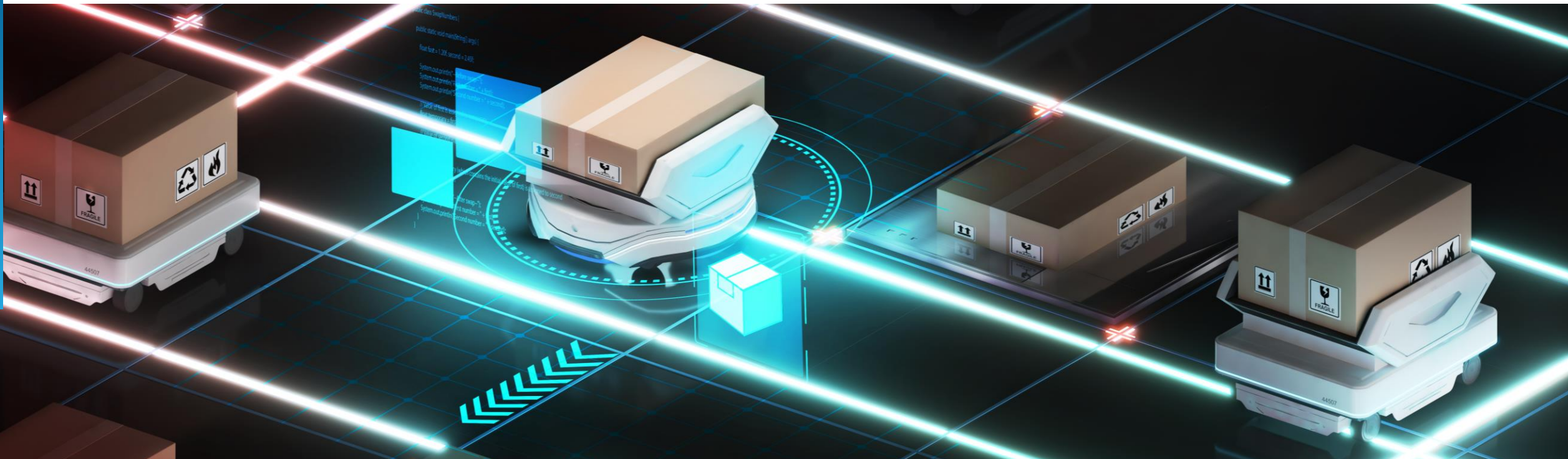


Consumer Packaged Goods (CPG) IT Services PEAK Matrix® Assessment 2024

March 2024: Complimentary Abstract / Table of Contents



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- ▶ Pricing Analytics as-a-Service
- ▶ Process Intelligence
- ▶ Process Orchestration
- ▶ Procurement and Supply Chain
- ▶ Recruitment
- ▶ Retail and CPG IT Services
- ▶ 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
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Introduction

Despite economic uncertainties and margin pressures, CPG enterprises are strategically channeling investments into modernizing their IT systems across the entire value chain. The primary focus of these enterprises lies in personalizing customer experience, streamlining supply chains and focusing on digital commerce using technologies like AI/ML, cloud, IoT and automation. Key priorities also encompass fortifying data security, ensuring compliance, and automating manual processes to enhance overall efficiency. With the widespread adoption of technology, enterprises are increasingly leveraging digital strategies to enhance their competitive edge, increase operational efficiency, optimize processes, deliver personalized experiences to consumers, and drive growth.

In this research, we present an assessment and detailed profiles of 23 service providers featured on the CPG 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 CPG IT services market.

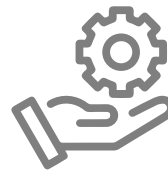
This report includes the profiles of the following 23 leading IT service providers featured on the CPG IT Services PEAK Matrix®:

- **Leaders:** Accenture, Cognizant, Deloitte, EY, HCLTech, IBM, and TCS
- **Major Contenders:** CI&T, Capgemini, DXC Technology, Genpact, Infosys, Kyndryl, LTIMindtree, Publicis Sapient, Tech Mahindra, Virtusa, and Wipro
- **Aspirants:** Brillio, Cigniti, Hitachi Digital Services, SoftServe, and Stefanini

Scope of this report



Geography
Global



Providers
23 leading IT
service providers



Services
CPG IT services

Overview and abbreviated summary of key messages

This report examines the global 2023 CPG IT service provider landscape and its impact on the CPG industry. It focuses on provider position and growth in the CPG industry, changing market dynamics and emerging provider trends, assessment of provider delivery capabilities, and key CPG 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:

CPG IT service provider capability

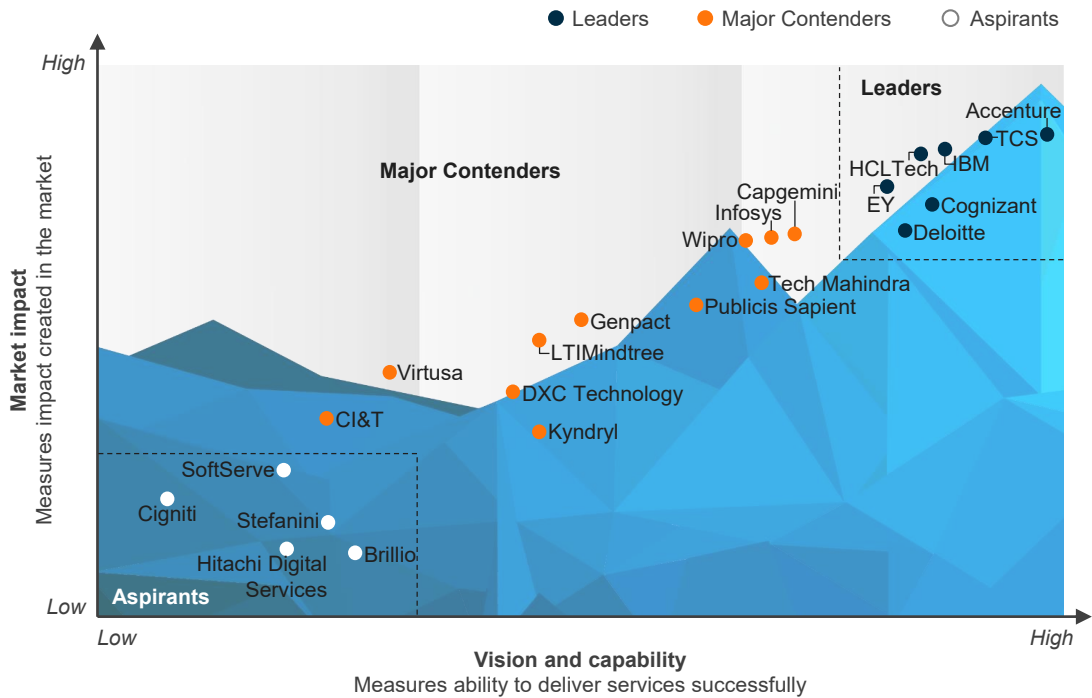
- CPG IT service providers are classified into Leaders, Major Contenders, and Aspirants on a capability-market-impact matrix
- Accenture, Cognizant, Deloitte, EY, HCLTech, IBM, and TCS are the Leaders in this CPG IT Services PEAK Matrix® Assessment 2024 with several IT service providers emerging as Major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

Consumer Packaged Goods (CPG) IT Services PEAK Matrix® Assessment 2024¹



1 Assessments for Accenture, Capgemini, Deloitte, DXC Technology, EY, IBM, Infosys, Publicis Sapient, Virtusa, 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 CPG buyers
Source: Everest Group (2024)

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 CPG enterprises (annual revenue >US\$1 billion) seeking consulting-led IT transformation services
- Clients appreciate Provider 1's compelling focus on generating tangible business outcomes and its result-oriented approach

Limitations

- Clients have raised concerns about Provider 1's services being priced at a premium compared to other service providers, and believe that it is lagging its peers in demonstrating commercial flexibility
- Although Provider 1 has a strong IP suite, most of these tools are industry-agnostic, and it needs to invest in further developing industry-specific IP tools

Research calendar

Retail and CPG IT Services

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	March 2024
Consumer Packaged Goods (CPG) IT Services PEAK Matrix® Assessment 2024	March 2024
Retail Trailblazers: Start-ups Redefining Unattended Checkout Operations	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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