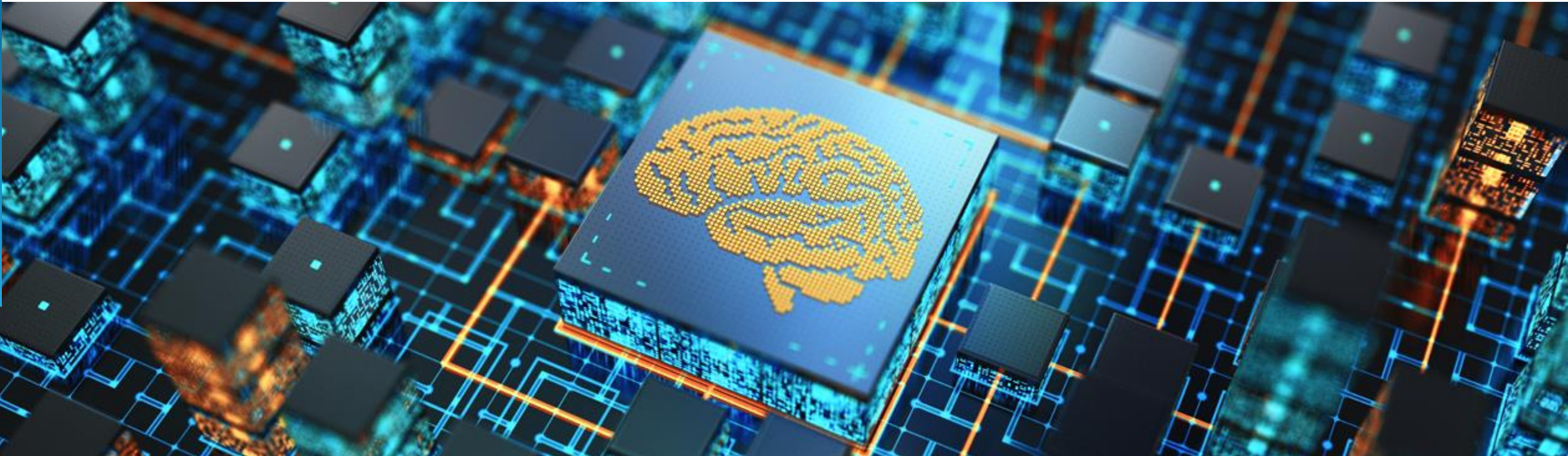# Generative AI Solutions – Provider Compendium 2023

December 2023: Complimentary Abstract / Table of Contents

Our research offerings

This report is included in the following research program(s):
Artificial Intelligence (AI), Service Optimization Technologies

- Amazon Web Services (AWS)
- Application Services
- Artificial Intelligence (AI)
- Asset and Wealth Management
- Banking and Financial Services Business Process
- Banking and Financial Services Information Technology
- Catalyst™
- Clinical Development Technology
- Cloud and Infrastructure
- Contingent Staffing
- Contingent Workforce Management
- Customer Experience Management Services
- CX Excellence
- CXM Technology
- Cybersecurity
- Data and Analytics
- Digital Adoption Platforms
- Digital Services
- Digital Workplace
- Employee Experience Management (EXM) Platforms
- Employer of Record (EOR)
- Engineering Research and Development
- Enterprise Platform Services
- Exponential Technologies
- Finance and Accounting

- Financial Services Technology (FinTech)
- GBS Talent Excellence
- Global Business Services
- Google Cloud
- HealthTech
- Human Resources
- Insurance Business Process
- Insurance Information Technology
- Insurance Technology (InsurTech)
- Insurance Third-Party Administration (TPA) Services
- Intelligent Document Processing
- Interactive Experience (IX) Services
- IT Services Excellence
- IT Talent Excellence
- Life Sciences Business Process
- Life Sciences Commercial Technologies
- Life Sciences Information Technology
- Locations Insider™
- Marketing Services
- Market Vista™
- Microsoft Azure
- Microsoft Business Application Services
- Modern Application Development (MAD)
- Mortgage Operations
- Multi-country Payroll

- Network Services and 5G
- Oracle Services
- Outsourcing Excellence
- Payer and Provider Business Process
- Payer and Provider Information Technology
- Pricing Analytics as a Service
- Process Intelligence
- Process Orchestration
- Procurement and Supply Chain
- Recruitment
- Retail and CPG Information Technology
- Retirement Technologies
- Revenue Cycle Management
- Rewards and Recognition
- SAP Services
- Service Optimization Technologies
- Software Product Engineering Services
- Supply Chain Management (SCM) Services
- Sustainability Technology and Services
- Talent Genius™
- Technology Skills and Talent
- Trust and Safety
- Value and Quality Assurance (VQA)

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Tracking: providers, locations, risk, technologies

Locations: costs, skills, sustainability, portfolios

Contents

Contents

Background of the research

Generative AI has been in the headlines for quite some time, and it seems that it is here to stay. The technology has evolved significantly in the last few months and has found its application across industries and business functions. The content creation capability offered by generative AI aids in improving the performance of existing models, personalizing experiences, simulating complex systems, and automating tasks, eventually transforming the way processes and tasks are carried out. It is a powerful tool that will reshape how people work, interact, and innovate in the digital age, unlocking new possibilities and opportunities across diverse sectors. This is the apt time for enterprises to understand this technology in and out and assess its enormous potential.

The objective of this report is to provide key stakeholders with a snapshot of the generative AI offerings and capabilities of solution providers. In this report, we present detailed profiles of 24 eminent generative AI solution providers featured on the Innovate or Stagnate: the Generative AI Imperative market report. This report will assist generative AI buyers in selecting providers that can best serve their needs. It also allows solution providers to compare their offerings and capabilities with other providers in the marketplace.

Each solution provider profile covers the following details of providers' gen AI offerings and capabilities:

- Company overview
- Market adoption and partnership ecosystem
- Recent deals and announcements
- Key generative AI solution(s) in the portfolio of offerings

- Key industries and business functions
- Solution capabilities and offerings
- Case studies

Scope of this report

Geography
Global

Industry
All industries

Products and services
Generative AI

Overview and abbreviated summary of key messages

This report features detailed profiles of 24 leading generative AI solution providers to assist generative AI buyers in selecting providers that can serve their needs. It allows solution providers to compare their offerings, capabilities, strengths, and limitations with other providers in the marketplace.

Some of the findings in this report, among others, are:

Overview of generative AI

- Generative AI can create and synthesize new content that did not exist before in various forms and modalities, such as text, images, or other media, using deep learning models
- A generative AI solution consists of five broad layers: foundation models, infrastructure, platform, application, and services; each having their own distinct characteristics, sub-components, and evolving market trends

Technology provider landscape

- The generative AI space is marked by a mix of established and emerging players. We have assessed a few major players based on their presence in the different layers of the generative AI solution
- A few players, primarily hyperscalers, offer solutions across most layers; emerging players are strongly present in only individual layers

Profile of generative AI solution provider

Each solution provider profile captures the company overview, market adoption and partnership ecosystem, recent deals and announcements, key generative AI solution(s) in the portfolio of offerings, key industries and business functions, solution capabilities and offerings, and case studies. The 24 solution providers covered in this report are:

- Adobe
- AI21 Labs
- Alibaba Cloud
- Anthropic

- AWS
- Cohere
- Databricks
- Glean

- Google Cloud
- HubSpot
- Hugging Face
- IBM

- Jasper
- Meta
- Microsoft
- Midjourney

- Nvidia
- Open AI
- Runway
- Salesforce

- ServiceNow
- Soul Machines
- Stability AI
- Typeface

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The generative AI compendium report has 24 provider profiles; attached below are the charts to illustrate the depth of the report

Provider 1 profile (page 1 of 5)
Overview

Company overview

Provider 1 is a subsidiary of XYZ, an American multinational te
commerce, cloud computing, online advertising, digital streami
provides on-demand cloud computing platforms and APIs to in
metered, pay-as-you-go basis. It is committed to developing fa
providing with the tools and guidance needed to build AI and M
Cloud spans 102 Availability Zones (AZs) within 32 geographic
customer delight.

Headquarters: Seattle, Washington	Web
Key leaders	Key
XYZ, Provider 1 VP of Database, Analytics, and ML	• X
	• X

Market adoption	
Description	Up to J
Generative AI FTEs	---
Key partners (service providers / technology providers / resellers)	XYZ, X

Note: Operational and solution-/offering-related information is based o
Source: Everest Group (2023)

Provider 1 profile (page 2 of 5)
Overview

Key generative AI solution(s) in the portfolio of offerings:

XYZ (foundation model) –
XYZ foundation models are pre-trained on large datasets, maki
and personalization. It has the capability to generate new textu

Infrastructure –
Provider 1 provides a cloud platform for generative AI with a fo
and privacy measures. The infrastructure includes GPU-based
generative AI tasks.

XYZ (platform) –
It is a fully managed service that makes foundation models fron
With the XYZ serverless experience, one can quickly get starte
capabilities.

XYZ (application) –
It is an AI code generator and companion trained on billions of
originally only made available to Provider 1 customers, the new

Key areas where Provider 1 has implemented generative A
Industries
• Healthcare
• BFSI
• Communications
• Public sector
• Oil and gas
• Education

Note: Operational and solution-/offering-related information is based o
Source: Everest Group (2023)

Provider 1 profile (page 3 of 5)
Foundation model: XYZ

Capability and offerings	
Text understanding and analysis	Capability to understand text in m languages
	Capability to handle industry-spe terminology and jargon
Text generation and customization	Ability to tailor generated content industry or domain requirements
	Ability to generate summaries of I or documents
Image models	Object recognition and classificat and videos
Audio/speech models	Speech-to-text and text-to-speech
Video models	Video summarization and keyfran
Integration and monitoring	Integration via API
Security and compliance	Identifying potential instances of generated text/image/video
	Support for customizable source formats

Note: Operational and solution-/offering-related information is based
Source: Everest Group (2023)

Provider 1 profile (page 4 of 5)
Infrastructure: XYZ

Capability and offerings	
Storage and management	Object storage service
	Vector creation, storage, and search
Security	Access management
	Encryption
Monitoring and analysis	Model monitoring and analyzing
Support	Availability of customer support chan

Note: Operational and solution-/offering-related information is based on E
Source: Everest Group (2023)

Provider 1 profile (page 7 of 7)
Case studies

- **XYZ**
  XYZ utilizes ABC to integrate a text analysis engine within its Total Experience Management (TXM) platform, addressing the challenge of processing large volumes of customer feedback. This solution enables clients to analyze and act upon millions of consumer responses efficiently, yielding actionable insights that extend beyond textual data. The platform features a community-driven interface, ensuring engagement with verified and deeply profiled customers.

- **XYZ**
  XYZ has deployed a generative AI solution on Provider 1, leveraging ABC on XYZ, to elevate customer trip planning experiences. This effort markedly reduced itinerary-generation costs by nearly 80%, swiftly establishing a scalable and secure AI platform. The platform adeptly organizes extensive book content within minutes, offering integrated and precise travel recommendations. This advanced feature enables XYZ to repurpose and personalize content across digital platforms, tailoring it to customer preferences while maintaining the distinctive use of trusted local voices.

- **XYZ**
  XYZ, a leading global FinTech provider, is actively engaged in automating the interpretation of regulatory reporting requirements to enhance transparency and operational efficiency for clients in domestic and global financial markets by leveraging ABC on XYZ. Broadridge has achieved higher accuracy in experiments related to processing and summarizing capabilities. The utilization of ABC not only facilitates this accuracy, but also provides XYZ with the flexibility to choose LLMs, appreciating the platform's performance and integration capabilities.

Note: Operational and solution-/offering-related information is based on Everest Group estimates and lack primary inputs from providers
Source: Everest Group (2023)

Research calendar
Service Optimization Technologies (SOT)

Reports title	Release date
Intelligent Automation – How Much is Your Dollar Worth?	March 2023
Process Mining Products PEAK Matrix® Assessment 2023	June 2023
Continuous Process Improvement in Action – Process Mining State of the Market 2023	July 2023
Task Mining Products PEAK Matrix® Assessment 2023	August 2023
Task Mining – Technology Provider Compendium 2023	September 2023
Conversational AI Products PEAK Matrix® Assessment 2023	September 2023
Robotic Process Automation (RPA) Products PEAK Matrix® Assessment 2023	October 2023
Innovate or Stagnate: The Generative AI Imperative	November 2023
Robotic Process Automation (RPA) State of the Market 2023	December 2023
Generative AI Solutions – Provider Compendium 2023	**December 2023**
Harnessing the Combined Power of Generative AI and Conversational AI for Superior Customer Experience	Q1 2024
Intelligent Document Processing (IDP), Banking IDP, and Insurance IDP Products PEAK Matrix® Assessments 2024	Q1 2024
Intelligent Process Automation (IPA) PEAK Matrix® Assessment 2024	Q1 2024
Digital Interaction Intelligence (DII) Playbook	Q1 2024
Intelligent Automation in ESG	Q1 2024

Note: Click to see a list of all our published Service Optimization Technologies (SOT) reports

Research calendar
Artificial Intelligence (AI)

Reports title	Release date
Generative AI – Revolutionizing the Creative Design and Development Process	April 2023
Artificial Intelligence (AI) in the Pharmaceutical Industry	May 2023
High-quality Curated Data: Scaling Up AI Using a Data-centric Approach	July 2023
Unleashing the Potential of Gen AI (GAI): A Game-changer for Property and Casualty (P&C) Insurance Claims	August 2023
Generative AI: the Next Chapter of Artificial Intelligence	September 2023
Webinar Deck: Untangling the Risks of Generative AI: Solutions to Your Safety Concerns	October 2023
AI Top 50	November 2023
Innovate or Stagnate: the Generative AI Imperative	November 2023
Artificial Intelligence (AI) Services PEAK Matrix® Assessment 2023	December 2023
Generative AI Solutions – Provider Compendium 2023	**December 2023**
Capturing the Generative AI Pulse: An Exploration of the CXO Mindset	Q1 2024
Artificial Intelligence (AI) Services – Provider Compendium 2023	Q1 2024
Powering Tomorrow: The Role of AI in Transforming Energy and Utilities	Q1 2024
Role of Synthetic Data in Scaling AI	Q1 2024
Data Annotation and Labeling (DAL) Solutions for AI/ML PEAK Matrix® for Services Assessment 2024	Q1 2024

Note: Click to see a list of all of our published Artificial Intelligence (AI) reports

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