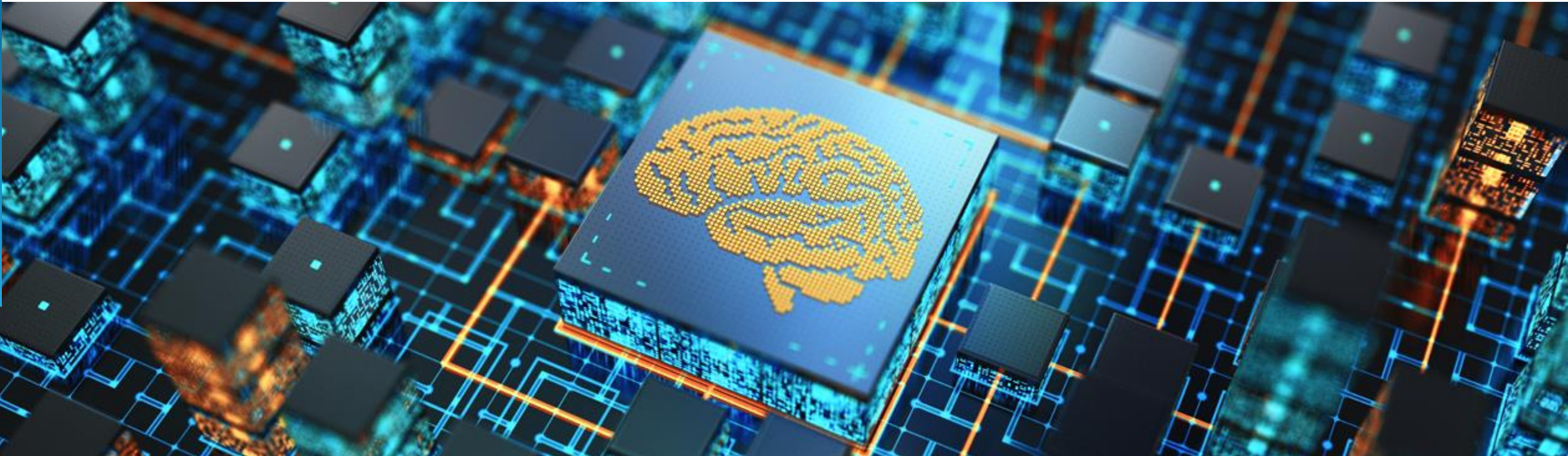


# Generative AI Solutions – Provider Compendium 2023

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)

If you want to learn whether your organization has a membership agreement or request information on pricing and membership options, please contact us at [info@everestgrp.com](mailto:info@everestgrp.com)

[Learn more about our custom research capabilities](#)

Benchmarking

Contract assessment

Peer analysis

Market intelligence

Tracking: providers, locations, risk, technologies

Locations: costs, skills, sustainability, portfolios

# Contents

For more information on this and other research published by Everest Group, please contact us:

**Vaibhav Bansal**, Vice President

**Vishal Gupta**, Vice President

**Priya Bhalla**, Practice Director

**Anish Nath**, Practice Director

**Divya Chandak**, Senior Analyst

**Jonty Padia**, Senior Analyst

**Abhivyakti Sengar**, Senior Analyst

**Niraj Agarwal**, Analyst

**Ananay Chahal**, Analyst

<b>1. Introduction and overview</b>	<b>5</b>
• Background of the research	6
<b>2. Overview of gen AI</b>	<b>7</b>
• Introduction to gen AI	8
• Applications of gen AI	9
• Key layers of gen AI solution	10
<b>3. Technology provider landscape</b>	<b>11</b>
• Summary of provider assessment	12
<b>4. Enterprise sourcing considerations - provider profiles</b>	<b>15</b>
• Adobe	16
• AI21 Labs	20
• Alibaba Cloud	26
• Anthropic	31
• AWS	35
• Cohere	42
• Databricks	49
• Glean	55
• Google Cloud	59
• HubSpot	67
• Hugging Face	70

# Contents

<b>4. Enterprise sourcing considerations - provider profiles (continued)</b>	
• IBM	75
• Jasper	82
• Meta	86
• Microsoft	90
• Midjourney	97
• Nvidia	101
• Open AI	107
• Runway	112
• Salesforce	116
• ServiceNow	121
• Soul Machines	125
• Stability AI	129
• Typeface	134
<b>5. Appendix</b>	<b>138</b>
• Glossary	139
• Research calendar	141

## 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



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

Generative AI Solutions – Provider Compendium 2023

## 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**

XYZ, Provider 1 VP of Database, Analytics, and ML

**Key areas where Provider 1 has implemented generative AI**

**Industries**

- Healthcare
- BFSI
- Communications
- Public sector
- Oil and gas
- Education

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

Everest Group® Proprietary & Confidential. © 2023, Everest Global, Inc.

Generative AI Solutions – Provider Compendium 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, make 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 from 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 AI**

**Industries**

- Healthcare
- BFSI
- Communications
- Public sector
- Oil and gas
- Education

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

Everest Group® Proprietary & Confidential. © 2023, Everest Global, Inc.

Generative AI Solutions – Provider Compendium 2023

## Provider 1 profile (page 3 of 5)

### Foundation model: XYZ

**Capability and offerings**

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

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

Everest Group® Proprietary & Confidential. © 2023, Everest Global, Inc.

Generative AI Solutions – Provider Compendium 2023

## Provider 1 profile (page 4 of 5)

### Infrastructure: XYZ

**Capability and offerings**

<b>Storage and management</b>	Object storage service Vector creation, storage, and search
<b>Security</b>	Access management Encryption
<b>Monitoring and analysis</b>	Model monitoring and analyzing
<b>Support</b>	Availability of customer support cha

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

Everest Group® Proprietary & Confidential. © 2023, Everest Global, Inc.

Generative AI Solutions – Provider Compendium 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)

Everest Group® Proprietary & Confidential. © 2023, Everest Global, Inc. | EGR-2023-71-R-6289

# Research calendar

## Service Optimization Technologies (SOT)

Published Planned Current release

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
<b>Generative AI Solutions – Provider Compendium 2023</b>	<b>December 2023</b>
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)

■ Published
 ■ Planned
 ■ Current release

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
<b>Generative AI Solutions – Provider Compendium 2023</b>	<b>December 2023</b>
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



Everest Group is a leading research firm helping business leaders make confident decisions. We guide clients through today's market challenges and strengthen their strategies by applying contextualized problem-solving to their unique situations. This drives maximized operational and financial performance and transformative experiences. Our deep expertise and tenacious research focused on technology, business processes, and engineering through the lenses of talent, sustainability, and sourcing delivers precise and action-oriented guidance. Find further details and in-depth content at [www.everestgrp.com](http://www.everestgrp.com).

## Stay connected

**Dallas (Headquarters)**  
info@everestgrp.com  
+1-214-451-3000

**Bangalore**  
india@everestgrp.com  
+91-80-61463500

**Delhi**  
india@everestgrp.com  
+91-124-496-1000

**London**  
unitedkingdom@everestgrp.com  
+44-207-129-1318

**Toronto**  
canada@everestgrp.com  
+1-214-451-3000

**Website**  
[everestgrp.com](http://everestgrp.com)

**Social Media**  
 @EverestGroup  
 @Everest Group  
 @Everest Group  
 @Everest Group

**Blog**  
[everestgrp.com/blog](http://everestgrp.com/blog)

## NOTICE AND DISCLAIMERS

**IMPORTANT INFORMATION. PLEASE REVIEW THIS NOTICE CAREFULLY AND IN ITS ENTIRETY. THROUGH YOUR ACCESS, YOU AGREE TO EVEREST GROUP'S TERMS OF USE.**

Everest Group's Terms of Use, available at [www.everestgrp.com/terms-of-use/](http://www.everestgrp.com/terms-of-use/), is hereby incorporated by reference as if fully reproduced herein. Parts of these terms are pasted below for convenience; please refer to the link above for the full version of the Terms of Use.

Everest Group is not registered as an investment adviser or research analyst with the U.S. Securities and Exchange Commission, the Financial Industry Regulatory Authority (FINRA), or any state or foreign securities regulatory authority. For the avoidance of doubt, Everest Group is not providing any advice concerning securities as defined by the law or any regulatory entity or an analysis of equity securities as defined by the law or any regulatory entity.

All Everest Group Products and/or Services are for informational purposes only and are provided "as is" without any warranty of any kind. You understand and expressly agree that you assume the entire risk as to your use and any reliance upon any Product or Service. Everest Group is not a legal, tax, financial, or investment advisor, and nothing provided by Everest Group is legal, tax, financial, or investment advice. Nothing Everest Group provides is an offer to sell or a solicitation of an offer to purchase any securities or instruments from any entity. Nothing from Everest Group may be used or relied upon in evaluating the merits of any investment. Do not base any investment decisions, in whole or part, on anything provided by Everest Group.

Products and/or Services represent research opinions or viewpoints, not representations or statements of fact. Accessing, using, or receiving a grant of access to an Everest Group Product and/or Service does not constitute any recommendation by Everest Group that recipient (1) take any action or refrain from taking any action or (2) enter into a particular transaction. Nothing from Everest Group will be relied upon or interpreted as a promise or representation as to past, present, or future performance of a business or a market. The information contained in any Everest Group Product and/or Service is as of the date prepared, and Everest Group has no duty or obligation to update or revise the information or documentation. Everest Group may have obtained information that appears in its Products and/or Services from the parties mentioned therein, public sources, or third-party sources, including information related to financials, estimates, and/or forecasts. Everest Group has not audited such information and assumes no responsibility for independently verifying such information as Everest Group has relied on such information being complete and accurate in all respects. Note, companies mentioned in Products and/or Services may be customers of Everest Group or have interacted with Everest Group in some other way, including, without limitation, participating in Everest Group research activities.