

Everest Group PEAK Matrix for Advanced Analytics & Insights Services 2020

Focus on Capgemini
January 2020



Introduction and scope

Everest Group recently released its report titled “[Advanced Analytics & Insights – Service Provider Landscape with Services PEAK Matrix™ Assessment 2020](#)”. This report analyzes the changing dynamics of the advanced analytics & insights landscape and assesses service providers across several key dimensions.

As a part of this report, Everest Group classified 31 service providers on the Everest Group PEAK Matrix™ for advanced analytics & insights services into Leaders, Major Contenders, and Aspirants. The PEAK Matrix is a framework that provides an objective, data-driven, and comparative assessment of service providers based on their absolute market success and delivery capability.

Based on the analysis, **Capgemini emerged as a Leader**. This document focuses on Capgemini’s advanced analytics & insights experience and capabilities and includes:

- Capgemini’s position on the Advanced Analytics & Insights services PEAK Matrix
- Detailed advanced analytics & insights profile of Capgemini

Buyers can use the PEAK Matrix to identify and evaluate different service providers. It helps them understand the service providers’ relative strengths and gaps. However, it is also important to note that while the PEAK Matrix is a useful starting point, the results from the assessment may not be directly prescriptive for each buyer. Buyers will have to consider their unique situation and requirements, and match them against service provider capability for an ideal fit.

Background of the research

The majority of enterprises use multiple vendors to deliver Data and Analytics (D&A) services for multiple reasons, such as risk diversification, vendor expertise in subsections of the value chain, and enterprise stakeholders with varied priorities. In particular, in advanced analytics and insights services within the D&A value chain, specialized vendors / pure play analytics firms are offering significant competition to end-to-end D&A service providers. With a complex enterprise D&A landscape and competent specialized service providers, vendor consolidation is unlikely in the near future, so it is important to evaluate service providers on capabilities specific to delivering advanced analytics & insights services.



This report includes:

- Everest Group's Services PEAK Matrix™ evaluation, a comprehensive assessment of 31 advanced analytics & insights service providers
- Key strengths and areas of improvement for each service provider
- Service provider profiles that offer a comprehensive view of each provider's geographic, industry, and function focus, as well as buyer size, key intellectual property (IP), and partnerships and investments

Research scope and inclusion criteria: In this research, we assess 31 advanced analytics & insights service providers covering all aspects of the services – strategy and consulting, BI and visualization, and advanced analytics



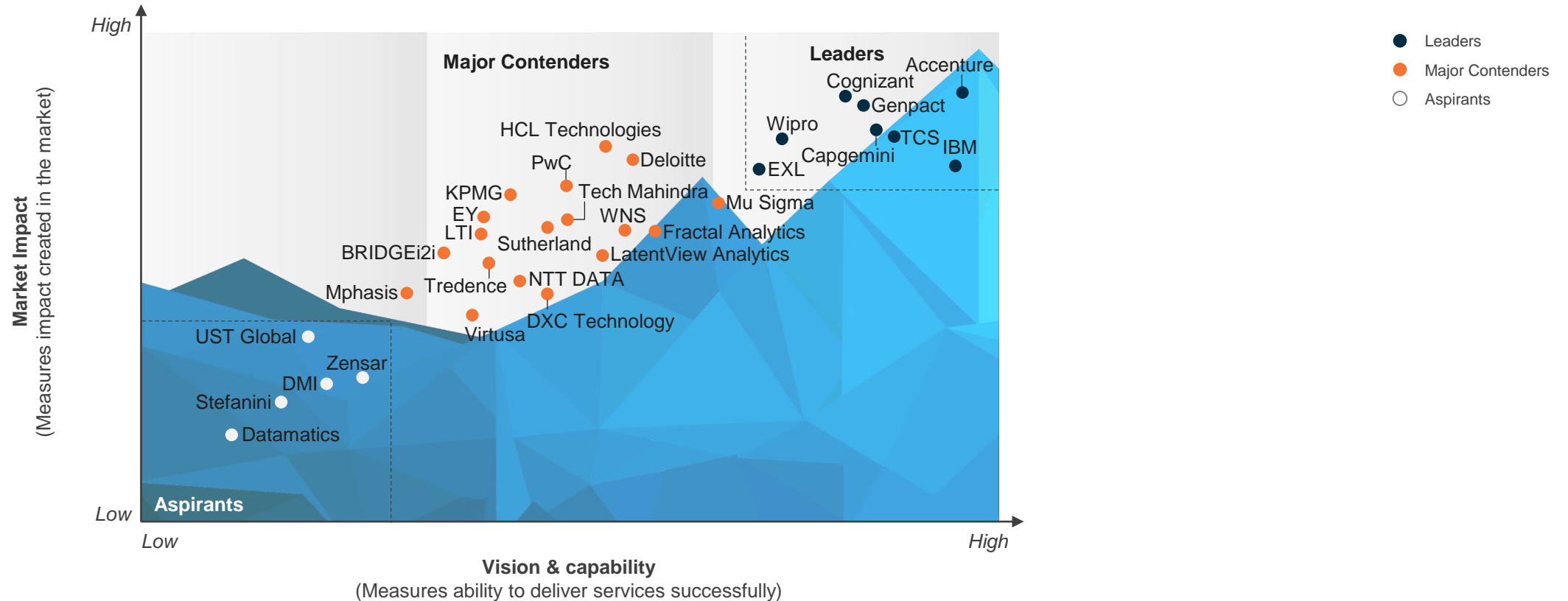
The 2020 Advanced Analytics & Insights Services PEAK Matrix™ positioning is as follows:

- **Leaders:** Accenture, Capgemini, Cognizant, EXL, Genpact, IBM, TCS, and Wipro
- **Major Contenders:** BRIDGEi2i, Deloitte, DXC Technology, EY, Fractal Analytics, HCL Technologies, KPMG, LatentView Analytics, LTI, Mphasis, Mu Sigma, NTT DATA, PwC, Sutherland, Tech Mahindra, Tredence, Virtusa, and WNS
- **Aspirants:** Datamatics, DMI, Stefanini, UST Global, and Zensar

Everest Group PEAK Matrix™

Advanced Analytics & Insights Services PEAK Matrix™ Assessment 2020 | Capgemini positioned as Leader

Everest Group Advanced Analytics & Insights Services PEAK Matrix™ Assessment 2020



Note 1: PEAK Matrix specific to advanced analytics & insights services

Note 2: Assessments for Deloitte, DXC Technology, EY, Fractal Analytics, IBM, KPMG, NTT DTA, and PwC exclude service provider inputs in this study. The assessment of these service providers is 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

Overview

Strengths

- Has significantly evolved its analytics presence through organic and inorganic investments and has developed a full catalog of industry-specific, ready-to-deploy analytics solutions that ensure faster time-to-market
- Recently invested in a new marketplace for data and insights, enabling it to target buyers looking for curated/enriched datasets and insights
- Good balance between offshore and onshore delivery, enabling it to optimize delivery costs while providing superior client experience
- Its aggressive acquisition strategy to augment digital capabilities has helped it to stay ahead of the analytics innovation curve

Areas of improvement

- Domain/business expertise is limited to BFSI, manufacturing, and retail
- Reference-buyers say the quality / technical expertise of some of its offshore personnel is below par
- Some clients say Capgemini needs to be more proactive in driving innovation during engagements

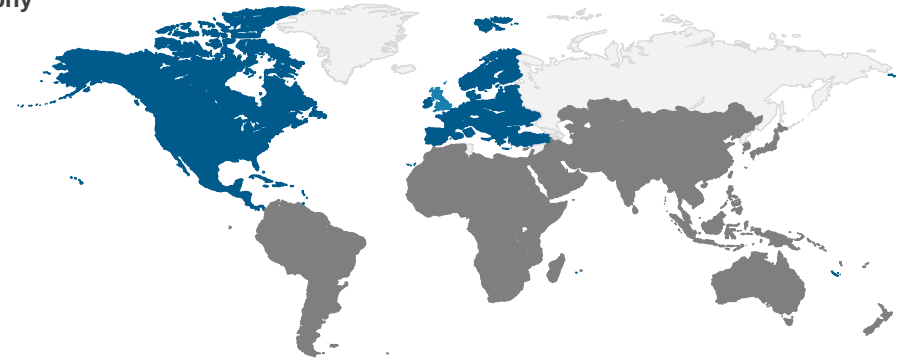
Percentage of revenue by industry

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

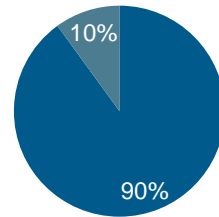
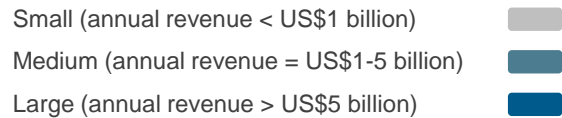


Percentage of revenue by geography

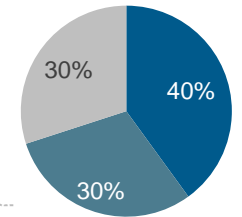
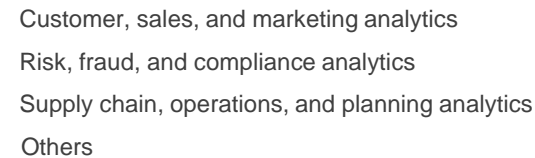
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Percentage of revenue by buyer size



Percentage of revenue by functional area



Source: Everest Group (2020)

Offerings

IP portfolio overview

Capgemini offers function-specific analytics solutions such as customer analytics, asset management, procurement, and HR analytics under its SMART platform offerings. It added pre-packaged sector- and domain-specific analytics and datasets to its IP portfolio through its data, insights, and outcomes exchange platform – Capgemini 890. This cataloged platform provides access to analytics and AI solutions and datasets from within the buyer's own organization, multiple third-party providers, and Capgemini.

Proprietary solutions (representative list)

Solution name	Details
890 by Capgemini	890 by Capgemini is a catalogued platform that provides access to curated advanced analytics and AI solutions and algorithms, coming from both Capgemini and selected third parties.
Capgemini Smart Solutions	A comprehensive next-generation rapid cloud deployable data platform with prebuilt business analytics solutions in various business domains aided by big data and cloud.
Cognitive Document Processing	Capgemini's Cognitive Document Processing (CDP) platform assists clients in reducing cost, improving customer experience, and ensuring regulatory compliance by automating document processing activities. It leverages AI/ML and other cognitive capabilities like the natural language processing (NLP), topic modeling, optical character recognition (OCR) or the more advanced intelligent character recognition (ICR), in order to automate tasks such as document categorization and data extraction.

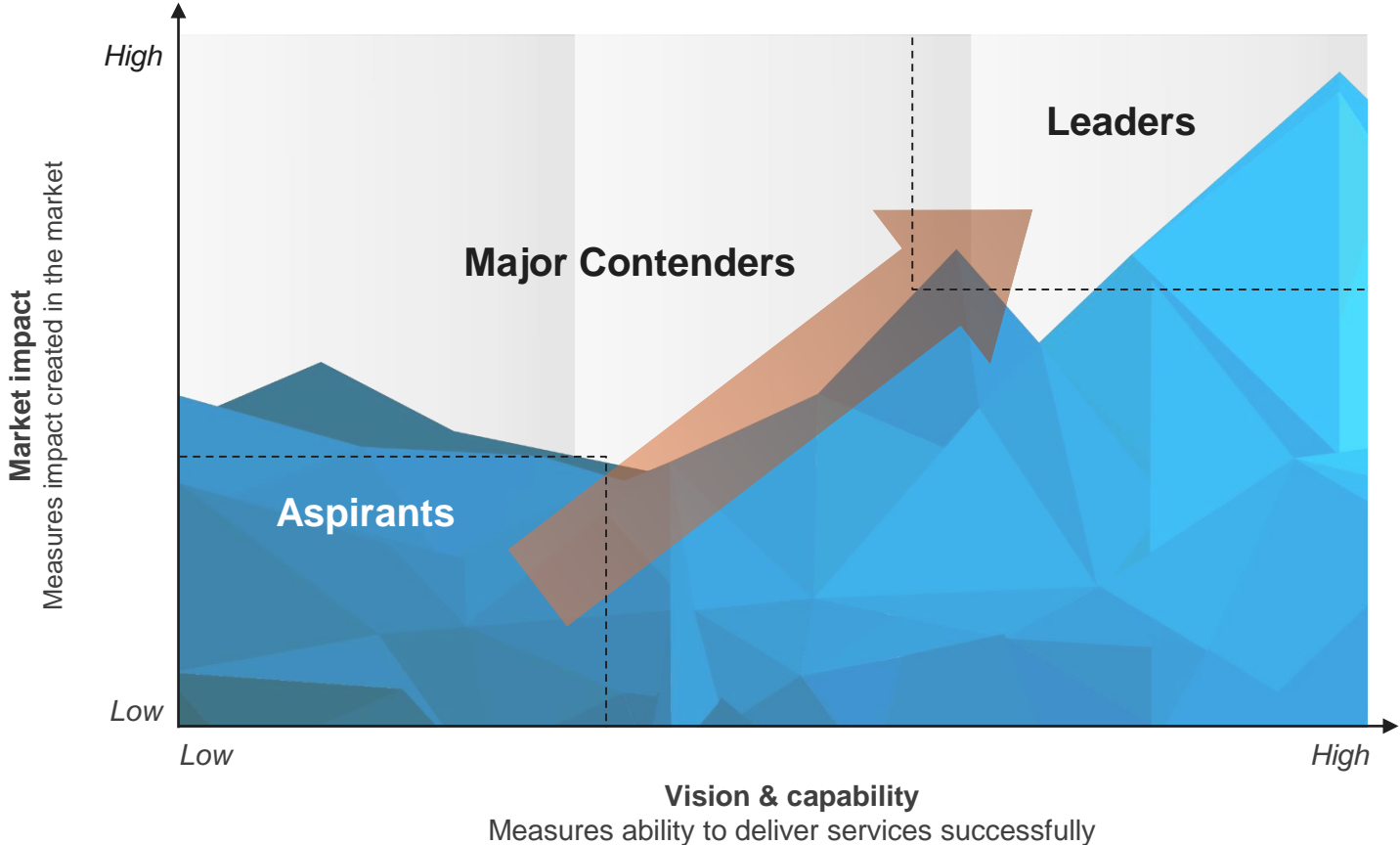
Analytics and Insights services investments (representative list)

Investment area	Details
Startup acquisitions	Acquired several analytics startups, including LiquidHub, Doing, Adaptive Lab, June21, Leidos Cyber, and TCube solutions to reinforce its digital agenda and acquire new domain-specific digital capabilities.
Academies and CoEs	Established CoEs for specific sectors and partner solutions to facilitate innovation and ease demonstration to clients. Launched AI Academy to offer progressive certifications across a broad spectrum of AI capabilities including AI developers, data scientists, AI project leads, and AI architects.
Co-innovation	Capgemini's Applied Innovation Exchange is a network of exchanges across the globe that facilitate engagement with a community of technologists, designers, academicians, and startups to enable enterprises to discover innovations address their business challenges.

Appendix

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

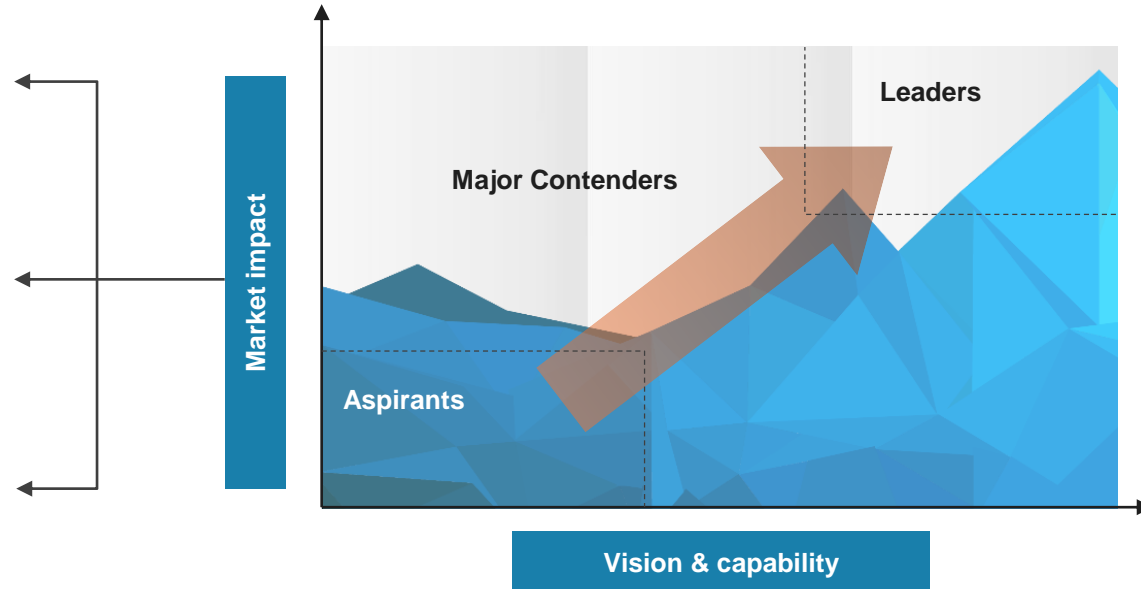
Everest Group PEAK Matrix



Services PEAK Matrix™ evaluation dimensions

Measures impact created in the market – captured through three subdimensions

- Market adoption**
No. of clients, revenue base, and YOY growth, deal value/volume
- Portfolio mix**
Diversity of client/revenue base across geos and type of engagements
- Value delivered**
Value delivered to the client based on customer feedback and transformational impact



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 sub-segments / 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

Does the PEAK Matrix® assessment incorporate any subjective criteria?

Everest Group's PEAK Matrix assessment adopts an unbiased and fact-based approach (leveraging service provider / technology vendor RFIs and Everest Group's proprietary databases containing providers' deals and operational capability information). In addition, these results are validated / fine-tuned 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 service 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 PEAK Matrix assessment are relevant to buyers and providers besides the “PEAK Matrix position”?

A PEAK Matrix position is only one aspect of Everest Group's overall assessment. In addition to assigning a “Leader”, “Major Contender,” or “Aspirant” title, Everest Group highlights the distinctive capabilities and unique attributes of all the PEAK Matrix providers assessed in its report. The detailed metric-level assessment and associated commentary is helpful for buyers in selecting particular providers/vendors for their specific requirements. It also helps providers/vendors showcase their strengths in specific areas

What are the incentives for buyers and providers to participate/provide input to PEAK Matrix research?

- Participation incentives for buyers include a summary of key findings from the PEAK Matrix assessment
- Participation incentives for providers/vendors include adequate representation and recognition of their capabilities/success in the market place, and a copy of their own “profile” that is published by Everest Group as part of the “compendium of PEAK Matrix providers” profiles

What is the process for a service provider / technology vendor to leverage their PEAK Matrix positioning and/or “Star Performer” status ?

- Providers/vendors can use their PEAK Matrix positioning or “Star Performer” rating in multiple ways including:
 - Issue a press release declaring their positioning. See [citation policies](#)
 - Customized PEAK Matrix profile for circulation (with clients, prospects, etc.)
 - Quotes from Everest Group analysts could be disseminated to the media
 - Leverage PEAK Matrix 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 the designated POC at Everest Group.

Does the PEAK Matrix evaluation criteria change over a period of time?

PEAK Matrix assessments are designed to serve present and future needs of the enterprises. 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 as well as serve the future expectations of enterprises



About Everest Group

Everest Group is a consulting and research firm focused on strategic IT, business services, and sourcing. We are trusted advisors to senior executives of leading enterprises, providers, and investors. Our firm helps clients improve operational and financial performance through a hands-on process that supports them in making well-informed decisions that deliver high-impact results and achieve sustained value. Our insight and guidance empower clients to improve organizational efficiency, effectiveness, agility, and responsiveness. What sets Everest Group apart is the integration of deep sourcing knowledge, problem-solving skills and original research. Details and in-depth content are available at www.everestgrp.com.

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