Steria
Application Outsourcing

Vendor Assessment
Report Abstract

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By Dominique Raviart
IT Outsourcing (ITO)
Research Director
NelsonHall

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research.nelson-hall.com

Who Is This Vendor Assessment For?

NelsonHall's Application Outsourcing Vendor Assessment for Steria is a comprehensive assessment of Steria's application outsourcing offerings and capabilities designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of application outsourcing services and identifying vendor suitability for such services

- Vendor marketing, sales and business managers looking to benchmark themselves against their peers

- Financial analysts and investors specializing in the IT services sector.

Key Findings & Highlights

After the acquisition of Xansa Steria launched its Application Management Portfolio (APM). APM is both a service line and service offering. It , as a service line, is part of the four horizontal industrial service lines of Steria, along with software testing, infrastructure management and BPO. The purpose of industrial service lines is to

- Offer a factory-based service to clients, based on standard tools and business processes as well as invest in automation tools

- Support sales team on large bids

- Create and coordinate service offerings.

In July 2012, Steria launched an enhanced version of its application management offering, RightApps Management (RightApps). RightApps Management has several goals:

- Positioning Steria more clearly on the multi-year application management contracts side including consulting, maintenance & support and embedded systems integration work. The previous brand, APM tended to position Steria more on the consulting side than on execution

- Differentiating Steria with an outcome service-based pricing model.

RightApps has five phases:

- Articulate: understand business objectives of the client and align application objectives on those of business

- Assess: analyze through the usage of a number of tools apps, based on questionnaires, and Steria's own benchmarking tools, named Portfolio Assessment Method. The assessment phase includes 8 sub-services including Application Value Assessment, Application Modernization Assessment, Business-IT Alignment, ITIL Assessment:

- Model and select: understand the sourcing model of the client

- Implement: transform applications, processes and tools

- Manage and optimize: move to a managed service.

Steria has 4,000+ personnel in its application management practice. Services delivered are mostly core maintenance and support. They also

include large enhancements and systems integration projects, whenever the delivery can be done from a shared factory.

Steria AM tends to be different from Steria systems integration. AM is offshore- and factory-centric while systems integration primarily relies on local business expertise with delivery from onshore and client premises.

This NelsonHall vendor assessment analyzes Steria's offerings and capabilities in Application Outsourcing. Steria is one of a number of Application Outsourcing companies analyzed in NelsonHall's comprehensive industry analysis programs.

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Steria has three main low-cost delivery geographies:

- India (Delhi, Chennai and Pune)

- Morocco (Casablanca)

- Poland (Katowice)

Steria AM targets overall Steria traditional sectors: public sector, financial services, utilities and business services.

Scope of the Report

The report provides a comprehensive and objective analysis of Steria's application outsourcing offerings, capabilities, and market and financial strength, including:

- Analysis of the company's offerings and key service components

- Revenue estimates

- Identification of the company's strategy, emphasis and new developments

- Analysis of the profile of the company's customer base including the company's targeting strategy and examples of current contracts

- Analysis of the company's strengths, weaknesses and outlook.

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Report Author

Dominique Raviart

dominique.raviart@nelson-hall.com

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Amdocs, Atos, Capgemini, Cognizant, HP, IBM, Infosys, TCS, and Wipro.

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