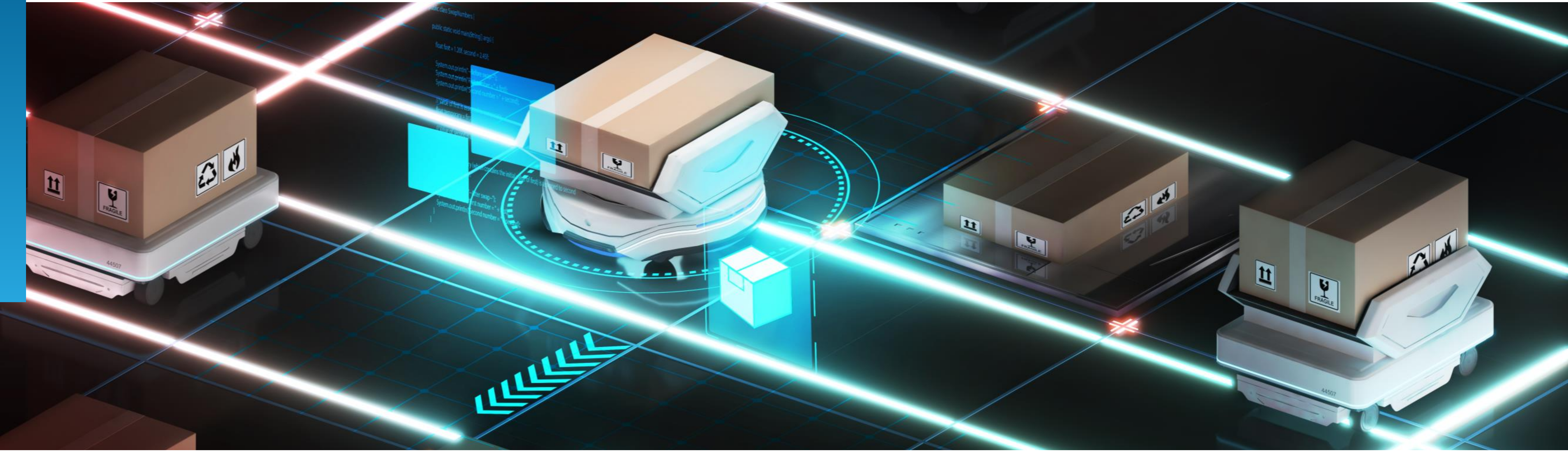
Everest Group®

Everest Group PEAK MATRIX®

Retail and CPG Information Technology

Retail IT Services PEAK Matrix® Assessment 2024

January 2024: Complimentary Abstract / Table of Contents



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Introduction

Despite macroeconomic conditions, retail enterprises are strategically investing in IT modernization initiatives throughout their value chain. The enterprise focus is on enhancing customer experience through AI and data analytics, optimizing supply chains with technologies such as IoT and automation, and integrating e-commerce seamlessly. Priorities also include strengthening data security, ensuring compliance, and automating manual processes for improved efficiency. Retailers are investing in IT transformations to adapt to market trends, employ data-driven decision-making, and gain a competitive edge through innovation. Recognizing the necessity of agility in a dynamic market, they aim to utilize cutting-edge technology solutions and platforms to promptly respond to evolving consumer preferences and emerging trends.

In this research, we present an assessment and detailed profiles of 24 service providers featured on the Retail IT Services PEAK Matrix®. Each provider profile provides a comprehensive picture of its service focus, key Intellectual Property (IP) / solutions, domain investments, and case studies. The assessment is based on Everest Group's annual RFI process for calendar year 2023, interactions with leading service providers, client reference checks, and an ongoing analysis of the retail IT services market.

This report includes the profiles of the following 24 leading IT service providers featured on the Retail IT Services PEAK Matrix®:

- **Leaders:** Accenture, Capgemini, Cognizant, Deloitte, HCLTech, Infosys, TCS, and Tech Mahindra
- **Major Contenders:** Brillio, DXC Technology, EY, Genpact, Hitachi Digital Services, HTC Global Services, Kyndryl, LTIMindtree, Mastek, SoftServe Stefanini, and Wipro
- **Aspirants:** CI&T, Cigniti, Happiest Minds, and Sutherland

Scope of this report

Geography
Global

Providers
24 leading IT service providers

Services
Retail IT services

Overview and abbreviated summary of key messages

This report examines the global 2023 retail IT service provider landscape and its impact on the retail industry. It focuses on provider position and growth in the retail industry, changing market dynamics and emerging provider trends, assessment of provider delivery capabilities, and key retail IT service provider profiles. It also identifies the key implications of the research findings for buyers and providers.

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

Retail IT service provider capability

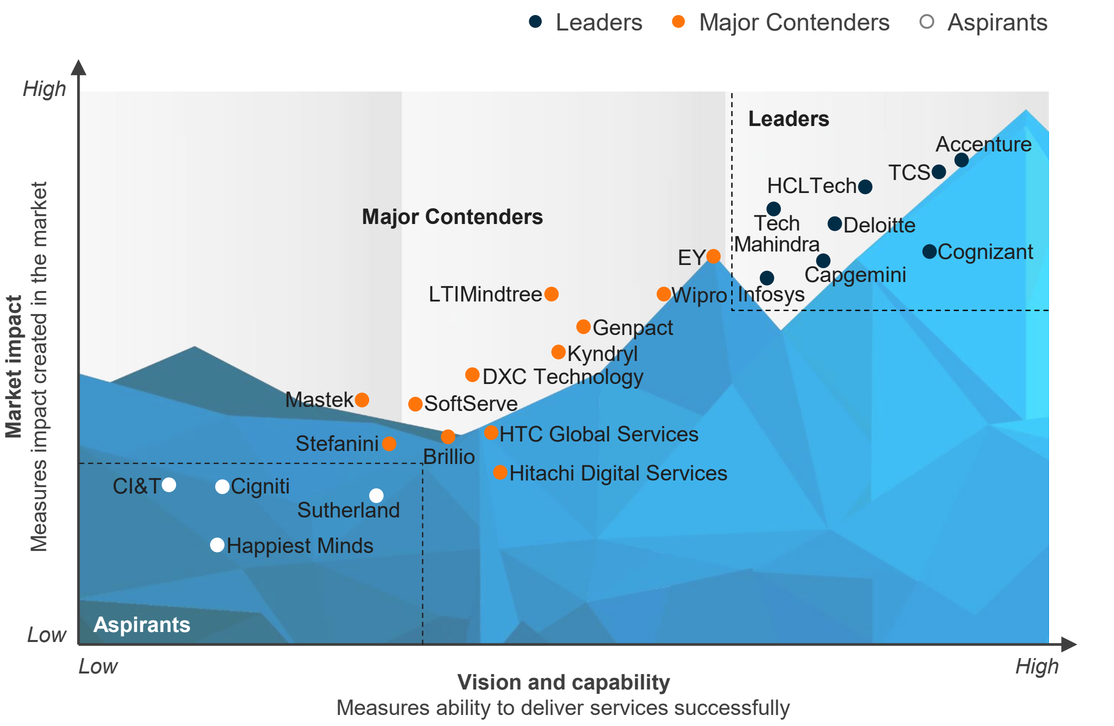
- Retail IT service providers are classified into Leaders, Major Contenders, and Aspirants on a capability-market-impact matrix
- Accenture, Capgemini, Cognizant, Deloitte, HCLTech, Infosys, TCS, and Tech Mahindra are the Leaders in this Retail IT Services PEAK Matrix® Assessment 2024 with several IT service providers emerging as Major Contenders

Service provider characteristics

- Leaders are characterized by their ability to successfully execute complex, multi-product/-platform, advisory-led IT transformations, underpinned by their strong global delivery network
- Leaders have strong partnerships with big tech firms, such as SAP and Oracle, hyperscalers, such as AWS, Azure, and GCP, supply chain specialists, digital commerce providers, and specialized firms to enhance in-store operations, to innovate and build client-specific solutions
- Major contenders are making continued investments in building retail-focused proprietary tools, solutions, and accelerators to enhance their service delivery capabilities
- Major Contenders have built meaningful capabilities to deliver IT transformation services; however, their service portfolios are not as balanced and comprehensive as those of Leaders
- Aspirants have good proof points in delivering implementation and/or managed services of low- to medium-complexity IT initiatives for Small and Midsize Buyers (SMBs)
- Aspirants are either focused on a certain product(s), specialize in a particular value chain segment, or currently have a relatively small retail IT services practice

This study offers 4 distinct chapters providing a deep dive into key aspects of retail IT services market; below are three charts to illustrate the depth of the report

Retail IT Services PEAK Matrix® Assessment 2024[1]



1 Assessments for Accenture, Capgemini, Deloitte, DXC Technology, EY, Infosys and Wipro excludes service provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, provider public disclosures, and Everest Group's interactions with retail buyers
Source: Everest Group (2023)

Capability assessment

Illustrative example

Measure of capability: Low High

Providers	Market impact				Vision and capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Provider 1									
Provider 2									
Provider 3									
Provider 4									
Provider 5									
Provider 6									
Provider 7									
Provider 8									
Provider 9									

Everest Group's remarks on providers

Illustrative example

Measure of capability: Low High

Market impact				Vision and capability				
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall

Strengths

- Provider 1 is a relevant service provider for midsize, large, and mega enterprises (annual revenue >US$5 billion) seeking IT services across the retail value chain
- It has strong proof points of executing engagements related to forecasting, spanning demand planning, order management, and supply chain planning. Additionally, it has demonstrated notable capabilities in the modernization of in-store systems

Limitations

- While Provider 1 has a strong presence within North America and the UK, its client base in Europe (except the UK), APAC, LATAM, and MEA is small
- It has an onshore-/nearshore-heavy delivery model, which may prevent it from capturing labor arbitrage opportunities; it can look to further scale resources in offshore locations

Research calendar

Retail and CPG Information Technology

Published | Planned | Current release

Reports title	Release date
Digital Effectiveness in the Retail Industry | Identifying Retail Leaders in the Connected Commerce Era	June 2023
Supply Chain Transformation Services for Retail and CPG PEAK Matrix® Assessment 2023	September 2023
Supply Chain Transformation Services for Retail and CPG – Provider Compendium 2023	October 2023
Digital Effectiveness in the Consumer Product Goods Industry | Identifying Food & Beverage Leaders	October 2023
Delivering a Resilient Supply Chain Ecosystem for Retail and Consumer Packaged Goods (CPG) – State of the Market 2023	December 2023
Driving Sustainability in Retail and CPG Industry: A Business Model Transformation Approach	January 2024
Retail IT Services PEAK Matrix® Assessment 2024	**January 2024**
Retail IT Services – Provider Compendium 2024	Q1 2024
Retail Trailblazers: Start-ups Redefining Unattended Checkout Operations	Q1 2024
CPG IT Services PEAK Matrix® Assessment 2024	Q1 2024
CPG IT Services – Provider Compendium 2024	Q1 2024
Retail and CPG IT Services – State of the Market 2024	Q1 2024
Reimagining Retail and CPG Value Chain with Generative AI	Q1 2024

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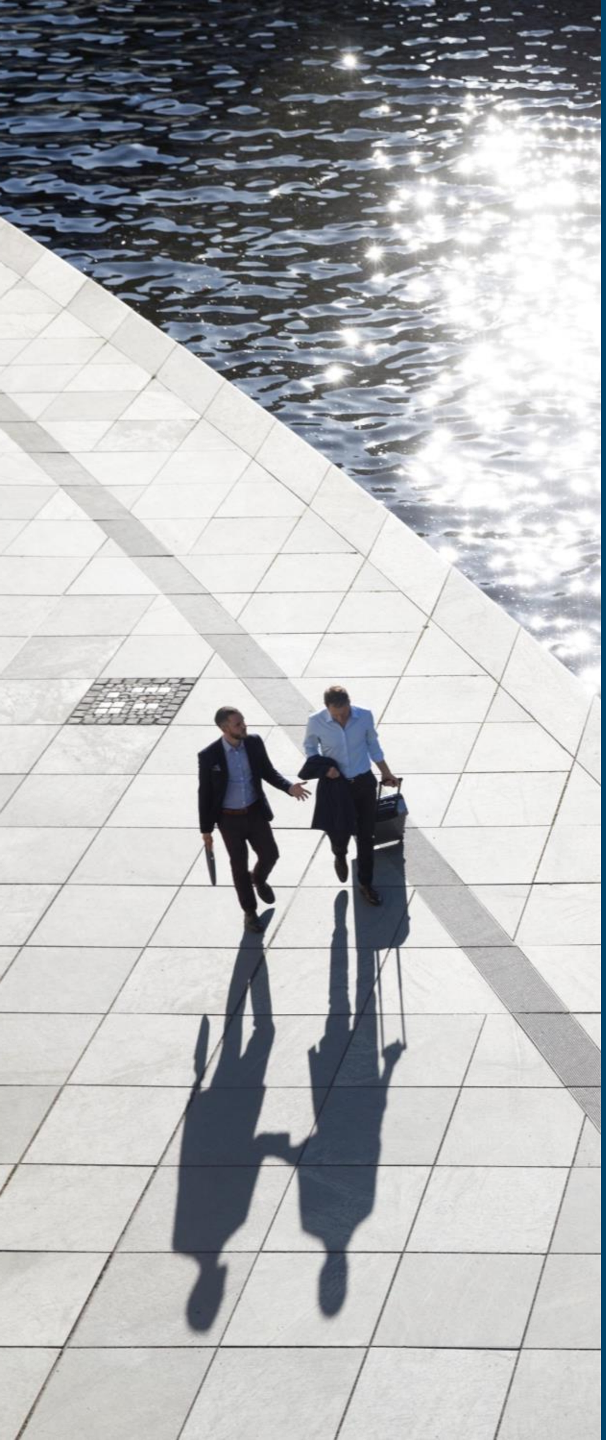

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