Everest Group Marketing Services PEAK Matrix® Assessment 2024

Focus on **Capgemini**

April 2024

Introduction

The marketing industry is constantly evolving, largely driven by shifting consumer preferences and the emergence of disruptive technologies. As consumers become more discerning and technology savvy, marketers are compelled to focus on delivering a comprehensive and impactful Customer Experience (CX) by developing a 360° view of their customers, creating immersive and personalized experiences across customer journey touchpoints, and driving relevant brand campaigns.

As a result, the marketing provider ecosystem is undergoing significant transformation, driven by investments in disruptive technologies, such as generative Artificial Intelligence (AI), Augmented Reality / Virtual Reality / Extended Reality (AR/VR/XR), Customer Data Platforms (CDP), and Web3. Providers are focusing on unifying highly fragmented customer data to understand consumer sentiment and drive personalization, loyalty, and interactive experiences. Additionally, they continue to expand the marketing services delivery landscape by identifying and investing in low-cost, talent-rich regions to enable localized and cost-efficient marketing operations.

In this research, we present an assessment and detailed profiles of 34 marketing service providers featured on the Marketing Services PEAK Matrix® Assessment 2024. Each provider profile provides a comprehensive picture of its service focus, key Intellectual Property (IP) / solutions, and domain investments. The assessment is based on Everest Group's annual RFI process for the calendar year 2023, interactions with leading marketing providers, client reference checks, and an ongoing analysis of the marketing services market.

The full report includes the profiles of the following 34 marketing service providers featured on the marketing services PEAK Matrix:

- **Leaders:** Accenture Song, Capgemini, Cognizant, Deloitte Digital, Infosys, TCS, Merkle, and VML

- **Major Contenders:** Concentrix, DDB, Dentsu Creative, Digitas, eClerx, Epsilon, EXL, FCB, Genpact (Rightpoint), HCLTech, IBM, Initiative, Media.Monks, OMD, PwC, RRD Go Creative, Tech Mahindra, and Wipro

- **Aspirants:** Comviva, Exelatech, Firstsource, HGS, HH Global, Randstad Digital (Cella), Stefanini, and Telus WillowTree

Scope of this report

Geography: Global

Industry: 34 marketing service providers

Services: Marketing services (refer to page 10 for the scope of the research)

Marketing services PEAK Matrix® characteristics

Leaders

Accenture Song, Capgemini, Cognizant, Deloitte Digital, Infosys, Merkle, TCS, and VML

- Leaders have end-to-end capabilities across the marketing services value chain, including creative production, media services, content management, CX strategy and design, loyalty services, commerce, and data and analytics. They have also built strong advisory and strategy offerings to position themselves as an extension of enterprises' in-house marketing teams

- They have actively focused on organic and inorganic investments to bridge the portfolio gaps and become a one-stop-shop for all marketing services requirements

- Leaders have built a strong and balanced delivery portfolio, with a significant presence in all major geographies and a workforce that is adept in multiple languages

- Leaders have developed robust end-to-end MarTech capabilities for customer research, journey mapping, omnichannel customer view, and loyalty management, and they maintain a robust ecosystem of partnerships with leading MarTech/AdTech vendors

- They differentiate themselves through their long-term vision of managing emerging marketing services themes such as AI, including generative AI and automation, innovative delivery models, ESG, and Web3-based technologies

Major Contenders

Concentrix, DDB, Dentsu Creative, Digitas, eClerx, Epsilon, EXL, FCB, Genpact (Rightpoint), HCLTech, IBM, Initiative, Media.Monks, OMD, PwC, RRD Go Creative, Tech Mahindra, and Wipro

- Major Contenders have selective capabilities in parts of the marketing services value chain and actively pursue organic and inorganic investment opportunities to fill in their portfolio gaps

- They are building capabilities to serve different geographies and industry segments while specializing in a few regions and verticals

- They continue to invest in emerging technologies and platforms and partner with third-party vendors to cater to the demands of a diverse clientele

Aspirants

Comviva, Exelatech, Firstsource, HGS, HH Global, Randstad Digital (Cella), Stefanini, and Telus WillowTree
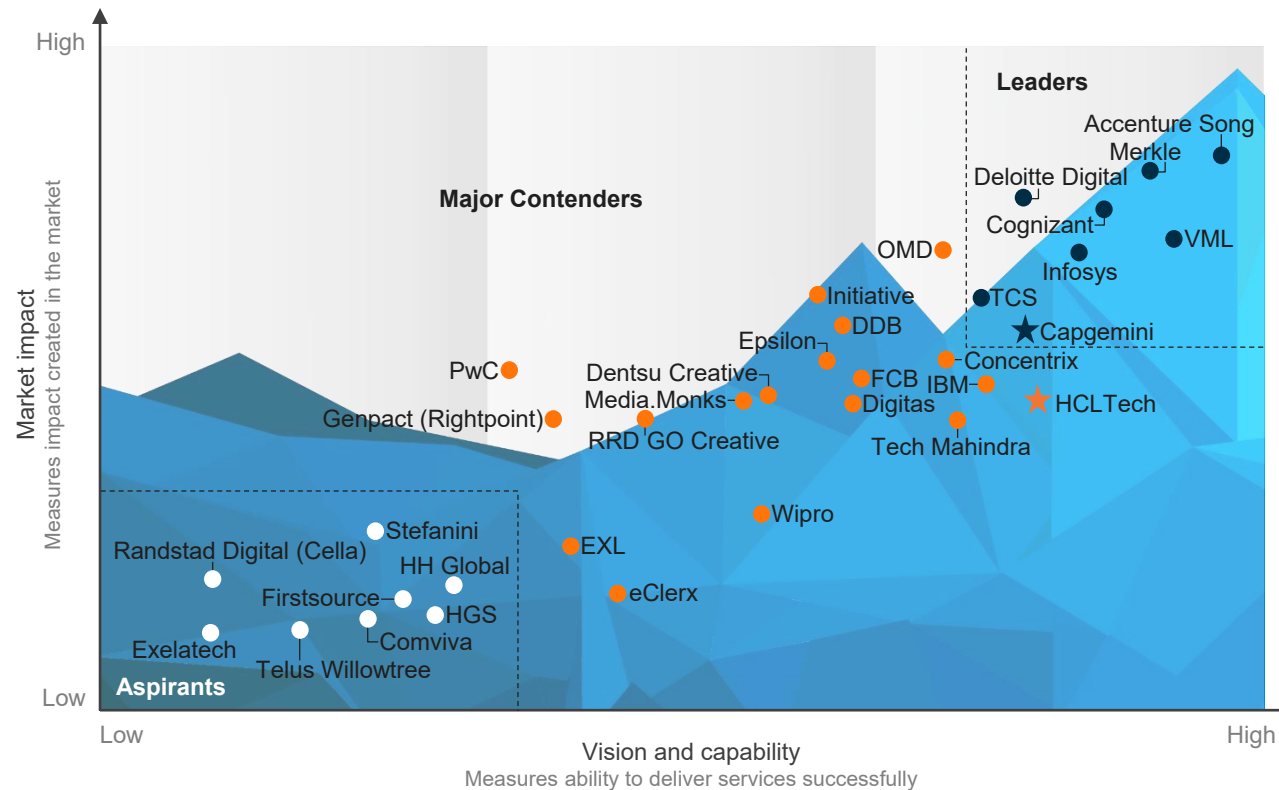
- Aspirants, with their limited scope of services, are focused on niche geographies, industries, or buyers, and have a relatively small scale of operations and a skewed shoring mix

- They offer innovative service delivery models; however, their capabilities in specialized services such as creative and media are currently limited

Everest Group PEAK Matrix®

Marketing Services PEAK Matrix® Assessment 2024 | Capgemini is positioned as a Leader and a Star Performer

Everest Group Marketing Services PEAK Matrix® Assessment 2024[1]

- ● Leaders
- ● Major Contenders
- ○ Aspirants
- ☆ Star Performers

Market impact
Measures impact created in the market

High

Leaders

Accenture Song
Merkle
Deloitte Digital
Cognizant
VML
Infosys
OMD
TCS
Initiative
Capgemini
DDB
Epsilon
Concentrix
PwC
Dentsu Creative
FCB
IBM
Media.Monks
Digitas
Genpact (Rightpoint)
HCLTech
RRD GO Creative
Tech Mahindra
Wipro
Stefanini
EXL
Randstad Digital (Cella)
HH Global
eClerx
Firstsource
HGS
Exelatech
Comviva
Telus Willowtree

Major Contenders

Aspirants

Low

Low   Vision and capability   High
Measures ability to deliver services successfully

1 Assessments for DDB, Deloitte Digital, Dentsu Creative, Digitas, eClerx, Epsilon, EXL, FCB, HGS, HH Global, IBM, Initiative, Media.Monks, OMD, PwC, VML, and Wipro exclude service provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, service provider public disclosures, and Everest Group's interactions with buyers. For these companies, Everest Group's data for assessment may be less complete
Source: Everest Group (2024)

Capgemini profile (page 1 of 5)
Overview
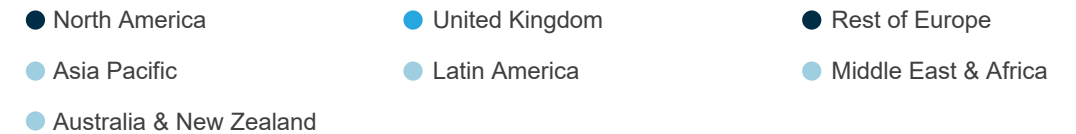
Vision for mainframe services

Capgemini is a global leader in consulting, digital transformation, technology, and engineering services, positioned at the forefront of innovation to tackle the entire breadth of client opportunities in the evolving world of cloud, digital, and platforms. With a distinctive portfolio of CX products, Capgemini is dedicated to assisting clients in succeeding across the entire customer life cycle. One notable offering within Capgemini's CX suite is the Connected Marketing portfolio, which facilitates seamless, digitally enhanced, and data-driven marketing operations, fostering agile connections and delivering a seamless customer experience.

Overall mainframe services revenue (YTD 2023)

Not disclosed

Adoption by geography
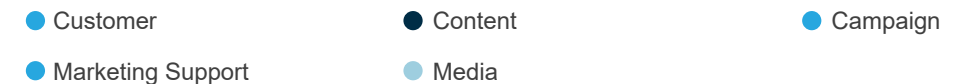
● Low (1-15%) ● Medium (15-15%) ● High (>25%)

● North America	● United Kingdom	● Rest of Europe
● Asia Pacific	● Latin America	● Middle East & Africa
● Australia & New Zealand		

Adoption by Industry

● N/A (0%) ● Low (1-10%) ● Medium (10-20%) ● High (>20%)

● Automotive	● BFSI	● E-commerce
● Healthcare and life sciences	● Retail, distribution, and CPG	● Energy and utilities
● Telecom, media, and entertainment	● Travel, transport, and hospitality	● Electronics, hi-tech, and technology
● Public sector	● Manufacturing	● Others
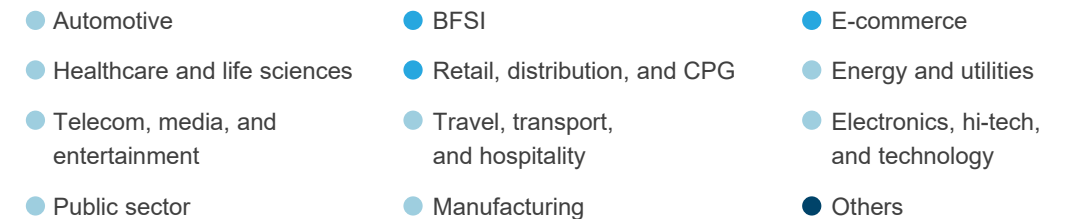
Adoption by service segment

● N/A (0%) ● Low (1-10%) ● Medium (10-20%) ● High (>20%)

● Customer	● Content	● Campaign
● Marketing Support	● Media	

Adoption by buyer size

● N/A (0%) ● Low (1-10%) ● Medium (10-20%) ● High (>20%)

● Small (annual client revenue <US$1 billion)	● Medium (annual client revenue US$5-15 billion)	● Large (annual client revenue >US$15 billion)
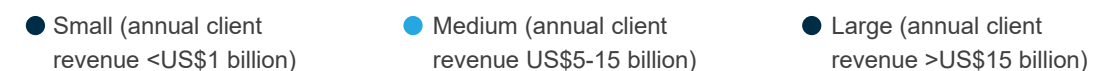
Capgemini profile (page 2 of 5)

Developments/Investments

Recent developments (representative list)

Area	Type of development	Details
Creative and media	Partnership	**2024:** announced a partnership with Albertsons Media Collective to leverage Capgemini's intelligent process automation technology, underpinned by Robotic Process Automation (RPA) and generative AI, to unlock deep learning insights for media planning and real-time creative optimizations; as a part of the partnership, Capgemini will implement industry-leading technology to automate and enhance operations for media planning, activation workflows, and creative versioning, as well as insights for live campaign optimizations
Creative and media	Acquisition	**2023:** acquired 23red, a UK-based purpose-driven creative agency with clients mainly in the public and third sectors; the acquisition aims to boost Capgemini's sustainability and purpose-driven creative brand design capabilities in the UK
Technology	Partnership	**2023:** collaborated with Salesforce to launch generative AI for CX Foundry that enables clients using Salesforce to drive value across the customer life cycle and deliver personalized experiences
Technology	Partnership	**2023:** collaborated with Microsoft to develop the Azure Intelligent Application Factory, which aims to empower organizations to scale responsible and sustainable generative AI capabilities for business at speed; this innovative, new, and co-created solution combines deep-industry knowledge from both Capgemini and Microsoft, cutting-edge resources, and market-leading technology, including the Microsoft Cloud, Azure OpenAI Service, and GitHub Copilot, to transform business intelligence and .drive tangible business outcomes across industries, using generative AI
Technology	Partnership	**2023:** partnered with Google Cloud to develop a first-of-its-kind generative AI CoE to accelerate client value; it utilizes Google Cloud's generative AI technologies to develop a library of 500+ enterprise-ready industry use cases beginning with financial services, retail, and automotive. Capgemini's and Google's industry experience, deep product and software engineering skills, and data science capabilities are used to facilitate clients in their entire AI journeys from ideation to value creation
Creative and media	In-house	**2023:** developed an in-house solution, Connected Marketing Engine, an accelerator prepared with the support of Adobe, which contains content creation and distribution processes, combined with customer data; it results in hyper-personalized (automated) marketing processes
Data and analytics	Acquisition	**2023:** acquired Braincourt, a specialist in business intelligence and data science services; the acquisition aims to enhance Capgemini's in-demand data and analytics capabilities in Germany and Northern Europe
Data and analytics	Acquisition	**2023:** acquired Quantmetry, an independent consulting firm specializing in mathematical data modeling and AI technological solutions; the acquisition aims to strengthen Capgemini's capabilities in France

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Capgemini profile (page 3 of 5)

Proprietary technology solutions

[ILLUSTRATIVE]   [NOT EXHAUSTIVE]

Proprietary solutions (representative list)

Technology name	Process served	Year launched	Details
Connected Marketing Engine	Content and customer	2023	An accelerator prepared with the support of Adobe, which contains content creation and distribution processes, combined with customer data, resulting in hyper-personalized (automated) marketing processes.
Customer Activation assessment	Customer	2022	Capgemini developed a methodology and model around measuring and improving the customer activation process. This assessment tool shows the maturity of a brand in terms of its customer activation processes. Based on the scoring and expectations, Capgemini provides a set of transformational services to increase the customer activation index.
890 by Capgemini	Data and analytics	2021	890 by Capgemini puts the client at the helm, ready to engage with the kind of insights that deliver real business outcomes, at speed and scale. It is available on any cloud and with a single interface.
CornerShop	Customer	2021	Capgemini, The Drum, and SharpEnd have created CornerShop, a live store in London that transforms retail shopping and customer engagement to bring to life the store of tomorrow.

Capgemini profile (page 4 of 5)

Case studies

[ILLUSTRATIVE]   [NOT EXHAUSTIVE]

CASE STUDY 1

Optimized marketing content operations to deliver high-touch impact.

Business challenge

The client wanted a centralized service model using a managed service approach along with content optimization strategies to ensure that the data remains updated.

Solution and impact

Capgemini enhanced customer support by focusing on resolving field questions within KPIs and reducing the cost per ticket. The initiative included identifying ticket patterns, offering recommendations for potential field tool issues, and updating the modern playbook documentation consistently. Efforts were also dedicated to improving the Global Delivery Center (GDC) and Field Customer Satisfaction (CSAT). The company introduced a renewed workflow for project management using Jira and implemented a skill development model for product categories, elevating overall service quality through specialized support. This resulted in an overall 40% decrease in operational costs.

CASE STUDY 2

Enhanced efficiency by establishing a digital marketing Center of Excellence (CoE) for a client.

Business challenge

The client sought to optimize its digital marketing operations, improve service levels, and reduce costs through offshore center migration.

Solution and impact

Capgemini responded by establishing a digital marketing CoE in India, delivering streamlined services across various processes such as web content management, online services, social media community management, digital analytics, digital asset management, and e-mail marketing. The results included a 50% decrease in operational costs, a 20% increase in response rates and ticket resolution time, and an 18% growth in organic website traffic, as evidence of the tangible impact of Capgemini's initiative.

Key marketing services engagements

Client name	Process served	Region	Client since
A leading US-based multinational technology corporation	All	Not disclosed	Not disclosed
A leading US-based CPG company	All	US	Not disclosed
A Global MedTech company	All	Global	Not disclosed
A large Dutch hardware chain	Not disclosed	Europe	Not disclosed

Capgemini profile (page 5 of 5)

Everest Group assessment – Leader and Star Performer

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

- Capgemini is a leading global provider of marketing services. Its vision of connected marketing focuses on delivering end-to-end marketing technology expertise, strategy consulting, and operational capabilities at scale
- Capgemini continues to expand its marketing presence in Europe and APAC with several strategic acquisitions including UK-based creative and experience agencies, Rufus Leonard and 23red, BTC, a leading Japanese cloud-based digital services provider, and Aodigy, a Singapore-based company specializing in digital transformation on the Salesforce platform
- In 2023, it launched Connected Marketing Engine (CME), a real-life marketing platform built on Adobe. CME generates a 360-customer profile that connects customer touchpoints across all channels and leverages generative AI for real-time, personalized customer engagement
- It continues to expand its AR/VR/XR offerings with Capgemini Immersive Experience, which includes immersive commerce, services, and metaverse-related capabilities such as UI/UX design, 3D modeling, and VR stores
- Capgemini recognizes generative AI as a key investment area and has collaborated with Microsoft to develop the Azure Intelligent App Factory that enables clients to deploy responsible and sustainable AI solutions such as rapid response marketing campaigns and conversational AI
- Buyers identified Capgemini's process/domain expertise, skilled talent pool, and its globalized delivery model as its strengths

Limitations

- While Capgemini has built depth in content and marketing support activities, it has limited expertise in campaign management and media channels when compared to its peers
- It has limited experience in serving clients across fast-growing industry segments such as media and entertainment and electronics, hi-tech, and technology
- Clients looking for a service provider with the capability to serve the ANZ, LATAM, and MEA regions may find Capgemini's experience to be limited
- Referenced buyers believe that Capgemini can improve its proactiveness and relationship management capabilities
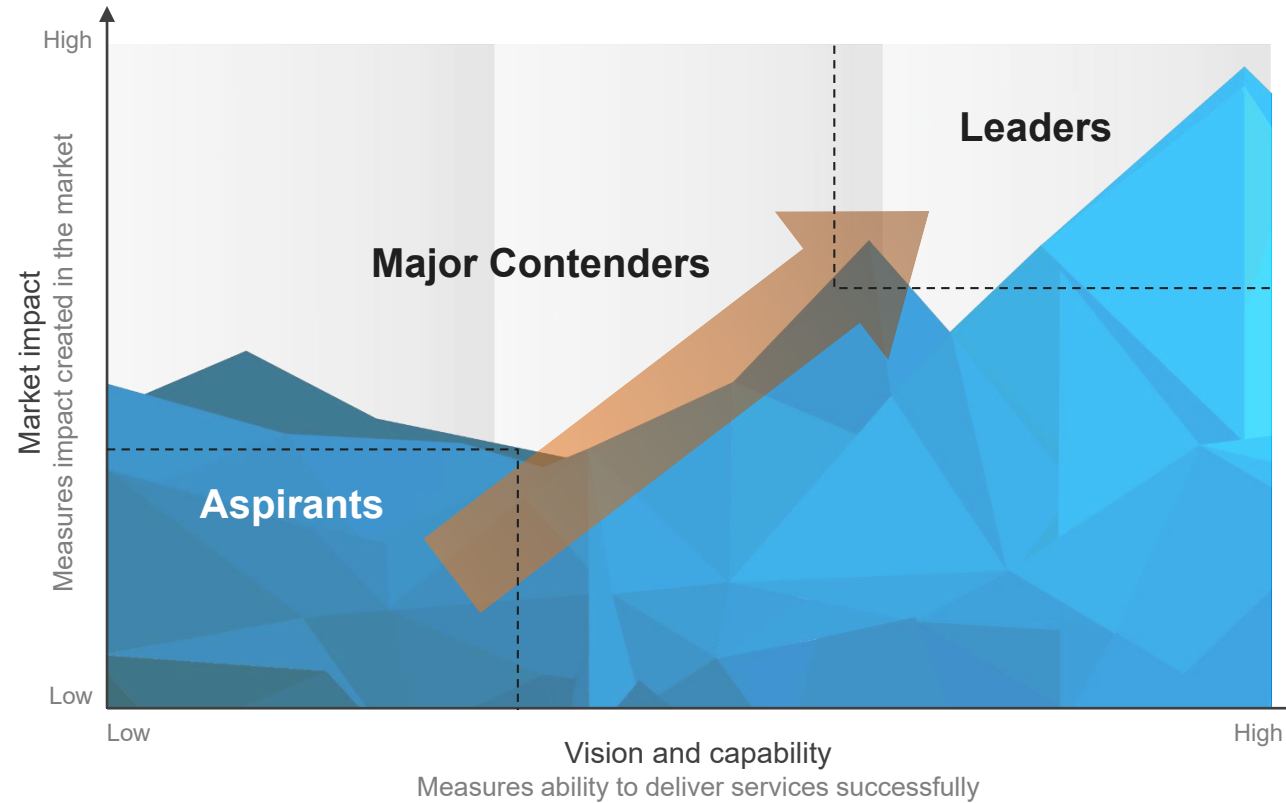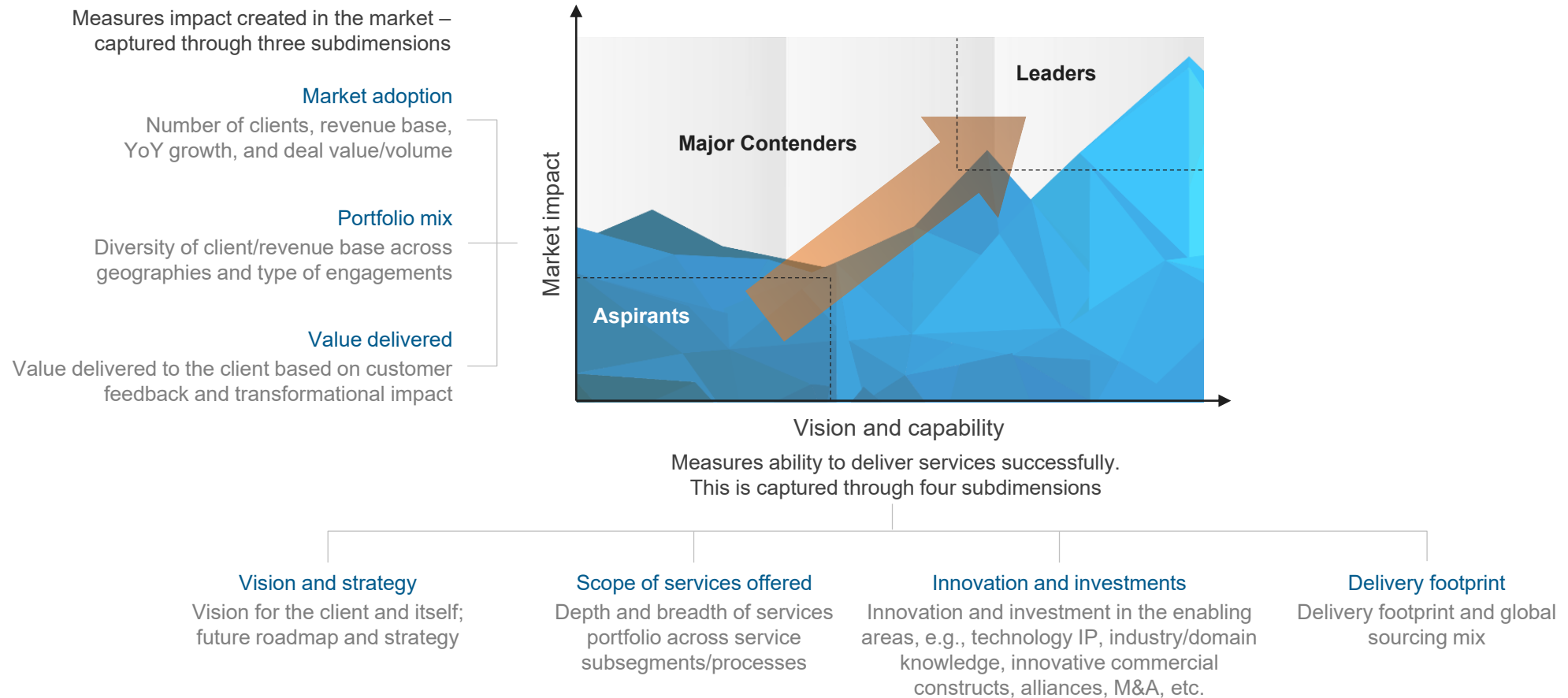
Appendix

PEAK Matrix framework

FAQs

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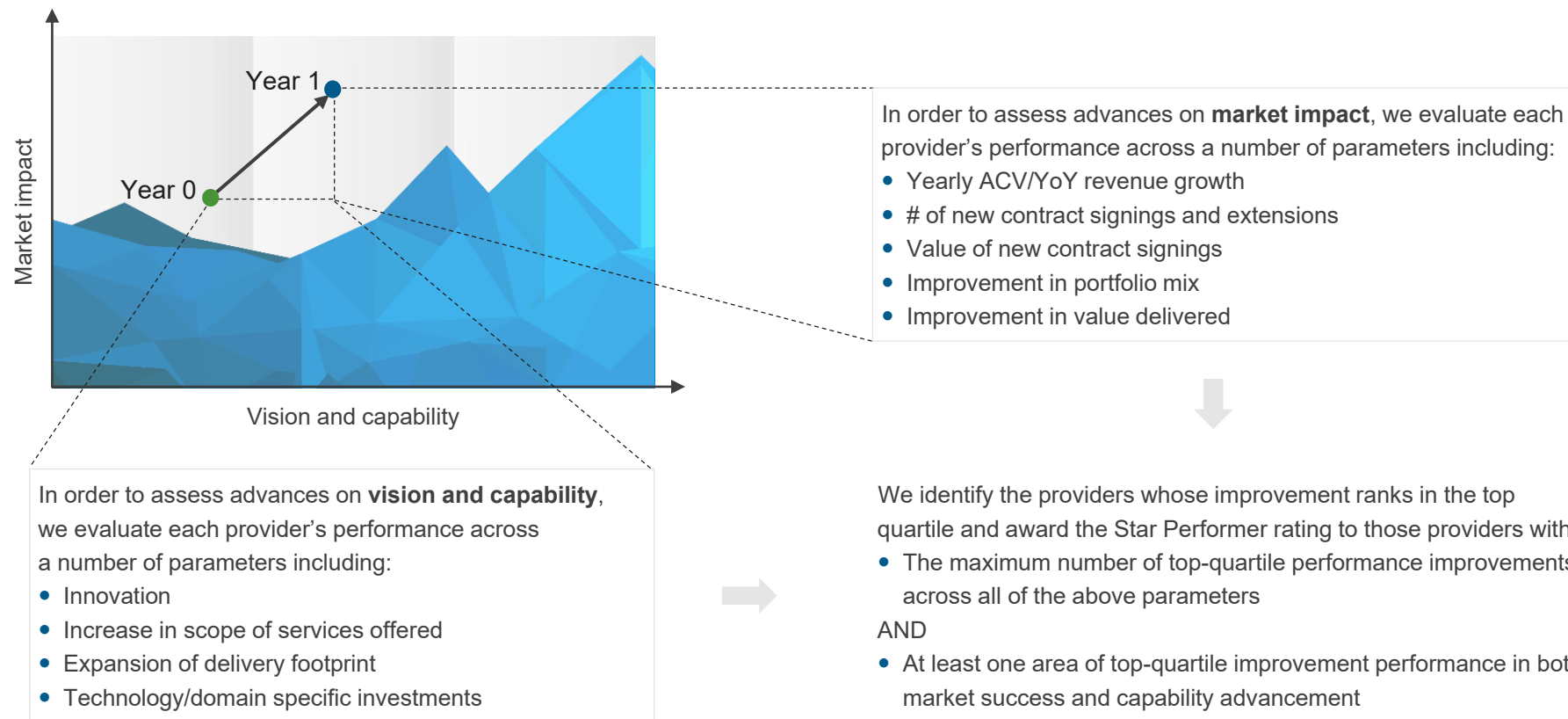
Everest Group PEAK Matrix

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 (y-axis)

Vision and capability (x-axis)

Leaders

Major Contenders

Aspirants

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

Everest Group confers the Star Performer title on providers that demonstrate the most improvement over time on the PEAK Matrix®

Methodology

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

In order to assess advances on **market impact**, we evaluate each provider's performance across a number of parameters including:

- Yearly ACV/YoY revenue growth
- # of new contract signings and extensions
- Value of new contract signings
- Improvement in portfolio mix
- Improvement in value delivered

In order to assess advances on **vision and capability**, we evaluate each provider's performance across a number of parameters including:

- Innovation
- Increase in scope of services offered
- Expansion of delivery footprint
- Technology/domain specific investments

We identify the providers whose improvement ranks in the top quartile and award the Star Performer rating to those providers with:

- The maximum number of top-quartile performance improvements across all of the above parameters

AND

- At least one area of top-quartile improvement performance in both market success and capability advancement

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.

FAQs

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

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**.

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With you on the journey