

# Everest Group Artificial Intelligence (AI) and Generative AI Services PEAK Matrix<sup>®</sup> Assessment 2024

Focus on Accenture

December 2024



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### Introduction

Artificial Intelligence (AI) has been a transformative technology since its inception. Increasing advances in AI, bolstered by the recent developments in Generative AI (gen AI), are pushing organizations to actively invest in a strong AI strategy to achieve business-oriented outcomes and improve customer experience. Despite these developments, organizations are failing to achieve the full benefit, because they are adopting AI in pockets, rather than across the organization. Providers with innovative solutions, accelerators, and strong advisory capabilities can efficiently help enterprises to navigate the fastevolving AI landscape and successfully implement it.

In the report, we present an assessment and detailed profiles of 30 AI and gen AI service providers featured on the <u>Artificial Intelligence (AI) and Generative AI Services</u> <u>PEAK Matrix® Assessment 2024</u>. Each profile comprehensively describes 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 the calendar year 2024, interactions with leading AI service providers, client reference checks, and an ongoing analysis of the AI services market.

The full report includes the profiles of the following 30 leading AI service providers featured on the Artificial Intelligence (AI) and Generative AI Services PEAK Matrix:

- Leaders: Accenture, Capgemini, Cognizant, Deloitte, IBM, and TCS
- Major Contenders: BCG, DXC Technology, EPAM, Eviden (Atos), EXL, EY, Genpact, Globant, HCLTech, Infosys, KPMG, LTIMindtree, McKinsey, Mphasis, NTT DATA, PwC, Tech Mahindra, and Wipro
- Aspirants: Akkodis, Kyndryl, Sonata Software, Stefanini, UST, and WNS

#### Scope of this report

#### Geography: Global

**Industry:** Market activity and investments of 30 leading AI service providers

Services: Al and gen Al services

## Artificial Intelligence (AI) and generative AI services PEAK Matrix<sup>®</sup> characteristics

#### Leaders

Accenture, Capgemini, Cognizant, Deloitte, IBM, and TCS

- Leaders showcase a clear vision focused on delivering business outcomes for customers through AI services. This is reflected in their IP development, talent quality, partnership strength, and outcome-based commercial models
- They have developed integrated platforms, products, and use case libraries, underpinned by AI governance to help clients move beyond experimentation and scale their AI projects
- They make sustained investments in forward-looking technology themes such as agentic AI, responsible AI, no-code/low-code platforms, and infrastructure offerings for AI workloads
- They incorporate a blend of deep domain and technical expertise. Clients appreciate their ability to efficiently deliver large scale projects, problem-solve complex challenges, and act as a strategic partner, challenging their thinking when needed
- They implement a clear talent strategy that includes investments in upskilling programs, partnerships with academic and technology organizations, defined roles and career paths, and use of emerging technologies to enhance learning

#### **Major Contenders**

BCG, DXC Technology, EPAM, Eviden (Atos), EXL, EY, Genpact, Globant, HCLTech, Infosys, KPMG, LTIMindtree, McKinsey, Mphasis, NTT DATA, PwC, Tech Mahindra, and Wipro

- Major Contenders are focusing IP development on their heritage sweet-spots. This includes industryspecific accelerators, and point solutions for business and technology use cases
- They are actively investing in talent development through upskilling programs and talent acquisition
- They are increasingly investing in their partner ecosystem to deepen existing partnerships and add niche AI partners such as model providers and hardware providers

#### Aspirants

Akkodis, Kyndryl, Sonata Software, Stefanini, UST, and WNS

- Aspirants are focused on building expertise within their preferred segments of the AI value chain, directing most investments toward enhancing and refining industry and domain-specific offerings
- They aim to differentiate themselves through customized services, strong client management, and high technical expertise in niche areas

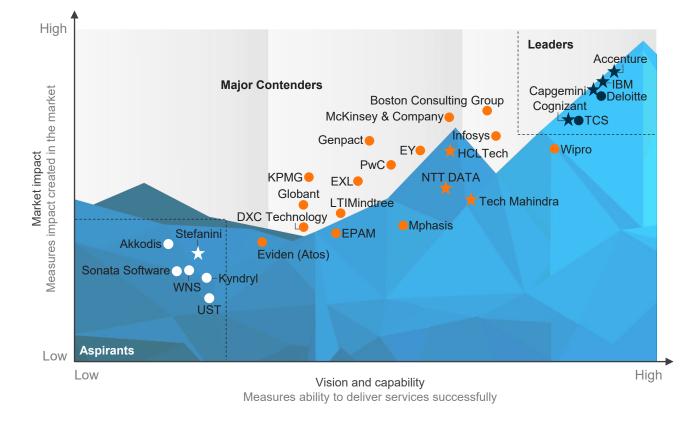


## Everest Group PEAK Matrix®

Artificial Intelligence (AI) and Generative AI Services PEAK Matrix<sup>®</sup> Assessment 2024 | Accenture is positioned as a Leader and a Star Performer

#### Everest Group Artificial Intelligence (AI) and Generative AI Services PEAK Matrix<sup>®</sup> Assessment 2024<sup>1,2</sup>

- Leaders
- Major Contenders
- O Aspirants
- $\bigstar$  Star Performers



1 Assessments for Boston Consulting Group, Deloitte, DXC Technology, EPAM, Eviden (Atos), EY, Globant, Infosys, KPMG, McKinsey & Company, PwC exclude service provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, provider public disclosures, and Everest Group's interactions with insurance buyers

2 Akkodis, Boston Consulting Group, McKinsey and Company, Mphasis, Sonata Software and WNS are new entrants on the Artificial Intelligence (AI) and Generative AI Services PEAK Matrix<sup>®</sup> and have therefore not been considered for the Star Performer title Source: Everest Group (2024)

## Accenture profile (page 1 of 5)

#### Overview

#### Company overview

Accenture is a global professional services company. It helps businesses, governments, and organizations build their digital core, improve operations, grow revenue, and enhance citizen services. It specializes in technology, cloud computing, data analytics, and AI, integrating this with extensive industry knowledge and functional expertise.

Headquarters: Dublin, Ireland

#### Website: <u>www.accenture.com</u>

#### Key leaders

- Julie Sweet, Chief Executive Officer
- Karthik Narain, Group Chief Executive, Technology
- Senthil Ramani, Global Lead, Data and AlLan Guan, Chief Al Officer
- Arnab Chakraborty, Chief Responsible Al Officer

#### Al practice overview

- Accenture's data and AI practice is a formally designated practice that covers many service areas, specifically strategy and consulting, technology, operations, Industry X, and Song
- In addition, it has a dedicated AI practice and Chief AI Officer who leads its Global Center for Advanced AI. The mission of this center is to consolidate AI capabilities, underpinned by technical expertise and industry knowledge

Al services fact sheet	2022 (Jan-Dec)	2023 (Jan-Dec)	2024 (Jan-Mar)
Number of active AI clients	Not disclosed	1,600-1,700	1,700-1,800
Number of AI FTEs	Not disclosed	7,000-8,000	19,000-20,000

#### Artificial Intelligence (AI) and Generative AI services revenue mix (CY 2023)

● Low (<10%) ● Medium (10-20%) ● High (>25%)

#### Revenue by industry

, ,				
<ul> <li>Banking, Financial Services, and Insurance</li> </ul>		nics, hi-tech, and ogy	<ul> <li>Healthcare and life sciences</li> </ul>	
<ul> <li>Retail, distribution, and CPG</li> </ul>	<ul> <li>Telecol enterta</li> </ul>	m, media, and inment	Travel and transport	
Energy and utilities	Manufa	icturing	Public sector	
Others				
Revenue by geography	1			
North America	United	Kingdom	Rest of Europe	
<ul> <li>Asia Pacific</li> </ul>	South A	America	Middle East and Africa	
Revenue by buyer grou	ıp			
<ul> <li>Small market (annual revenue <us\$1 billion)<="" li=""> </us\$1></li></ul>	<ul> <li>Mid-market (annual revenue US\$1-5 billion)</li> </ul>	<ul> <li>Large market (annual reven US\$5-25 billio</li> </ul>	ue (annual revenue	
Generative AI share of	Al services revenue			
Less than 10%	10-15%	More than 1	5% Not disclosed	

## Accenture profile (page 2 of 5)

Solutions and investments

#### **IP** overview

• Accenture Reinvention Console is a fully digitized platform that consolidates all assets and solutions in one place, serving as a central hub for solving client challenges and co-creating solutions

• Its IP portfolio spans the end-to-end AI journey, covering areas such as data management, AI design, governance, and people strategy

• Its key platforms such as AI Refinery, AI Navigator, GenWizard, and LearnVantage use generative AI and responsible AI principles, enhanced by benchmarking engines from its collaboration with Stanford HELM

Solution name	Solution type	Year launched	Details
AI Refinery	Platform	2024	It is a platform to help enterprises scale AI. It includes agentic architecture blueprints, a model switchboard platform, enterprise cognitive brain services, and domain model customization and training services.
AI Navigator	Platform	2024	It is a generative AI-based platform that helps clients in defining business cases, making decisions, navigating AI journeys, selecting architectures, and comprehending algorithms and models to deliver value responsibly.
LearnVantage	Platform	2024	It is a comprehensive technology learning and training solution. It provides tailored technology learning programs, specialized technology academies, ecosystem learning certification services, and managed services to help clients improve their learning skills.
Model Switchboard	Platform	2023	It is an architectural pattern for context-aware routing of generative AI queries to the most suitable foundation model, with a benchmarking engine that tracks model metrics such as cost, latency, BLEU score, and ROUGE score for a secure and reliable performance.
Responsible AI Platform	Platform	2023	It is a platform to support clients in integrating the core elements of responsible AI and create an ongoing cycle of monitoring, testing and remediating for compliance throughout the enterprise. It aims to help clients establish AI governance frameworks, conducting risk assessments, enabling RAI testing, monitoring AI, and addressing privacy concerns.

Proprietary IP/solutions/frameworks/accelerators/tools developed internally to deliver AI services

Other investments to enhance AI services capabilities, for example, setting up of new delivery centers / CoEs / innovation labs, trainings/certifications

Investment	Details
Center of Excellence	Established Center for Advanced AI to help clients achieve their AI goals, providing AI experts and pre-built solutions to scale AI across enterprises, while addressing technology, talent, data, and governance challenges through strategic collaboration and co-innovation
Al Refinery Innovation Hub Network	Introduced a network of hubs with advanced engineering expertise and technical capacity to leverage agentic AI systems for transforming large-scale operations. This includes enhancing existing hubs in Mountain View, California, and Bangalore, and adding new AI Refinery Engineering Hubs in Singapore, Tokyo, Malaga, and London

## Accenture profile (page 3 of 5)

Partnerships

Key Al	partnerships	(top 5)	
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Partner name	Details
AWS	Accenture has been recognized as a Premier Consulting Partner by AWS and has established an Accenture AWS Business Group (AABG). Accenture has co-developed Velocity, a platform to accelerate transformation on AWS.
Microsoft	Accenture has launched a joint venture with Microsoft, called Avanade, to deliver advanced AI solutions on Azure Cloud. It has also been awarded with Tier One Partner status by Microsoft, Azure Expert MSP, and 18 gold-level competencies. As a Microsoft Partner for Data and AI Services globally, it has multiple AI specializations and built multiple assets to accelerate IT transformation on Azure Cloud.
Google Cloud	Accenture has been recognized as a Premier Partner by Google. It has also been awarded the Google Cloud Global Services Partner of the Year in 2023. It has created multiple offerings in the data and AI space to help clients in their IT transformation journey on GCP. It has also established a Generative AI Center of Excellence in partnership with GCP and co-developed 700+ generative AI use cases and 50+ prebuilt products.
Nvidia	Accenture partnered with NVIDIA to deliver large-scale AI solutions, using optimized LLM models that require extensive datasets and advanced data infrastructure for faster inferencing.
IBM	Accenture has been recognized as a Platinum Partner by IBM and is integrating Watsonx in its existing solutions. Accenture has established IBM Studios to co-build and co-innovative solutions.
Snowflake	Accenture has been recognized by Snowflake as an Elite Partner, leading 500+ enterprise implementations with 1,400+ certified professionals. Accenture has invested in joint generative AI assets with Snowflake such as Intelligent Data Foundation and Relevance Engine, enabling AI-powered solutions for cross-industry use cases.

Other partnerships (logos)



## Accenture profile (page 4 of 5)

Market success

#### Recent AI engagements (non-exhaustive)

Client	Year of signing	Geography	Engagement details
A large retail company	Not disclosed	Not disclosed	Accenture helped the client leverage generative AI to clean and recategorize its product catalog of over 50 million SKUs, achieving over 90% accuracy at the department SKU level and saving millions of manual hours by identifying and correcting miscategorized products using advanced text and image embeddings.
A global large life sciences company	Not disclosed	Not disclosed	Accenture developed an AWS-based generative AI knowledge management bot, enabling instant responses and reducing support dependency, resulting in a 90% reduction in ticket resolution time and over 85% success rate by efficiently navigating over 100 thousand unstructured documents.
A major banking company	Not disclosed	Not disclosed	Accenture helped the client optimize developer efficiency and address security concerns by integrating AWS Code Whisperer, resulting in a 20-25% efficiency increase in software development life cycle, while enhancing code insights and educating the team on best practices.
A global retail company	Not disclosed	Not disclosed	Accenture developed an AI-powered store replenishment solution for a telecom conglomerate that increased in-stock availability by 580 basis points and generated US\$230 million in annualized margin benefits by implementing a patented simulation-based inventory optimization model tailored to hyper-localized item-store targets.
A major retail player	Not disclosed	Not disclosed	Accenture leveraged Google Contact Center-as-a-Service to transform the client's contact center by integrating generative AI to enhance customer and agent experiences, enabling accurate intent detection, transcription, and contextual support.

#### Distribution of overall AI client engagement across the value chain segments

25%	40%	20%	15%
Consult AI	Build Al	Operationalize AI	Govern Al

## Accenture profile (page 5 of 5)

Everest Group assessment – Leader and Star Performer

#### Measure of capability: 🕐 Low 🛑 High

#### Market impact Vision and capability Vision and Scope of services Innovation and Market adoption strategy Delivery footprint Portfolio mix Value delivered offered Overall investments Overall $\square$ 6. 61 6.

#### Strengths

- **Broad-ranging talent investments:** Accenture's acquisition of Udacity, its clear articulation of AI roles, and its partner certifications have highlighted its focus on talent investments. Clients have also appreciated its deep technical expertise
- Strong investment in Al capability building: Accenture has invested in its Al Navigator platform to enable Al strategy and deliver with pre-built solutions. It has also made acquisitions such as Intellera Consulting and OnProcess Technology to accelerate capability building and has invested in an extensive partner ecosystem
- **Considerable Responsible AI (RAI) investments:** Accenture has made dedicated people and technology investments focused on RAI. Its dedicated platform covers RAI end-to-end, from industry-specific maturity assessment and risk analysis to providing tools to mitigate and monitor risk

#### Limitations

- **High-cost provider perception:** market feedback has suggested that clients find Accenture more expensive than peers. Cost-conscious enterprises should carefully consider Accenture's pricing when selecting providers
- Scope to expand in small and mid-market segments: while Accenture has gained significant experience in serving large enterprises, its presence in the small and mid-market segments is limited. Enterprises in this category may want to evaluate Accenture's ability to customize solutions as per their needs
- **Project staffing can incorporate more experience:** market feedback has indicated that Accenture could enhance its project teams by better balancing experienced practitioners and new hires

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## Appendix

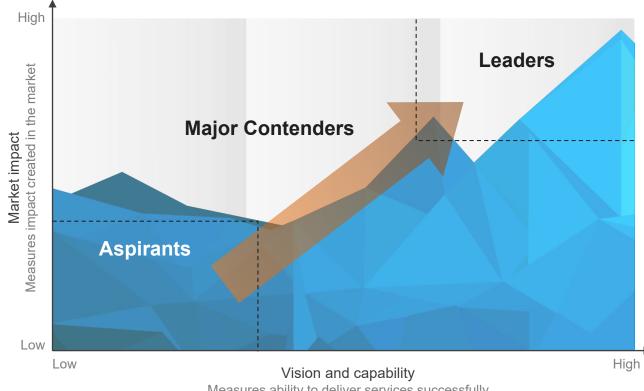
PEAK Matrix<sup>®</sup> framework

FAQs

PE K MATRIX®

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

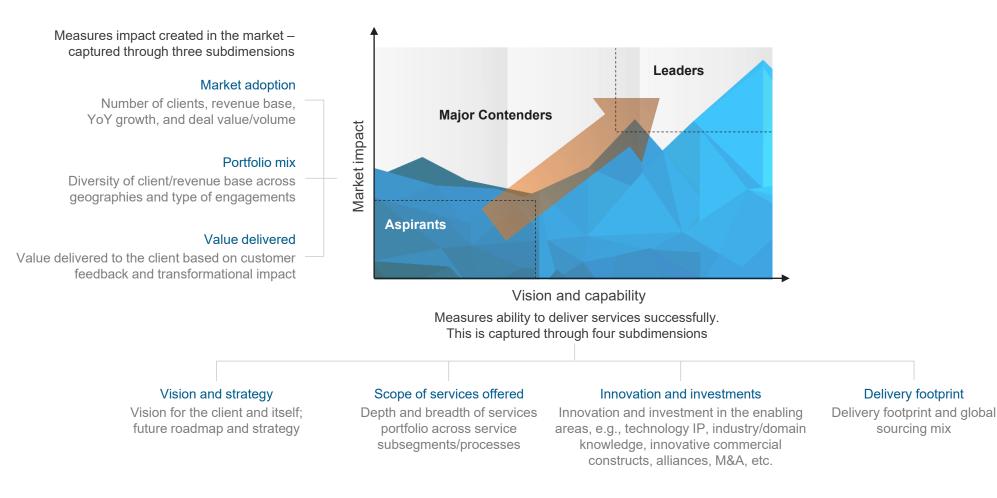
**Everest Group PEAK Matrix** 



Measures ability to deliver services successfully

PE/K MATRIX®

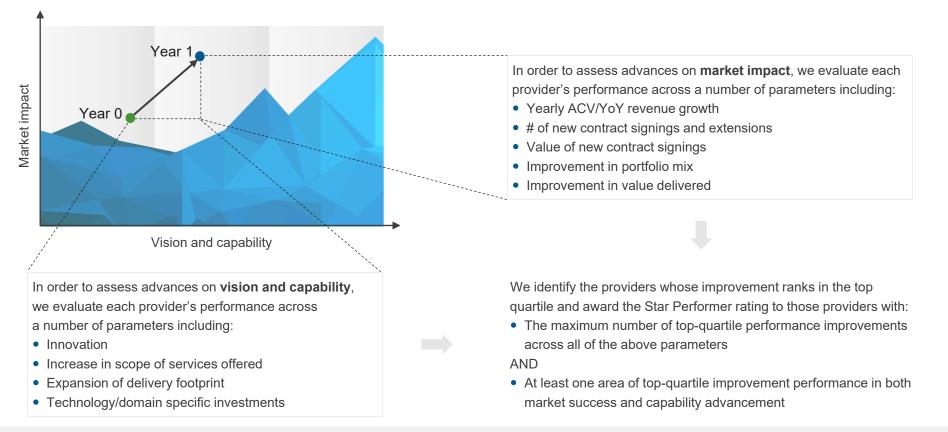
### Services PEAK Matrix<sup>®</sup> evaluation dimensions



# Everest Group confers the Star Performer title on providers that demonstrate the most improvement over time on the PEAK Matrix<sup>®</sup>

#### Methodology

Everest Group selects Star Performers based on the relative YoY improvement on the PEAK Matrix



The Star Performer title relates to YoY performance for a given provider and does not reflect the overall market leadership position, which is identified as Leader, Major Contender, or Aspirant.

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FAQs
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#### 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 in 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

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