



Retail and CPG Data, Analytics, and AI Services PEAK Matrix® Assessment 2024

September 2024: Complimentary Abstract / Table of Contents

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Retail and CPG Information Technology

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- ▶ GBS Talent Excellence
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- ▶ HealthTech
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- ▶ Insurance Business Process
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- ▶ Insurance Technology (InsurTech)
- ▶ Insurance Third-Party Administration (TPA) Services
- ▶ Intelligent Document Processing
- ▶ Interactive Experience (IX) Services
- ▶ IT Services Excellence
- ▶ IT Talent Excellence
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- ▶ 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
- ▶ Price Genius – AMS Solution and Pricing Tool
- ▶ Pricing Analytics as a Service
- ▶ Process Intelligence
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- ▶ Retirement Technologies
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Introduction

Data, Analytics, and AI (DAAI) services are transforming Retail and Consumer Packaged Goods (RCPG) enterprises by enhancing operations and improving customer experiences. Data services integrate and manage data from various sources, ensuring accuracy and security, while centralized data warehousing facilitates efficient retrieval and analysis. Analytics services provide insights through descriptive, predictive, and prescriptive analyses, helping businesses understand past performance, forecast future trends, and optimize decision-making. Customer and supply chain analytics further enable enterprises to tailor marketing strategies and streamline operations. AI services including Machine Learning (ML), Natural Language Processing (NLP), and computer vision, automate and enhance decision-making processes. These technologies enable personalized marketing, demand forecasting, pricing optimization, and customer sentiment analysis, driving business growth. Implementing these solutions requires a strategic approach and a reliable service partner with strong DAAI capabilities, along with RCPG domain expertise and a robust partner ecosystem. This ensures tailored solutions that meet

industry-specific needs, leveraging advanced technologies and collaborative networks for optimal results.

This report includes the profiles of the following 27 leading service providers featured on the Retail and CPG Data, Analytics, and AI Services PEAK Matrix:

- **Leaders:** Accenture, Capgemini, Cognizant, Deloitte, HCLTech, TCS, and Wipro
- **Major Contenders:** C5i, CI&T, EXL, Fractal Analytics, HTC Global Services, Lingaro, LTIMindtree, MathCo, Mu Sigma, Sigmoid, Sonata Software, Tech Mahindra, Tiger Analytics, Tredence, UST, and WNS
- **Aspirants:** DataArt, Factsparn, Innova Solutions, and JK Tech

Scope of this report

Geography: Global

Industry: RCPG

Services: DAAI Services

Providers: 27 leading DAAI service providers for the RCPG industry

Overview and abbreviated summary of key messages

This report examines the global 2024 RCPG DAAI service provider landscape and its impact on the RCPG industry. It focuses on provider position and growth in the RCPG DAAI segment, changing market dynamics and emerging provider trends, assessment of provider delivery capabilities, and key RCPG DAAI 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

RCPG DAAI service provider capability

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

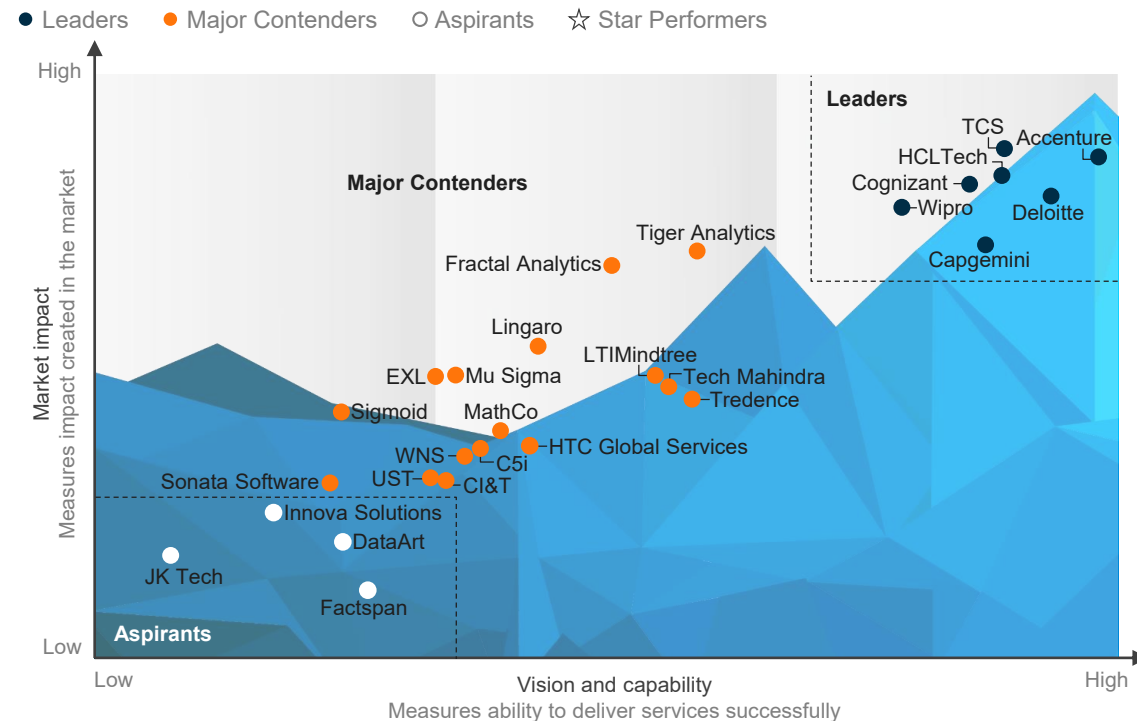
Service Provider characteristics

- Leaders are characterized by their ability to successfully execute complex, multi-product/-platform, advisory-led DAAI transformations, underpinned by their strong global delivery network
- Leaders have strong partnerships with hyperscalers such as GCP, AWS, and Azure, data and AI platforms such as Databricks, Cloudera, and Snowflake, and niche AI vendors such as Dataiku, H2O.ai, and OpenAI to innovate and build client-specific solutions
- Major contenders are making continued investments in building RCPG DAAI focused proprietary tools, solutions, and accelerators to enhance their service delivery capabilities
- Major Contenders have built meaningful capabilities to deliver DAAI services; however, their service portfolios are not as balanced and comprehensive as those of Leaders
- Aspirants have good proof points in delivering low- to medium-complexity DAAI 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 RCPG DAAI services practice

This study offers 3 distinct chapters providing a deep dive into key aspects of RCPG DAAI market; below are three charts to illustrate the depth of the report

Everest Group PEAK Matrix® Assessment 2024

Everest Group Retail and CPG Data, Analytics, and AI Services PEAK Matrix® Assessment 2024¹



¹ Assessments for Accenture, Capgemini, Deloitte, Mu Sigma, Tiger Analytics, and Tredence excludes provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, provider public disclosures, and Everest Group's interactions with retail and 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	○	○	●	○	●	○	○	●	○

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 food and beverage, as well as household and personal care CPG enterprises in North America and Europe (excluding the UK)
- Clients appreciate Provider 1 for its technical expertise and talent management capabilities

Limitations

- Although Provider 1 has a significant focus on mega enterprises (annual revenue >US\$20 billion) it can further expand its presence in midsize and small buyer client segments
- Despite its strong IP portfolio, most of its IP are industry-agnostic and lack the industry-specificity for the RCPG sector

Research calendar

Retail and CPG

	Published	Current release	Planned
Reports title	Release date		
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
Consumer Packaged Goods (CPG) IT Services - Provider Compendium 2024			April 2024
Retail and Consumer Packaged Goods (RCPG) State of the Market 2024: Seeking Balance Between Operational Efficiency and Customer Experience			June 2024
Enterprise Pulse for IT Services 2024 – Retail and Consumer Packaged Goods (CPG) Industry			July 2024
Retail and CPG Data, Analytics, and AI Services PEAK Matrix® Assessment 2024			September 2024
Retail and CPG Data, Analytics, and AI Services – Provider Compendium 2024			Q4 2024
Redefining the Checkout Experience in Retail Stores			Q4 2024
The Future of the Retail Store: Computer Vision Redefining Retail Shrinkage on the Edge			Q4 2024
Retail and CPG Data, Analytics, and AI Services State of the Market 2024			Q4 2024
Future of the Technology Operating Model in Food and Beverage Manufacturing Industry			Q4 2024
Supply Chain Transformation Services for Retail and CPG PEAK Matrix® Assessment 2025			Q1 2025
Supply Chain Transformation Services for Retail and CPG – Provider Compendium 2025			Q1 2025
Supply Chain Transformation Services for Retail and CPG State of the Market 2025			Q1 2025

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