



Everest Group Artificial Intelligence (AI) and Generative AI Services PEAK Matrix[®] Assessment 2024

Focus on Capgemini
December 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 the report, we present an assessment and detailed profiles of 30 AI and gen AI service providers featured on the [Artificial Intelligence \(AI\) and Generative AI Services PEAK Matrix® Assessment 2024](#). Each profile comprehensively describes 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 the calendar year 2024, 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 30 leading AI service providers featured on the Artificial Intelligence (AI) and Generative AI Services PEAK Matrix:

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

Scope of this report

Geography: Global

Industry: Market activity and investments of 30 leading AI service providers

Services: AI and gen AI services

Artificial Intelligence (AI) and generative AI services PEAK Matrix® characteristics

Leaders

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

- Leaders showcase a clear vision focused on delivering business outcomes for customers through AI services. This is reflected in their IP development, talent quality, partnership strength, and outcome-based commercial models
- They have developed integrated platforms, products, and use case libraries, underpinned by AI governance to help clients move beyond experimentation and scale their AI projects
- They make sustained investments in forward-looking technology themes such as agentic AI, responsible AI, no-code/low-code platforms, and infrastructure offerings for AI workloads
- They incorporate a blend of deep domain and technical expertise. Clients appreciate their ability to efficiently deliver large scale projects, problem-solve complex challenges, and act as a strategic partner, challenging their thinking when needed
- They implement a clear talent strategy that includes investments in upskilling programs, partnerships with academic and technology organizations, defined roles and career paths, and use of emerging technologies to enhance learning

Major Contenders

BCG, DXC Technology, EPAM, Eviden (Atos), EXL, EY, Genpact, Globant, HCLTech, Infosys, KPMG, LTIMindtree, McKinsey, Mphasis, NTT DATA, PwC, Tech Mahindra, and Wipro

- Major Contenders are focusing IP development on their heritage sweet-spots. This includes industry-specific accelerators, and point solutions for business and technology use cases
- They are actively investing in talent development through upskilling programs and talent acquisition
- They are increasingly investing in their partner ecosystem to deepen existing partnerships and add niche AI partners such as model providers and hardware providers

Aspirants

Akkodis, Kyndryl, Sonata Software, Stefanini, UST, and WNS

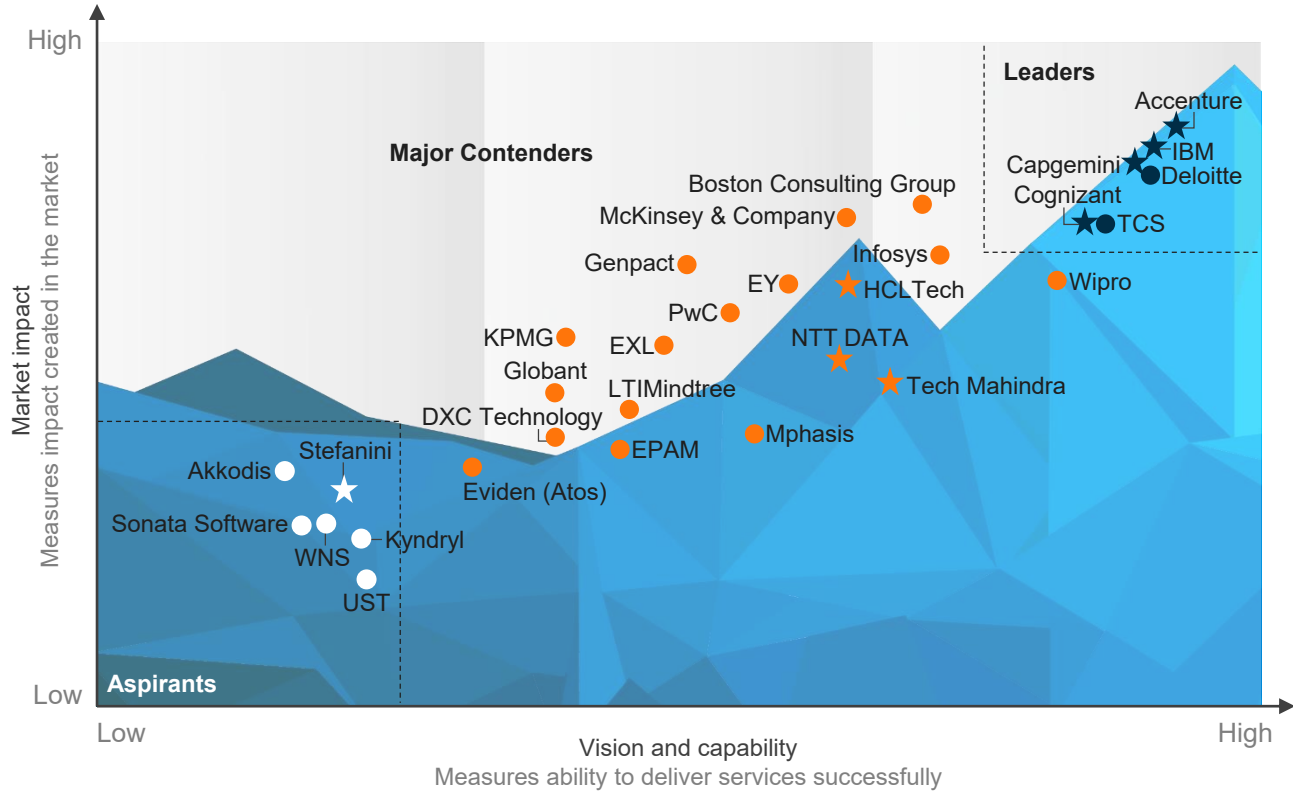
- Aspirants are focused on building expertise within their preferred segments of the AI value chain, directing most investments toward enhancing and refining industry and domain-specific offerings
- They aim to differentiate themselves through customized services, strong client management, and high technical expertise in niche areas

Everest Group PEAK Matrix®

Artificial Intelligence (AI) and Generative AI Services PEAK Matrix® Assessment 2024 | Capgemini is positioned as a Leader and a Star Performer

Everest Group Artificial Intelligence (AI) and Generative AI Services PEAK Matrix® Assessment 2024^{1,2}

- Leaders
- Major Contenders
- Aspirants
- ☆ Star Performers



¹ Assessments for Boston Consulting Group, Deloitte, DXC Technology, EPAM, Eviden (Atos), EY, Globant, Infosys, KPMG, McKinsey & Company, PwC exclude service provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, provider public disclosures, and Everest Group's interactions with insurance buyers
² Akkodis, Boston Consulting Group, McKinsey and Company, Mphasis, Sonata Software and WNS are new entrants on the Artificial Intelligence (AI) and Generative AI 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 global partner for business and technology transformation, helping organizations in their journey toward digital and sustainable futures. It offers comprehensive services and solutions including strategy, design, and engineering. It serves various industries including aerospace and defense, automotive, banking and capital markets, consumer products, energy and utilities, healthcare, hi-tech, and telecoms. It specializes in AI, cloud computing, and data, and combines these skills with extensive industry experience and a robust partner network.

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

AI practice overview

It operates on a two-dimensional approach, where its Group Strategic Pillar for Data and AI acts as an overarching framework for its Data and AI portfolio, which encapsulates offers from across the group including its global business lines such as Invent (consulting and advisory), BSv (business services and intelligent automation), and ER&D (engineering services)

AI services fact sheet	2022	2023	2024 (Q1)
Number of active AI clients	3,200-3,300	3,500-4,000	3,500-4,000
Number of AI FTEs	32,000-34,000	35,000-38,000	35,000-38,000

Artificial Intelligence (AI) and Generative AI services revenue mix (CY 2023)

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

Revenue by industry

- Banking, Financial Services, and Insurance (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 geography

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

Revenue by buyer group

- 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)

Generative AI share of AI services revenue

Less than 10%	10-15%	More than 15%	Not disclosed
			✔

Capgemini profile (page 2 of 5)

Solutions

IP overview

Capgemini’s gen AI solutions provide organizations with transformational capabilities in strategy development, customer experience improvement, software engineering efficiency, and custom enterprise applications. Its AI Ops suite complements this with smart dashboards, predictive insights, and automation, to optimize performance management. This comprehensive portfolio is aimed toward driving operational efficiency, innovation, and revenue growth

Proprietary IP/solutions/frameworks/accelerators/tools developed internally to deliver AI services

Solution name	Solution type	Year launched	Details
Capgemini RAISE (Reliable AI Solution Engineering)	Accelerator	2024	It is an operational accelerator that focuses on industrialization of AI use case at scale by providing necessary safeguards, resulting in more dependable and tangible outcomes at a regulated cost.
AI @Scale	Framework	2023	It is a comprehensive framework to align and achieve enterprise AI at scale for customers to become a data-driven company and modernize their ML journey.
Gen Yoda	Accelerator	2024	It is a gen AI solution that provides a scalable framework for summarizing both the customer journey and the 360 journey. It uses Retrieval Augmented Generation pipelines in the background on top of vectorized datasets.
Kairos	Accelerator	2024	It is a gen AI-powered quality engineering accelerator that leverages a software quality engineering platform through an industrialized quality engineering CoE. It aims to drive efficiency and improve the end customer experience.




Capgemini profile (page 3 of 5)

Partnerships

Key AI partnerships

Partner name	Details
AWS	Capgemini has been recognized as a Premier Consulting Partner and Managed Services Partner by AWS. It has earned a range of AI-focused competencies that can help clients with use cases across financial services, IoT, travel and hospitality, among others. It has also been the awarded the AWS GSI AI/ML Partner of the Year – Global award.
Microsoft	Capgemini has been recognized as a Gold Partner by Microsoft. It has also earned various AI competencies and awards from Microsoft such as Solutions Partner for Data and AI, Microsoft Partner of the Year – GSI Growth Champion (Global), and Microsoft Partner of the Year – GSI, Western Europe.
Google Cloud	Capgemini has been recognized as a Premium Partner by Google Cloud. It has also been awarded Partner Specialization in Data Analytics in EMEA and Google Cloud Breakthrough Partner of the Year – Global award.
SAP	It is expanding on the long-standing partnership to drive large-scale SAP transformations and industry-leading gen AI solutions together with SAP’s business AI portfolio.
Nvidia	Capgemini has partnered with Nvidia to provide solutions in areas such as digital twins, autonomous vehicles, and genome discovery. The partnership enables Capgemini to leverage NVIDIA’s Omniverse platform and its suit of AI-enabled biopharma solutions such as BioNeMo, Parabricks, and RAPIDs.
Liquid.ai	It partnered with Liquid.ai at a strategic level to deliver advanced AI solutions focused on edge computing and next-generation AI foundation models.
Mistral AI	Capgemini and Mistral AI have a global partnership aimed at helping organizations that are looking to transform through a broad range of AI models.
Databricks	It partnered with Databricks and gained the AI and Analytics competency. It was also awarded the Manufacturing Partner of the Year by Databricks.

Other partnerships (logos)

AI infrastructure (hardware and cloud)	AI/ML platforms	Enterprise applications	Foundation model providers	Data for AI
	 dataiku 	 Adobe 	 ANTHROPIC  cohere	 neo4j  snowflake
	 Hugging Face		 OpenAI	

Capgemini profile (page 4 of 5)

Market success and investments

Recent AI engagements (non-exhaustive)

Client	Year of signing	Geography	Engagement details
A global logistics company	NA	North America	Capgemini helped the client leverage AI to automate the end-to-end claims processing and consolidate over 10 different tools, deploying the AI solution at scale. This resulted in fewer escalations, improved customer satisfaction with quicker turnaround time, and more accurate resolutions.
A multinational pharmaceutical company	NA	North America	Capgemini helped a multinational pharmaceutical company overcome challenges in developing new drug molecules by leveraging AI and gen AI techniques. The solution enabled rapid identification of candidate molecules and reduced cycle times and costs by implementing advanced methodologies and TensorFlow libraries.
A global manufacturing company	NA	North America	Capgemini partnered with a global manufacturing client to drive its gen AI transformation by providing expertise across seven workstreams, developing AI frameworks, and embedding gen AI solutions to improve customer experience, sales, and IT support. This collaboration led to increased productivity, improved response accuracy, and scaled gen AI adoption.

Other investments to enhance AI services capabilities, e.g., setting up of new delivery centers / CoEs / innovation labs, trainings/certifications, etc.

Investment	Details
Center of Excellence (CoE)	<ul style="list-style-type: none"> Partnered with the Noida Special Economic Zone to build the CoE in Noida, Uttar Pradesh Collaborated with Google Cloud in data analytics and AI through gen AI CoE to enhance engagement with clients and enable value creation from their AI investments
Hackathons	Hosted the Global Data Science Challenge (GDSC) along with AWS. The challenge supported the United Nations' Sustainable Development Goals (SDGs), serving as a platform where employees competed to develop AI solutions for real-world challenges
Innovation labs	<ul style="list-style-type: none"> Established a gen AI lab to research on relevant use cases and collaborations in gen AI to create internal readiness. The topics of interest for this lab include confidentiality, privacy, and multi-modal models. The lab also test the technologies for readiness and maturity. Established GenZ Arena, a solution development lab focused on skill development, people engagement, and IP solution development. The technologies in focus include visualization, DevOps, and machine learning










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

- **Broad industry coverage:** Capgemini has gained extensive expertise in serving clients across various industries including banking, manufacturing, life sciences, retail, distribution, and CPG. Referenced clients have also appreciated Capgemini’s nuanced understanding of their industry, allowing it to tailor its solutions suitably to different industry use cases
- **Strong focus on AI governance:** Capgemini has developed its framework for AI governance called Trusted AI, which is customizable for domains and industries. It can be used in conjunction with Capgemini’s RAISE platform to industrialize AI
- **Extensive partner ecosystem:** Capgemini has forged deep partnerships across hyperscalers, data and AI platform providers, enterprise platforms, infrastructure, and model providers. Notable partners include IBM, Nvidia, and Mistral AI

Limitations

- **Scope to improve talent in niche areas:** while Capgemini has meaningfully invested in talent initiatives, referenced clients suggest that Capgemini has room to improve its talent pool for niche AI and gen AI skills
- **Scope to incorporate more pre-built solutions:** while Capgemini has developed multiple AI-related accelerators and frameworks, referenced clients have highlighted that it could incorporate more pre-built solutions in its IP portfolio
- **Scope to expand in small and mid-market segments:** while Capgemini has gained significant experience in serving large enterprises, it has a limited presence in the small and mid-market segments. Enterprises in this category may want to evaluate Capgemini’s ability to customize solutions as per their needs

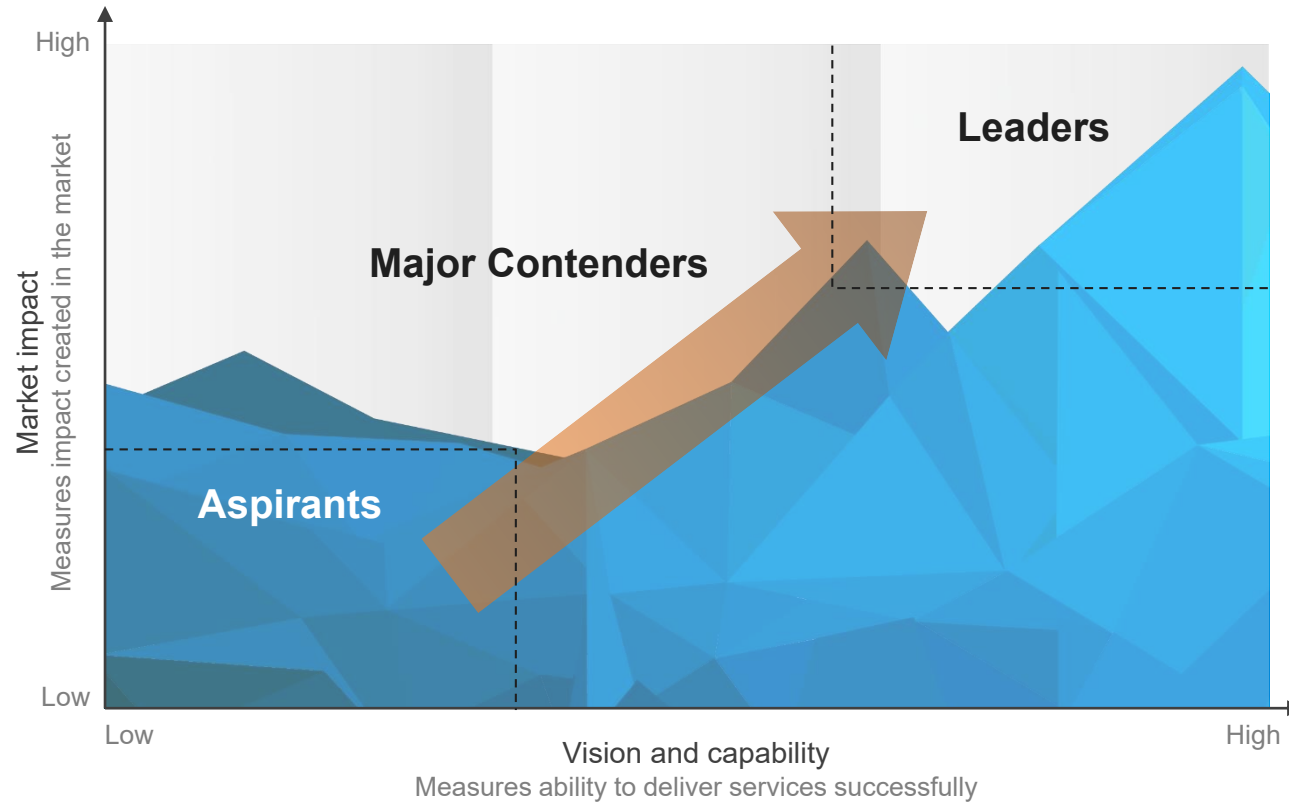
Appendix

PEAK Matrix® framework

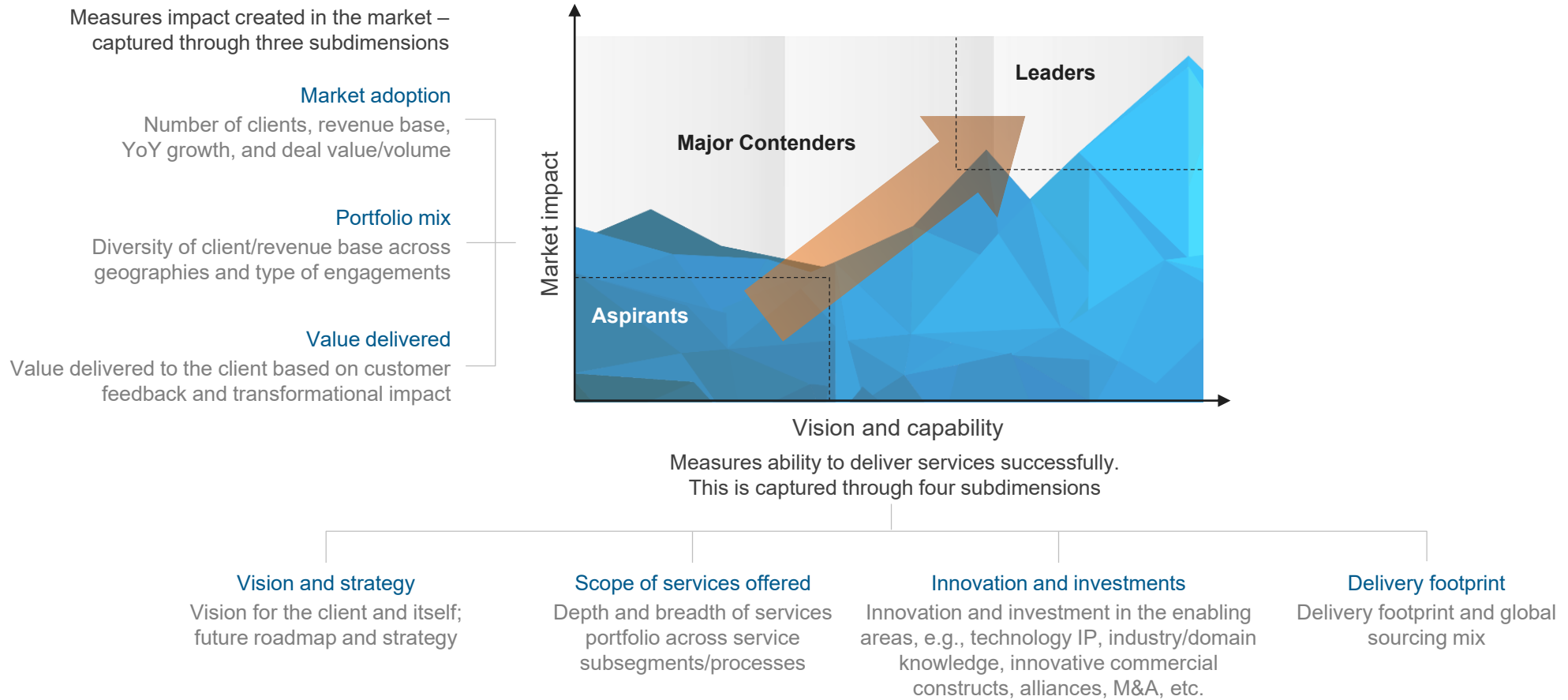
FAQs

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

Everest Group PEAK Matrix



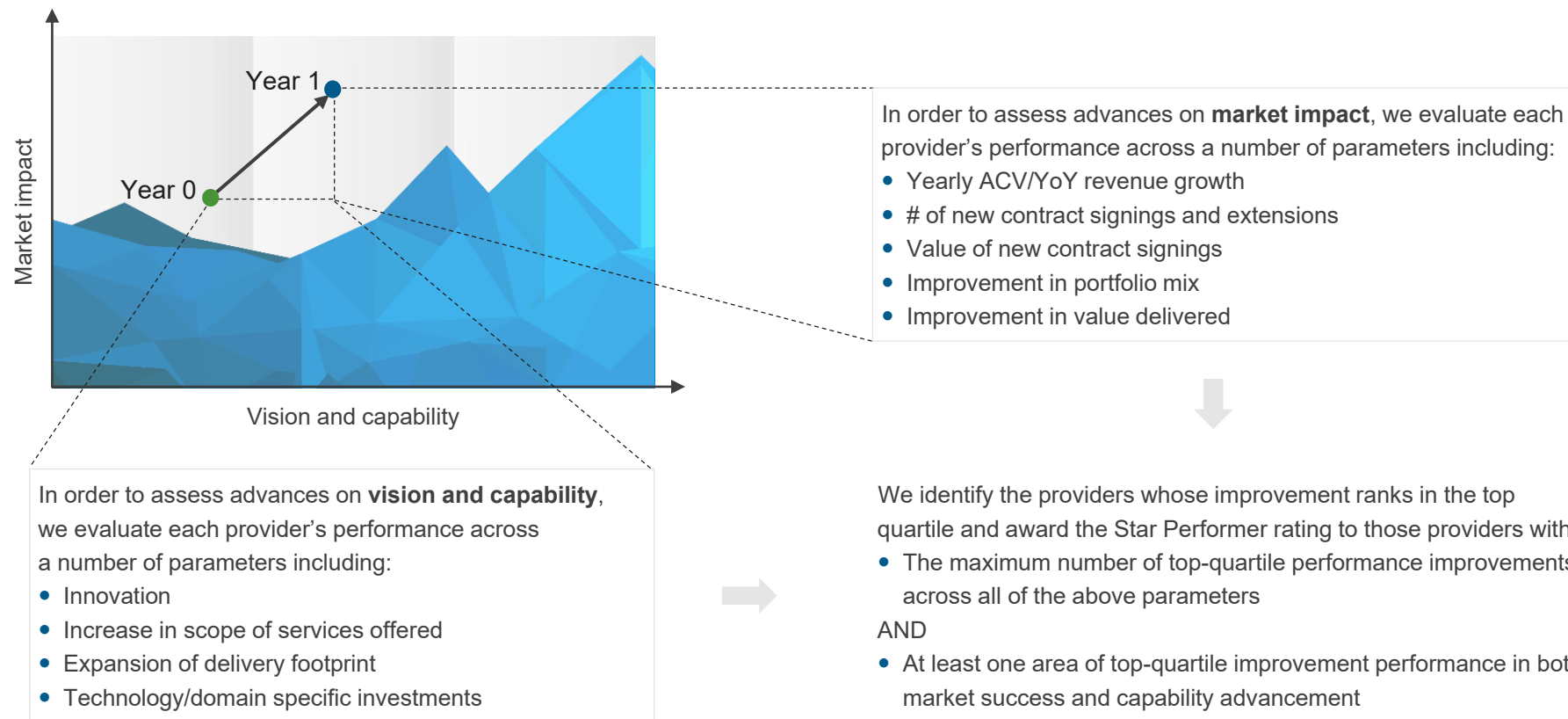
Services PEAK Matrix® evaluation dimensions



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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