

Avanade Named as a Major Contender in Everest Group’s Enterprise Immersive Experience Services PEAK Matrix® Assessment

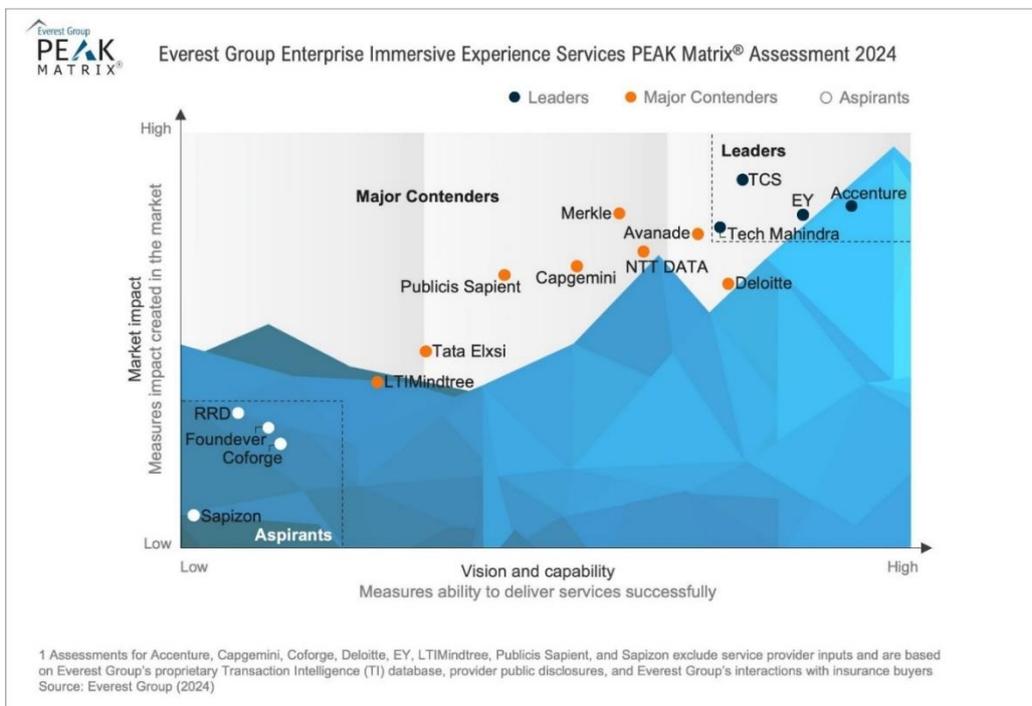
Seattle, June 18, 2024 – Avanade has been named as a **Major Contender** in the inaugural Everest Group Enterprise Immersive Experience Services PEAK Matrix® Assessment.

The PEAK Matrix® report assesses the market that is “driven by the surging consumer demand for immersive and captivating experiences, presenting numerous opportunities for enterprises across various sectors.” This assessment categorizes 16 of the leading immersive experience services providers as Leaders, Major Contenders, and Aspirants based on their capabilities and offerings.

This achievement demonstrates Avanade’s deep commitment to the immersive space through its dedication and investments in Microsoft and partner initiatives.

The report lists several of Avanade’s strengths, including:

- Our integrated approach – “Avanade’s integrated approach combines strategy, technology, and user experience design to develop immersive experiences using Microsoft technologies. It also assists clients in understanding business impact and organizational changes, benefiting from Accenture’s resources for accelerated growth and service delivery.”
- Geographical strength – “Avanade has a well-balanced client spread (both in terms of buyer size and buyer geography) and delivery footprint across key geographies – North America, Europe (including the UK), and rest of world, including APAC.”
- Expertise and capabilities in delivering immersive experiences.
- Industry-tailored solutions.



Paul Trivedi, Practice Director at Everest Group said, “Enterprises are increasingly adopting immersive experience services since these technologies effectively engage and captivate audiences. Significant investments from technology giants and system integrators are driving this industry transformation.

Businesses with a Microsoft-centric approach to imagining their future employee or customer experience could benefit from Avanade's innovation and expertise. Avanade enables its clients to envision a future where immersive 3D experiences blend physical, digital, and artificial realms, revolutionizing how people work and interact. Its investments in creating immersive R&D centers and a well-balanced global delivery footprint further enhance its position as a Major Contender in Everest Group's PEAK Matrix® Assessment for Enterprise Immersive Experience Services."

Jason Hunt, Global Lead for Avanade X added, "Avanade is proud to be recognized as a Major Contender in Everest Group's PEAK Matrix® report. Bringing magical experiences to life requires organizations to apply creativity and imagination to cutting-edge advancements in AI, cloud and edge computing, connectivity, and devices. Microsoft has been leading the way across many of these foundational advancements. As the only creative consultancy dedicated to Microsoft, Avanade X gives our mid-market and enterprise clients the confidence that anything we imagine, we can make."

Avanade X is Avanade's digital creative consultancy that specializes in creating exceptional experiences across three primary dimensions: customer experience, workplace experience, and digital products and services. It focuses on accelerating growth by helping brands and businesses around the world with experience design that connects and defines human interactions. The team works alongside Avanade's Advisory and Technology business groups to create unique, enriching experiences using Microsoft Technology. It has also recently been recognized as the Microsoft CX Partner of the Year for Outstanding Customer Interactions.

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About Avanade

Avanade is the leading global provider of digital, cloud, AI and advisory services, industry solutions and design-led experiences across the Microsoft ecosystem.

Together with Accenture, we have been recognized as Microsoft's Global SI Partner of the Year more than any other company. With the most Microsoft Most Valued Professionals, certifications (60,000+) and 18 (out of 18) Gold-level Microsoft competencies, we are uniquely positioned to help businesses grow and solve their toughest challenges.

Avanade is a responsible business committed to building a sustainable world through the power of people and Microsoft. We hold ourselves accountable to environmental, social and governance targets, ensuring our business is sustainable for the long term. Every day, our 60,000 professionals in 26 countries harness the power of their diverse backgrounds to make a genuine human impact for our clients, their employees and their customers. Learn more at www.avanade.com and follow us on LinkedIn.