Everest Group Artificial Intelligence (AI) Services PEAK Matrix® Assessment 2023

Focus on Capgemini
January 2024

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 fast-evolving AI landscape and successfully implement it.

In this research, we present an assessment and detailed profiles of 26 AI service providers featured on the [Artificial Intelligence (AI) Services PEAK Matrix® Assessment 2023](#). Each profile offers 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 AI service providers, client reference checks, and an ongoing analysis of the AI services market.

The full report includes the profiles of the following 26 leading AI service providers featured on the Artificial Intelligence (AI) Services PEAK Matrix:

- **Leaders:** Accenture, Capgemini, Cognizant, Deloitte, IBM, TCS, and Wipro
- **Major Contenders:** DXC Technology, EPAM, Eviden – an Atos business, EXL, EY, Genpact, Globant, HCLTech, Infosys, KPMG, LTIMindtree, NTT DATA, PwC, Sopra Steria, and Tech Mahindra
- **Aspirants:** Kyndryl, Stefanini, UST, and Virtusa

Scope of this report

Geography
Global

Providers
26 AI service providers

Services
AI services (refer to page 10 for scope of research)

Note: Everest Group has refrained from identifying Star Performers for this AI Services PEAK Matrix report due to change in the scope of this research

AI services PEAK Matrix® characteristics

Leaders

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

- Leaders have displayed a strong vision focused on driving business outcomes through AI services for their customers
- They are at the forefront of innovation and driving change with thought leadership, partnerships, and internal investments in emerging themes such as gen AI, sustainability, responsible AI, MLOps, no-code/low-code solutions, AIOps, and edge AI
- Leaders have invested heavily in acquisitions as well as building structured internal talent development programs to ensure the availability of skilled talent to solve complex problems. They have also focused on the breadth of skills, enabling full services play by developing a range of certification programs that help them stay ahead as technology evolves
- Leaders have developed a range of integrated platforms along with industry- and use case-specific accelerators to cut down the trial and run phase to achieve faster outcomes
- Domain focus and willingness to share risk and returns through value-based pricing models have further differentiated them in stakeholder partnerships

Major Contenders

DXC Technology, EPAM, Eviden – an Atos business, EXL, EY, Genpact, Globant, HCLTech, Infosys, KPMG, LTIMindtree, NTT DATA, PwC, Sopra Steria, and Tech Mahindra

- Major Contenders have shown high confidence in their sweet spots within the AI stack. They have a strong base of satisfied clientele within these areas
- Major Contenders have the vision to develop full services play and are investing in talent development programs, acquisitions, IP building, and a partnership ecosystem to enable the same
- They need to supplement their vision and investments with effective communication of success on transformative end-to-end AI deals to enhance their market perception

Aspirants

Kyndryl, Stefanini, UST, and Virtusa

- Aspirants are focused on developing expertise in their preferred AI value chain segments with most investments directed toward upgrading and improving the features of these flagship solutions
- Aspirants try to differentiate themselves through cost-effectiveness, innovation, personalized services, and agility or quick turnaround time

Everest Group PEAK Matrix®
Artificial Intelligence (AI) Services PEAK Matrix® Assessment 2023 | Capgemini is positioned as a Leader

Everest Group Artificial Intelligence (AI) Services PEAK Matrix® Assessment 2023[1,2]
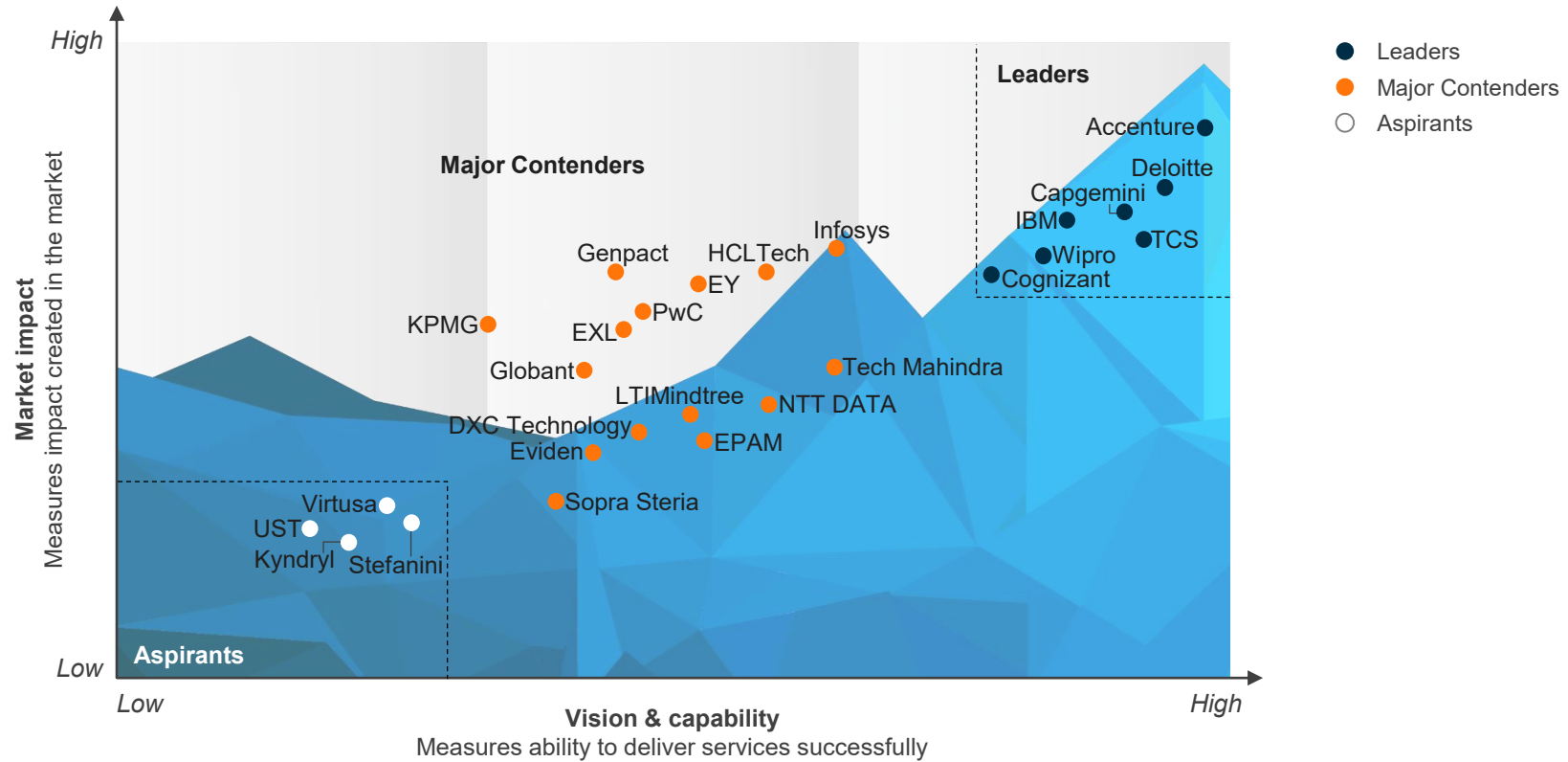
1   Assessments for EPAM, Eviden – an Atos business, EY, Infosys, KPMG, PwC, and UST exclude service provider inputs on this study, and are based on Everest Group's estimates that leverage its proprietary Transaction Intelligence (TI) database, ongoing coverage of service providers' public disclosures, and interaction with buyers. For these companies, Everest Group's data for assessment may be less complete

2   Assessment for Deloitte is based on partial inputs provided by service provider and is also based on Everest Group's estimates that leverage its proprietary Transaction Intelligence (TI) database, ongoing coverage of service providers' public disclosures, and interaction with buyers. For this company, Everest Group's data for assessment may be less complete

Source: Everest Group (2023)

Capgemini profile (page 1 of 5)
Overview

Company overview

Capgemini, headquartered in Paris, is a prominent global corporation delivering consulting, technology, engineering, professional, and outsourcing services. Capgemini operates in more than 50 countries and is particularly strong in Europe, North America, Asia-Pacific, and the Middle East. The company caters to a diverse clientele across sectors such as Banking, Financial Services, and Insurance (BFSI), retail, manufacturing, and technology while specializing in digital transformation, cloud services, cybersecurity, AI, and analytics.

Headquarters: Paris, France   **Website:** www.capgemini.com

Key leaders
- **Aiman Ezzat**: Chief Executive Officer
- **Niraj Parihar**: CEO, Insights and Data GBL
- **Anne-Laure Thibaud (THIEULLENT):** Data, AI, and Analytics Group Offer Leader

AI practice overview
- Capgemini's AI Services business is organized based on two dimensions: group portfolio and Global Business Lines (GBL)
- The Data and AI global portfolio team coordinates and manages the entire group response for data and AI, ensuring alignment and coordination across the group portfolio
- Capgemini has invested in generative AI to scale up its capabilities and build industry-focused solutions to cater the specific needs of its clients, with an additional investment of EUR2 billion in AI over the next three years

AI practice fact sheet	2021 (Jan-Dec)	2022 (Jan-Dec)	2023 (Jan-Jun)
Number of active clients	2,000-2,500	3,000-3,500	3,000-3,500
Number of FTEs	28,000-30,000	30,000-35,000	32,000-36,000

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

Adoption by industry

Banking, Financial Services, and Insurance	High	Electronics, hi-tech, and technology	Low	Healthcare and life sciences	Low
Retail, distribution, and CPG	Medium	Telecom	Low	Media and entertainment	Low
Manufacturing	Medium	Public sector	Medium	Others	Low

Adoption by geography

| North America | High | UK | Low | Rest of Europe | Medium |
| APAC | Medium | South America | Low | MEA | Low |

Adoption by buyer group

| Small-market (Annual revenue <US$1 billion) | Low | Mid-market (Annual revenue US$1-5 billion) | Medium | Large-market (Annual revenue US$5-25 billion) | High | Very large-market (Annual revenue >US$25 billion) | High |

Capgemini profile (page 2 of 5)
Solutions

IP overview
• Capgemini's portfolio brings the foundations: AI & data strategy, AI analytics & data science, intelligent process automation, and AI & data engineering. It enables Capgemini to bring new data & AI approaches. Recently, it has introduced offers as part of the Generative AI portfolio spanning from strategy definition through to practical development and implementation of generative AI at scale, by bringing together years of experience and leading-edge generative AI work and augmenting it with industrialization around foundation models
• Capgemini has a unified portfolio of assets and solutions that it leverages to deliver business outcomes to its clients. It follows a Data and AI-powered transformation strategy for the industrialization of its data platforms into managed business assets. It serves its clients with Data & AI solutions to deliver customer experiences, transform to intelligent & sustainable products and industrial operations

Proprietary IP/solutions/frameworks/accelerators/tools developed internally to deliver AI services			
Solution name	**Solution type**	**Year launched**	**Details**
AI @Scale	Framework	N/A	It is a platform designed to help organizations achieve enterprise-wide AI adoption and scalability. It addresses the challenges that businesses face when modernizing its AI journey and centralizing AI capabilities. The framework encompasses processes, reference architectures, data strategy, governance, ethical AI principles, and accelerators.
Edge AI	Framework/Accelerator	2021	It is a framework designed to enable the deployment of advanced AI solutions securely on edge devices. It addresses challenges by optimizing power and compute resources to maintain model performance and accuracy. It also enhances availability while prioritizing data privacy and security, ensuring that sensitive information remains protected.
Artificial Data Amplifier (ADA) – powered by gen AI	Product	2018	It is a data augmentation and synthetic data generation platform powered by AI and ML techniques. It is designed to address the challenges associated with data scarcity, privacy concerns, and the need for diverse and representative datasets in AI and ML projects.
Generative Testing	Product	N/A	It leverages Large Language Models (LLMs) and synthetic data for the discovery of code to test case, specification to test case, and defect report to test case and then the generation of the test cases for the monitoring and prediction of defect rate.
Privacy Preserving AI (PPAI)	Solution	N/A	It is a suite of solutions designed to enhance current privacy techniques and explore novel approaches to safeguard sensitive data utilized across the AI life cycle.

Capgemini profile (page 3 of 5)
Partnerships

Key partnerships (top 10)	
Partner name	**Details**
AWS	It is a premier consulting partner with an aim to leverage the capabilities of AWS's cloud infrastructure and AI services to drive innovation and transformation for clients. Capgemini's Custom Generative AI for Enterprise is available on AWS as well.
Azure	It is a Microsoft gold partner to combine Capgemini's AI expertise and industry knowledge with Azure's advanced AI capabilities including ML, cognitive services, and data analytics. Capgemini and Microsoft have also partnered to launch Azure Intelligent App Factory, a product that aims to help businesses quickly and responsibly deploy gen AI capabilities.
GCP	It is a premium Google partner with an aim to leverage GCP's cloud-based AI and ML services to drive innovation and transformation for clients. Capgemini has also created a global gen AI CoE in partnership with Google.
Salesforce	Capgemini is global strategic partner and has introduced gen AI for CX Foundry for clients using Salesforce that helps in hyper-personalization and data-driven CX.
Dataiku	Capgemini is a platinum partner and offers a collaborative platform that powers both self-service analytics and the operationalization of ML models in production.
DataRobot	Capgemini is a service partner to DataRobot and has collaborated to leverage DataRobot's platform for its initiatives around next-generation demand themes.
Databricks	Capgemini has a strategic partnership and has collaborated to build gen AI capabilities and cater to the growing demand.
H2O.ai	Capgemini is a global System Integrator (SI) partner to H2O.ai helping clients with investments in AI, cloud, and digital.

Other partnerships (logos)

Capgemini profile (page 4 of 5)
Investments and market success

Other investments to enhance AI services capabilities, e.g., setting up of new delivery centers / CoEs / innovation labs, trainings/certifications, etc.	
Investment	**Details**
Innovation lab	• Introduced a dedicated gen AI practice relying on a network of experts globally to support its clients' gen AI solutions adoption and implementation • Established a gen AI lab with a dedicated team of AI experts. The lab's primary focus is on researching gen AI use cases, confidentiality, privacy, multi-modal models, and technology readiness. It explores the challenges of context-aware AI and consists of a core team of experts and additional members across global Capgemini offices • Launched gen AI Google Cloud CoE to help enterprises realize the full potential of AI technologies. The new CoE aims to help clients advance its business transformation goals, enhance engagement with customers, and accelerate value creation from AI investments • Established a Quantum Lab in collaboration with IBM, which is dedicated to assisting clients in exploring the prospects of quantum technologies. Its primary focus is on shaping the organization's strategy and capabilities to transform the potential of quantum computing into practical reality • It also utilized a wide network of delivery and solutioning centers supported by innovation centers and dedicated advanced technology labs such as 5G Lab, IPA AI Lab, and Global AI CoE network to enable the best solution capability for its clients
Talent development	• Launched gen AI campus on the data and AI learning platform (NEXT) to enhance gen AI skillset and build solutions for clients and partners • Launched a solution development lab, GenZ Arena, a hub for skill development, employee engagement, and IP solution creation. It is designed to actively involve and quickly onboard new talent, particularly recent graduates, harnessing its millennial mindset. It places a strong emphasis on advanced visualization, DevOps, and ML solution development using cutting-edge technologies and tools
Acquisitions	• Acquired Quantmetry, an independent consulting firm specializing in mathematical data modeling and AI technological solutions. The acquisitions aims to strengthen the capabilities of Capgemini in France to deliver data transformation at scale and in the development of innovative, high-impact products and services powered by trusted AI • Acquired Braincourt, a German firm that specializes in business intelligence and data science services

Recent AI engagements (non-exhaustive)			
Client	**Year of signing**	**Geography**	**Engagement details**
Multinational consumer goods company	N/A	N/A	Built a cohesive AI suite with the help of GPT-3 model to generate content that reduces the content creator's time, increases product visibility, and increases purchase conversion for the target product
Global academic publisher	N/A	N/A	GPT-enabled semantic search enabling reduced support cost and enhanced customer experience through integrations of various platforms to provide personalized content
A pharmaceutical company	N/A	N/A	Enabled a trusted data and AI platform to speed up drug development and improve the success rate of clinical trials by 30%
A healthcare major	N/A	N/A	Established an AI-powered touchless forecasting accelerator with 20+ forecasting models resulting in enhanced processing time by 80%

Capgemini profile (page 5 of 5)
Everest Group assessment – Leader

Measure of capability: ◔ Low ● High

Market impact				Vision & capability				
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
◔	◔	◔	◔	◔	◔	◔	◔	◔

Strengths

- **Broad industry coverage:** Capgemini has extensive expertise in serving clients spanning different industries including banking, manufacturing, life sciences, and retail, distribution, and CPG. Referenced clients value Capgemini's ability to deliver tailored solutions suiting their requirements

- **Strong gen AI focus:** referenced clients also appreciated Capgemini's extensive investments in gen AI research. It offers privacy preserving gen AI through federated learning, augmented masking, etc., and has also invested in strategic partnerships such as a gen AI CoE with Google and Azure Intelligent App Factory with Microsoft

- **Proficient data-centric competencies:** Capgemini has a strong data for AI foundation with its synthetic data generation, document extraction, and data labelling capabilities, supported by a large data engineering talent base

Limitations

- **Talent concerns:** while Capgemini has invested in different upskilling programs such as Millennial Garage (Gen Z Arena) and Data & AI Campus, referenced clients have highlighted that there is scope for improvement in the depth of Capgemini's technical expertise. Some clients also raised concerns around project delays due to attrition

- **Potential for elevating consulting and advisory skills:** Capgemini's consulting and advisory capabilities are limited, as highlighted by the referenced clients. They believe Capgemini finds it difficult to act as a strategic partner and proactively introduce new technologies and innovative off-the-shelf solutions in engagements

- **Limited exposure in small and mid-market segment:** while Capgemini has significant expertise in catering to large enterprises, its experience in serving midsize and small size enterprises is relatively limited

Appendix

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

Everest Group PEAK Matrix
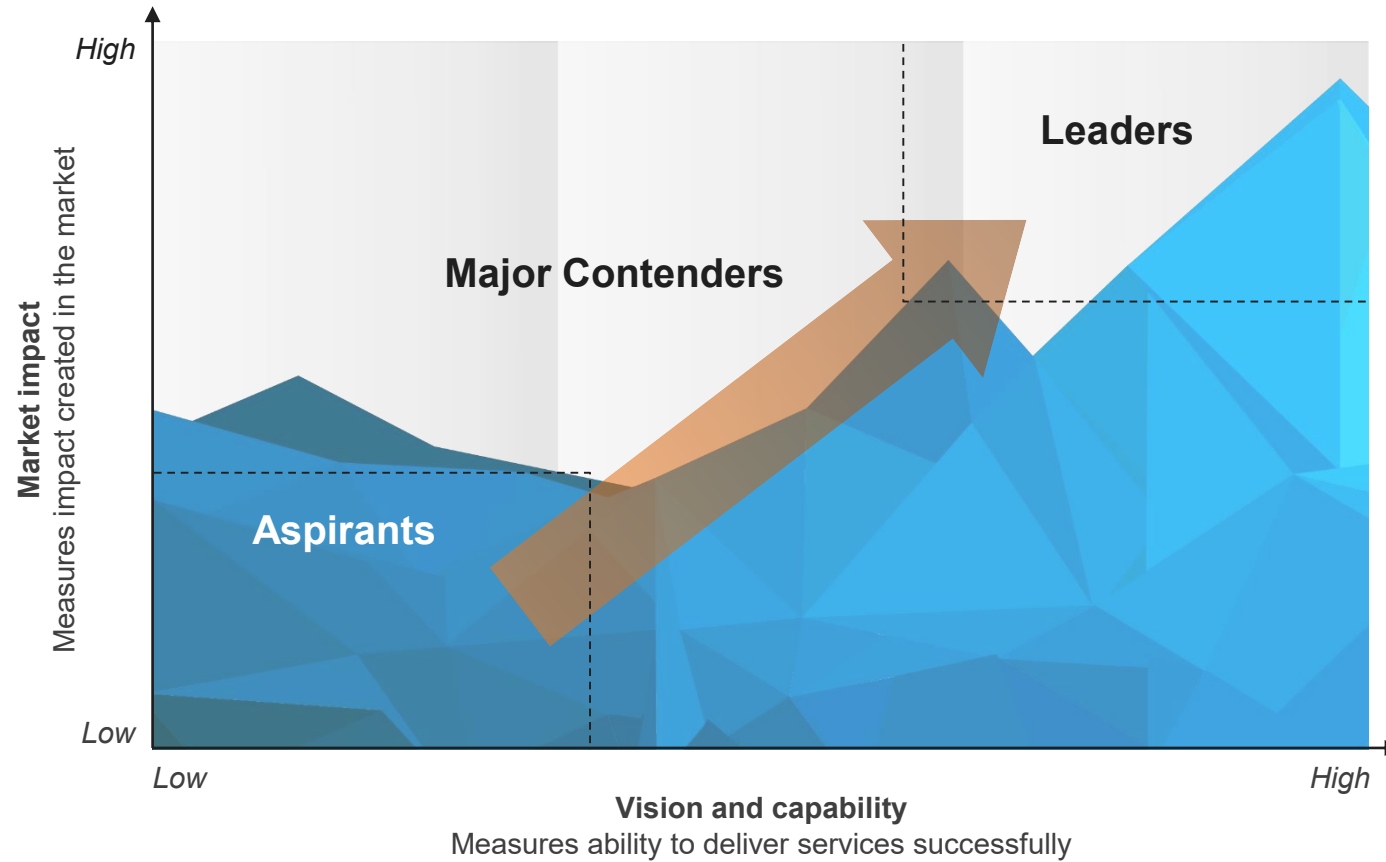
Services PEAK Matrix® evaluation dimensions

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

Market impact

Leaders

Major Contenders

Aspirants

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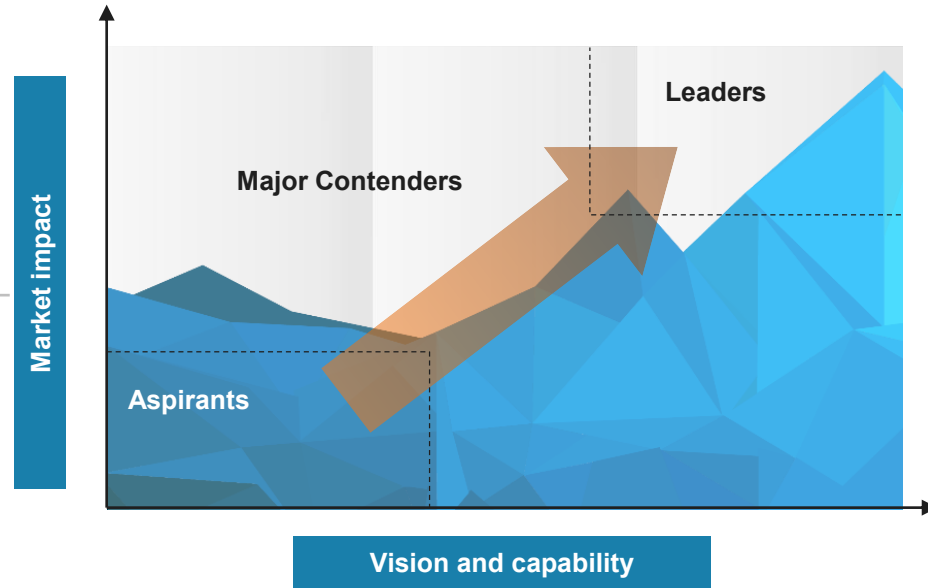
Measures ability to deliver services successfully.
This is captured through four subdimensions

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 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.

Everest Group®

Everest Group®
With you on the journey

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**.

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

Social Media
𝕏 @EverestGroup
in @Everest Group
f @Everest Group
▶ @Everest Group

Blog
everestgrp.com/blog