



# Consumer Packaged Goods (CPG) IT Services – Provider Compendium 2024

April 2024: Complimentary Abstract / Table of Contents

Provider Compendium  
Retail and CPG IT Services



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- ▶ Oracle Services
- ▶ Outsourcing Excellence
- ▶ Payer and Provider Business Process
- ▶ Payer and Provider Information Technology
- ▶ Price Genius – AMS Solution and Pricing Tool
- ▶ Pricing Analytics as a Service
- ▶ Process Intelligence
- ▶ Process Orchestration
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- ▶ Recruitment
- ▶ Retail and CPG IT Services
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- ▶ Revenue Cycle Management
- ▶ Rewards and Recognition
- ▶ SAP Services
- ▶ Service Optimization Technologies
- ▶ Software Product Engineering Services
- ▶ Supply Chain Management (SCM) Services
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# Contents

4	Introduction and overview	46	HCL Tech
5	Research methodology	50	Hitachi Digital Services
6	Key information on the report	54	IBM
7	Introduction	57	Infosys
8	Focus of the research	60	Kyndryl
10	Enterprise sourcing considerations	64	LTIMindtree
11	Accenture	68	Publicis Sapient
15	Brillio	71	SoftServe
19	Capgemini	75	Stefanini
22	CI&T	78	TCS
25	Cigniti	81	Tech Mahindra
29	Cognizant	85	Virtusa
33	Deloitte	88	Wipro
36	DXC Technology	91	Appendix
39	EY	92	Glossary
42	Genpact	93	Research calendar

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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, enterprise 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 Sapien, Tech Mahindra, Virtusa, and Wipro
- **Aspirants:** Brillio, Cigniti, Hitachi Digital Services, SoftServe, and Stefanini

## Scope of this report

**Geography:** Global

**Provider:** 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 retail 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 and Aspirants

### **Section B message**

- 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 CPGIT services practice

# The CPG IT Services – Provider Compendium report has over 23 provider profiles

Consumer Packaged Goods (CPG) IT Services - Provider Compendium 2024 | 92

### Provider 1 profile (page 1 of 4)

#### Overview

Vision for CPG IT Services  
 Provider 1's vision focuses on creating future-ready Consumer Packaged Goods (CPG) with the following pillars: seek and scale new growth, deliver winning customer experience, unlock value, and create sustainable and responsible businesses.

CPG services revenue from the (CY 2023)

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

<10	10-20	20-40	>40
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Overview of client base  
 Few key clients include a global food and beverage firm, a multinational beverage firm, Asian beauty and personal care firm.

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### Provider 1 profile (page 2 of 4)

#### Key solutions

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

Name	Details
XYZ	XYZ can help firms get more out of their data by
XYZ	It offers end-to-end capabilities, seamless integrations, and respond to consumer needs, accelerate time-to-market.
XYZ	XYZ is an AI-powered automation platform that streamlines processing, inventory management, shipment tracking, and
XYZ	XYZ, an integrated digital platform, offers various services to improve time supply chain visibility from procurement to production.
XYZ	XYZ is the managed-service architecture with pre-built solutions.
XYZ	It offers real-time supply chain visibility and automates supply chains. Additionally, SCCT promotes sustainable

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Consumer Packaged Goods (CPG) IT Services - Provider Compendium 2024 | 94

### Provider 1 profile (page 3 of 4)

#### Investments

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

Name	Type of investment (year)	Details of investment
XYZ	Partnership	It enhances Provider 1's solutions and technology.
XYZ	Partnership	It is an end-to-end platform.
XYZ	Partnership	It strengthens supply chain.
XYZ	Partnership	It provides a comprehensive solution.
XYZ	Partnership	It is a platinum partner.

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Consumer Packaged Goods (CPG) IT Services - Provider Compendium 2024 | 95

### Provider 1 profile (page 4 of 4)

#### Case studies

[NOT EXHAUSTIVE]

**CASE STUDY 1**  
 Leading Asian skincare and beauty firm

**Business challenge**  
 One of Asia's top skincare and beauty firms wanted to undergo digital transformation to create a personalized, healthy beauty experience for every individual customer that will enable them to grow. It also sought to develop the IT infrastructure and a program for nurturing digital talent to support the broader transformation.

**Solution**

- Enabled leveraging customers' profile data to deliver content optimized for each customer through social media and other channels. Customer histories were accumulated into a single database and with this information, Shiseido could begin using AI to drive personalized services at various touchpoints
- Using SynOps, Provider 1's operations improvement system, the team boosted the efficiency and sophistication of e-commerce operations as well as near-shore/off-shore operations
- Enabled the firm to expand IT functions and rebuild a flexible and speedy system infrastructure in the cloud; also, renovated its core business processes, including the visualization of globally common management information using data, accelerated closing of accounts, advanced inventory management, faster business decisions, and supply and demand management on a global level

**Impact**

- Purchases by repeat customers increased in Japan, and sales through the e-commerce channel also grew
- In the long term, IT transformation will contribute to the realization of value creation by improving inventory management and forecasting accuracy, as well as to realize Shiseido's operating income target through IT cost reduction
- The cost of e-commerce operations dropped significantly, and operational efficiencies freed up Shiseido's people to focus on more strategic tasks aimed at enhancing the customer experience
- SAP implementation resulted in improved security, compliance, and reduced total cost of ownership

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# Research calendar

## Retail and CPG IT Services

	Published	Current release	Planned
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			February 2024
CPG IT Services PEAK Matrix® Assessment 2024			March 2024
<a href="#">Consumer Packaged Goods (CPG) IT Services – Provider Compendium 2024</a>			<a href="#">April 2024</a>
Retail Trailblazers: Start-ups Redefining Unattended Checkout Operations			May 2024
Retail and CPG IT Services – State of the Market 2024			May 2024
Retail Trailblazers: Start-ups Redefining Unattended Checkout Operations			June 2024

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