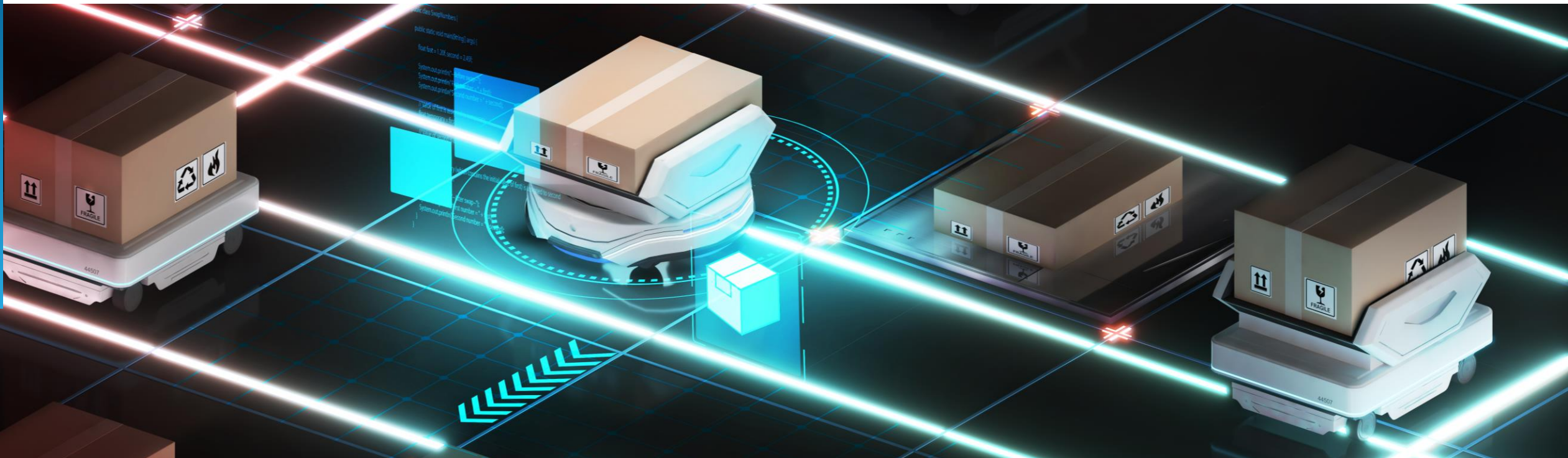


Retail IT Services – Provider Compendium 2024

March 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® Assessment 2024](#):

- **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

The Retail IT Services – Provider Compendium report has over 24 provider profiles

Provider 1 profile (page 1 of 4) Overview

Vision for retail IT services

Provider 1's vision is to help retail clients reset their businesses through the six in consumer offerings, channels, fulfillment, sourcing, talent, and data – with emphasis on commitments to Environment, Social, And Governance (ESG) principles.

Overview of client base

Few key clients are a leading US retailer, a leading luxury retailer, a leading global one of the largest health and wellness retailers.

Retail services revenue from the (CY 2023)

<US\$20 million	US\$20-50 million	US\$50-200 million
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Number of active retail IT services clients

<10	10-20	20-40
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Provider 1 profile (page 2 of 4) Key solutions

Proprietary IP/solutions/frameworks/accelerators/tools developed internally

Name	Details
XYZ	XYZ can help retailers get more out of their data
XYZ	Designed to be open, flexible, and adaptable – while putting a greater emphasis on customer experience
XYZ	XYZ uses next-generation technology data from various sources to provide a unified view of the customer
XYZ	XYZ, an integrated digital platform, covers procurement to delivery, and tools for customer engagement
XYZ	It provides a common language, metadata, and data governance
XYZ	It offers real-time supply chain visibility and analytics across the supply chain

Provider 1 profile (page 3 of 4) Investments

Key partnerships/alliances/acquisitions/JVs leveraged to deliver retail IT services

Name	Type of investment (year)	Details of investment
XYZ	Partnership (XYZ)	It enhances Provider technologies with Pro
XYZ	Partnership (XYZ)	It is an end-to-end pro
XYZ	Acquisition (XYZ)	It is a technology con
XYZ	Acquisition (XYZ)	It is a retail-focused s
XYZ	Acquisition (XYZ)	It is a commerce ager

Provider 1 profile (page 4 of 4) Case studies

NOT EXHAUSTIVE

Case study 1

A leading US-based retailer

Business challenge

The retailer made decisions on how to allocate marketing dollars every year; however, using historical data to decide where to spend was not easy. The data was often stale by the time it was available to analyze, and the number of channels and platforms grew all the time. The retailer wanted increased speed and agility and to be able to get more specific, actionable insights faster.

Solution

- Provider 1 designed an AI-powered solution that would enable faster and better data collection and more precise modeling to optimize media spend
- The first step involved speeding up the existing data flow process, aggregating and processing all the data from media channels, sales, and spending that fed the measurement model. By customizing XYZ, Provider 1's pre-integrated AI services, and capabilities, to do the data aggregation, it helped cut the existing process by 80% using automation to accelerate processing and validation
- The next step involved working on the underlying model that produced the measurement. Previously, these models were hypothesis-driven so new machine learning was introduced to the process, helping to proactively identify those interdependencies between channels that potentially drive sales. With the new monthly cadence, the team could refresh the models every month, iterating from the previous month's model instead of starting from scratch

Impact

- Shortened the lag between the measurement period and performance insights from five months to five weeks, opening up a ten-and-a-half-month planning runway for the same period the following year
- Going from one annual measurement (where performance was expressed as an average) to monthly measurements meant that insights were more nuanced, so the team could see how one channel, or another, might vary in performance throughout the year
- Team estimates that US\$XYZ in media buying opportunities and value creation was unlocked by implementing the new tool

Case study 2

A leading personal care retailer

Business challenge

The firm's legacy IT systems struggled to keep pace with its ambitious future plans, making it difficult to share important operational data across departments rapidly. The client believed that a more resilient, centralized system would lay the foundation to transform the business with future-proof digital innovations. In addition, a cloud-based platform would drive better analytics across mission-critical applications, making operations more agile and responsive

Solution

- Despite remote operations during the pandemic, the team pulled off the big bang data migration without disruption in 18 months involving 100 people
- Created an order management portal for franchisees, that represent about one-third of the business revenue, which streamlined and standardized order processes
- Implemented new cloud-based enterprise resource planning system as the digital core for the client's business that helped transform the company's financial, supply chain, and e-commerce processes
- Migrated 6TB of client's business data to the Microsoft Azure cloud leveraging Provider 1's XYZ platform

Impact

- Firm now has centralized, agile cloud platform to enable business flexibility and future growth in a fast-changing market
- The portal saves time and provides better functionality for franchisees with easy ordering. Also helped the firm in accurate stock forecasts, drive sourcing efficiencies, and provide a seamless customer experience throughout brick-and-mortar stores and online
- Provided the client with the flexibility to acquire new franchisees and extend into new markets
- Provided the ability to make faster and easier decisions

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
Consumer Packaged Goods (CPG) IT Services PEAK Matrix® Assessment 2024	March 2024
Retail IT Services – Provider Compendium 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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