Zinnov evaluated participating service providers on two key areas basis which they were plotted on a 2-dimensional graph.

The cumulative score of enterprises based on Digital Prowess (x value) and Scalability in digital business (y value) was used to classify service providers in Zinnov Zones framework.

Scalability of Business:
- Scale of Business
- Digital Clientele
- Digital Talent

Digital Prowess:
- Digital Offerings
- Ecosystem Leverage
- Composition of Digital Workforce
- Composition of Digital Clientele
- Business Models
- Outlook
Service providers are evaluated across 8 digital segments and service lines

1. **Digital Strategy & Consulting**
   - Digital Strategy and Roadmap
   - Enterprise Digital Lab Set-up
   - Wireframe Design/ Blueprinting
   - Infrastructure Assessment
   - Digital Journey Mapping
   - Portfolio Planning

2. **Application and Platform Development**
   - Design and Development of Digital Applications
   - Mobile App-based Workflows
   - Digital Platform Development
   - V&V/ Testing/ Intelligent Test Automation

3. **UI/ UX & Customer Experience Management**
   - Usability Engineering/ Experience Design
   - Gesture-based UI and AR/ VR Enablement
   - Omnichannel Design
   - Personalization

4. **Legacy Modernization**
   - Cloud Migration
   - Software-defined Infrastructure
   - Platform Modernization/ App Modernization/ Upgrades
   - API Enablement and Microservices
   - DevSecOps Enablement

5. **Deployment & Integration**
   - Configuration and Solution Implementation
   - Application and Platform Integration

6. **Data Analytics & AI**
   - Data Management/ Data Engineering/ Data Lake Creation
   - Visualization and BI Dashboards
   - Predictive/ Prescriptive Intelligence

7. **Infra & Managed Services**
   - Data Centre/ Infrastructure Monitoring and Tuning
   - Technical Support
   - Sustenance and Application Maintenance
   - Site Reliability/ Disaster Recovery/ Backup

8. **Security Services**
   - Governance, Risk & Compliance
   - Device & Infra Security
   - Privacy & Data Integrity
   - Application Security
   - IAM (Identity & Access Management)
Zinnov Zones for Digital Services: Overall Ratings

Source: Data shared by participant companies, Zinnov Research & Analysis
Zinnov Zones for Digital Services: Segment-wise Ratings (1/8)

Zinnov Zones for Digital Services – Digital Strategy & Consulting

Source: Data shared by participant companies, Zinnov Research & Analysis
Zinnov Zones for Digital Services: Segment-wise Ratings (2/8)

Zinnov Zones for Digital Services – Application and Platform Development

Digital Prowess
Offerings, Innovation Ecosystem, Talent, Clients, Business Model, Outlook

Source: Data shared by participant companies, Zinnov Research & Analysis
Zinnov Zones for Digital Services – UI/UX & Customer Experience Management

Scalability vs. Digital Prowess

Nurture Zone
Breakout Zone
Execution Zone
Leadership Zone

Offerings, Innovation Ecosystem, Talent, Clients, Business Model, Outlook

Source: Data shared by participant companies, Zinnov Research & Analysis
Zinnov Zones for Digital Services: Segment-wise Ratings (4/8)

Zinnov Zones for Digital Services – Legacy Modernization

Nurture Zone | Breakout Zone | Execution Zone | Leadership Zone

High

Low

Scalability

Clients, Talent, Financials

Digital Prowess

Offerings, Innovation Ecosystem, Talent, Clients, Business Model, Outlook

Source: Data shared by participant companies, Zinnov Research & Analysis
Zinnov Zones for Digital Services: Segment-wise Ratings (5/8)

Zinnov Zones for Digital Services – Deployment and Integration

Nurture Zone  Breakout Zone  Execution Zone  Leadership Zone

Digital Prowess
Offerings, Innovation Ecosystem, Talent, Clients, Business Model, Outlook

Source: Data shared by participant companies, Zinnov Research & Analysis
Zinnov Zones for Digital Services: Segment-wise Ratings (6/8)

Zinnov Zones for Digital Services – Data Analytics and AI

Offerings, Innovation Ecosystem, Talent, Clients, Business Model, Outlook

Source: Data shared by participant companies, Zinnov Research & Analysis
Zinnov Zones for Digital Services: Segment-wise Ratings (7/8)

Zinnov Zones for Digital Services – Infra and Managed Services

Source: Data shared by participant companies, Zinnov Research & Analysis
Zinnov Zones for Digital Services: Segment-wise Ratings (8/8)

Zinnov Zones for Digital Services – Security Services

Nurture Zone | Breakout Zone | Execution Zone | Leadership Zone

High

Scalability

Clients, Talent, Financials

Low

Digital Prowess

Offerings, Innovation Ecosystem, Talent, Clients, Business Model, Outlook

Source: Data shared by participant companies, Zinnov Research & Analysis