

Application Management Services 2025 RadarView™ Excerpt

Streamlining application
modernization and support with
agentic AI

June 2025

Table of contents

About the report (Page 3)

Executive summary (Pages 4-9)

- Defining application management services
- Avasant recognizes 25 top-tier providers supporting the enterprise adoption of application management services
- Provider comparison

Supply-side trends (Pages 10-14)

- Over 50% of investments are focused on practice growth and asset development
- Input-based and fixed pricing models are adopted in over 60% of application management engagements
- Service providers are leveraging agentic AI for application portfolio assessment, modernization, deployment, and support services
- Service providers are forging alliances to boost generative AI adoption, facilitate cloud migration, improve application security, and automate IT operations

Service provider profiles (Pages 15-65)

- Detailed profiles for Accenture, Atos, Cognizant, Capgemini, Datamatics, Deloitte, Genpact, HCLTech, Hexaware, Hitachi Digital Services, IBM, Infosys, ITC Infotech, Jade Global, Kyndryl, Mphasis, Neurealm, NTT DATA, Persistent Systems, TCS, Tech Mahindra, Unisys, UST, Virtusa, and Wipro.

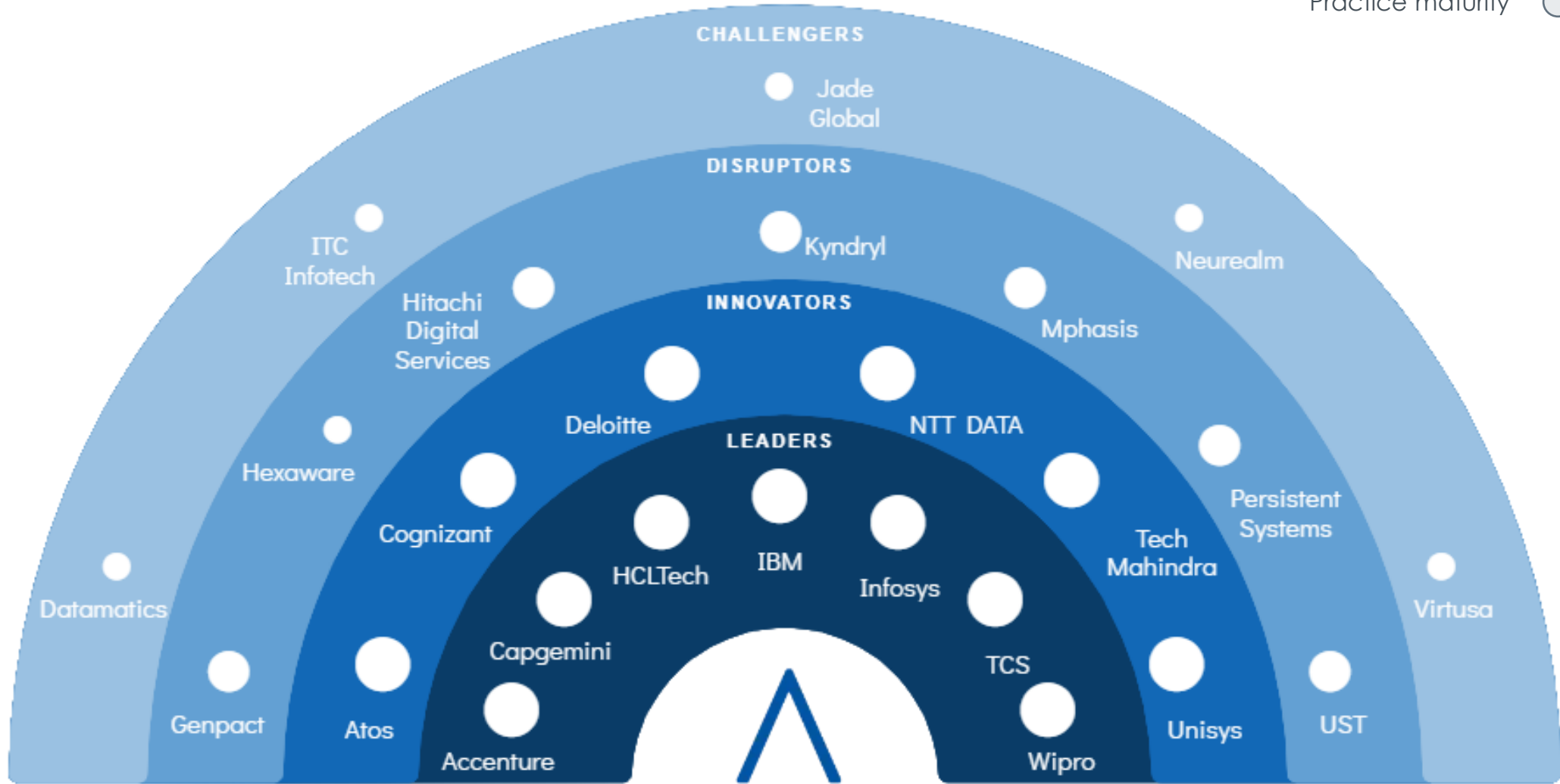
Appendix (Pages 66-69)

- RadarView assessment
- Research methodology and coverage
- Interpretation of classification

Key contacts (Page 70)

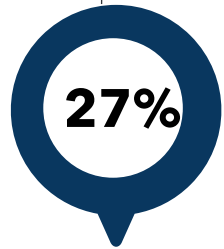
Avasant recognizes 25 top-tier providers supporting the enterprise adoption of application management services

Practice maturity ○ ○ ○



Over 50% of investments are focused on practice growth and asset development

Average share of planned investments across different areas



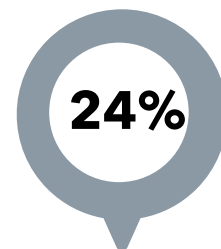
Practice growth

Expanding the practice by offering services across new regions, industries, and client segments through multiple channels and partnerships



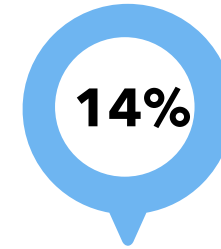
Asset development

Investing in proprietary tools, new offerings, IPs, patents, and solution accelerators that enhance application management capabilities



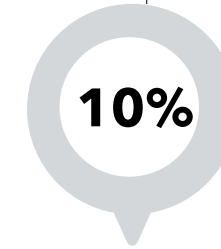
Human capital

Training resources internally to overcome the lack of required skills in the market and be future-ready



Ecosystem utilization

Leveraging partnerships to offer enterprise-agnostic services, expand the client base, and invest in joint CoEs and labs



Inorganic expansion

Making acquisitions to strengthen application management capabilities and expanding geographically



Established a GitHub CoE in Bengaluru under its ai360 initiative to accelerate AI-driven software development, aiming to standardize and scale the use of GitHub tools across application development teams.



Launched the Finacle Data and AI Suite to help banks integrate AI into digital operations, enabling the development of low-code, predictive, and generative AI applications with improved transparency and scalability.



Grew its practice size by about 45% over the past year through continuous upskilling and certification programs focused on application modernization, cloud-native development, and legacy system transformation.



Collaborated with SAP to launch the SAP Business AI Innovation Lab in Munich, integrating HCLTech's AI Force with SAP AI Core to codevelop generative AI solutions and enhance software development across SAP solutions.











Acquired a digital twin platform from Percipient to enhance banking application modernization, enabling real-time integration of legacy and modern systems for faster product deployment.

Note: Examples from select application management service providers.

Source: Avasant Application Management Services RadarView Survey, March-April 2025

Service providers are leveraging agentic AI for application portfolio assessment, modernization, deployment, and support services

Agentic AI integration across the application development life cycle

Portfolio assessment	Development and modernization	Deployment and release management	Maintenance and support
<p>Analyze legacy codebases, extract business rules, create modernization road maps, and align with business goals</p>	<p>Automate modernization of legacy applications, such as COBOL to Java & cloud refactoring to reduce costs and improve agility</p>	<p>Accelerate deployment validation and provide mitigation recommendations based on historical incident data</p>	<p>Automate IT incident detection, root cause analysis, and resolution through historical data, system logs, and anomaly detection techniques</p>
<p> Has integrated Gemini-powered tools within its GenWizard platform to automate and accelerate legacy code analysis for mainframe modernization.</p>	<p> Offers an agent-based framework for optimizing requirements, code creation, product generation, and code migration to improve development efficiency.</p>	<p> Provides agentic AI capabilities within TCS MasterCraft, enabling human-in-the-loop decision-making and continuous DevSecOps delivery.</p>	<p> Has integrated agentic AI solutions for IT operations automation, enabling L1 support, root cause analysis, and zero-touch operations to minimize application downtime.</p>
<p> Offers an assessment agent to analyze the codebase, identify containerization blockers, and provide recommendations to address the blockers.</p>	<p> Provides watsonx Code Assistant, a generative AI agent for code generation, explanation, testing, and documentation that boosts developer productivity.</p>	<p> Leverages agentic AI to flag risk-prone deployments and suggest mitigations to reduce release failures and enhance continuous integration reliability.</p>	<p> Has embedded agentic AI solutions into IT service desks to automate ticket resolution, reduce manual intervention, and enhance operational efficiency.</p>

Note: Examples from select application management service providers.
Source: Avasant Application Management Services RadarView Survey, March-April 2025

AVASANT

EMPOWERING BEYOND

GET CONNECTED



www.Avasant.com