



# Everest Group Retail IT Services PEAK Matrix<sup>®</sup> Assessment 2024

Focus on Accenture  
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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® Assessment 2024](#). 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.

**The full report includes the profiles of the following 24 leading IT service providers featured on the Retail IT Services PEAK Matrix:**

- **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

## Retail IT services PEAK Matrix® characteristics

### Leaders

Accenture, Capgemini, Cognizant, Deloitte, HCLTech, Infosys, TCS, and Tech Mahindra

- Leaders are characterized by their ability to successfully execute complex, multi-product/-platform, advisory-led IT transformations, underpinned by their strong global delivery network
- These providers 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
- They have a mature suite of industry-specific tools and solutions to accelerate time-to-market for their retail clients

### Major Contenders

Brillio, DXC Technology, EY, Genpact, Hitachi Digital Services, HTC Global Services, Kyndryl, LTIMindtree, Mastek, SoftServe, Stefanini, and Wipro

- These providers are making continued investments in building retail-focused proprietary tools, solutions, and accelerators to enhance their service delivery capabilities
- They have built meaningful capabilities to deliver IT 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

CI&T, Cigniti, Happiest Minds, and Sutherland

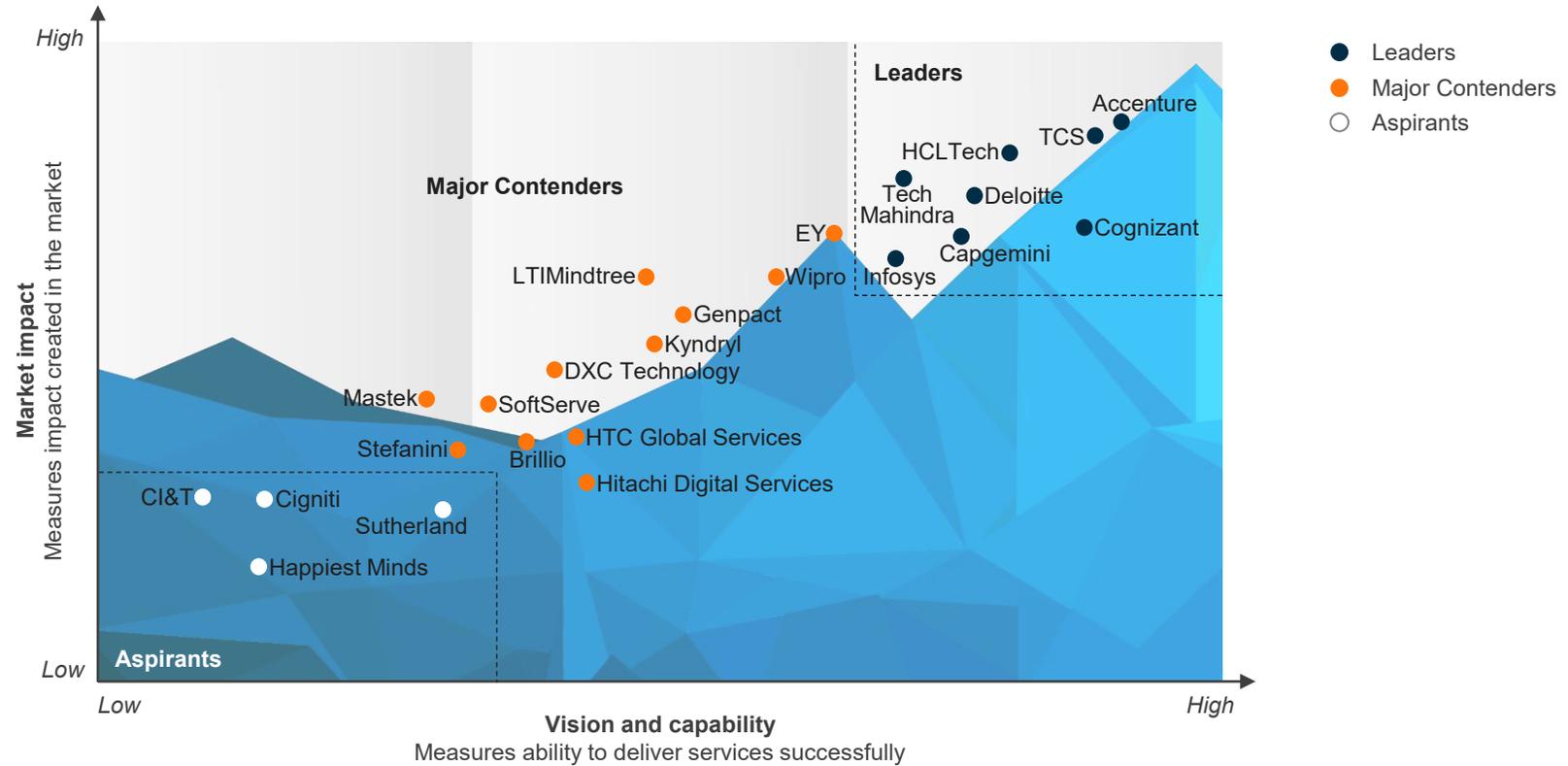
- Aspirants have good proof points in delivering implementation and/or managed services of low- to medium-complexity IT initiatives for Small and Midsize Buyers (SMBs)
- They are either focused on a certain product(s), specialize in a particular value chain segment, or currently have a relatively small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

# Everest Group PEAK Matrix®

## Retail IT Services PEAK Matrix® Assessment 2024 | Accenture is positioned as a Leader



### Everest Group Retail IT Services PEAK Matrix® Assessment 2024<sup>1</sup>



<sup>1</sup> Assessments for Accenture, Capgemini, Deloitte, DXC Technology, EY, Infosys and Wipro excludes service provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, provider public disclosures, and Everest Group's interactions with retail buyers  
Source: Everest Group (2023)

# Accenture profile (page 1 of 4)

## Overview

### Vision for retail IT services

Accenture’s vision is to help retail clients reset their businesses through the six imperatives for growth – consumer offerings, channels, fulfillment, sourcing, talent, and data – with emphasis on purpose-led 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 personal care retailer, and 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	>US\$200 million
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### Number of active retail IT services clients

<10	10-20	20-40	>40
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■ N/A (0%) ■ Low (1-15%) ■ Medium (15-30%) ■ High (>30%)

### Retail IT services revenue mix (CY 2023)

By geography		
North America	United Kingdom	Europe
Asia Pacific	Latin America	Middle East and Africa

By services type		
Application services	Digital consulting	Digital services
Infrastructure services	Platform services	

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)	

## Accenture profile (page 2 of 4)

### Key solutions and investments

NOT EXHAUSTIVE

#### Proprietary IP/solutions/frameworks/accelerators/tools developed internally to deliver retail IT services

Name	Details
ai.Retail	ai.RETAIL can help retailers get more out of their data by bringing strategy, Artificial Intelligence (AI), and technology together for a single view of the customer and the enterprise.
Store for Tomorrow	Designed to be open, flexible, and adaptable in every respect, the concept combines the speed and simplicity of digital shopping with the automated efficiency of modern warehousing — while putting a greater emphasis on the human-centered physical shopping experiences customers still crave.
Synops	SynOps uses next-generation technologies and provides supply chain management capabilities including procurement, logistics, and manufacturing operations. The platform integrates data from various sources to provide a holistic view of the supply chain, enabling businesses to identify areas for improvement and optimize their operations.
myConcerto	myConcerto, an integrated digital platform, offers various solutions, industry processes, and functional blueprints. It includes SCM capabilities such as real-time supply chain visibility from procurement to delivery, and tools for demand planning and forecasting, enabling businesses to manage operations and anticipate demand effectively.
Retail Industry Process Model (RIPM)	It provides a common language, method, and structure for building retail processes, solutions, and services.
Accenture Supply Chain Control Tower (SCCT)	It offers real-time supply chain visibility and autonomous execution, empowering proactive orchestration across functions and the larger network. It enables responsive, and agile supply chains. Additionally, SCCT promotes sustainability by optimizing vehicle utilization, last-mile delivery, and fuel efficiency, thereby reducing greenhouse gas emissions.

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

Name	Type of investment (year)	Details of investment
SAP	Partnership	It enhances Accenture's overall supply chain capabilities. They have also developed a joint integrated digital platform, myConcerto, that combines the latest SAP solutions and technologies with Accenture's industry and functional expertise.
Salesforce	Partnership	It is an end-to-end provider of Salesforce services and currently has 50,000+ salesforce skilled professionals.
REPL Group	Acquisition (2021)	It is a technology consulting firm specializing in solutions for supply chain, workforce management, store operations, and retail customer experiences.
HRC Retail Advisory	Acquisition (2021)	It is a retail-focused strategy consultancy with critical in-demand skills and solutions to help clients across the retail value chain.
The Stable	Acquisition (2023)	It is a commerce agency focused on helping consumer brands build and operate their own digital commerce channels as well as manage their brand and sales performance across key retailers.

## Accenture profile (page 3 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

- Accenture 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 AIP+, Accenture'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\$300 million 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 SAP S/4HANA 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 The Body Shop's business data to the Microsoft Azure cloud leveraging Accenture's myConcerto 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

# Accenture profile (page 4 of 4)

## 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 built a comprehensive system of integrated IP solutions and frameworks across the retail value chain such as ai.Retail (AI solutions for marketing, merchandising, and supply chain), Retail Industry Process Model (model for building retail processes), and SynOps (intelligent operations platform)
- It has made several acquisitions on a global scale such as HRC Retail Advisory to expand retail strategy capabilities, the Stable to augment its omnichannel service offerings, and REPL Group to scale its SCM portfolio
- It has a strong network of partners across the retail value chain including leading technology providers such as AWS, Anaplan, Nvidia, and SPS Commerce

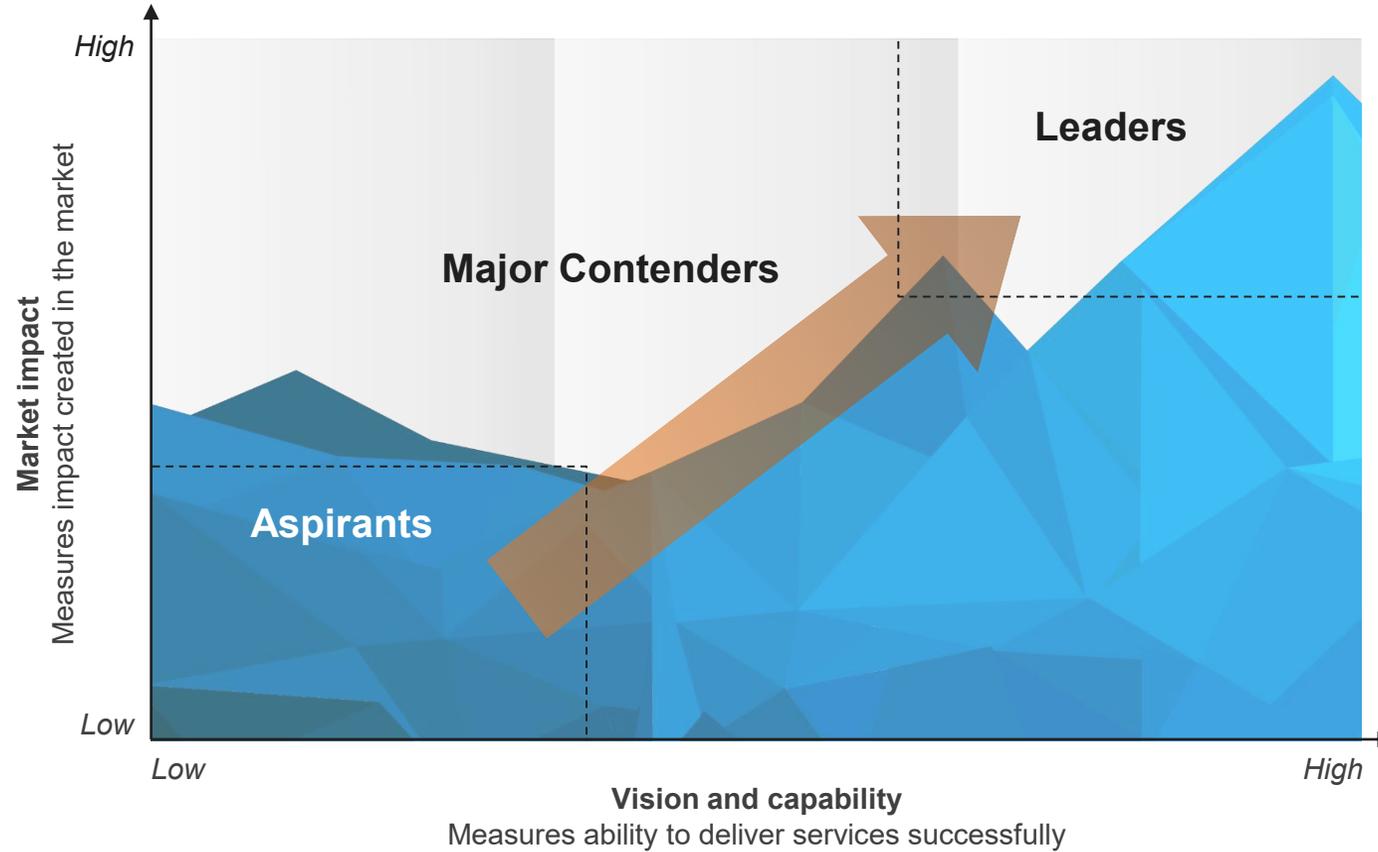
### Limitations

- Although Accenture has significant focus on large enterprises (annual revenue >US\$5 billion) it can further expand its presence in midsize and small buyer client segments
- It has an onshore-/nearshore-heavy delivery model, which may prevent it from capturing labor arbitrage opportunities
- Some clients have opined that Accenture can demonstrate greater commercial flexibility in its engagements

# Appendix

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

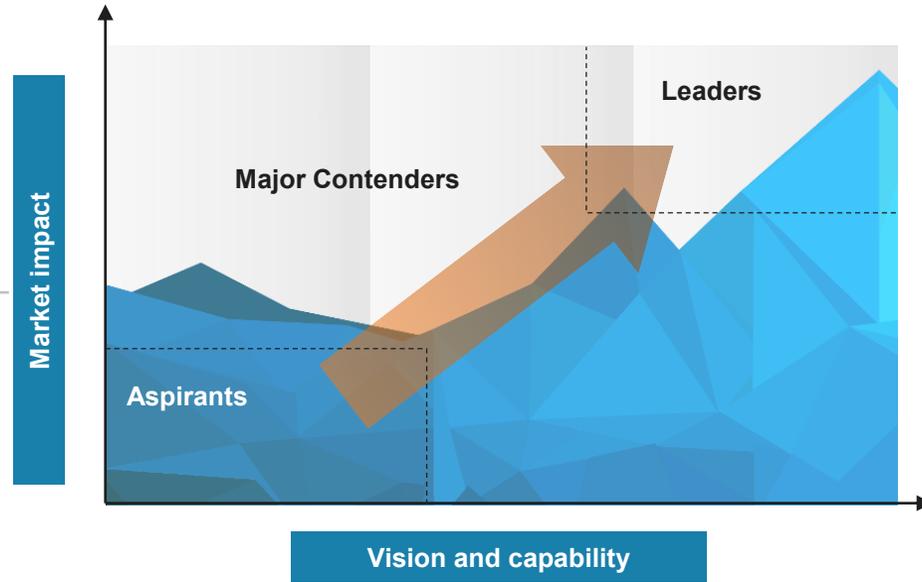
Everest Group PEAK Matrix



# Services PEAK Matrix® evaluation dimensions

Measures impact created in the market – captured through three subdimensions

- Market adoption**  
Number of clients, revenue base, YoY growth, and deal value/volume
- Portfolio mix**  
Diversity of client/revenue base across geographies and type of engagements
- Value delivered**  
Value delivered to the client based on customer feedback and transformational impact



Measures ability to deliver services successfully. This is captured through four subdimensions

- Vision and strategy**  
Vision for the client and itself; future roadmap and strategy
- Scope of services offered**  
Depth and breadth of services portfolio across service subsegments/processes
- Innovation and investments**  
Innovation and investment in the enabling areas, e.g., technology IP, industry/domain knowledge, innovative commercial constructs, alliances, M&A, etc.
- Delivery footprint**  
Delivery footprint and global sourcing mix

# FAQs

## **Does the PEAK Matrix® assessment incorporate any subjective criteria?**

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.

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

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.

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

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.

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

- 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

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

- 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](#)

## **Does the PEAK Matrix evaluation criteria change over a period of time?**

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.



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