



Everest Group Data and Analytics (D&A) Services PEAK Matrix® Assessment 2024

Focus on Capgemini
December 2024



Introduction

Enterprises are increasingly recognizing gaps in their data ecosystems as they seek to harness the full potential of gen AI. Businesses are prioritizing their data strategy to build AI-ready data ecosystems. Advances in artificial intelligence (AI) have amplified the importance of robust data management and governance. When scaling their AI initiatives, they are gradually realizing the value of trustworthy data to ensure quality, consistency, and security.

In addition, the focus has shifted toward value realization, with enterprises aiming to drive tangible business outcomes from their data initiatives. Enterprises demand their data strategies to deliver measurable business outcomes. This has led to a sharp focus on driving productivity gains, operational efficiencies, and unlocking new revenue streams. Data initiatives are increasingly seen as a critical investment that directly contributes to building a competitive advantage in the market.

In the report, we present an assessment and detailed profiles of 27 service providers featured on the [Data and Analytics \(D&A\) Services PEAK Matrix® Assessment 2024](#). Each provider profile provides a comprehensive picture of its strengths and limitations.

The assessment is based on Everest Group's annual RFI process for the calendar year 2024, interactions with leading D&A service providers, client reference checks, and an ongoing analysis of the D&A services market.

The full report includes the profiles of the following 27 leading D&A service providers featured on the D&A Services PEAK Matrix:

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

Scope of this report

Geography: Global

Industry: All-encompassing industries globally

Services: D&A services

D&A services PEAK Matrix® characteristics

Leaders

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

- Leaders have displayed a vision focused on driving business outcomes through D&A 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 AI & gen AI-driven data modernization, modern data platforms, and data governance
- Leaders have invested heavily in acquisitions as well as building structured internal talent development programs. They have also focused on developing a range of certification programs
- Leaders have developed a range of integrated platforms along with industry- and use case-specific accelerators
- Domain focus and willingness to share risk and returns through value-based pricing models have further differentiated them in stakeholder partnerships

Major Contenders

Akkodis, DXC Technology, EPAM, Eviden (Atos), EXL, EY, Genpact, HCLTech, Kyndryl, LTIMindtree, Mphasis, NTT DATA, PwC, Tech Mahindra, and WNS

- Major Contenders have shown high confidence in their sweet spots within the D&A 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 D&A deals to enhance their market perception

Aspirants

Sonata Software, Stefanini, UST, and Virtusa

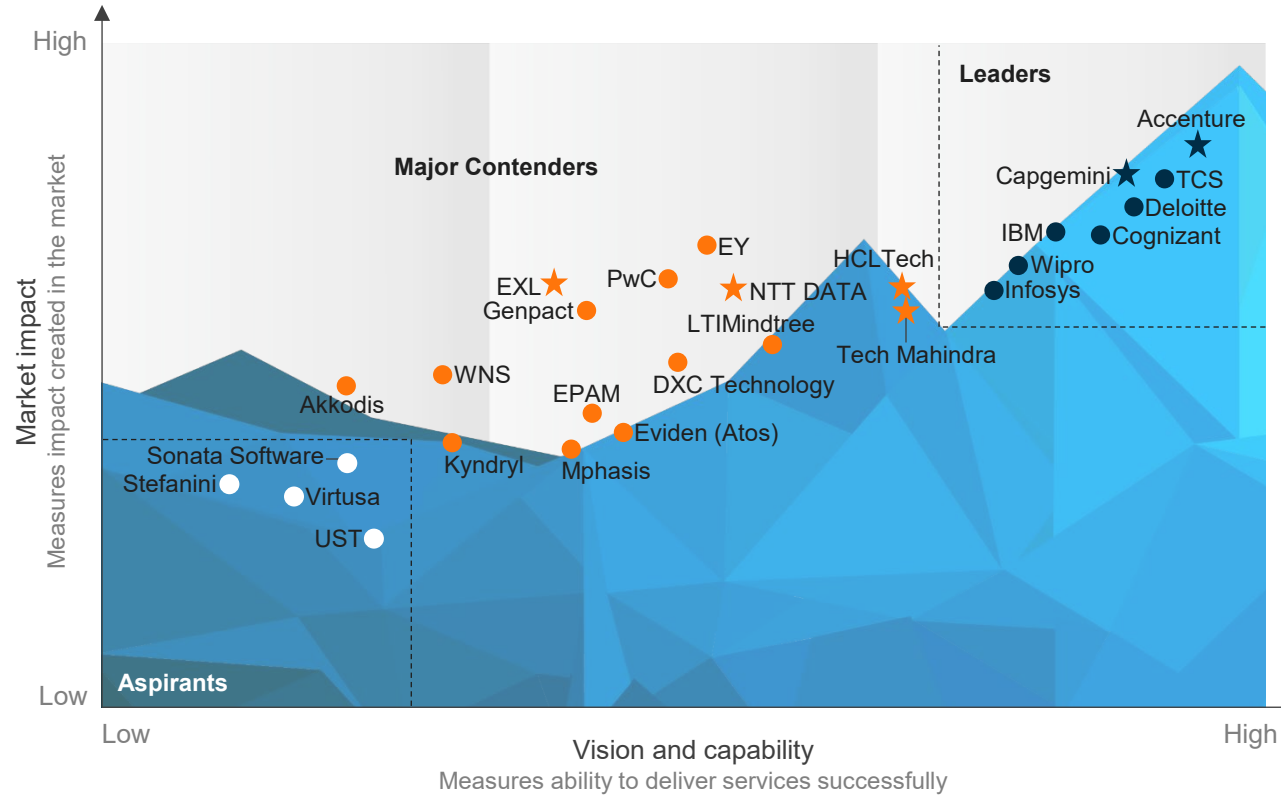
Aspirants aim to focus on creating solutions beyond niche areas; most engagements are based on flagship tools and solutions. The majority of investments are also directed toward upgrading and improving the features of these flagship solutions.

Everest Group PEAK Matrix®

Data and Analytics (D&A) Services PEAK Matrix® Assessment 2024 | Capgemini is positioned as a Leader and a Star Performer

Everest Group Data and Analytics (D&A) Services PEAK Matrix® Assessment 2024^{1,2,3}

- Leaders
- Major Contenders
- Aspirants
- ☆ Star Performers



¹ Assessments for Deloitte, DXC Technology, EPAM, EY, Infosys, PwC, and Virtusa 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 Assessments for Eviden (Atos) and IBM are based on partial inputs provided by service providers and are 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 these companies, Everest Group's data for assessment may be less complete

³ Akkodis and Sonata Software are new entrants on the D&A Services PEAK Matrix® and have therefore not been considered for the Star Performer title

Source: Everest Group (2024)

Capgemini profile (page 1 of 5)

Overview

Company overview

Capgemini is a multinational consulting, digital transformation, technology, and engineering firm. Its clients rely on it to meet their business demands, from strategy and design to operations, fueled by the rapidly evolving and innovative worlds of cloud, data, AI, connectivity, software, digital engineering, and platforms. It operates in more than 50 countries across Asia Pacific, the Americas, and Europe.

Headquarters: Paris, France

Website: www.capgemini.com

Key leaders

- Aiman Ezzat, Chief Executive Officer
- Niraj Parihar, Chief Executive Officer, Insights and Data Global Business Line and Capgemini Group Executive Committee Member
- Sergey Patsko, Data and AI Group Offer Leader

D&A practice overview

- Capgemini has 35,000+ D&A professionals worldwide, covering the whole data-to-insights life cycle. The Insights and Data Global Business Line (I&D GBL) constitutes its core D&A community. This global business line oversees the D&A portfolio's pre-sales, solutioning, delivery, and capability development
- It is organized along two dimensions: portfolio and business lines. For data and AI, the global portfolio team integrates and oversees the complete group response for data and AI, ensuring alignment, coordination, and the most efficient approach to investment

D&A services fact sheet	2022	2023	2024 (Q1)
Revenue (US\$ million)	4,200-4,300	4,500-5,000	750-1,250
Number of FTEs	32,500-33,500	35,000-38,000	35,000-38,000
Number of clients	2,350-2,450	3,500-4,000	3,500-4,000

Note: All the revenue components add up to a total of 100%

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

Revenue by geography

- North America
- United Kingdom
- Europe
- Asia Pacific
- South America
- Middle East and Africa

Revenue by industry

- BFSI
- Electronics, hi-tech, and technology
- Healthcare and life sciences
- Retail, distribution, and CPG
- Telecom, media, and entertainment
- Travel and transport
- Energy and utilities
- Manufacturing
- Public sector
- Others

Revenue by D&A services value chain segment

- Enterprise data management and modernization
- Analytics and BI
- Data governance, privacy, and security
- Strategy and consulting for D&A

Revenue by buyer size

- Small-market (annual revenue <US\$1 billion)
- Mid-market (annual revenue US\$1-5 billion)
- Large-market (annual revenue US\$5-25 billion)
- Very large-market (annual revenue >US\$25 billion)

Cappgemini profile (page 2 of 5)

Key delivery locations



Capgemini profile (page 3 of 5)

IP and partnerships

IP overview

- Capgemini provides its clients with strong horizontal foundations specialized by domains for their three priority areas: Customer First, Intelligent Industry, and Enterprise Management. It assists clients in delivering business outcomes at scale for their business, clients, and talent, beginning with their data and AI-powered transformation strategy
- It is supported by a global network of experts and Centers of Excellence (CoEs). Its end-to-end capabilities extend throughout the entire data ecosystem to align with client demands and market trends

Proprietary IP/solutions/frameworks/accelerators/tools developed internally to deliver D&A services

Solution name	Solution type	Year launched	Details
Intelligent Supply Chain Solution	Framework/Accelerator	2023	Capgemini's intelligent supply chain, a suite of offers spanning industries, helps accelerate, secure, and scale customers' transformation journey and enables them to derive benefit from new supply chain paradigms, balancing customer-centricity with resilience and sustainability for a global supply chain.
Sustainability Data Hub	Framework/Accelerator	2023	It helps solve sustainability business challenges by creating insights to enable efficiencies, increase revenues, and boost brand reputation. It orchestrates data and AI for advanced analytics to manage operational risks and ensure transparency and trust while reporting to internal and external stakeholders.
IDEA (2.0) by Capgemini	Framework/Accelerator	2023	It is a set of industrialized data and AI engineering accelerators that allow clients to accelerate time-to-value and decrease the costs of data and AI platforms.
Connected Customer Journey Platform	Platform	2023	It is a cross-industry, cloud-based solution that gathers client data and insights across the journey at individual touchpoints to create an aggregated view.
Collaborative Data Ecosystem	Platform	2021	It includes ensuring ethical data practices and legal compliance.

Key partnerships (logos)

Cloud and big data



Data integration, preparation, and governance



Analytics and BI



ERP



Others



Capgemini profile (page 4 of 5)

Investments and market success

Investment	Details
Acquisition	<ul style="list-style-type: none"> Acquired Syniti to strengthen Capgemini's data-led solutions, particularly for large-scale SAP transformations including the transition to SAP S/4HANA Acquired D+I, a leading product design and development consultancy in Australia. This acquisition strengthens the Group's expertise in intelligent industrial solutions, particularly in the development and delivery of products from initial concepts to production Acquired Unity's Digital Twin Professional Services Arm to help organizations speed their digital transformation using real-time 3D technologies Acquired HDL Design House to bolster its semiconductor capabilities in Europe Acquired Exiger's FCC division to expand its financial crime compliance advisory, analytics, and managed services capabilities
Innovation labs / Academy	<ul style="list-style-type: none"> Developed over 23 Applied Innovation Exchange (AIE) labs, 5G labs, a 6G research lab in India, and innovation labs in San Francisco, Portugal, Mumbai, and Paris Established Automation Drive Academy, which provides a series of training sessions on scripting languages and technologies (both in-house and through our partners). It offers three levels of training: foundation, practitioner, and specialist certificates
CoE	<ul style="list-style-type: none"> Established Sustainability CoEs, consisting of environmental experts across the Group ISO 14001, to provide customized support to drive meaningful conversations with clients Established AI and Analytics CoEs to develop and manage AI-driven talent and solutions, seamlessly integrating them into existing systems to enhance, support, or automate business operations
Academic partnerships	<p>Partnered with universities in India and globally for R&D and thought leadership. For instance,</p> <ul style="list-style-type: none"> Massachusetts Institute of Technology: establishing new paradigms for building trust in AI and autonomous systems University of California, Berkeley: building methods and tools to discover new material surface structures Several others such as Indian Institute of Technology, Boston University Questrom School of Business, and Teens in AI

Recent D&A engagements (non-exhaustive)

Client	Year of signing	Geography	Engagement details
An investment management firm	Not disclosed	Not disclosed	Capgemini assisted in migration of PAS applications and data from on-premise to the cloud, integration of DB2 data sources into DynamoDB, and utilized S3 Data Lake for enhancing data storage and analytical capabilities.
A postal service company	Not disclosed	Not disclosed	Capgemini implemented a scalable data processing platform to process several TB of data in real time on Snowflake, with the help of its accelerators to support transformation in an efficient and cost controlled manner.
A financial services firm	Not disclosed	Not disclosed	Capgemini deployed a website analytics solution, which helps business with online visibility, Google analytics and Google Tag Manager to enhance custom measurements and improve Web application performance, and advanced BI dashboards using Google Data Studio to understand end-to-end user behavior and website performance.










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

- **Built a strong D&A foundation:** Capgemini is primarily focusing on improving the maturity of its existing D&A assets. For instance, with IDEA 2.0, which has multiple modular accelerators such as the Migration Studio, the focus is on simplification of building cloud-native platforms on hyperscalers by leveraging AI and gen AI. It has also acquired Syniti to strengthen its data capabilities
- **Focused M&A strategy to build industry 4.0 solutions:** Capgemini is investing heavily to strengthen its industrial IoT solutions portfolio. It has acquired D+I to expand its product design capabilities in the HLS sector and Unity's digital twin professional services arm to strengthen expertise in real-time 3D technology
- **Strong investments in sustainability space:** Capgemini has maintained continuous focus on building its sustainability offerings with the Sustainability Data Hub solution. It has also partnered with Technical University of Munich to optimize sustainable advanced virtual battery design

Limitations

- **Limited client adoption of IP:** While Capgemini has significantly invested in data platforms and solutions, it lags peers when it comes to client adoption. Enterprises must carefully evaluate proof points for IP and accelerators when considering Capgemini
- **Price competitiveness:** Some of the referenced clients have also highlighted commercial constructs as an area of potential improvement. They stated that Capgemini can offer more competitive pricing constructs
- **Scope of improving talent through partnerships:** Clients may notice a relatively smaller pool of certified and specialized cloud data talent when compared to leading peers, despite Capgemini's extensive partnerships

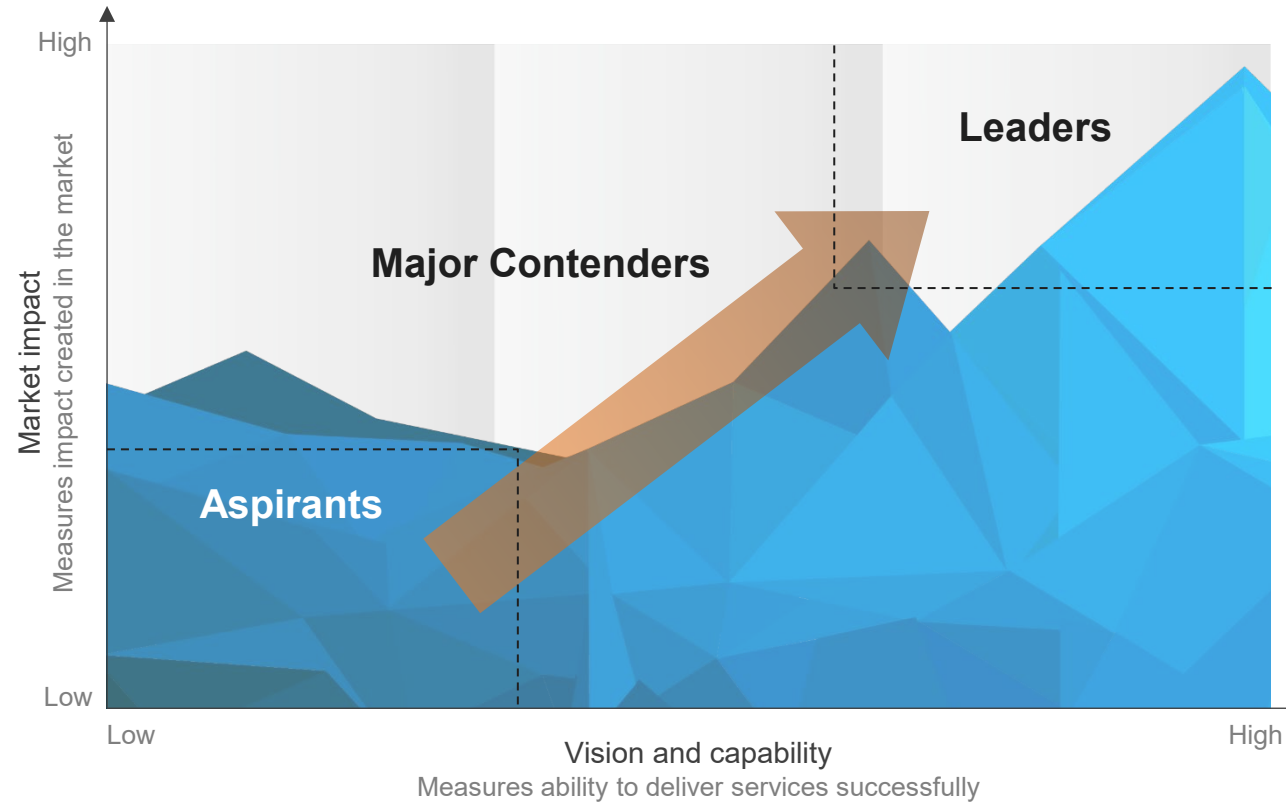
Appendix

PEAK Matrix® framework

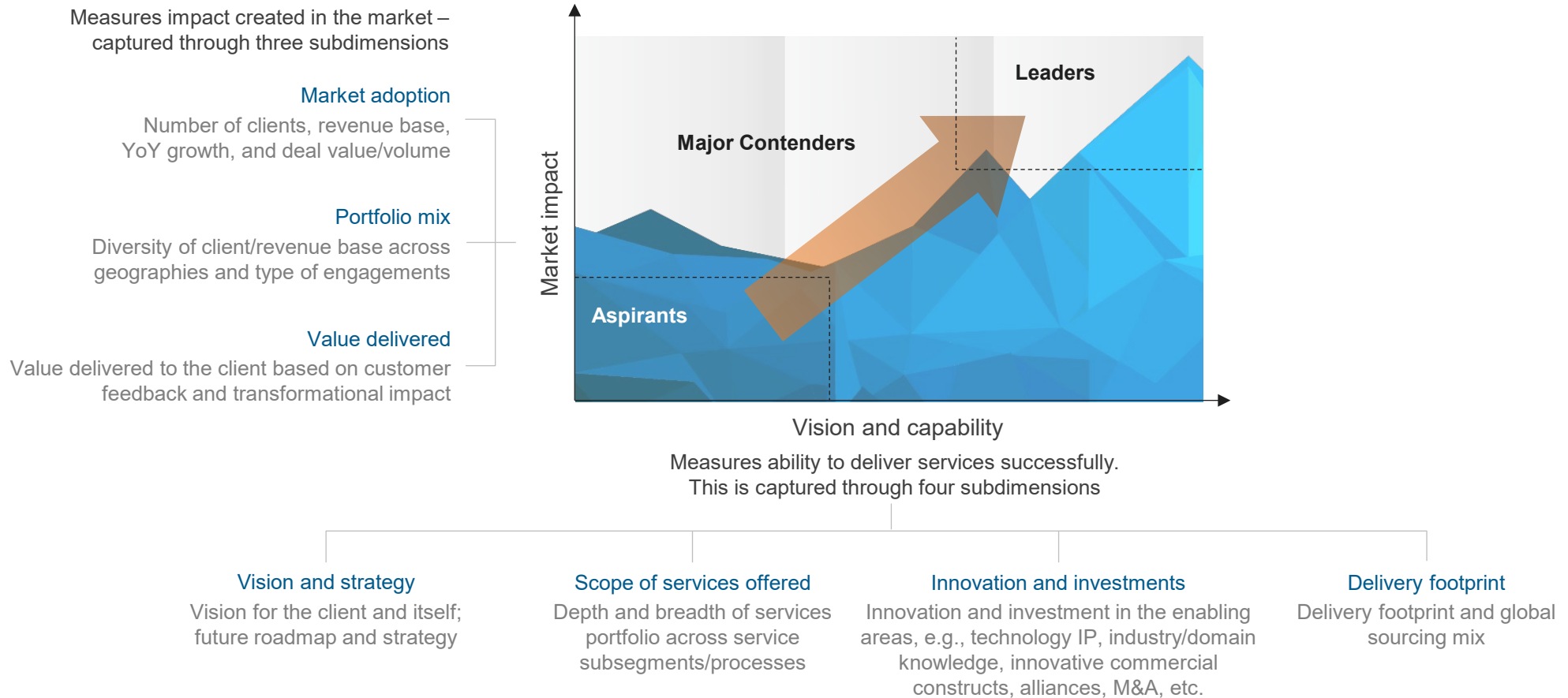
FAQs

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

Everest Group PEAK Matrix



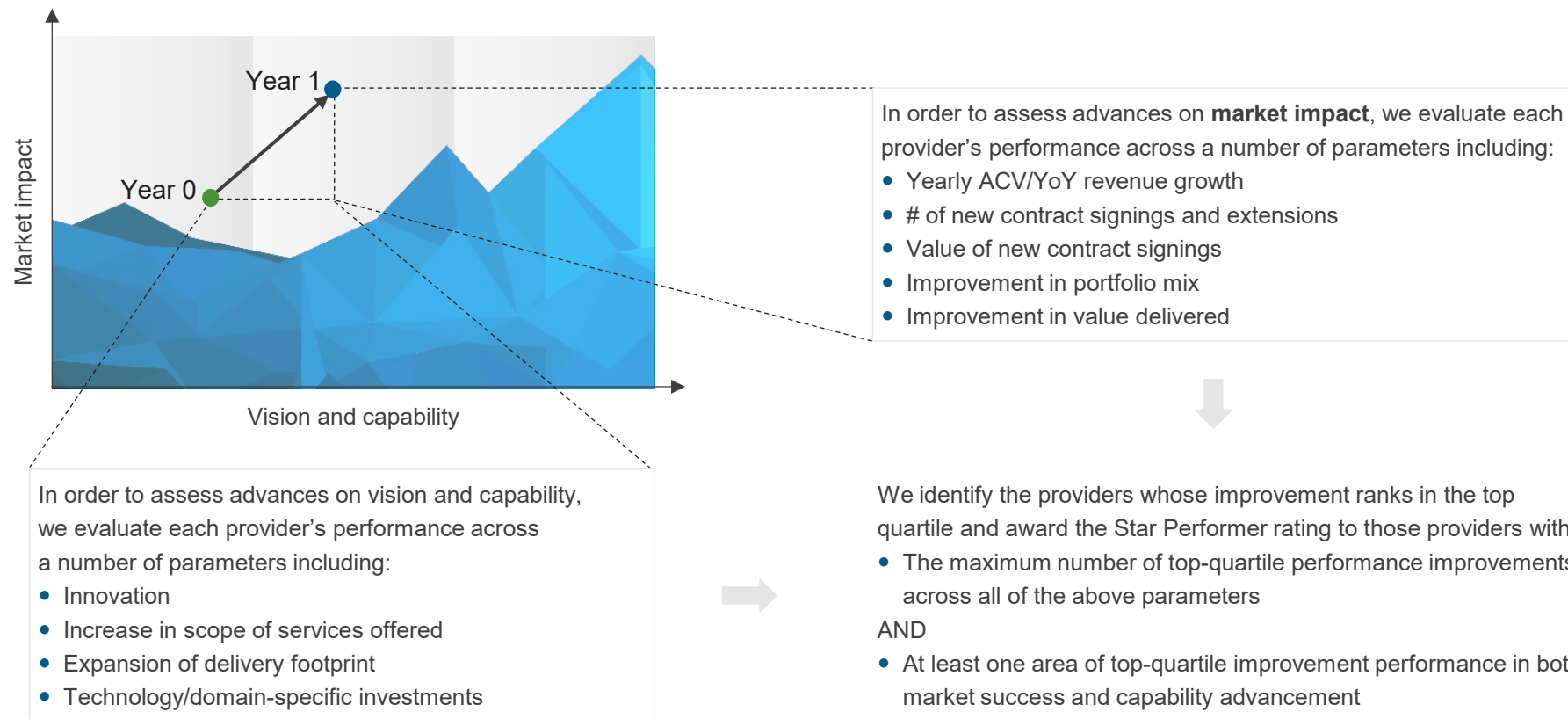
Services PEAK Matrix® evaluation dimensions



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



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 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.

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