



Everest Group Retail and CPG Data, Analytics, and AI Services PEAK Matrix[®] Assessment 2024

Focus on Accenture

September 2024



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.

The full 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

Retail and CPG Data, Analytics, and AI services PEAK Matrix® characteristics

Leaders

Accenture, Capgemini, Cognizant, Deloitte, HCLTech, TCS, and Wipro

- Leaders are characterized by their ability to successfully execute complex data migrations, data and AI platform implementations, and custom RCPG-specific applications leveraging advanced analytics and AI, underpinned by their global delivery network
- These providers have top-tier partnerships with hyperscalers (such as GCP, AWS, and Azure), data and AI platforms (such as Databricks, Informatica, and Snowflake), chipmakers (such as Nvidia), and niche AI vendors (such as Dataiku and H2O.ai) to innovate and build industry-specific solutions
- They have a mature suite of RCPG-specific DAAI tools and solutions to accelerate time-to-market for their clients

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

- These providers are making continued investments in building RCPG-focused proprietary tools, solutions, and accelerators to enhance their service delivery capabilities
- They have built meaningful capabilities to deliver data, analytics, and AI transformation services; however, their service portfolios are not as balanced and comprehensive as those of Leaders
- They take a balanced organic and inorganic approach to fill gaps across their services portfolio and further improve their global delivery footprint and enhance capabilities

Aspirants

DataArt, Factspace, Innova Solutions, and JK Tech

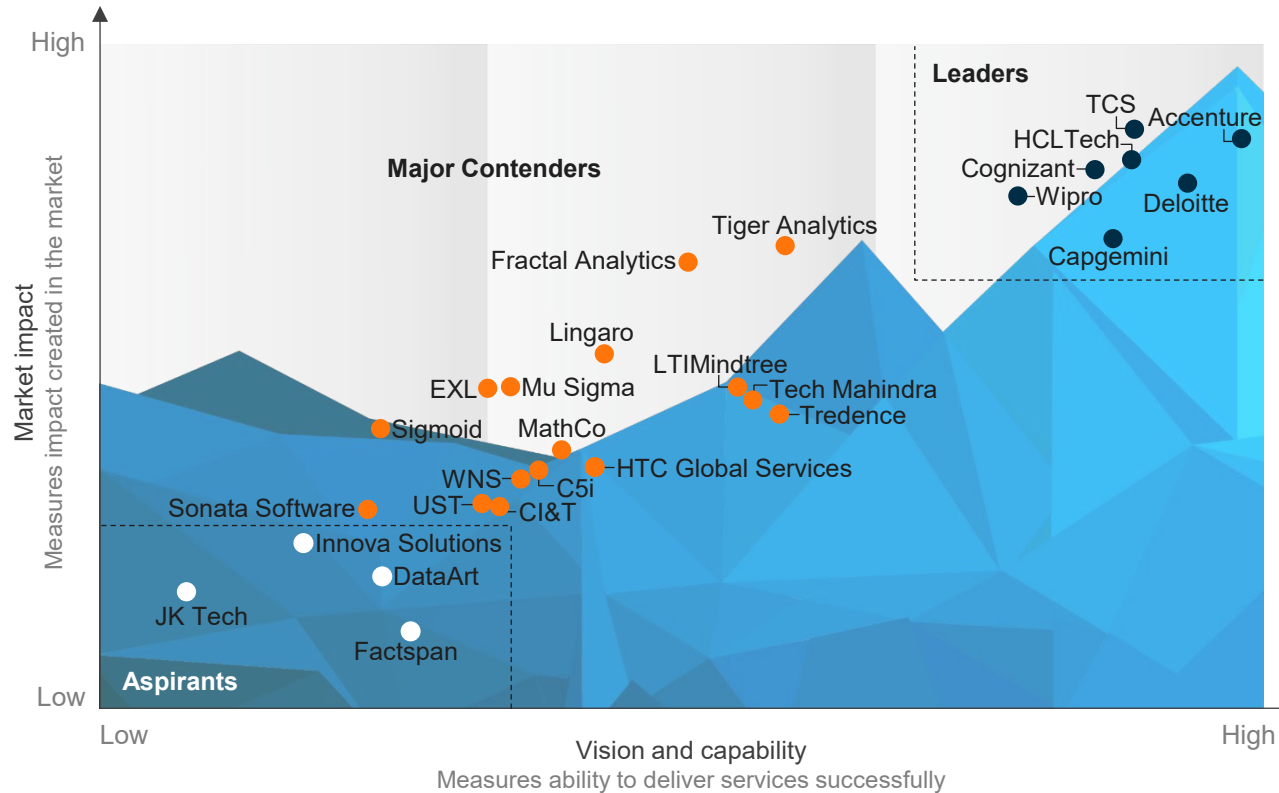
- Aspirants have good proof points in delivering low- to medium-complexity data, analytics, and AI initiatives for Small and Midsize Buyers (SMBs)
- They are either focused on a certain product(s), specialize in a particular value chain segment, or currently have a relatively small retail and CPG services practice
- They lack the scale of partnerships and IP to enable complex transformation initiatives and specialize in certain segments across the RCPG value chain

Everest Group PEAK Matrix®

Retail and CPG Data, Analytics, and AI Services PEAK Matrix® Assessment 2024 | Accenture is positioned as a Leader

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

- Leaders
- Major Contenders
- Aspirants



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)

Accenture profile (page 1 of 5)

Overview

Vision for DAAI services for the retail and CPG industry

Accenture's analytics services and solutions are focused on helping organizations grow and differentiate themselves from their competition. Its focus is on identifying the use cases that can deliver against business priorities, create analytics solutions with the right talent and technologies to suit organizational needs, and leverage client data to lift performance, resilience, and growth for the future.

Retail and CPG DAAI services revenue (CY 2023)

<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

A leading US retailer, a global food and beverage firm, a premium European beverage firm, a home improvement retailer in Europe, and an APAC-based conglomerate, among others

Retail and CPG DAAI services revenue mix (CY 2023)

● N/A (0%) ● Low (1-15%) ● Medium (16-30%) ● High (>30%)

By geography

- North America
- United Kingdom
- Europe
- Asia Pacific
- Latin America
- Middle East & Africa

By buyer size

- Small (annual client revenue <US\$1 billion)
- Medium (annual client revenue US\$1-5 billion)
- Large (annual client revenue US\$5-10 billion)
- Very large (annual client revenue US\$10-20 billion)
- Mega (annual client revenue >US\$20 billion)

By industry



Accenture profile (page 2 of 5)

Case studies

CASE STUDY 1

A premium Italian coffee brand

Business challenge

The firm wanted to transform its digital customer experience to bolster international expansion and enhance customer engagement across both business to business (B2B) and business to consumer (B2C) channels. By leveraging its 80 years of expertise, the company aimed to create personalized and memorable interactions that deepened customer loyalty and drove sustainable growth for the brand.

Solution

- Accenture initiated a digital transformation roadmap, setting the business on a path to transform customer experience in everything from the website to the contact center
- It is rebuilding the client's website, with a refreshed front end, fully integrated with e-commerce, and producer and training channels
- It is reimagining the digital B2B channel, emphasizing a consumer-style buying experience
- It is co-innovating a completely new approach to digital content management, building new streamlined workflows and ways of working
- It is developing new ways to engage with customers, supporting enhanced customer analytics and new campaigns to grow brand awareness and generate a larger pipeline of new leads
- It is implementing a new system for customer care at the contact center of the client

Impact

- The business is developing a much deeper understanding of customer lifetime value and customer segmentation
- Realized a 24% improvement in revenue on the client's site from search engine optimization (SEO) activities
- Increased engagement to 15% via social media activities

CASE STUDY 2

A leading US retailer

Business challenge

A leading US-based retailer annually generated US\$14-15 billion in marketing-driven sales, requiring strategic decisions on media spend allocation across numerous channels including traditional TV and emerging platforms such as TikTok. Seeking enhanced agility and responsiveness, the retailer tasked Accenture with delivering precise, actionable insights swiftly. The objective was to optimize marketing effectiveness and maximize Return on Investment (RoI) amid evolving market dynamics.

Solution

- Accenture partnered with the retailer to design an AI-powered solution that would enable faster and better data collection and more precise modeling to optimize media spend
- It expedited the existing data flow process; then aggregated and processed all the data from media channels, sales, and spend that fed the measurement model
- New ML was introduced to the process, helping to proactively identify the interdependencies between channels that potentially drive sales

Impact

- Shortened the lag between the measurement period and performance insights from five months to five weeks, opening a ten-and-a-half-month planning runway for the same period the following year
- Unlocked US\$300 million in media buying opportunities and value creation by implementing the new tool, allowing the team to spend the same amount on media and generate an additional US\$300 million in sales

Accenture profile (page 3 of 5)

Key solutions

Proprietary IP, solutions, frameworks, accelerators, and tools

Development	Details
Intelligent Organization Accelerator	Intelligent Organization Accelerator is an ecosystem-based capability that consists of research and data compiled from end-to-end organization transformations and leading technology partners, enabled by AI and automation tools, which fuel the ability to uncover organizational insights, expose value, and make fast decisions.
Solutions.AI	Solutions.AI is a collection of AI solutions designed to unlock efficiencies and growth, enable new ways of working, and facilitate innovation. Built and delivered on the foundation of Accenture's AI expertise, data services, IP, and ecosystem partners, the scalable, modular solutions minimize time-to-market and maximize business impact.
myNAV	myNav simulates how potential solutions will function at scale, validating if they are the right fit the first time. It then executes the migration and enables the operation of a company's cloud ambition to achieve and maintain the expected business value.
myWizard	myWizard is an integrated automation platform with AI at the core and resilient, plug-and-play architecture that transforms enterprises and reimagines IT at speed and scale to drive exponential efficiencies. With myWizard, organizations can infuse intelligence into systems and applications across the software development life cycle to make their business more efficient and adaptable, while delivering greater value from IT and automation technology investments.

Accenture profile (page 4 of 5)

Partnerships and investments

Key partnerships, alliances, acquisitions, and JVs

Event name	Type of investment	Details of investment
Microsoft	Partnership	As the Global SI Partner of the Year 2024 and the Retail and Consumer Goods Partner of the Year 2024, Accenture is a recognized Azure Expert MSP with specializations in Azure, modern work, and security and business applications.
AWS	Partnership	As a premium AWS partner, Accenture leverages the AWS set of tools and technologies for 30+ AWS competencies such as data and analytics consulting, ML consulting, retail consulting, and migration consulting.
Google Cloud	Partnership	As a Premier Partner and the recipient of the Global Services Partner of the Year 2023 and the Industry Solution Services Partner of the Year – Retail 2024 awards, Accenture specializes in delivery services in the fields of ML, data center modernization, infrastructure, data analytics, and gen AI.
SAP	Partnership	As a Platinum Partner, Accenture has an expert level recognition in nine SAP competencies with multiple specializations such as analytics and planning, database and data management, procurement, and supply chain logistics.
Snowflake	Partnership	As an Elite Services Partner and the recipient of the Global System Integrator Services Delivery Partner of the Year 2023 award, Accenture helps its clients experience a unified data experience across multiple clouds and geographies.
Databricks	Partnership	As a Global Elite Partner and the Global Partner of the Year 2023, Accenture leverages the Databricks platform to ensure that data teams can effortlessly process vast amounts of data in the cloud and utilizes advanced analytics and AI-driven insights on datasets to help clients enhance efficiency and accelerate innovation.
Logic	Acquisition	Accenture has entered into an agreement to acquire Logic, a retail technology services firm that works with retailers to drive customer loyalty, boost revenue, and increase agility using technology.
Parsionate	Acquisition	Accenture has agreed to acquire Parsionate, a data consultancy specialized in data products and modern data foundation services, ranging from data strategy development to technology implementation.










Accenture profile (page 5 of 5)

Everest Group assessment – Leader

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

- Accenture has made several acquisitions on a global scale such as Parsionate, OpenStream holdings, GemSeek, and Midcurv to enhance its data analytics and AI capabilities for the retail and CPG industry
- It has a robust partnership ecosystem including top-tier 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)
- Clients appreciate Accenture for its strategic partnership and value-add and innovation capabilities

Limitations

- Accenture is viewed as a premium-priced player that can limit its ability to serve enterprises that prioritize cost savings and commercial flexibility
- Although it has significant focus on large enterprises (annual revenue >US\$5 billion) it can further expand its presence in midsize and small buyer client segments
- Some clients have opined that it can further enhance its talent management capabilities

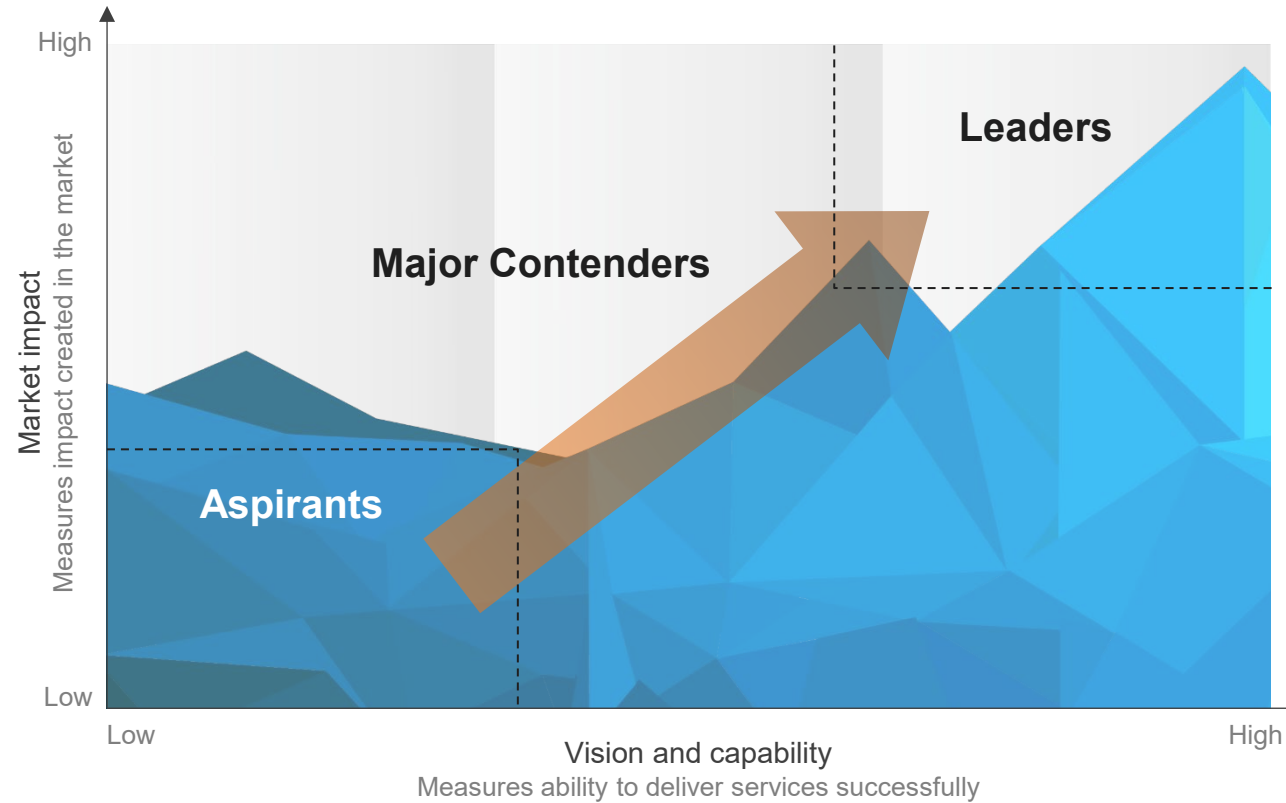
Appendix

PEAK Matrix® framework

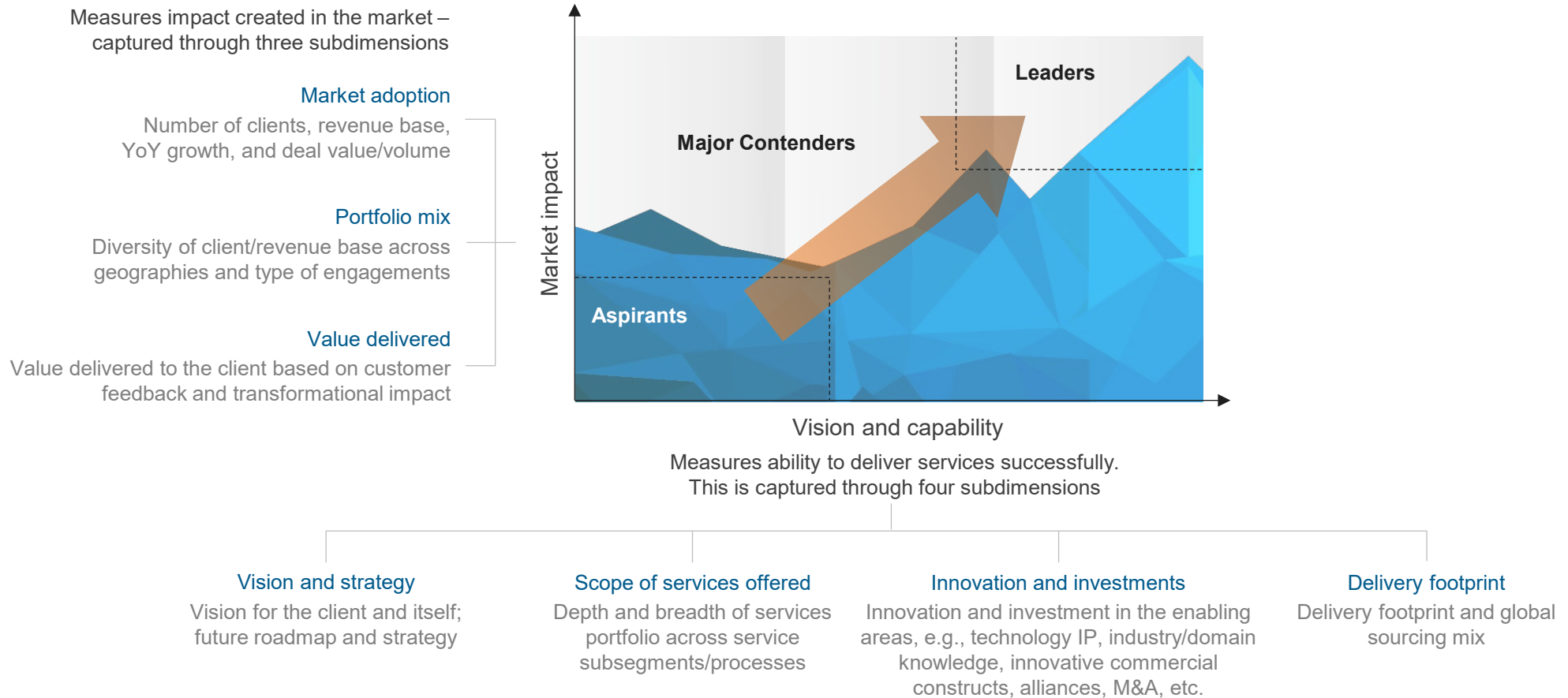
FAQs

Everest Group PEAK Matrix® is a proprietary framework for assessment of market impact and vision and capability

Everest Group PEAK Matrix



Services PEAK Matrix® evaluation dimensions



FAQs

Q: Does the PEAK Matrix® assessment incorporate any subjective criteria?

A: Everest Group's PEAK Matrix assessment takes an unbiased and fact-based approach that leverages provider / technology vendor RFIs and Everest Group's proprietary databases containing providers' deals and operational capability information. In addition, we validate/fine-tune these results based on our market experience, buyer interaction, and provider/vendor briefings.

Q: Is being a Major Contender or Aspirant on the PEAK Matrix, an unfavorable outcome?

A: No. The PEAK Matrix highlights and positions only the best-in-class providers / technology vendors in a particular space. There are a number of providers from the broader universe that are assessed and do not make it to the PEAK Matrix at all. Therefore, being represented on the PEAK Matrix is itself a favorable recognition.

Q: What other aspects of the PEAK Matrix assessment are relevant to buyers and providers other than the PEAK Matrix positioning?

A: A PEAK Matrix positioning is only one aspect of Everest Group's overall assessment. In addition to assigning a Leader, Major Contender, or Aspirant label, Everest Group highlights the distinctive capabilities and unique attributes of all the providers assessed on the PEAK Matrix. The detailed metric-level assessment and associated commentary are helpful for buyers in selecting providers/vendors for their specific requirements. They also help providers/vendors demonstrate their strengths in specific areas.

Q: What are the incentives for buyers and providers to participate/provide input to PEAK Matrix research?

A: Enterprise participants receive summary of key findings from the PEAK Matrix assessment

For providers

- The RFI process is a vital way to help us keep current on capabilities; it forms the basis for our database – without participation, it is difficult to effectively match capabilities to buyer inquiries
- In addition, it helps the provider/vendor organization gain brand visibility through being included in our research reports

Q: What is the process for a provider / technology vendor to leverage its PEAK Matrix positioning?

A: Providers/vendors can use their PEAK Matrix positioning or Star Performer rating in multiple ways including:

- Issue a press release declaring positioning; see our citation policies
- Purchase a customized PEAK Matrix profile for circulation with clients, prospects, etc. The package includes the profile as well as quotes from Everest Group analysts, which can be used in PR
- Use PEAK Matrix badges for branding across communications (e-mail signatures, marketing brochures, credential packs, client presentations, etc.)

The provider must obtain the requisite licensing and distribution rights for the above activities through an agreement with Everest Group; please contact your CD or contact us

Q: Does the PEAK Matrix evaluation criteria change over a period of time?

A: PEAK Matrix assessments are designed to serve enterprises' current and future needs. Given the dynamic nature of the global services market and rampant disruption, the assessment criteria are realigned as and when needed to reflect the current market reality and to serve enterprises' future expectations.

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.