

## Adobe Experience Cloud Services

# IBM Consulting

### Report Abstract

February 2023

Kishore Gorti

Principal Analyst

NelsonHall

10 pages

### Contents of Full Report

1. Introduction
2. Revenue Summary
3. Key Offerings
  - 3.1. Supporting Methodology and IP
4. Delivery Capabilities
  - 4.1. Delivery centers
  - 4.2. Studios and Innovation Centers
  - 4.3. Training and Certifications
5. Target Markets
6. Strategy
7. Strengths & Challenges
  - 7.1. Strengths
  - 7.2. Challenges
8. Outlook

## Who is this Vendor Assessment for?

---

NelsonHall's vendor profile on IBM Consulting is a comprehensive assessment of IBM Consulting's Adobe Experience Cloud offerings and capabilities, designed for:

- Sourcing managers monitoring the capabilities of existing IT services suppliers of front-office, Adobe Experience Cloud, and digital transformation applications
- Vendor marketing, sales, and business managers looking to benchmark themselves against their peers
- Financial analysts and investors specializing in the IT services sector and examining growth areas within IT services.

## Key Findings & Highlights

---

This NelsonHall vendor assessment analyzes IBM Consulting's offerings and capabilities in Adobe Experience Cloud services.

IBM had revenues of \$57.4bn and a headcount of ~345k in FY21 (the year ending December 31, 2021). IBM is made up of IBM Software, IBM Consulting, and IBM Infrastructure.

IBM Consulting is the former GBS. It rebranded with the spin-off of GTS, now Kyndryl. It has three segments—Business Transformation, Technology Consulting, and Application Operations—and its 2021 revenues were \$17.8bn. Q4 FY22 revenues for IBM Consulting were \$4.8bn.

IBM iX is the global experience design partner/brand within IBM Consulting, and Adobe services is part of IBM iX. IBM iX is both a technology and consulting partner of Adobe.

The company has made three acquisitions in the Adobe services area: ecx.io, Aperto, and Rego Consulting.

IBM iX is an Adobe Platinum partner, Adobe's highest partnership level for its consulting partners.

In addition to detailing IBM Consulting's varied offerings for Adobe Experience Cloud, the report identifies several pieces of IBM IP that help clients derive value from Adobe technologies. IBM Consulting's Component Business Modeling and Digital Maturity Assessment Tool are noted as particularly relevant to potential buyers.

## Scope of the Report

---

The report provides a comprehensive and objective analysis of IBM Consulting's Adobe Experience Cloud capabilities and market and financial strengths, including:

- Identification of the company's strategy, emphasis, and new developments
- Analysis of the company's strengths, weaknesses, and outlook
- Revenue estimates
- 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 offerings and key service components
- Analysis of the company's delivery organization including the location of delivery locations.

## Adobe Experience Cloud Services Vendor Assessments also available for:

---

- Concentrix
- EPAM Systems
- Infosys
- LTI
- Mindtree
- NTT DATA
- TCS.

## About The Author

Kishore is a Principal Analyst and a member of NelsonHall's IT Services research team along with Dominique Raviart, John Laherty, Eric Levine, and Mike Smart.

Kishore focuses on application services related to cloud-based/SaaS platforms.

Kishore can be contacted at:

- Email: [kishore.gorti@nelson-hall.com](mailto:kishore.gorti@nelson-hall.com)
- Twitter: [@KishoreG\\_NH](https://twitter.com/KishoreG_NH)



## About NelsonHall

NelsonHall is the leading global analyst firm dedicated to helping organizations understand the 'art of the possible' in digital operations transformation. With analysts in the U.S., U.K., Continental Europe, and Asia, NelsonHall provides buy-side organizations with detailed, critical information on markets and vendors (including NEAT assessments) that helps them make fast and highly informed sourcing decisions. For vendors, NelsonHall provides deep knowledge of market dynamics and user requirements to help them hone their go-to-market strategies. NelsonHall conducts rigorous, primary research and is widely respected for the quality, depth, and insight of its analysis.

We would be pleased to discuss how we can bring benefit to your organization. You can contact us via the following relationship manager: Guy Saunders at [guy.saunders@nelson-hall.com](mailto:guy.saunders@nelson-hall.com)

### Boston

Riverside Center, 275 Grove Street, Suite 2-400, Newton Massachusetts 02466  
Phone: +1 857 207 3887

### London

Unit 6, Millars Brook, Molly Millars Lane, Wokingham, RG41 2AD  
Phone: +44 (0)203 514 7522

### Paris

115 rue de Reuilly, 75020 Paris  
Phone: +33 (0)6 23 81 17 54

Copyright © 2023 by NelsonHall. All rights reserved. No part of the publication may be reproduced or distributed in any form, or by any means, or stored in a database or retrieval system, without the prior written permission of the publisher. The information provided in this report shall be used only by the employees of and within the current corporate structure of NelsonHall's clients, and will not be disclosed to any other organization or person including parent, subsidiary, or affiliated organization without prior written consent of NelsonHall. NelsonHall exercises its best efforts in preparation of the information provided in this report and believes the information contained herein to be accurate. However, NelsonHall shall have no liability for any loss or expense that may result from incompleteness or inaccuracy of the information provided.