



Retail and CPG Data, Analytics, and AI Services – Provider Compendium 2024

October 2024: Complimentary Abstract / Table of Contents

Provider Compendium
Retail and CPG IT Services



Our research offerings

This report is included in the following research program(s):

Retail and CPG IT Services

- ▶ Advanced SciTech
- ▶ Amazon Web Services (AWS)
- ▶ Application Services
- ▶ Artificial Intelligence (AI)
- ▶ Asset and Wealth Management
- ▶ Banking and Financial Services Business Process
- ▶ Banking and Financial Services Information Technology
- ▶ Catalyst™
- ▶ Clinical Development Technology
- ▶ Cloud and Infrastructure
- ▶ Contingent Staffing
- ▶ Contingent Workforce Management
- ▶ Customer Experience Management Services
- ▶ CX Excellence
- ▶ CXM Technology
- ▶ Cybersecurity
- ▶ Cyber Threat Detection and Response
- ▶ Data and Analytics
- ▶ Digital Adoption Platforms
- ▶ Digital Services
- ▶ Digital Workplace
- ▶ Employee Experience Management (EXM) Platforms
- ▶ Employer of Record (EOR)
- ▶ Engineering Research and Development
- ▶ Enterprise Platform Services
- ▶ Exponential Technologies
- ▶ Finance and Accounting
- ▶ Financial Crime and Compliance
- ▶ Financial Services Technology (FinTech)
- ▶ Forces & Foresight
- ▶ GBS Talent Excellence
- ▶ Global Business Services
- ▶ Google Cloud
- ▶ HealthTech
- ▶ Human Resources
- ▶ Insurance Business Process
- ▶ Insurance Information Technology
- ▶ Insurance Technology (InsurTech)
- ▶ Insurance Third-Party Administration (TPA) Services
- ▶ Intelligent Document Processing
- ▶ Interactive Experience (IX) Services
- ▶ IT Services Excellence
- ▶ IT Talent Excellence
- ▶ Life Sciences Business Process
- ▶ 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
- ▶ Payment Integrity Solutions
- ▶ Price Genius – AMS Solution and Pricing Tool
- ▶ Pricing Analytics as a Service
- ▶ Process Intelligence
- ▶ Process Orchestration
- ▶ Procurement and Supply Chain
- ▶ Recruitment
- ▶ Retail and CPG
- ▶ 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
- ▶ Trust and Safety
- ▶ Value and Quality Assurance (VQA)

If you want to learn whether your organization has a membership agreement or request information on pricing and membership options, please contact us at info@everestgrp.com

Learn more about
our custom research capabilities

Benchmarking

Contract assessment

Peer analysis

Market intelligence

Tracking: providers, locations, risk,
technologies

Locations: costs, skills, sustainability,
portfolios

Contents

4	Introduction and overview	69	JK Tech
5	Research methodology	73	Lingaro
6	Key information on the report	77	LTIMindtree
7	Introduction	81	MathCo
8	Focus of the research	85	Mu Sigma
		89	Sigmoid
10	Provider profiles	93	Sonata Software
11	Accenture	97	TCS
15	Capgemini	101	Tech Mahindra
19	CI&T	105	Tiger Analytics
23	Cognizant	109	Tredence
28	C5i	113	UST
32	DataArt	117	Wipro
37	Deloitte	121	WNS Global Services
41	EXL		
45	Factspan	125	Appendix
49	Fractal Analytics	126	Glossary
55	HCLTech	127	Research calendar
60	HTC Global Services		
65	Innova Solutions		

For more information on this and other research published by Everest Group, please contact us:

Manu Agarwal, Partner

Yugal Joshi, Partner

Abhishek Mundra, Practice Director

Amrutanshu Mishra, Senior Analyst

Shraddha Pandey, Senior Analyst

Aakash Verma, Senior Analyst

Copyright © 2024 Everest Global, Inc.

We encourage you to share these materials internally in accordance with your license. Sharing these materials outside your organization in any form – electronic, written, or verbal – is prohibited unless you obtain the express, prior, and written consent of Everest Global, Inc. It is your organization's responsibility to maintain the confidentiality of these materials in accordance with your license of them.

Introduction

Data, Analytics, and AI (DAAI) services are transforming Retail and Consumer Packaged Goods (RCPG) enterprises by enhancing operations and improving customer experiences (CX). 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: Accenture, C5i, Capgemini, CI&T, Cognizant, DataArt, Deloitte, EXL, Factspace, Fractal Analytics, HCLTech, HTC Global Services, Innova Solutions, JK Tech, Lingaro, LTIMindtree, MathCo, Mu Sigma, Sigmoid, Sonata Software, TCS, Tech Mahindra, Tiger Analytics, Tredence, UST, Wipro, and WNS.

Scope of this report

Geography: Global

Industry: RCPG

Services: DAAI Services

Providers: 27 leading DAAI service providers for the RCPG industry

The RCPG DAAI Services – Provider Compendium report has over 27 provider profiles

Retail and CPG Data, Analytics, and AI Services – Provider Compendium 2024 | 7

Provider 1 profile (page 1 of 4)

Overview

Vision for DAAI services for the retail and CPG industry
 Provider 1 is a digital native organization and was founded over 28 years ago. Its strength is its ability to achieve the digital enablement of companies, especially facilitating the modernization of platforms to support application enablement, advanced analytics, and gen AI capabilities and business strategies that support vertical use cases for data for some of the world's best and retail firms

Retail and CPG DAAI services revenue (CY2023)

<US\$20 million	US\$20-50 million	US\$50-200 million	>US\$200 million
-----------------	-------------------	--------------------	------------------

Number of active retail and CPG clients for DAAI services

<20	20-50	50-100	>100
-----	-------	--------	------

Overview of client base
 It works with 5 of the top 10 CPGs including a global food and beverage firm and a leading firm providing data and analytics work. In retail, it works with clients such as a leading supermarket, a multinational fast-food firm, and a global Quick Service Restaurant (QSR) chain. It also has a worldwide presence with data services to support both the global context and the local where they are present (e.g. North America, LATAM, Asia Pacific, and EMEA)

Everest Group® Proprietary & Confidential. © 2024, Everest Global, Inc. | EGR-2024-73-R-6722

Retail and CPG Data, Analytics, and AI Services – Provider Compendium 2024 | 7

Provider 1 profile (page 2 of 4)

Key solutions

Proprietary IP, solutions, frameworks, accelerators, and tools

Development	Details
Development 1	Provider 1's gen AI platform helps inter
Development 2	Development 2 is A components/accelerators to time-to-market through reutilization.
Development 3	This is a data analyzer powered by gen
Development 4	This is a chat interface to interact with /
Development 5	This is a workflow (step-by-step execu

Key partnerships, alliances, acquisitions, and JVs

Event name	Type of investment	Details of investment
Event A	Partnership (2022)	Leverages XYZ for centraliz (Proof of Concept), and clu
Event B	Partnership (2023)	Centralized data storage, re
Event C	Partnership (2023)	Event C data quality
Event D	Partnership (2012)	Modernize the data architec
Event E	Partnership (2005)	Modernize the data architec

Everest Group® Proprietary & Confidential. © 2024, Everest Global, Inc. | EGR-2024-73-R-6722

Retail and CPG Data, Analytics, and AI Services – Provider Compendium 2024 | 7

Provider 1 profile (page 3 of 4)

Partnerships and investments

Key partnerships, alliances, acquisitions, and JVs

Event name	Type of investment	Details of investment
Event A	Partnership (2022)	Leverages XYZ for centraliz (Proof of Concept), and clu
Event B	Partnership (2023)	Centralized data storage, re
Event C	Partnership (2023)	Event C data quality
Event D	Partnership (2012)	Modernize the data architec
Event E	Partnership (2005)	Modernize the data architec

Everest Group® Proprietary & Confidential. © 2024, Everest Global, Inc. | EGR-2024-73-R-6722

Retail and CPG Data, Analytics, and AI Services – Provider Compendium 2024 | 7

Provider 1 profile (page 4 of 4)

Case studies

CASE STUDY 1
 A leading beverage enterprise

Business challenge
 The firm was launching a B2B marketplace, and the big challenge was connecting data to the product, getting near real-time insights, and using AI/ML to optimize sales.

Solution
 Provider 1 created a new revenue stream / business model using digital based on a data-driven business. It also created the following capabilities:

- Data and integration
- Customer analytics
- ERP/Zones integration
- Security and compliance including data encryption
- Access management vault

Impact

- 3.3 million monthly active users
- > 2.3 million orders per week
- >US\$30 billion gross merchandise value
- 15 marketplace markets
- 63% marketplace buyers

CASE STUDY 2
 A leading food and beverage firm

Business challenge
 The firm was creating a Data Lab, a Center of Excellence (CoE) in data that could be viewed as an oracle, a single source of truth with data from its 42M consumers. It also wanted to use data to manage the performance of the business including a better understanding of demand and usage.

Solution
 Provider 1 created a solution that encompassed the following capabilities:

- Data modernization
- Stockout analytics
- Demand forecasting and pricing

Impact

- Stock out reduction of 31%
- Response time reduction of 15% to adjust operation to production
- Improved CI/CD, data quality analysis, ETL, and data pipelines

Everest Group® Proprietary & Confidential. © 2024, Everest Global, Inc. | EGR-2024-73-R-6722

Research calendar

Retail and CPG IT Services

	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			October 2024
Redefining the Checkout Experience in Retail Stores			Q4 2024
Store-Tech Trailblazers: Start-ups Combating Retail Shrinkage			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 IT Transformation Services for Retail and CPG PEAK Matrix® Assessment 2024			Q4 2024
Supply Chain IT Transformation Services for Retail and CPG – Provider Compendium 2024			Q4 2024
Supply Chain IT Transformation Services for Retail and CPG State of the Market 2024			Q4 2024

Note: [Click](#) to see a list of all of our published Retail and CPG IT Services reports

Stay connected

Dallas (Headquarters)
info@everestgrp.com
+1-214-451-3000

Bangalore
india@everestgrp.com
+91-80-61463500

Delhi
india@everestgrp.com
+91-124-496-1000

London
unitedkingdom@everestgrp.com
+44-207-129-1318

Toronto
canada@everestgrp.com
+1-214-451-3000

Website
everestgrp.com

Blog
everestgrp.com/blog

Follow us on



Everest Group is a leading research firm helping business leaders make confident decisions. We guide clients through today's market challenges and strengthen their strategies by applying contextualized problem-solving to their unique situations. This drives maximized operational and financial performance and transformative experiences. Our deep expertise and tenacious research focused on technology, business processes, and engineering through the lenses of talent, sustainability, and sourcing delivers precise and action-oriented guidance. Find further details and in-depth content at www.everestgrp.com.

Notice and disclaimers

Important information. Please review this notice carefully and in its entirety. Through your access, you agree to Everest Group's terms of use.

Everest Group's Terms of Use, available at www.everestgrp.com/terms-of-use/, is hereby incorporated by reference as if fully reproduced herein. Parts of these terms are pasted below for convenience; please refer to the link above for the full version of the Terms of Use.

Everest Group is not registered as an investment adviser or research analyst with the U.S. Securities and Exchange Commission, the Financial Industry Regulatory Authority (FINRA), or any state or foreign securities regulatory authority. For the avoidance of doubt, Everest Group is not providing any advice concerning securities as defined by the law or any regulatory entity or an analysis of equity securities as defined by the law or any regulatory entity.

All Everest Group Products and/or Services are for informational purposes only and are provided "as is" without any warranty of any kind. You understand and expressly agree that you assume the entire risk as to your use and any reliance upon any Product or Service. Everest Group is not a legal, tax, financial, or investment advisor, and nothing provided by Everest Group is legal, tax, financial, or investment advice. Nothing Everest Group provides is an offer to sell or a solicitation of an offer to purchase any securities or instruments from any entity. Nothing from Everest Group may be used or relied upon in evaluating the merits of any investment. Do not base any investment decisions, in whole or part, on anything provided by Everest Group.

Products and/or Services represent research opinions or viewpoints, not representations or statements of fact. Accessing, using, or receiving a grant of access to an Everest Group Product and/or Service does not constitute any recommendation by Everest Group that recipient (1) take any action or refrain from taking any action or (2) enter into a particular transaction. Nothing from Everest Group will be relied upon or interpreted as a promise or representation as to past, present, or future performance of a business or a market. The information contained in any Everest Group Product and/or Service is as of the date prepared, and Everest Group has no duty or obligation to update or revise the information or documentation. Everest Group may have obtained information that appears in its Products and/or Services from the parties mentioned therein, public sources, or third-party sources, including information related to financials, estimates, and/or forecasts. Everest Group has not audited such information and assumes no responsibility for independently verifying such information as Everest Group has relied on such information being complete and accurate in all respects. Note, companies mentioned in Products and/or Services may be customers of Everest Group or have interacted with Everest Group in some other way, including, without limitation, participating in Everest Group research activities.