

Digital Transformation Services (DTX): Global

Funding Innovation With Cost Savings For an Age of AI

2025 CONSTELLATION SHORTLIST

The Constellation ShortList™ presents vendors in different categories of the market relevant to early adopters. In addition, products included in this document meet the threshold criteria for this category as determined by Constellation Research. This Constellation ShortList of vendors for a market category is compiled through conversations with early adopter clients, independent analysis and briefings with vendors and partners.

ABOUT THIS SHORTLIST

Digital transformation services (DTX) firms work with clients to reimagine new business models, co-innovate and co-create future solutions, and potentially operate these solutions at scale if needed. Firms can be a systems integrator (SI) or DTX provider or agency bringing together solutions into an overall digital transformation capability. They work with all functional departments, such as marketing, sales, customer service, supply chain, e-commerce, IT, digital performance management (DPM) and back-office systems.

DTX firms bring to clients a set of best practices in business strategy, creative design, innovative delivery models, exponential technology expertise and testing methodology in order to guide them to obtain an optimal digital transformation. Many DTX firms have been created through the acquisition of various boutique firms from both the creative side and technology delivery side.

10 SOLUTIONS TO KNOW

Constellation evaluates more than 100 solutions categorized in this market. This Constellation ShortList is determined by client inquiries, partner conversations, customer references, vendor selection projects, market share, and internal research.

- ACCENTURE SONG
- CAPGEMINI
- COGNIZANT
- IBM IX
- INFOSYS ASTER
- PUBLICIS SAPIENT
- TCS INTERACTIVE
- THOUGHTWORKS
- VML
- WIPRO DESIGNIT

LIKE WHAT YOU SEE?

Consider partnering with Constellation Research on your go-to-market-strategy. Email ShortList@ContellationR.com for more info.

To learn more about Constellation Research Shortlists visit: www.constellationr.com/ShortList



THRESHOLD CRITERIA

Constellation considers the following criteria for these solutions:

- Business model creation
- Best practices methodology
- Creative and design services
- Exponential technology expertise
- An assessment tool
- Art-of-the-possible strategy and technology roadmap
- Customer references
- Design and creative space
- Differentiated IP
- Design-thinking approach
- Operating in three continents
- Innovation centers

ABOUT CONSTELLATION RESEARCH

As an award-winning Silicon Valley-based strategic advisory and futurist analyst firm, Constellation Research serves leaders and organizations navigating the challenges of digital strategy, business-model disruption and digital transformation. Constellation works closely with solution providers, partners, C-suite executives, board of directors, and its Constellation Executive Network of buy-side leaders to lead the way in research coverage and advise clients how to achieve valuable business results.

FREQUENCY OF EVALUATION

Each Constellation ShortList is updated at least once per year. Updates may occur after six months if deemed necessary.

EVALUATION SERVICES

Constellation clients can work with the analyst and the research team to conduct a more thorough discussion of this ShortList. Constellation can also provide guidance in vendor selection and contract negotiation.

BUSINESS THEMES



New C-Suite



Data to Decisions



Marketing Transformation



Future of Work



Matrix Commerce



Next Generation Customer Experience



R "Ray" Wang Founder & Principal Analyst

R "Ray" Wang provides insight into how disruptive technologies and new business models—such as digital transformation—impact brands, enterprises and organizations. He also focuses on harnessing innovation, creating next-generation business and IT leadership, and applying the new rules of business. Wang has held executive roles in product, marketing, strategy and consulting at companies including Forrester Research, Oracle, PeopleSoft, Deloitte, Ernst & Young and Johns Hopkins Hospital.

