sapient, Adobe, Dentsu, And WPP Lead The Pack

Forrester's research uncovered a market in which Accenture, Deloitte, Publicis Sapient, Adobe, Dentsu, and WPP are Leaders; IBM, Cognizant, and TCS are Strong Performers; and ICF Next, HCL Technologies, and Infosys are Contenders.

Breadth And Capacity Of Adobe Services Expertise Are Key Differentiators

Design and consulting capabilities, combined with expertise on Adobe's growing product suite, differentiate the Leaders from the pack. Service providers that can provide a strong Adobe Certified Expert capacity and a wide range of Adobe Specializations across regions are best positioned to help customers achieve success in their Adobe projects.

The Forrester Wave™: Adobe Implementation Services, Q2 2020

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June 25, 2020

Table Of Contents

- 2 **Adobe Services Augment Experience-Led Transformation**
- 3 **Evaluation Summary**
- 6 **Vendor Offerings**
- 6 **Vendor Profiles**
 - Leaders
 - Strong Performers
 - Contenders
- 12 **Evaluation Overview**
 - Vendor Inclusion Criteria
- 13 **Supplemental Material**

Related Research Documents

- [Don't Buy Software Without A Services Partner At The Table](#)
- [Now Tech: Adobe Implementation Services, Q1 2020](#)
- [Ten Ways To Get The Most Out Of Your Adobe Investment](#)



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The Forrester Wave™: Adobe Implementation Services, Q2 2020

The 12 Providers That Matter Most And How They Stack Up

Adobe Services Augment Experience-Led Transformation

Forrester Analytics survey data indicates that globally, more firms purchase marketing technology software from Adobe than any other vendor.¹ From content design and creation to measurement, delivery, and commercialization, Adobe gives enterprise customers a suite of tools for designing and delivering personalized experiences that drive business results. To maximize their investment in Adobe technology, customers work with one or more third parties that provide consulting, implementation, and operations services to accelerate experience-led business transformation.² When considering their requirements for Adobe services, firms should look for providers that:

- › **Combine Adobe expertise with business understanding.** Managing the sophistication of customer engagement today requires a wide variety of Adobe products, making the breadth and capacity of providers' Adobe expertise key differentiators. But extensive Adobe Certified Expert product coverage and Adobe Specializations across regions won't satisfy buyers, who expect providers to complement their Adobe skills with vertical expertise, understand clients' business priorities and challenges, and bring in prebuilt assets, accelerators, and industry-relevant best practices.
- › **Have expertise in the specific Adobe products you need.** While all of the providers we evaluated broadly support and deploy Adobe Marketing Cloud and Analytics Cloud, their customers seldom discussed or commented on Advertising Cloud, Marketo Engage, or Commerce Cloud (Magento). If you need help with one of these, or in the emerging Adobe Experience Platform or Sensei, be sure to ask providers for references in these niche areas.
- › **Marry design, strategic consulting, and implementation.** Adobe service buyers look for providers' in-market resources beyond implementation, including strategic consulting and design. Most providers only excel in one or two of these or can't demonstrate the same level of expertise and resources in all three regions. In particular, they fall short in Asia Pacific, which is also the region that Adobe is least present in. These shortcomings were reflected in the stories that customers across North America, Europe, and Asia Pacific (AP) told us.
- › **Integrate with internal and external ecosystems.** Adobe service buyers span four roles: marketing, technology, CX/digital, and business/commerce. Their Adobe practice success relies on enterprisewide collaboration across these roles. Leading providers are able to align stakeholders to work toward a common purpose: customer experience success. As Adobe customers often use multiple tech and service providers at the same time, providers with a strong partner ecosystem and solid integration capabilities are also important to buyers.

The Forrester Wave™: Adobe Implementation Services, Q2 2020

The 12 Providers That Matter Most And How They Stack Up

Evaluation Summary

The Forrester Wave™ evaluation highlights Leaders, Strong Performers, Contenders, and Challengers. It's an assessment of the top vendors in the market and does not represent the entire vendor landscape. You'll find information on 15 other Adobe implementation service providers in our [Now Tech report](#). We can discuss all of these in detail as well.

We intend this evaluation to be a starting point only and encourage clients to view product evaluations and adapt criteria weightings using the Excel-based vendor comparison tool (see Figure 1 and see Figure 2). Click the link at the beginning of this report on Forrester.com to download the tool.

The Forrester Wave™: Adobe Implementation Services, Q2 2020
The 12 Providers That Matter Most And How They Stack Up

FIGURE 1 Forrester Wave™: Adobe Implementation Services, Q2 2020

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Adobe Implementation Services
Q2 2020



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The 12 Providers That Matter Most And How They Stack Up

FIGURE 2 Forrester Wave™: Adobe Implementation Services Scorecard, Q2 2020

	Forrester's weighting	Accenture	Adobe	Cognizant	Deloitte	Dentsu	HCL Technologies	IBM	ICF Next	Infosys	Publicis Sapient	Tata Consultancy Services	WPP
Current offering	50%	4.30	4.30	3.30	3.70	4.00	3.00	2.70	2.90	2.30	4.10	2.50	3.70
Consulting capabilities	5%	5.00	3.00	3.00	5.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
Customer experience capabilities	5%	5.00	3.00	3.00	5.00	5.00	3.00	3.00	3.00	3.00	5.00	3.00	3.00
Design capabilities	5%	5.00	3.00	3.00	5.00	5.00	3.00	5.00	1.00	1.00	5.00	1.00	3.00
Operations capabilities	5%	5.00	5.00	5.00	3.00	3.00	5.00	3.00	5.00	3.00	3.00	5.00	5.00
Adobe Certified Expert headcount	5%	5.00	5.00	5.00	3.00	3.00	1.00	1.00	1.00	5.00	5.00	5.00	5.00
Adobe Certified Expert product coverage	5%	5.00	5.00	3.00	3.00	5.00	5.00	1.00	1.00	3.00	3.00	3.00	5.00
Adobe specializations	5%	3.00	5.00	3.00	3.00	5.00	1.00	3.00	1.00	1.00	5.00	1.00	5.00
Adobe Advertising Cloud capabilities	5%	1.00	5.00	1.00	1.00	5.00	1.00	1.00	1.00	1.00	3.00	1.00	5.00
Adobe Marketing Cloud capabilities	20%	5.00	5.00	5.00	5.00	3.00	5.00	3.00	5.00	3.00	5.00	3.00	3.00
Adobe Analytics Cloud capabilities	15%	5.00	3.00	3.00	3.00	5.00	3.00	3.00	3.00	1.00	5.00	1.00	3.00
Marketo Engage capabilities	5%	3.00	3.00	1.00	3.00	5.00	1.00	1.00	1.00	1.00	3.00	3.00	5.00
Adobe Commerce Cloud/Magento capabilities	5%	3.00	5.00	1.00	3.00	5.00	1.00	3.00	3.00	3.00	3.00	3.00	5.00
Adobe Experience Platform capabilities	5%	3.00	5.00	3.00	3.00	3.00	1.00	3.00	3.00	1.00	3.00	1.00	3.00
Adobe Sensei capabilities	5%	3.00	5.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
Prebuilt Adobe assets and accelerators	5%	5.00	5.00	3.00	5.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00

All scores are based on a scale of 0 (weak) to 5 (strong).

The Forrester Wave™: Adobe Implementation Services, Q2 2020

The 12 Providers That Matter Most And How They Stack Up

FIGURE 2 Forrester Wave™: Adobe Implementation Services Scorecard, Q2 2020 (Cont.)

	Forrester's weighting	Accenture	Adobe	Cognizant	Deloitte	Dentsu	HCL Technologies	IBM	ICF Next	Infosys	Publicis Sapient	Tata Consultancy Services	WPP
Strategy	50%	5.00	3.50	3.00	4.50	3.50	1.50	4.00	2.00	2.00	4.00	3.00	3.50
Vision	25%	5.00	3.00	3.00	5.00	3.00	3.00	3.00	3.00	3.00	5.00	3.00	3.00
Execution roadmap	25%	5.00	3.00	3.00	5.00	3.00	1.00	5.00	3.00	1.00	3.00	3.00	3.00
Innovation strategy	25%	5.00	3.00	3.00	5.00	3.00	1.00	5.00	1.00	3.00	3.00	3.00	3.00
Partner ecosystem	25%	5.00	5.00	3.00	3.00	5.00	1.00	3.00	1.00	1.00	5.00	3.00	5.00
Market presence	0%	3.80	5.00	3.40	4.65	3.60	1.95	1.35	0.85	2.45	4.10	3.05	4.70
Number of Adobe clients	20%	3.00	5.00	4.00	4.00	3.00	1.00	2.00	1.00	1.00	3.00	4.00	5.00
Adobe-influenced revenue	30%	4.00	5.00	3.00	5.00	4.00	3.00	1.00	1.00	4.00	5.00	2.00	4.00
Americas presence	20%	4.00	5.00	4.00	5.00	3.00	2.00	1.00	1.00	3.00	4.00	3.00	5.00
EMEA presence	15%	5.00	5.00	4.00	5.00	3.00	1.00	2.00	0.00	2.00	4.00	3.00	5.00
Asia Pacific presence	15%	3.00	5.00	2.00	4.00	5.00	2.00	1.00	1.00	1.00	4.00	4.00	5.00

All scores are based on a scale of 0 (weak) to 5 (strong).

Vendor Offerings

Forrester included 12 vendors in this assessment: Accenture, Adobe, Cognizant, Deloitte, Dentsu, HCL Technologies, IBM, ICF Next, Infosys, Publicis Sapient, Tata Consultancy Services, and WPP.

Vendor Profiles

Our analysis uncovered the following strengths and weaknesses of individual vendors.

Leaders

- › **Accenture takes a full-stack approach to architecture and transformation.** Accenture Interactive's Adobe practice serves clients like Subway in the Americas and AstraZeneca and NatWest in Europe, where it has stronger presence in Germany, the UK, France, the Netherlands, and Italy. Accenture Interactive has implemented Adobe products at clients like Siam Commercial Bank in Asia Pacific, where it has a stronger presence in Singapore, China, Japan, Australia, and New Zealand. Accenture

The Forrester Wave™: Adobe Implementation Services, Q2 2020

The 12 Providers That Matter Most And How They Stack Up

Interactive performed better in our evaluation on Adobe product coverage and on consulting, design, Marketing Cloud, and Analytics Cloud capabilities. It's in the middle of the pack in terms of Commerce Cloud (Magento) capabilities and performed worse on Advertising Cloud capabilities.

Accenture Interactive does well in all strategy factors, including vision, execution roadmap, innovation strategy, and partner ecosystem. Notably, Accenture Interactive has elevated its Adobe practice to the same level as its other major alliance partner practices. Clients like its strategy leadership and ability to help them get more out of the Adobe stack. One reference customer said that Accenture Interactive is "willing to go above and beyond to get things done." Clients would like to see it take on more of an advisory role, share knowledge across clients' internal teams, and provide better access to local resources in AP. Accenture Interactive is a good fit for companies, especially in the Americas and Europe, that need large-scale implementations coupled with experience-led transformation; it's less suitable for companies on a budget or looking for a single-cloud implementation.

- › **Deloitte excels at combining consulting, design, and implementation.** Deloitte Digital's Adobe services practice serves clients like Chipotle and Lenovo in the Americas and E.ON in Europe, where it has a stronger presence in the UK, Belgium, the Netherlands, Italy, and Germany. Deloitte Digital has implemented Adobe products at clients like Cbus in AP, where it has a stronger presence in Australia, India, Singapore, China, and Japan. Deloitte Digital performed better in our evaluation on consulting, customer experience, design, and Marketing Cloud capabilities; it's in the middle of the pack in terms of Analytics Cloud and Commerce Cloud (Magento) capabilities and performed worse on Advertising Cloud capabilities.

Deloitte Digital does well in strategy factors such as execution roadmap and innovation strategy and is on par in partner ecosystem strategy. Clients like its end-to-end capabilities, industry expertise, and strong consulting services. One reference customer said that Deloitte Digital "brings the right mix of IT capabilities and strong business knowledge." Clients would like to see Deloitte Digital broaden its Analytics Cloud resources, better integrate its resources in some geographies, and transfer more knowledge to the client. Deloitte is a good fit for consumer products, high-tech, and media and entertainment companies that need to implement the full Adobe portfolio to effect an end-to-end experience transformation; it's less suitable for companies without a premium experience services budget.

- › **Publicis Sapient brings a comprehensive portfolio and strong ecosystem skills.** Publicis Sapient's Adobe services practice serves clients like Carnival, Loblaw, and MGM in the Americas and Fiat Chrysler in Europe, where it has a stronger presence in the UK, Germany, France, Sweden, and Switzerland. It has implemented Adobe products at clients like Acura and Nissan in AP, where it has a stronger presence in Australia, Singapore, Japan, India, and China. Publicis Sapient performed better in our evaluation on customer experience, design, Marketing Cloud, and Analytics Cloud capabilities. Its Marketo Engage and Commerce Cloud (Magento) capabilities are in the middle of the pack.

The Forrester Wave™: Adobe Implementation Services, Q2 2020

The 12 Providers That Matter Most And How They Stack Up

Publicis Sapient does well in strategy factors such as vision and partner ecosystem and is on par in execution roadmap and innovation strategy. Clients like its design-led, collaborative approach and flexibility in adapting resources to meet changing needs. One reference customer said that Publicis Sapient “stood out on user experience and customer journey. What they brought was far superior.” Clients would like to see Publicis Sapient improve its analytics capabilities and be more proactive in its recommendations on changing customer needs in, for example, omnichannel commerce. Publicis Sapient is a good fit for companies in consumer industries with data-driven engagement models and strong brand differentiation; it’s less suitable for industrial companies with more scaled-back Adobe needs.

- › **Adobe provides integrated services to augment its products across the board.** Adobe Professional Services serves clients like TELUS and 24-Hour Fitness in the Americas and Software AG in Europe, where it has a stronger presence in the UK, Germany, France, Switzerland, and Italy. Adobe has implemented its products at clients like Tourism of Australia in AP, where it has a stronger presence in Australia, India, and Singapore. Adobe performed better in our evaluation on Marketing Cloud, Commerce Cloud (Magento), and the new Experience Platform capabilities. Its consulting, customer experience, and design capabilities are in the middle of the pack.

Adobe does well in partner ecosystem strategy and is on par for other strategy factors, including vision, execution roadmap, and innovation strategy. Clients like its commitment to understanding their businesses and customers and easy access to Adobe product teams. One reference customer said that Adobe is “an embedded part of our teams — they work closely with us to understand what we really want to achieve.” Clients would like to see better integration between vertical teams and more strategic consulting. Adobe is a good fit for firms that adopt Adobe products extensively, particularly in financial services, retail, and media and entertainment; it’s less suited to companies that are on a tight budget, need extensive implementations, or are looking for experience-led business transformation.

- › **Dentsu is strong in customer experience, design, and analytics.** Dentsu’s Adobe services practice serves clients like American Red Cross and Canon in the Americas and Aviva in Europe, where it has a stronger presence in Germany, Switzerland, the UK, France, and Spain. Dentsu has implemented Adobe products at clients like Amer Sports and National Australia Bank in AP, where it has a stronger presence in India, Australia, China, Japan, and South Korea. Dentsu performed better in our evaluation on customer experience, design, Advertising Cloud, Analytics Cloud, and Marketo Engage capabilities. It’s in the middle of the pack for Adobe Certified Expert headcount and prebuilt Adobe assets and accelerators.

Dentsu does well in partner ecosystem strategy and is on par for other strategy factors, including vision, execution roadmap, and innovation strategy. Clients like its breadth of capability within the Dentsu network, strong Adobe product knowledge, and agility. One reference customer said that Dentsu “has the resources of a big company but the flexibility and agility of a boutique.” Clients would like to see Dentsu enhance its solution integration and strategic advisory capabilities.

The Forrester Wave™: Adobe Implementation Services, Q2 2020

The 12 Providers That Matter Most And How They Stack Up

Dentsu is a good fit for firms using Adobe products for data-driven marketing and experience transformation globally, particularly in the banking, retail, and high-tech sectors; it's less suitable for companies looking primarily for technology systems integration support.

- › **WPP excels at strategy, technology, and creativity.** WPP's Adobe services practice serves clients like Ford and Unilever in the Americas and EY in Europe, where it has a stronger presence in the UK, Germany, Sweden, the Netherlands, and France. WPP has implemented Adobe products at clients like Asia Miles in AP, where it has a stronger presence in Australia, Singapore, China, India, and Thailand. WPP performed better in our evaluation on Adobe Certified Expert headcount, product coverage, Adobe Specializations, and on operations, Advertising Cloud, and Commerce Cloud (Magento) capabilities. Its Marketing Cloud capabilities are in the middle of the pack.

WPP does well in partner ecosystem strategy and is on par for other strategy factors, including vision, execution roadmap, and innovation strategy. Clients like its partnership, client commitment, honesty, transparency, and intellectual integrity. As one reference customer put it: "We're in it together. WPP always has our best interests at heart." Clients would like to see WPP better integrate its capabilities and resources within the group, invest more in in-market Adobe expertise in some AP countries, and expand its consulting capabilities beyond marketing, advertising, and commerce. WPP is a good fit for companies seeking large-scale global Adobe implementation and focusing on creative execution, but less so for firms requiring companywide consulting for business transformation.

Strong Performers

- › **IBM differentiates with design thinking, strategy, and technology architecture skills.** IBM's Adobe services practice serves clients like Albertsons and USAA in the Americas and Audi and Raiffeisen Bank in Europe, where it has a stronger presence in Germany, the UK, Austria, Italy, and Spain. IBM has implemented Adobe products at clients like ANA in AP, where it has a stronger presence in Japan, India, and China. IBM iX performed better in our evaluation on design capabilities. It's in the middle of the pack in terms of Marketing Cloud, Analytics Cloud, and Commerce Cloud (Magento) capabilities and performed worse on Marketo Engage capabilities.

IBM iX does well in strategy factors like execution roadmap and innovation strategy and is on par in partner ecosystem strategy. Clients like its ability to solve complex problems and the expertise and reliability of its staff. One reference customer said, "We've never had a problem IBM couldn't solve — they go and find the right solution." Clients would like to see IBM iX better integrate its strategy, implementation, and creative service lines and improve the responsiveness of its large organization. IBM iX is a good fit for companies in every region, and particularly in the banking, retail, and automotive sectors, needing digital strategy and Adobe portfolio execution, particularly where design system is a priority. It's less suitable clients that need a small-scale implementation of a single product.

The Forrester Wave™: Adobe Implementation Services, Q2 2020

The 12 Providers That Matter Most And How They Stack Up

- › **Cognizant excels in scale-out marketing operations and implementation.** Cognizant's Adobe services practice serves clients like Mattel in the Americas and Siemens and UBS in Europe, where it has a stronger presence in Switzerland, Germany, the UK, the Netherlands, and Spain. Cognizant has implemented Adobe products at clients like MG Motor India in AP, where it has a stronger presence in India, China, Australia, Singapore, and Japan. Cognizant performed better in our evaluation on operations and Marketing Cloud capabilities. Its customer experience and Analytics Cloud capabilities are in the middle of the pack; it performed worse on Marketo Engage and Commerce Cloud (Magento) capabilities.

Cognizant is on par in strategy factors such as execution roadmap, innovation strategy, and partner ecosystem. Clients like its global scale and help in navigating the Adobe relationship and product roadmaps. One reference customer said, "Cognizant is always the most fun to work with — they go the extra mile." Clients would like it to improve its strategy consulting, onshore/offshore delivery collaboration, and ability to rapidly onboard new project team members. Cognizant is a good fit for firms — particularly in the Americas and Europe and in industries like banking, consumer products, and healthcare — that need great experience strategy and scale-out digital architectures and operations support. It's less suited to companies looking for a single provider to carry out end-to-end, experience-led business transformation.

- › **TCS differentiates with implementation flexibility and scalability.** TCS's Adobe services practice serves clients like Honeywell in the Americas and Refinitiv in Europe, where it has a stronger presence in the UK, Finland, Sweden, Germany, and the Netherlands. TCS has implemented Adobe products in AP, where it has a stronger presence in Australia, India, Hong Kong, Malaysia, and Singapore. TCS performed better in our evaluation on operations capabilities and Adobe Certified Experts. It performed worse on Adobe Specializations and on design, Advertising Cloud, and Analytics Cloud capabilities.

TCS is on par in strategy factors such as innovation strategy, vision, execution roadmap, and partner ecosystem strategy. Clients like its flexibility and scalability, breadth of skills, and strong Agile methodology. As one reference customer said: "If you need specialized skills, TCS has such a wide talent pool. And they're so flexible — like badged employees." Clients would like to see TCS improve its UX, design, and consulting capabilities. TCS is a good fit for companies looking for cost-efficient, large-scale Adobe implementation, but less so for firms needing strategic consulting in experience-led business transformation.

Contenders

- › **ICF Next delivers efficiency and differentiates with its loyalty expertise.** ICF Next's Adobe services practice serves clients like Amtrak and Boston Pizza in the Americas. It has implemented Adobe products at clients like Indigo Airlines and Asian Paints in AP, where it has a stronger presence in India and Singapore. ICF Next performed better in our evaluation on operations and

The Forrester Wave™: Adobe Implementation Services, Q2 2020

The 12 Providers That Matter Most And How They Stack Up

Adobe Marketing Cloud capabilities. It performed worse on Adobe Certified Expert headcount, product coverage, and Adobe Specializations, and on design, Advertising Cloud, and Marketo Engage capabilities.

ICF Next is on par in strategy factors such as execution roadmap and vision and below par in innovation and partner ecosystem strategy. Clients like its project management, efficiency, and ability to challenge clients' thinking. One reference customer said that ICF Next has "pushed us quite a lot. We appreciate that in a partnership." Clients would like to see ICF Next hire more customer experience and user experience experts and proactively increase team size. The proprietary ICF Next Tally loyalty solution makes ICF Next a good fit for companies focusing on loyalty and customer marketing, particularly in the manufacturing, healthcare, and travel and hospitality sectors, but less so for firms looking for large-scale Adobe project delivery across multiple regions.

- › **HCL Technologies differentiates with technical expertise and operations.** HCL's Adobe services practice serves clients like Western Digital in the Americas and Manchester United in Europe, where it has a stronger presence in Germany, the UK, Sweden, the Netherlands, and Switzerland. HCL has implemented Adobe products at clients like Commonwealth Bank in AP, where it has a stronger presence in Australia, Singapore, Malaysia, and India. HCL performed better in our evaluation on operations capabilities. It performed worse on Adobe Certified Expert headcount, Adobe Specializations, and Advertising Cloud, Marketo Engage, and Commerce Cloud (Magento) capabilities.

HCL on par in strategy factors such as execution roadmap and vision and below par in innovation and partner ecosystem strategy. Clients like its responsiveness and technical expertise across products. One reference customer said that HCL's "technical knowledge is strong, and they're flexible to changes in our business environment." Clients would like to see HCL better communicate with business stakeholders and invest more time and resources in understanding the business up front. HCL is a good fit for firms looking for technical expertise for its Adobe projects, particularly in the banking, insurance, and high-tech sectors, but less so for those needing business-oriented consulting.

- › **Infosys differentiates on rates, implementation, and complex, scale-out deployments.** Infosys' Adobe services practice serves clients like AGCO and Hershey's in the Americas and BP and GSK in Europe, where it has a stronger presence in Germany, Belgium, the UK, the Netherlands, and Switzerland. In Asia Pacific, Infosys has implemented Adobe products at clients like Telstra, with a stronger presence in Australia, New Zealand, Singapore, India, and the Philippines. Compared with other service providers we evaluated, Infosys is in the middle of the pack in terms of customer experience, operations, and Marketing Cloud capabilities as well as prebuilt Adobe assets and accelerators. It performed worse on Analytics Cloud and Marketo Engage capabilities.

The Forrester Wave™: Adobe Implementation Services, Q2 2020

The 12 Providers That Matter Most And How They Stack Up

Infosys is on par in strategy factors such as vision and innovation strategy and below par in execution roadmap and partner ecosystem strategy. Clients like its blended delivery model, flexibility, and willingness to help clients do the right thing. As one reference customer put it: “I value their partnership the most — they’re committed to making things work.” Clients would like to see Infosys invest in more high-quality resources, better communicate across its teams, and better anticipate future end customer needs. Infosys is a good fit for telecom, healthcare, and insurance firms that need strong implementation and scale-out deployments, but less so for companies needing strong consulting assistance.

Evaluation Overview

We evaluated vendors against 24 criteria, which we grouped into three high-level categories:

- › **Current offering.** Each vendor’s position on the vertical axis of the Forrester Wave graphic indicates the strength of its current offering. Key criteria for these solutions include capabilities specific to Adobe products as well as consulting, customer experience, design, and operations capabilities.
- › **Strategy.** Each vendor’s placement on the horizontal axis indicates the strength of its strategy. We evaluated vision, execution roadmap, innovation strategy, and partner ecosystem.
- › **Market presence.** Represented by the size of the markers on the graphic, our market presence scores reflect each vendor’s number of Adobe clients, Adobe-influenced revenue, and global presence.

Vendor Inclusion Criteria

Forrester included 12 vendors in the assessment: Accenture, Adobe, Cognizant, Deloitte, Dentsu, HCL Technologies, IBM, ICF Next, Infosys, Publicis Sapient, Tata Consultancy Services, and WPP. Each of these vendors has:

- › **A global presence across the Americas, EMEA, and Asia Pacific.** We evaluated providers with Adobe services business presence in all three regions, as of the time of collection of data for the Adobe implementation services Now Tech research.
- › **Platinum-level Adobe partnership.** We evaluated service providers that are at the Platinum level of Adobe partnership.
- › **Peer recognition.** We evaluated service providers that were most mentioned by peers as competitors while we were researching our Adobe implementation services Now Tech.

The Forrester Wave™: Adobe Implementation Services, Q2 2020
The 12 Providers That Matter Most And How They Stack Up

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Gain greater confidence in your decisions by working with Forrester thought leaders to apply our research to your specific business and technology initiatives.

Analyst Inquiry

To help you put research into practice, connect with an analyst to discuss your questions in a 30-minute phone session — or opt for a response via email.

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Analyst Advisory

Translate research into action by working with an analyst on a specific engagement in the form of custom strategy sessions, workshops, or speeches.

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Supplemental Material

Online Resource

We publish all our Forrester Wave scores and weightings in an Excel file that provides detailed product evaluations and customizable rankings; download this tool by clicking the link at the beginning of this report on Forrester.com. We intend these scores and default weightings to serve only as a starting point and encourage readers to adapt the weightings to fit their individual needs.

The Forrester Wave Methodology

A Forrester Wave is a guide for buyers considering their purchasing options in a technology marketplace. To offer an equitable process for all participants, Forrester follows [The Forrester Wave™ Methodology Guide](#) to evaluate participating vendors.

The Forrester Wave™: Adobe Implementation Services, Q2 2020

The 12 Providers That Matter Most And How They Stack Up

In our review, we conduct primary research to develop a list of vendors to consider for the evaluation. From that initial pool of vendors, we narrow our final list based on the inclusion criteria. We then gather details of product and strategy through a detailed questionnaire, demos/briefings, and customer reference surveys/interviews. We use those inputs, along with the analyst's experience and expertise in the marketplace, to score vendors, using a relative rating system that compares each vendor against the others in the evaluation.

We include the Forrester Wave publishing date (quarter and year) clearly in the title of each Forrester Wave report. We evaluated the vendors participating in this Forrester Wave using materials they provided to us by June 5, 2020 and did not allow additional information after that point. We encourage readers to evaluate how the market and vendor offerings change over time.

In accordance with [The Forrester Wave™ Vendor Review Policy](#), Forrester asks vendors to review our findings prior to publishing to check for accuracy. Vendors marked as nonparticipating vendors in the Forrester Wave graphic met our defined inclusion criteria but declined to participate in or contributed only partially to the evaluation. We score these vendors in accordance with [The Forrester Wave™ And The Forrester New Wave™ Nonparticipating And Incomplete Participation Vendor Policy](#) and publish their positioning along with those of the participating vendors.

Integrity Policy

We conduct all our research, including Forrester Wave evaluations, in accordance with the [Integrity Policy](#) posted on our website.

Endnotes

- ¹ In a Forrester survey, 45% of respondents with influence over the purchase of marketing technology software said that their firm had purchased such software from Adobe in the past 12 months. Base: 1,060 global purchase influencers of marketing technology software. Respondents could select multiple vendors. Source: Forrester Analytics Global Business Technographics® Priorities And Journey Survey, 2019.
- ² Forrester defines the Adobe implementation services market as service providers that help Adobe customers successfully implement Adobe Experience Cloud solutions. Key services include design and consulting, implementation and technical services, and operational support. See the Forrester report "[Now Tech: Adobe Implementation Services, Q1 2020](#)" and see the Forrester report "[Forrester Infographic: Lessons On Experience-Led Transformation.](#)"

We work with business and technology leaders to drive customer-obsessed vision, strategy, and execution that accelerate growth.

PRODUCTS AND SERVICES

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- › Analyst engagement
- › Data and analytics
- › Peer collaboration
- › Consulting
- › Events
- › Certification programs

Forrester's research and insights are tailored to your role and critical business initiatives.

ROLES WE SERVE

Marketing & Strategy Professionals

CMO

B2B Marketing

› B2C Marketing

Customer Experience

Customer Insights

eBusiness & Channel Strategy

Technology Management Professionals

CIO

Application Development & Delivery

Enterprise Architecture

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