

# United Kingdom (UK) Digital Services 2025 RadarView™

Enabling secure, future-ready  
transformation across the UK digital  
landscape

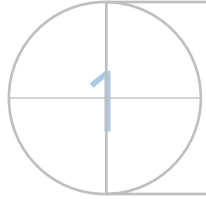
July 2025



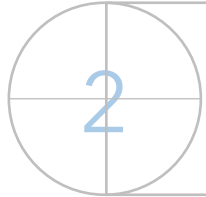
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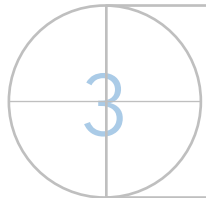
# About the United Kingdom (UK) Digital Services 2025 RadarView



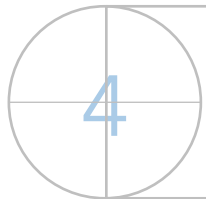
The UK digital services market is advancing rapidly as enterprises prioritize AI, hybrid cloud, cyber resilience, and ESG innovation to boost agility, compliance, and operational efficiency amid rising customer expectations. With a growing regulatory focus on data sovereignty and cybersecurity, service providers are adapting swiftly to deliver secure, future-ready digital solutions across the public and private sectors.



Avasant evaluated 52 service providers using a rigorous methodology across the three key dimensions of practice maturity, investments and innovation, and ecosystem development in the UK region. Through our analysis, we recognized 25 providers that brought the most value to the market over the past 12 months.



The *United Kingdom (UK) Digital Services 2025 RadarView* aims to provide an in-depth capability assessment of the leading service providers in the UK region providing digital services. Based on our methodology, we have categorized the service providers into four broad segments: leaders, innovators, disruptors, and challengers.



To enable decision-making for enterprises, Avasant has provided an overview of the major service providers in the industry. This includes details of their practice size, key IP assets/solutions, partnerships, sample clients, subindustry focus, and case studies. This is supported by an analyst's take on the providers across the three key dimensions defined in the second point above.





# Executive summary



# Regional scope of the report



←----- Scope of services -----→

## Regional scope

This report will cover all the countries within the UK region, including England, Northern Ireland, Scotland, and Wales.

## Emerging services

This report considers digital services that accelerate the digital transformation of enterprise clients based in the UK using emerging technologies: generative AI (Gen AI), agentic AI, applied AI and ML, advanced analytics, blockchain, cloud, cybersecurity, intelligent automation, and IoT.

Service provider offerings assessed in this study are advisory and consulting, proof of concept (POC) development, build and test, implementation, system integration, development, and maintenance.

# Executive summary

## Key drivers



Rising customer expectations for hyperpersonalization and efficient services are driving digital adoption



Initiatives, such as a national skills drive, are pushing the ongoing demand and need for digital skills development



Stricter ESG mandates are pushing UK enterprises to digitize operations for sustainable growth



Continued cyberattacks across the UK public and private sectors accelerate the need for cyber-resilient architectures

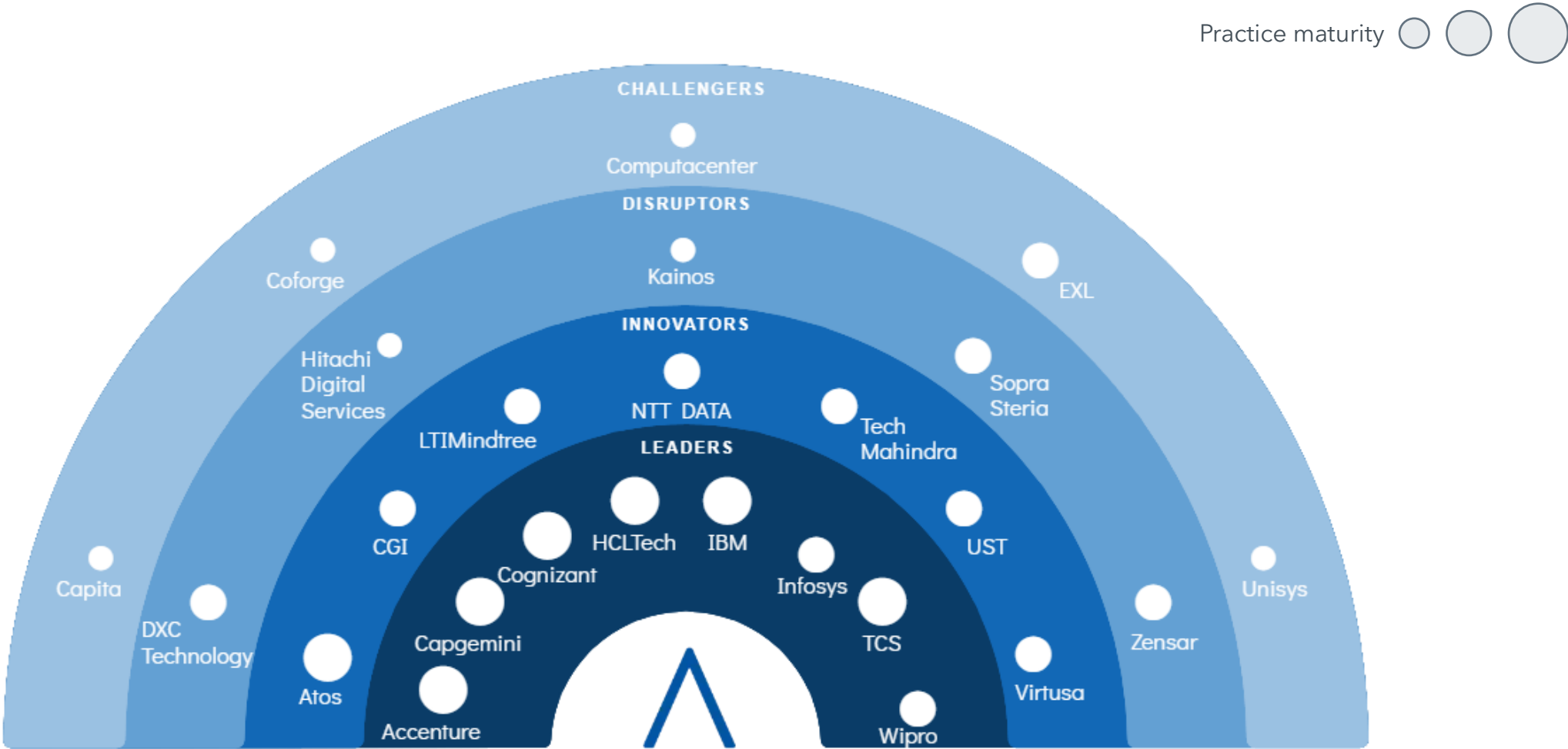


Post-Brexit data regulations and sovereignty concerns drive a push for data compliance and in-house data control

## Regional response

- The UK is rapidly advancing AI adoption across government, healthcare, and financial services to enhance decision-making, service quality, and policy responsiveness. Regulatory bodies are also advancing AI governance to ensure safe and effective adoption.
- Enterprises are accelerating AI investments to enhance automation, decision-making, and regulatory compliance, driving innovation while ensuring sector-specific reliability, ethics, and transparency.
- In addition to the existing international frameworks for skill development, the UK government is ramping up investment in apprenticeships, digital skilling, and youth-focused tech programs to build national competitiveness in emerging technologies.
- Enterprises are partnering with academia, tech firms, and training providers to launch apprenticeship schemes and AI skilling initiatives that address talent shortages and support innovation at scale.
- UK enterprises are adopting IoT sensors, AI-powered platforms, 5G networks, and drone-based data capture to monitor sustainability metrics, energy efficiency, and biodiversity risks in real time. They are also focusing on skills and sustainability frameworks to manage the regulatory push for ESG mandates.
- Enterprises are embedding tech-driven tracking into their operations and disclosures, enabling dynamic decision-making and ESG-aligned transformation at scale.
- As of June 2025, around 43% of UK firms have faced cyberattacks in some form over the past 12 months. Amid high-profile breaches across retail, public services, and financial institutions, UK enterprises are prioritizing advanced, AI-driven cyber defense to mitigate operational and reputational risks.
- Firms are investing in threat detection, quantum-secured infrastructure, and cyber resilience labs to build intelligent, scalable security architectures and comply with evolving national cyber standards.
- With growing pressure to retain data within UK jurisdiction and comply with regulatory frameworks, businesses are turning to sovereign and hybrid cloud models for enhanced data control and operational assurance.
- UK firms are partnering with hyperscalers and UK-based providers to deploy sovereign cloud platforms and modernize legacy systems, while new data center investments are being prioritized as part of national infrastructure planning, with a £4B investment in Hertfordshire data center proposed in November 2024.

# Avasant recognizes 25 top-tier service providers supporting the UK region in digital transformation





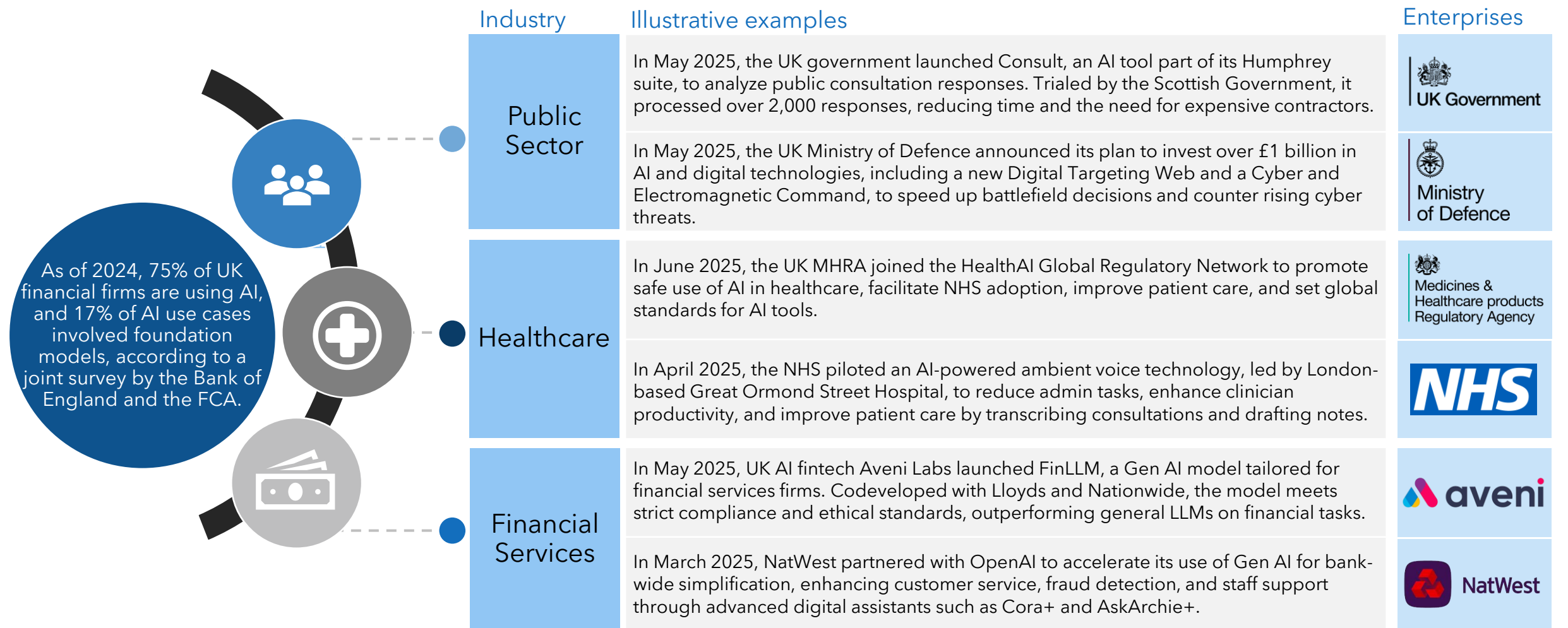


## Demand-side trends



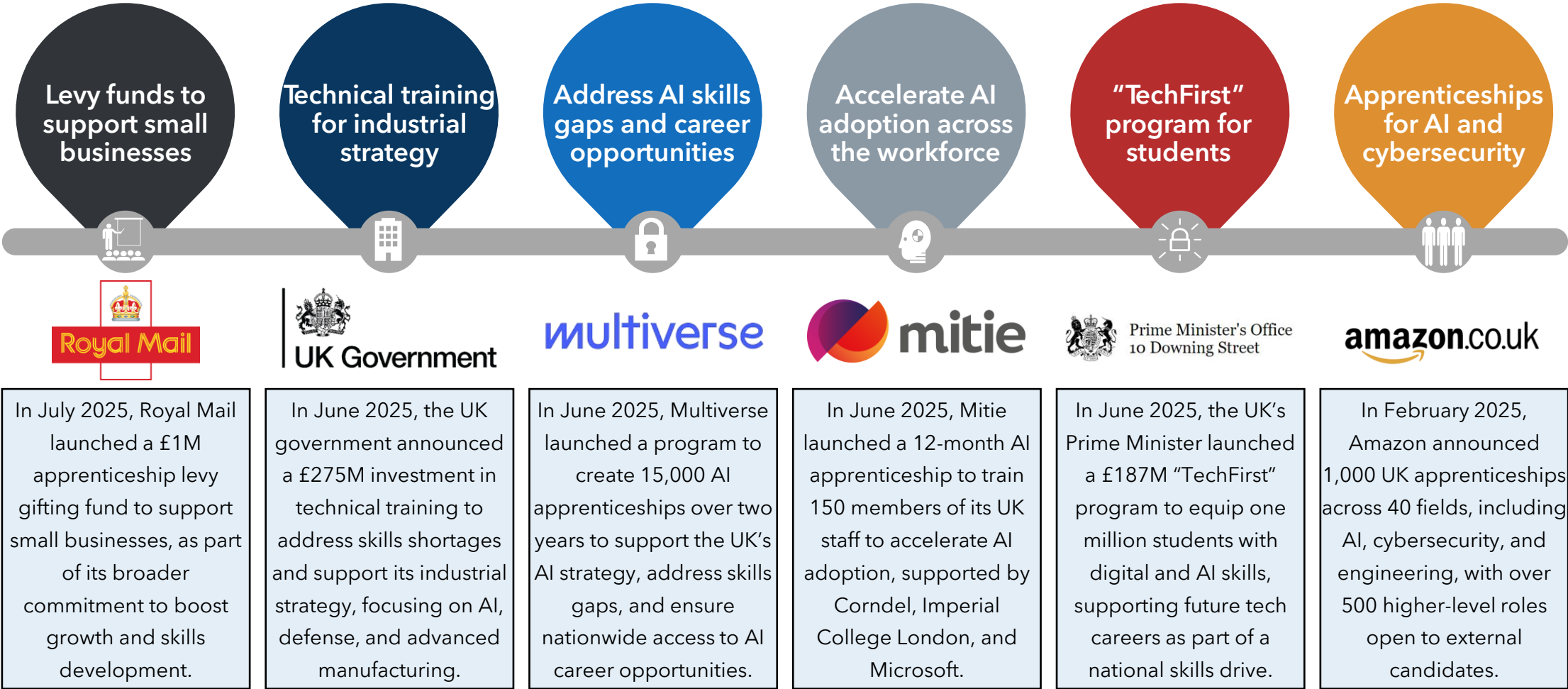
# AI adoption surges across UK industries to meet demands for efficiency, personalization, and compliance

UK enterprises are rapidly adopting AI, especially those in the public sector, healthcare, and financial services, to enhance personalization and efficiency. Innovations include AI assistants in hospitals and domain-specific Gen AI for finance and government, prioritizing safety, ethics, and impact.



# The UK has ramped up investments in digital skills to power next-gen tech talent and AI-driven growth

The government is launching and funding nationwide programs to build a future-ready workforce skilled in AI, cybersecurity, and digital technologies. Enterprises are joining forces with academia and tech providers to close talent gaps through apprenticeships, boosting national competitiveness and innovation.





# UK enterprises are embracing data-driven sustainability with digital tools and ESG frameworks to track emissions and meet regulatory mandates

The UK is committed to reaching net-zero emissions by 2050, with Scotland targeting 2045. The UK also aims for a 68% emissions reduction by 2030.

Steps taken by the UK government to meet its goal



**£40B**

Private investments in clean energy announced since July 2024, and about 70% of FTSE\* 100 companies have adopted key elements of climate transition plans.



## 2024 policy developments

- Great British Energy Bill to launch a state-owned clean energy firm.
- Crown Estate Bill to ease public infrastructure investment.
- Sustainable Aviation Fuel Bill to back low-carbon aviation fuel production.

### Sustainability initiatives taken by the UK enterprises



**e.on**

In February 2025, E.ON and Coventry City Council partnered with startup Kestrix to pilot drone-based thermal scans of thousands of homes in Coventry, England. Using 3D heat loss modelling and AI insights, the project aims to identify and prioritize energy efficiency upgrades.



**LSEG**

In FY 2024, the London Stock Exchange Group adopted the TNFD framework to assess nature-related impacts, risks, and opportunities. With this, the group aims to enhance future reporting and align with global sustainability standards.



In July 2024, Vodafone UK invested £11B to roll out 5G Standalone nationwide by 2034, with a commitment to connect all schools and hospitals by 2030. This supports sustainability by enabling IoT and smart tech in public buildings to cut emissions and energy costs.



**Schroders**

In December 2024, Schroders planned to adopt the FCA's SDR labels for 10 funds, including equity, bond, and impact funds. This would boost transparency, prevent greenwashing, and support the UK's sustainable finance framework.



In February 2024, UK-based AJ Engineering, supported by the Scottish Government's IoT Evolve program, started using IoT sensors to monitor energy use, cut electricity consumption, and move toward net zero. It offers real-time insights for improved carbon reporting for clients.



\*FTSE: Financial Times Stock Exchange (FTSE 100 companies are the 100 largest companies listed on the London Stock Exchange (LSE) by market capitalization.)

# High-profile cyberattacks drive a UK-wide shift toward intelligent cybersecurity investments

With nearly half of UK businesses hit by cyberattacks in the past year, organizations are ramping up investments in AI-driven detection, smart grid labs, and quantum-secured networks.



**43%**  
of UK businesses faced some type of cyberattack within the past year, as of June 2025.

**£1,600**  
The average cost per disruptive cyberattack on UK businesses in the past year, as of June 2025.

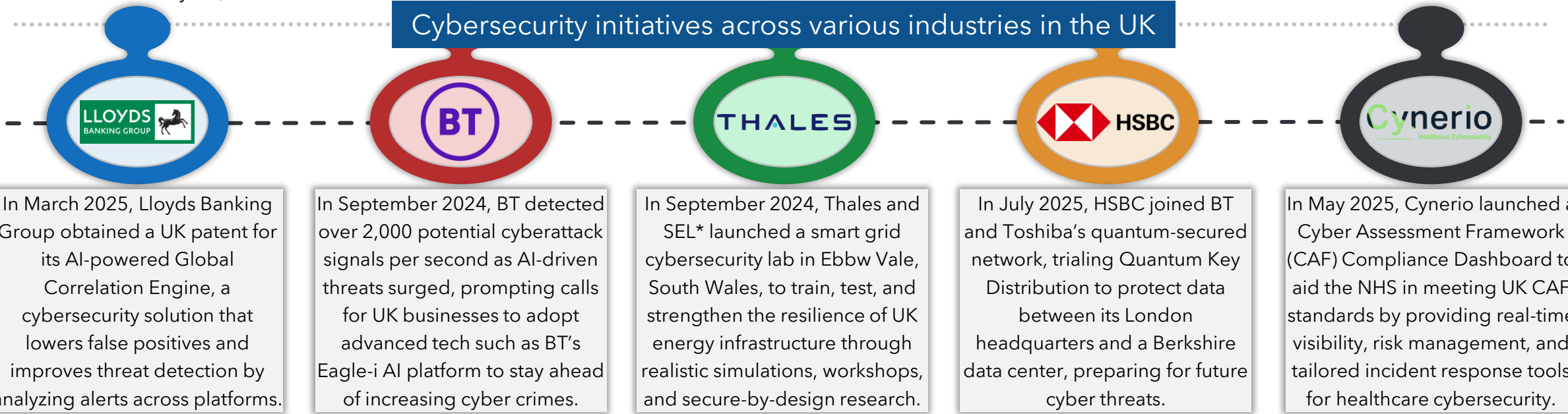
**Instances of cyberattacks**

In 2025, UK retailers faced cyberattacks, with Co-op experiencing a major data breach. Marks & Spencer saw disruption to online orders and Harrods encountered a cyber incident, leading to quick system deactivations.

In May 2025, the UK Ministry of Justice’s Legal Aid Agency suspended its online services following a major cyberattack that reportedly exposed 2.1 million personal records, including criminal histories and financial data.

In September 2024, a cyberattack disrupted Wi-Fi at 19 UK railway stations, showing offensive messages during login. Network Rail suspended services and initiated an investigation with Telent and British Transport Police.

## Cybersecurity initiatives across various industries in the UK



\*SEL: Schweitzer Engineering Laboratories



# UK organizations are embracing sovereign and hybrid clouds to meet post-Brexit data compliance and in-house control mandates

Driven by data sovereignty concerns and evolving regulations, enterprises are investing in UK-based cloud platforms and modern data centers. Partnerships with global and local providers are accelerating hybrid adoption and ensuring secure, regulation-aligned digital transformation.

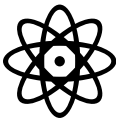
## Government information on data centers in the UK



In September 2024, the UK government announced that data centers will be classified as Critical National Infrastructure (CNI), enabling government support during major incidents to safeguard the economy. This move follows a proposed £4B investment in Europe's largest data center in Hertfordshire, expected to create nearly 14,000 UK jobs.



In November 2024, techUK, a membership organization, published that the UK data centers contributed £4.7B in Gross Value Added (GVA), supported 43,500 UK jobs, and generated £640M in tax annually. They are projected to add £44B in GVA to the UK economy by 2035.



In April 2025, Central and North West London NHS adopted a UK-based hybrid cloud model through Rackspace Technology's Sovereign Services and migrated 375TB of data and applications to improve data security.



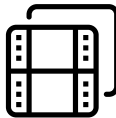
In June 2025, UK data center firm Pulsant partnered with Nine23 to deliver sovereign cloud services to the UK government and regulated sectors, meeting rising demand for local, cyber-resilient infrastructure.



In April 2025, Lloyds Banking Group implemented a multicloud strategy with Oracle, moving key databases to Oracle Database@Azure and Oracle Exadata Cloud@Customer for greater agility, sovereignty, and compliance.



In November 2024, Nationwide Building Society adopted the HPE GreenLake cloud to power its hybrid cloud strategy, aiming to boost resilience and compliance.



In November 2024, SAP launched its UK Sovereign Cloud, offering secure, locally hosted cloud solutions for the public sector and regulated industries that comply with UK data protection laws.



In August 2024, DataVita, a Scottish data center and cloud provider, launched National Cloud, a UK-first platform offering UK data residency and supporting hybrid cloud needs for public and private sectors.







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Capgemini profile



# Capgemini: RadarView profile



Practice maturity ★★★★★  
Investments & innovation ★★★★★  
Ecosystem development ★★★★★

Balances AI-led innovation and cybersecurity scale with domain-specific pivots in financial services, utilities, and public sector compliance.

\*1 USD = 0.855119 EUR (xe.com, June 26, 2025)

## Practice overview

- Practice size: 5,200+ from Europe
- Active clients: N/A
- Delivery highlights: Has 23 offices across the UK

**\$3.1B\***  
Revenue from the UK and Ireland, FY 2024

**12%**  
Revenue share from the UK and Ireland, FY 2024

## Sample clients

- A British multinational CPG company
- A UK airport
- Anglian Water
- Building Digital UK
- The Defence Science and Technology Laboratory
- UK Department for Education
- Electricity System Operator (ESO)
- HM Revenue and Customs
- Heathrow Airport
- Scottish Water
- Twinings Ovaltine

## Key digital solutions

Reliable AI Solution Engineering (RAISE)	A Gen AI platform that enables the validation and deployment of AI agents for enterprise use cases
Trusted AI	A responsible AI governance platform that assesses risk, ensures compliance, and audits AI use cases
Container Platform	A platform that enables rapid, secure deployment of digital services with a self-service model
Lifecycle Optimization for Aerospace	A platform to automate aircraft parts inspection and promote circular economy practices in aviation

## Partnerships/alliances



Leveraged its Gen AI models to deliver secure, industry-specific solutions for regulated sectors



Delivered industry-specific agentic AI solutions through NVIDIA NIM™ and Capgemini's governance frameworks



Implemented an open banking solution to enable faster tax refund payments directly into customer bank accounts



Used its reconciliation solution to deliver scalable and automated financial data management solutions

## Regional coverage

England

Northern Ireland

Scotland

Wales

## Industry coverage

Aerospace & defense

Banking

Financial services

Government

Healthcare & life sciences

High-tech

Insurance

Manufacturing

Nonprofits

Retail & CPG

Telecom, media & entertainment




Travel & transportation

Utilities & resources

Darker color indicates higher industry concentration: ●●●●●

# Capgemini: RadarView profile

## Case studies

Client	Capability	Summary	Business impact
 <b>Building Digital UK</b>	<ul style="list-style-type: none"> <li>• Analytics</li> <li>• Automation</li> <li>• Cloud</li> </ul>	<ul style="list-style-type: none"> <li>• The client, a UK government agency, needed a scalable and reliable data solution to support geospatial analytics and reporting for its accelerated broadband rollout.</li> <li>• Capgemini designed and implemented a comprehensive data architecture using Google Cloud Platform. The solution included automated pipelines, geospatial analytics, and BI dashboards. Capgemini also streamlined data integration from multiple sources and automated processes for better efficiency and data trust.</li> </ul>	<ul style="list-style-type: none"> <li>• Improved data accuracy and reporting</li> <li>• Accelerated development cycles and reduced manual processing</li> <li>• Enhanced monitoring of broadband rollout and supplier performance</li> </ul>
	<ul style="list-style-type: none"> <li>• Analytics</li> <li>• Cloud</li> </ul>	<ul style="list-style-type: none"> <li>• The client, a water and water recycling company in England and Wales, wanted to simplify bill payments and align with rising customer preference for digital wallets such as Apple Pay and Google Pay.</li> <li>• Capgemini implemented a secure, cross-platform e-commerce payment application using Azure Platform as a Service with a microservices architecture, enabling fast and user-friendly digital payments.</li> </ul>	<ul style="list-style-type: none"> <li>• Enabled 35% of payments to be made via digital wallets</li> <li>• Reduced steps in the payment process, improving customer experience</li> </ul>
 <b>HM Revenue &amp; Customs</b>	<ul style="list-style-type: none"> <li>• Automation</li> <li>• Cloud</li> </ul>	<ul style="list-style-type: none"> <li>• The client, the UK's tax, payments, and customs authority, needed to replace legacy systems, reduce manual processes, and improve scalability, security, and data management for high-volume transactions.</li> <li>• Capgemini delivered a comprehensive solution focused on migration, modernization, and innovation by transitioning core applications to Azure, consolidating services into a cloud-based, containerized platform, and enabling self-service digital deployments through its Container Platform.</li> </ul>	<ul style="list-style-type: none"> <li>• Decommissioned over 40 services, saving millions annually</li> <li>• Achieved 99.99% uptime, 0.03-second response time, and £180K monthly SaaS savings</li> <li>• Supported £730B tax throughput and improved UX across 12 departments</li> </ul>
A UK airport	<ul style="list-style-type: none"> <li>• Analytics</li> <li>• Cybersecurity</li> </ul>	<ul style="list-style-type: none"> <li>• The client aimed to strengthen governance of its Power Platform assets to ensure compliance and security across business-critical applications.</li> <li>• Capgemini deployed a custom governance solution, automating tenant and environment management, implementing data loss prevention, streamlining application life cycle processes, and enhancing reliability through monitoring and backup systems.</li> </ul>	<ul style="list-style-type: none"> <li>• Achieved 200% reduction in unused assets</li> <li>• Ensured 100% compliance for production applications</li> </ul>



# Capgemini: RadarView profile

## Analyst insights

### Practice maturity



- Capgemini offers digital services in the UK across diverse sectors, with performance closely tied to industry-specific demand cycles. In 2024, the UK and Ireland region, which accounted for 12% of the total revenue, experienced a downturn due to reduced activity in the CPG and retail sector; however, financial services and energy utilities supported overall growth.
- Capgemini's AI initiatives in the UK span applied research, platform engineering, and real-world implementations across multiple industries. Through its research institutes and AI innovation labs, the company focuses on generating domain-specific insights, developing data science prototypes, and accelerating AI adoption. In practice, Capgemini has developed custom NLP and speech-to-text solutions for operational efficiency, applied Gen AI for scientific discovery and automation in industrial systems, and built AI-powered content generation platforms to streamline digital workflows.
- Its UK cybersecurity practice is part of a global network of Cyber Defense Centers (CDCs) and offers a wide range of expertise. With over 960 UK security specialists and offshore support, the team provides services in security operations, DevSecOps, identity and access management, and digital trust.

### Investments and innovation



- Capgemini leverages Cambridge Consultants in Cambridge, UK, as a deep tech innovation hub. With over 100 labs and 5,000 patents, it is focused on IP creation and engineering-led product development across the UK.
- Capgemini is part of the UK-based Digital Assembly for Wing (DAWN) consortium, led by Airbus and with members including Cranfield University, the University of Sheffield, and CFMS, which is a UK-based nonprofit specializing in advanced digital engineering.
- It supports UK government and airport clients by implementing CoE models for Power Platform governance, including tenant and environment management automation. Additionally, Capgemini is a member of key supplier diversity networks, including DisabilityIn, Social Enterprise UK, WeConnect, and MSDUK\*.

### Ecosystem development



- In February 2025, Capgemini partnered with Additive Catchments—a UK-based water tech firm specializing in sensor and AI-driven environmental monitoring—to scale its Catchment Monitoring as a Service (CMaaS®) platform, supporting continuous river health monitoring in line with the UK's 2021 Environment Act.
- In September 2024, it partnered with Glasgow-based fintech AutoRek to enhance financial data management and real-time reconciliation, addressing regulatory pressure and inefficiencies in banking, insurance, and asset management.
- It has built a robust UK partnership ecosystem focused on community impact. It collaborates with organizations like The Prince's Trust, CodeYourFuture, and Chamber UK. In October 2024, the firm also partnered with Harlequins Women to launch "Ignite," a leadership and personal development program for women.

\*MSDUK: Minority Supplier Development UK





# Appendix: About RadarView



# The United Kingdom (UK) Digital Services 2025 RadarView assesses providers across three critical dimensions

## Practice maturity

- This dimension evaluates the type, market acceptance, and quality of offerings in the UK region. It also assesses the strength of the overall practice with respect to its size, certified employees, embedded expertise in emerging technologies, and value chain coverage.
- The width and depth of the client base, practice revenues, the use of proprietary/outsourced tools and platforms, and future strategy are important factors that contribute to this dimension.

## Investments and innovation

- This dimension measures the strategic direction of investments and resultant innovations in the offerings and commercial model and how these align with the future direction of the industry.
- The overall strategic investments, both organic and inorganic, in capability and growth, technology development, and human capital development, along with the innovations that the service provider develops, are critical aspects of this dimension.

## Ecosystem development

- This dimension assesses the nature of the provider's partnerships and ecosystem engagement. It evaluates the partnerships' objective (codevelopment or co-innovation) and the provider's engagement with technology solutions or product providers, startup communities, and domain associations.
- The kind of joint development programs around offerings, go-to-market approaches, the overall depth of partnerships, and their leverage to deliver superior value to clients are this dimension's important aspects.

# Research methodology and coverage

Avasant has based its analysis on several sources:

Public disclosures	Publicly available information from sources such as Securities and Exchange Commission filings, annual reports, quarterly earnings calls, and executive interviews and statements
Market interactions	Discussions with enterprise executives leading digital initiatives and influencing service provider selection and engagement
Provider inputs	Inputs collected through the service provider capability decks and structured briefings from May 2025 to June 2025

Of the 52 service providers assessed, the following are the final 25 featured in the United Kingdom (UK) Digital Services 2025 RadarView:



Note: Assessments for Accenture, Atos, Capita, CGI, Coforge, Computacenter, DXC Technology, EXL, HCLTech, IBM, Infosys, Kainos, NTT DATA, Sopra Steria, TCS, Wipro, and Zensar were conducted based on public disclosures and market interactions only.



# Reading the RadarView

Avasant has recognized service providers in four classifications:



Leaders show consistent excellence across all key dimensions of the RadarView assessment (practice maturity, investments and innovation, and ecosystem development) and have had a superior impact on the market as a whole. These service providers have shown true creativity and innovation and have established trends and best practices for the industry. They have proven their commitment to the industry and are recognized as thought leaders, setting the standard for the rest of the industry to follow. Leaders display a superior quality of execution and a reliable depth and breadth across verticals.



Innovators show a penchant for reinventing concepts and avenues, changing the very nature of how things are done from the ground up. Unlike leaders, innovators have chosen to dominate in a few select areas or industries and distinguish themselves through superior innovation. These radicals are always hungry to create pioneering advancements in the industry and are actively sought after as trailblazers, redefining the rules of the game.



Disruptors enjoy inverting established norms and developing novel approaches that invigorate the industry. These service providers choose to have a razor-sharp focus on a few specific areas and address those at a high level of granularity and commitment, which results in tectonic shifts. While disruptors might not have the consistent depth and breadth across many verticals like leaders or the innovation capabilities of innovators, they exhibit superior capabilities in their areas of focus.



Challengers strive to break the mold and develop groundbreaking techniques, technologies, and methodologies on their way to establishing a unique position. While they may not have the scale of the service providers in other categories, challengers are eager and nimble and use their high speed of execution to great effect as they scale heights in the industry. Challengers have a track record of delivering quality projects for their most demanding Global 2000 clients. In select areas and industries, challengers might have capabilities that match or exceed those of the providers in other categories.

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