Aspire Systems is a Leader in SPARK Matrix: Application Transformation Services, 2022

Quadrant
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SPARK MATRIX
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Application Transformation
Services, 2022

An Excerpt from Quadrant Knowledge Solutions
"SPARK Matrix: Application Transformation Services, 2022"

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According to Quadrant Knowledge Solutions, "Application Transformation Services is the process of evaluating and modernizing an organization's traditional applications to maximize business value through increased operational efficiency and lower expenses. Application transformation employs organizations to build new business processes, culture, and consumer experiences, focusing on redesigning business strategies using application modernization, cloud operation transformation, security, advanced migration, and others to suit the modern digital age".

Digital technologies of today offer a variety of opportunities for organizations to innovate, increase efficiencies, improve quality, and improve the customer experience. Organizations are rapidly moving away from legacy systems to compete with more data-centric and agile market entrants. As a result, modernizing incompatible legacy applications has become a major priority for organizations. To create new opportunities, organizations are using the legacy investments' capability while rapidly building new application capabilities. application transformation services enable organizations to adapt themselves to a changing world while delivering actual value to the business continuously. Organizations can use application transformation services to design the best business application strategy, whether it is to move, transform, or build an application.

Application transformation is not done immediately; it's a continuous process where organizations prioritize business continuity. Organizations, in order to remain vibrant and relevant, continue to derive value from legacy systems while innovating new ways of transforming their existing systems for driving business agility.

Application transformation service providers help organizations by moving their application with proven and low-risk methodology to a multi-cloud environment to increase agility and flexibility, reduce costs, and improve the ability to innovate faster. Vendors also make structural changes to the architecture of applications by integrating APIs and microservices-based architecture to enable cross-functional teams for faster deployment of applications and reduce troubleshooting turnaround times. With growing digitization as per business requirements, application

transformation service providers also build new cloud-native business-critical applications and multi-experience/low-code applications for businesses and continually optimize and evolve applications to meet current and future market needs.

Furthermore, transformation of application from multi-cloud to cloud native, DevOps automation to legacy modernization via APIs, and all data driven process impact organization processes in one or other ways. Therefore, organizations rely on future thinking-led approaches that will help them to map the impact of change in the digital journey made by the transformation of applications and then partner with service provider that helps organizations achieve their desired business goals.

Quadrant Knowledge Solutions' [SPARK Matrix: Application Transformation Services, 2022](#) research includes a detailed analysis of the global market regarding short-term and long-term growth opportunities, emerging technology trends, market trends, and future market outlook. This research provides strategic information for service vendors to better understand the existing market, support their growth strategies, and for users to evaluate different vendors' capabilities, competitive differentiation, and market position.

The research includes detailed competition analysis and vendor evaluation with the proprietary SPARK Matrix analysis. SPARK Matrix includes ranking and positioning of leading Application Transformation Services vendors with a global impact. The SPARK MatrixTM includes an analysis of vendors, including Accenture, Aspire Systems, Atos, Brillio, Capgemini, Cognizant, Cybage, Damco Solutions, Deloitte, Datamatics, DXC Technology, GAVS, HCL Technologies, IBM, Infosys, Jade Global, LTI, Mindtree, Mphasis, NTT Data, Sofftek, Sopra Steria, Stefanini, TCS, Tech Mahindra, UST, ValueLabs, Virtusa, and Wipro.

Market Dynamics and Trends

The following are the key market drivers as per Quadrant Knowledge Solutions' Application Transformation Services solution strategic research:

- The application transformation service provider helps organizations to co-create their multi-cloud application journey that requires critical thinking and collaborative working, understanding the business needs, and applying the right technologies to achieve the desired outcome.

- Service provider, with its deep industry expertise, assesses organizational IT landscapes, applications portfolio, data maturity, and security, and provides strategic guidance for technology recommendation, innovative partnerships, and multi-functional delivery squads. This enables organizations to monetize value from current landscape and effectively use application services to drive their transformation strategy.

- Application transformation service providers, with application migration services and application modernization services, also offer multi-experience development services that involve creating fit-for-purpose, fully featured applications while ensuring consistent user experience across all devices. These multi-experience development services help organizations cut through all the complexities by using one code base to create applications that are accessible through all channels and platforms.

- As businesses are seeking to accelerate digital transformation, organizations' expectations from application services have evolved for better alignment of business values and customer experiences and to reduce the total cost of ownership.

- With the growing phase of digitization, organizations are driving towards an application-led economy. Due to this, application transformation service providers are making strategic investments in acquisitions and partnering with nearshore development centers

to cater to larger market and technology vendors for enhanced automation in transformation in regard to upgrades and integrations, improving user experience and increasing efficiencies' gains.

- Service providers are also focusing on verticalization of application transformation services as every industry has a different use of the application required for their business and requires a different approach to transforming them to achieve the desired business outcome.
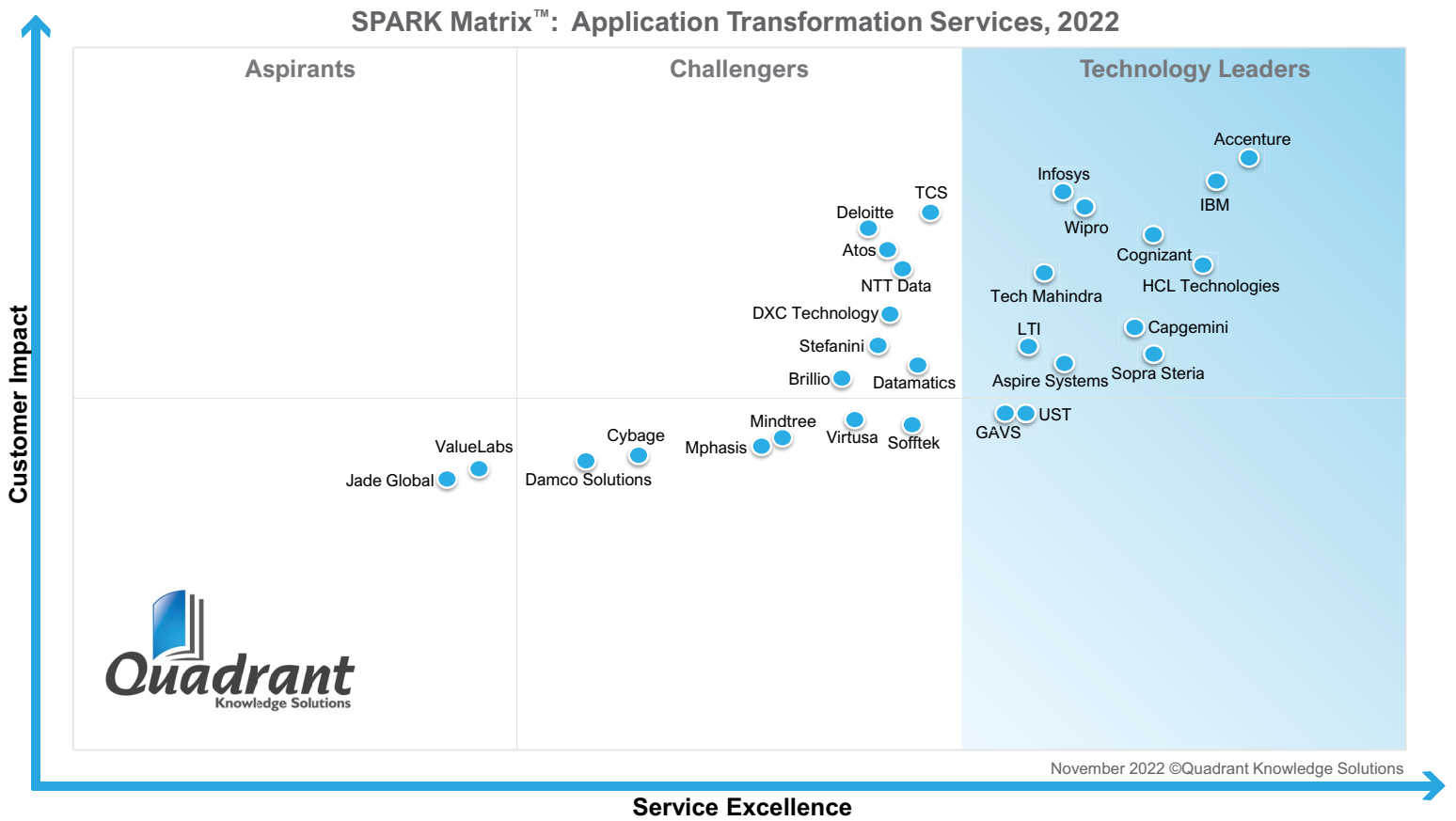
SPARK Matrix Analysis of the Application Transformation Services solution Market

[Quadrant Knowledge Solutions](#) conducted an in-depth analysis of the major Application Transformation Services vendors by evaluating their product portfolio, market presence, and customer value proposition. Application Transformation Services market outlook provides competitive analysis and a ranking of the leading vendors in the form of a proprietary SPARK Matrix™. SPARK Matrix analysis provides a snapshot of key market participants and a visual representation of market participants. It provides strategic insights on how each vendor ranks related to their competitors based on their respective service excellence and customer impact parameters. The evaluation is based on primary research including expert interviews, analysis of use cases, and Quadrant's internal analysis of the overall Application Transformation Services market.

Service Excellence	Weightage
Sophistication of Service Capabilities	25%
Competitive Differentiation Strategy	25%
Industry Experience & Domain Knowledge	25%
Global Reach & Service Capabilities	15%
Vision & Roadmap	10%

Customer Impact	Weightage
Diversity of Client Base	25%
Market Presence	25%
Proven Record	25%
Customer Service Excellence	15%
Unique Value Proposition	10%

According to the SPARK Matrix analysis of the global Application Transformation Services market, "Aspire Systems, with a robust functional capability of its Application Transformation Services, has secured strong ratings across the performance parameters of service excellence and customer impact and has been positioned amongst the service leaders in the 2022 SPARK Matrix of the Application Transformation Services market."

Figure: 2022 SPARK Matrix™
(Strategic Performance Assessment and Ranking)
Application Transformation Services Market

Aspire Systems Capabilities in the Global Application Transformation Services Market

Founded in 1996 and headquartered in Chennai, India, Aspire Systems is a global technology service provider that offers product engineering, enterprise solutions, independent testing services, and IT infrastructure support services to its clients. Aspire Systems, with its application transformation services, provides an end-to-end framework of cloud transformation for a successful foray into the cloud. Furthermore, Aspire Systems, with its application transformation services, can accelerate application development and scale up services based on market demands. Aspire Systems' comprehensive application transformation services comprise of Aspire Cloud Migration Enabler (ACME), retail digital transformation, cloud transformation and SaaS enablement framework – Techcello, Aspire Content Insurance Accelerator (ACIA), Design Your Own Digital Bank (DYOB), Aspire Unified Reference Architecture Solution (AURAS), and others.

Aspire Systems has solution accelerators for industry-specific and use case-specific solutions. It offers industry-specific services for software and tech, banking and finance, retail, and insurance. Within these industries, Aspire Systems' services address specific use cases such as customer onboarding for lending and digitization of banks through specific offerings that include software engineering, cloud transformation, testing, enterprise integration, and others. With its cloud migration enabler that provides cloud assessment, building, and transformation, Aspire Systems manages and supports applications that enable its customers to achieve scalability, improve security, and decrease operational costs. Furthermore, the company, with its fully integrated physical retail experience solution, helps retailers create a seamless and unified brand experience across the physical and digital space. It also holds the capacity to provide a highly targeted and personalized shopping experience that is unified across various channels and interactions.

Aspire Systems' proprietary platform, Techcello, is a SaaS development and modernization suite that consists of pre-built modules in the form of microservices that can be deployed as containers. Techcello's pre-built modules for microservices also help its customers to kick off transformation quickly. It comprises of Boiler Plate (.Net Core) and microservices-specific ACL, Microservices Event Mesh, Microservices Dependency Management, and Microservices DevOps portal.

Analyst Perspective

Following is the analysis of Aspire Systems offerings in the global Application Transformation Services market:

- Aspire Systems, with its application transformation services, helps enterprises accelerate their application development by reducing the time to market and enabling high scalability. With the services and solutions accelerators, the company addresses non-functional requirements such as scalability, security, availability, maintainability, and others. Further, the company's reliable technology expertise helps clients globally to increase application uptime and improve performance. Aspire Systems also provides the advantage of cloud elasticity to its clients who can adjust to increased resources as per their requirements.

- Some of the key differentiators of Aspire Systems include its demonstrated expertise in cloud-native solutions through the in-house built frameworks and solutions such as Techcello, AFTA, and Alicia. Aspire Systems' in-house tools, such as ROI calculators and decision trees, help clients choose the right approach to the transformation program. The company is forging partnerships with cloud providers to offer solutions directly to customers in the local market. Furthermore, 'Cloud Center of Excellence' and 'DevOps with labs' features are available for customers to try out proof of concepts and get a deep understanding of the processes and practices associated with product engineering of new trends and technologies, making Aspire Systems stand out in the market against its competitors.

- Some of the use cases for Aspire Systems include cloud re-platforming from licensed software and legacy technologies to cloud-native services, monolithic to microservices modernization with incremental improvements to architecture, cloud optimization, insurance automation for a ready-to-use digital solution that automates core business, digital banking for improving customer experience, architecture/technology modernization, CloudOps, and retail transformation.

- In terms of geographical presence, Aspire Systems has a significant presence in the USA, followed by the European Union, the Middle East and Africa, and Asia Pacific. The company holds a strong customer base, including leading brands across industry verticals such as software and technology, banking and financial services, retail, insurance, education, logistics and transportation, manufacturing, healthcare and life sciences, and automotive.

- The primary challenges for Aspire Systems include the growing competition in the application transformation services market from emerging vendors with innovative service offerings that are targeting organizations to gain a strong market position. However, with its comprehensive technology, innovative service offerings, and competitive growth strategies, Aspire Systems is well-positioned to grow its share in the application transformation services market while targeting all enterprises.

- In terms of the future roadmap, Aspire Systems is focusing on increased collaboration with business verticals such as software, BFS, retail, and insurance to deliver business use cases that leverage cloud-native solutions. Aspire Systems is also building a dedicated team for Azure and AWS with cloud solution architects, which will provide consulting services to their clients. The company is also streamlining its focus on cloud-native application development and support by splitting up the traditional IT support vertical into three separate service lines, DevOps, CloudOps, and Infrastructure support. Furthermore, the company is focusing on strategic acquisitions and the establishment of nearshore development centers to focus on and penetrate the European and US markets.