Everest Group®

# Everest Group Consumer Packaged Goods (CPG) IT Services PEAK Matrix® Assessment 2024

## Focus on Accenture

March 2024

Everest Group PEAK MATRIX®

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# Introduction

Despite economic uncertainties and margin pressures, CPG enterprises are strategically channeling investments into modernizing their IT systems across the entire value chain. The primary focus of these enterprises lies in personalizing customer experience, streamlining supply chains and focusing on digital commerce using technologies like AI/ML, cloud, IoT and automation. Key priorities also encompass fortifying data security, ensuring compliance, and automating manual processes to enhance overall efficiency. With the widespread adoption of technology, enterprise are increasingly leveraging digital strategies to enhance their competitive edge, increase operational efficiency, optimize processes, deliver personalized experiences to consumers, and drive growth.

In this research, we present an assessment and detailed profiles of 23 service providers featured on the Consumer Packaged Goods (CPG) 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 CPG IT services market.

**The full report includes the profiles of the following 23 leading IT service providers featured on the CPG IT Services PEAK Matrix:**

- **Leaders:** Accenture, Cognizant, Deloitte, EY, HCLTech, IBM, and TCS
- **Major Contenders:** CI&T, Capgemini, DXC Technology, Genpact, Infosys, Kyndryl, LTIMindtree, Publicis Sapient, Tech Mahindra, Virtusa, and Wipro
- **Aspirants:** Brillio, Cigniti, Hitachi Digital Services, SoftServe, and Stefanini

**Scope of this report**

**Geography**
Global

**Providers**
23 leading IT service providers

**Services**
CPG IT services


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# Consumer Packaged Goods (CPG) IT Services PEAK Matrix® characteristics

### Leaders

Accenture, Cognizant, Deloitte, EY, HCLTech, IBM, and TCS

- 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 CPG clients

### Major Contenders

CI&T, Capgemini, DXC Technology, Genpact, Infosys, Kyndryl, LTIMindtree, Publicis Sapient, Tech Mahindra, Virtusa, and Wipro

- These providers are making continued investments in building CPG 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 service portfolios and further improve their global delivery footprint and enhance capabilities

### Aspirants

Brillio, Cigniti, Hitachi Digital Services, SoftServe, and Stefanini

- Aspirants have good proof points in delivering implementation and/or managed services of IT initiatives of low to medium complexity 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 CPG IT services practice
- They lack the scale of partnerships and IP to enable complex transformation initiatives and specialize in certain segments across the CPG value chain


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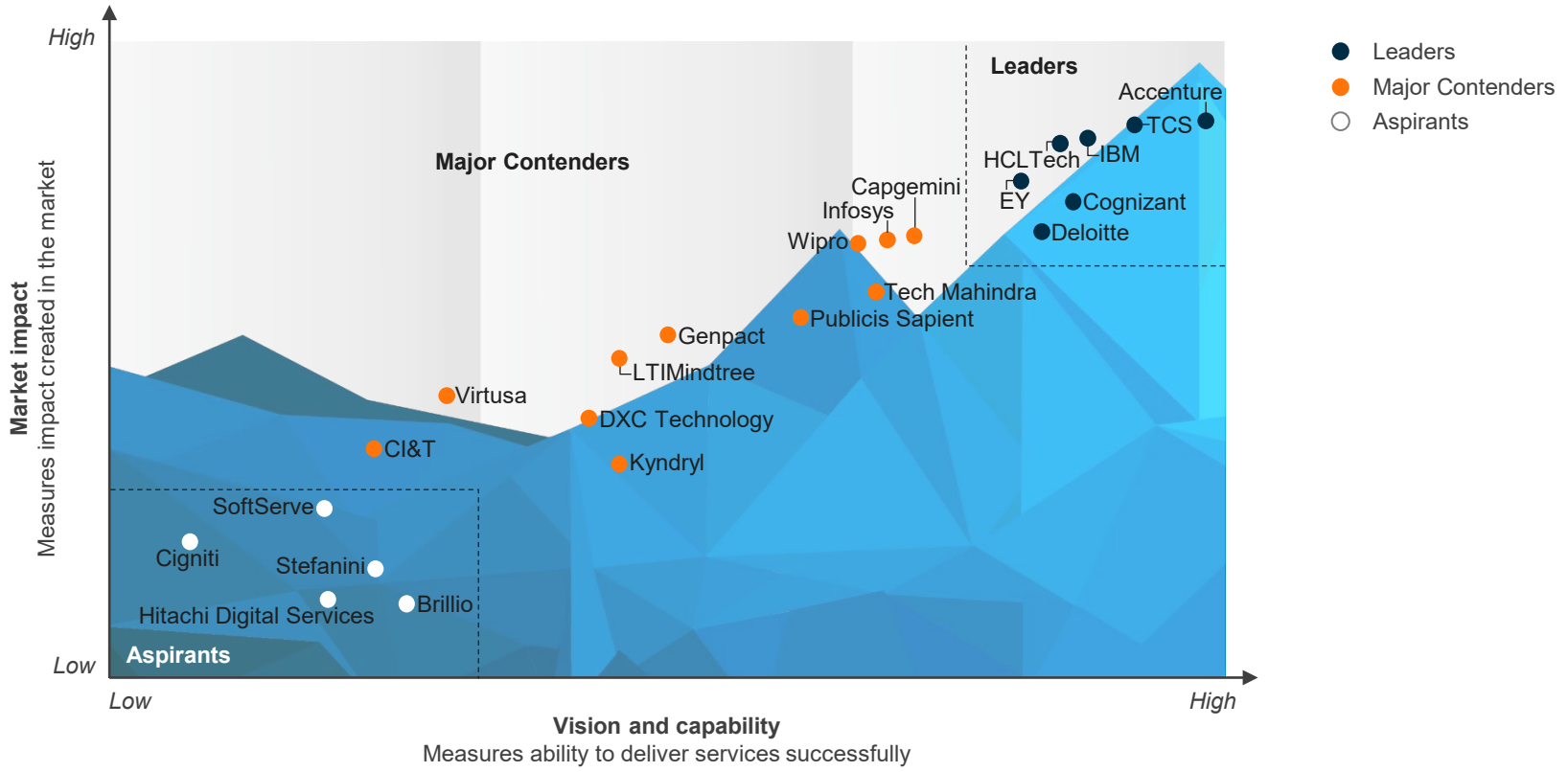
# Everest Group PEAK Matrix®

## Consumer Packaged Goods (CPG) IT Services PEAK Matrix® Assessment 2024 | Accenture is positioned as a Leader

**Everest Group Consumer Packaged Goods (CPG) IT Services PEAK Matrix® Assessment 2024[1]**




1 Assessments for Accenture, Capgemini, Deloitte, DXC Technology, EY, IBM, Infosys, Publicis Sapient, Virtusa 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 CPG buyers

Source: Everest Group (2024)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# **Accenture profile** (page 1 of 4)
## Overview

**Vision for CPG IT services**

Accenture's vision focusses on creating future-ready Consumer Packaged Goods (CPG) enterprises with the following pillars: seek and scale new growth, deliver winning customer experiences, power people, unlock value, create sustainable and responsible businesses.

**Overview of client base**

Few of its key clients include global food and beverage firm, multinational beverage firm, and leading Asian beauty and personal care firm.

**CPG services revenue from the (CY 2023)**

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

**Number of active CPG IT services clients**

| <10 | 10-20 | 20-40 | >40 |
|---|---|---|---|

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

**CPG IT services revenue mix (CY 2023)**

**By geography**

| | | |
|---|---|---|
| North America | Latin America | Asia Pacific |
| Europe (excluding UK) | United Kingdom | Middle East and Africa |

**By services type**

| | | |
|---|---|---|
| Application services | Consulting services | Infrastructure services |
| Platform services | Others | |

**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) | |


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# **Accenture profile** (page 2 of 4)
## Key solutions and investments

*NOT EXHAUSTIVE*

| Proprietary IP/solutions/frameworks/accelerators/tools developed internally to deliver CPG IT services | |
|---|---|
| **Name** | **Details** |
| ai.CPG | ai.CPG can help firms 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. |
| Siemens and Accenture advanced product lifecycle management (PLM) solution for CPG | It offers end-to-end capabilities, seamless integration, and improved collaboration using a holistic digital thread approach. By leveraging existing technology, organizations can respond to consumer needs, accelerate time-to-market, and drive innovation. |
| myWizard | myWizard is an AI-powered automation platform that is aimed at automating a firm's operations; it can automate repetitive and manual tasks in the supply chain, such as order processing, inventory management, shipment tracking, and predictive maintenance capabilities. |
| 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. |
| AIP+ | AIP+ is the managed-service architecture with pre-integrated software assets, which allows Accenture to quickly create and scale AI solutions for their clients. |
| 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 CPG 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, which 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. |
| O9 Solutions | Partnership | It strengthens supply and demand capabilities |
| Blue Yonder | Partnership | Partnership for a comprehensive suite of supply chain solutions |
| Adobe | Partnership | It is a platinum partner and has the largest Adobe practice |


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# **Accenture profile** (page 3 of 4)
## Case studies

*NOT EXHAUSTIVE*

**Case study 1** | **Leading Asian skincare and beauty firm**

**Business challenge**

One of Asia's top skincare and beauty firm wanted to undergo digital transformation with the aim of creating a personalized, healthy beauty experience for every individual customer that will enable them to grow. It also sought to develop the IT infrastructure and a program for nurturing digital talent to support the broader transformation.

**Solution**

- Enabled leveraging customers' profile data to deliver content optimized for each individual customer through social media and other channels. Customer histories were accumulated into a single database and with this information, The client could begin using AI to drive personalized services at various touchpoints
- Using SynOps, Accenture's operations improvement system, the team boosted the efficiency and sophistication of e-commerce operations as well as nearshore/offshore operations
- Enabled the firm to expand IT functions and rebuild a flexible and speedy system infrastructure in the cloud. Also renovated its core business processes, including the visualization of globally common management information using data, accelerated closing of accounts, advanced inventory management, faster business decisions, and supply and demand management on a global level

**Impact**

- Purchases by repeat customers increased, and sales through the e-commerce channel also grew
- In the long term, IT transformation will contribute to the realization of value creation by improving inventory management and forecasting accuracy, as well as to realize the client's, operating income target through IT cost reduction
- The cost of e-commerce operations dropped significantly, and operational efficiencies freed up the client's people to focus on more strategic tasks aimed at enhancing the customer experience
- SAP implementation resulted in improved security, compliance, and reduced total cost of ownership

**Case study 2** | **Global food and beverages firm**

**Business challenge**

The firm's legacy procurement and supply chain management tools and processes were slow and offered limited functionality. The process also lacked real time visibility, causing delays for other areas of business such as finance.

**Solution**

- Accenture and the client developed a strategic operating and design plan for a cloud-enabled, intelligent procurement model that would offer flawless service, greater visibility and insights, and overall value
- Implemented Coupa, a leading procurement platform, and worked to ensure that the Coupa solution was fully loaded with content that would efficiently guide users to the best buying options
- User interface was customized to display specific products and services based on individual business users' needs
- Built in algorithms that automatically populate fields based on the user profile, as well as an AI bot that provided real-time support prompts

**Impact**

- Spend optimized for savings increased from 40% to 65% after rollout in the two pilot countries. It will be 90% after global rollout.
- Only 18 months were taken to reimagine and implement an intelligent, cloud-based procurement system globally


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# **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 is a relevant service provider for large and mega CPG enterprises (annual revenue >US$5 billion) seeking end-to-end IT services
- It has a robust partner ecosystem including leading technology vendors, such as SAP and Oracle, supply chain specialists, such as Blue Yonder, Kinaxis, and o9 Solutions, and digital commerce and CX vendors, such as Adobe and Salesforce
- It has demonstrated valid proof points in delivering IT services across the CPG microsegments with a high emphasis on the food and beverages segment

### Limitations

- Accenture is positioned as a premium-priced partner in IT services engagements. Clients have expressed concerns about the lack of commercial flexibility and costly pricing models compared to its peers
- Although it has strong horizontal solutions, its depth of industry-specific solutions can be improved further to cater to some of the niche CPG microsegments
- Enterprises seeking delivery presence in LATAM and MEA might not find Accenture suitable, as its geographical focus and market focus is centered mostly on North America, Europe, and APAC


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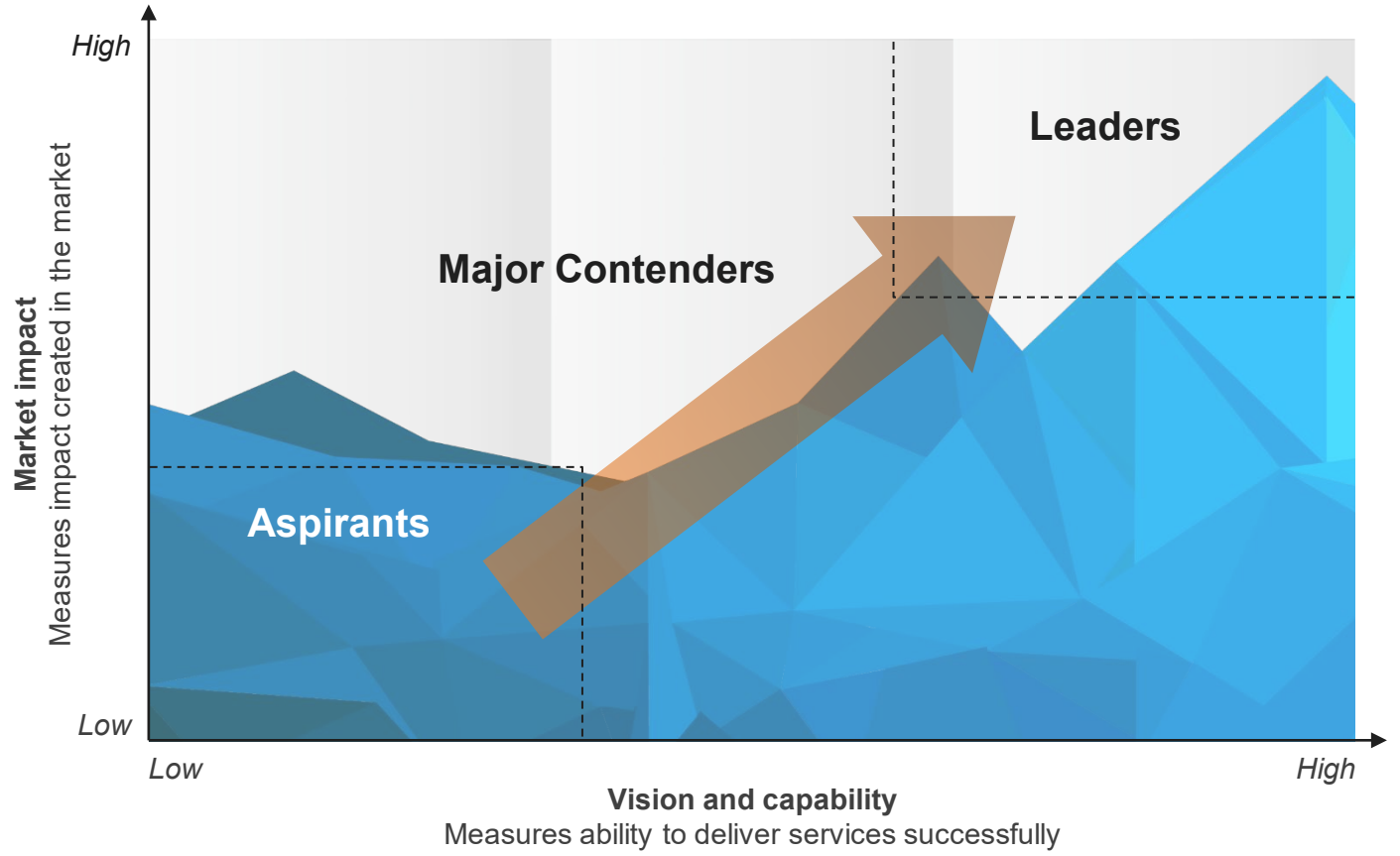
# Appendix

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

**Everest Group PEAK Matrix**





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# Services PEAK Matrix® evaluation dimensions

Measures impact created in the market – captured through three subdimensions

**Market adoption**

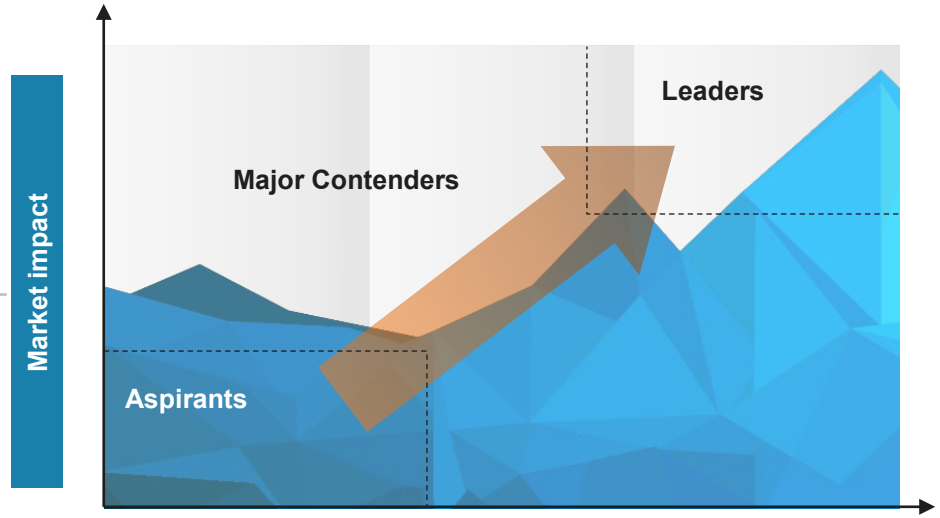
Number of clients, revenue base, YoY growth, and deal value/volume

**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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# 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 in 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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