



Yash Technologies Low Code Application Services

Vendor Assessment
Report Abstract

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Who Is This Vendor Assessment For?

NelsonHall's Low Code Application Services Vendor Assessment for Yash is a comprehensive assessment of Yash's low code application services offerings and capabilities designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of IT services and identifying vendor suitability for low code application services
- Vendor marketing, sales and business managers looking to benchmark themselves against their peers
- Financial analysts and investors specializing in the experience consulting services sector.

Key Findings & Highlights

Yash Technologies (Yash) was founded in 1996 and is headquartered in East Moline, IL. It offers a range of IT services, including consulting, application, and IT infrastructure services.

Yash has ~450 clients globally, and many of the largest clients are also its oldest clients. While it has global operations, including ~40 campuses globally, Indian-based resources account for ~70% of its ~6k total workforce. It estimates that ~60% of its corporate revenues are associated with digital technologies.

In November 2017, YASH Technologies launched Aaseya IT Services, a specialist in BPM, CRM, and RPA solutions. Aaseya's ~400 consultants specialize in the agile delivery of Pega and OutSystems. Aaseya operates in 10 countries, working with banking, insurance, manufacturing, and government organizations and delivering services in customer experience, business operations, legacy modernization, case management, and CRM.

While Yash offers Salesforce services in addition to other low code platforms, these services have been de-prioritized within this profile as NelsonHall conducts research dedicated to Salesforce services. Headcount and project count for Salesforce are included, but offerings and case studies are not.

NelsonHall estimates that Yash had revenues of ~\$315m in CY 2020. Of this, NelsonHall estimates that low code application services account for ~8% (~\$25m).

Yash delivers its low code application services out of two different organizations: Aaseya is its branded subsidiary focused on Pega and OutSystems service delivery. In parallel, Yash has a dedicated Microsoft practice where its PowerApps services are housed.

Yash has ~6k employees globally. Yash has ~600 low code application-skilled employees, of which, ~400 reside in Aaseya.

Yash is placing a distinct focus on the expanded use of low code application services, including the standing up of a dedicated organization, Aaseya, for Pega and OutSystems services. This provides a distinct position in the market. The company has focused on ensuring it can also provide integrated services with other Yash delivery organizations (such as the SAP services group).

Outside of Aaseya's Pega capabilities and Yash's PowerApps capabilities though, Yash's low code application services are still nascent. As it is a

priority area, the company is investing, and the capabilities will grow, both in a skilled workforce and client experience. One area where it can look to invest further is in building capabilities for client citizen developer enablement. While low code applications still require development capabilities to integrate into the broader environment, clients are looking to enable business users to develop their applications once the platform has been embedded into the environment. Vendors need to ensure that they can provide consulting services to train these resources and provide enabling governance and assets.

One area where Yash does possess differentiated experience is in public sector clients. It sees high demand for client services built-in low code platforms and has delivered these services across various geographies, citizen functions, and low code platforms.

Scope of the Report

The report provides a comprehensive and objective analysis of Yash's low code application service 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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