

# CPG Services PEAK Matrix® Assessment 2025

August 2025



Retail and CPG



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- ▶ Payment Integrity Solutions
- ▶ Price Genius – AMS Solution and Pricing Tool
- ▶ Pricing Analytics as a Service
- ▶ Process Intelligence
- ▶ Process Orchestration
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- ▶ ProcureTech
- ▶ Recruitment
- ▶ Retail and CPG
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# Introduction and overview

Research methodology

Key information on the report

Introduction

Scope of the evaluation

Market trends

Provider landscape analysis

Key buyer considerations

Key takeaways for buyers

# Our research methodology is based on four pillars of strength to produce actionable and insightful research for the industry

## 01 Robust definitions and frameworks

Function-specific pyramid, Total Value Equation (TVE), PEAK Matrix®, and market maturity

## 02 Primary sources of information

Annual contractual and operational RFIs, provider briefings and buyer interviews, web-based surveys

## 03 Diverse set of market touchpoints

Ongoing interactions across key stakeholders, input from a mix of perspectives and interests

## 04 Fact-based research

Data-driven analysis with expert perspectives, trend-analysis across market adoption, contracting, and providers

---

Proprietary contractual database of over 900 Retail and CPG services contracts (updated annually)

Year-round tracking of 35+ CPG providers

Large repository of existing research in retail and CPG industry

Over 30 years of experience advising clients on strategic IT, business services, engineering services, and sourcing

Executive-level relationships with buyers, providers, technology providers, and industry associations

# CPG value chain and ecosystem

[NOT EXHAUSTIVE]

**Assessment scope:** Value chain services tailored to the specific needs of CPG enterprises

## CPG value chain

### Procurement

- Raw material sourcing
- Supplier relationship management
- Cost optimization strategies
- Ethical and sustainable sourcing

### Supply chain management

- Bulk distribution logistics
- Supplier-to-manufacturer delivery
- Demand forecasting
- Warehouse and inventory management

### Development and manufacturing

- New Product Development (NPD)
- Package designing and testing
- Production planning and scheduling
- Quality control and assurance

### Sales and trade marketing

- Trade promotions management
- Distributor and retailer management
- Shelf-space optimization
- Sales forecasting and performance tracking

### Digital commerce

- Direct-to-consumer platform management
- Retailer digital channel partnerships
- E-commerce brand engagement

### Customer engagement

- CRM for direct-to-consumer channels
- Social media monitoring and engagement
- Customer feedback collection and analysis
- Loyalty programs and consumer campaigns

Reporting and compliance support

Environmental, Social, and Governance (ESG)



#### Food and beverages

Includes CPG brands specializing in packaged foods, beverages, alcoholic drinks, dairy products, and agricultural goods



#### Fashion

Includes CPG brands offering clothing, footwear, accessories, and lifestyle products



#### Health, beauty, and personal care

Includes CPG brands focused on skincare, cosmetics, hygiene products, and wellness solutions



#### Consumer electronics and durables

Includes CPG brands specializing in electronics, appliances, and durable goods for home and personal use

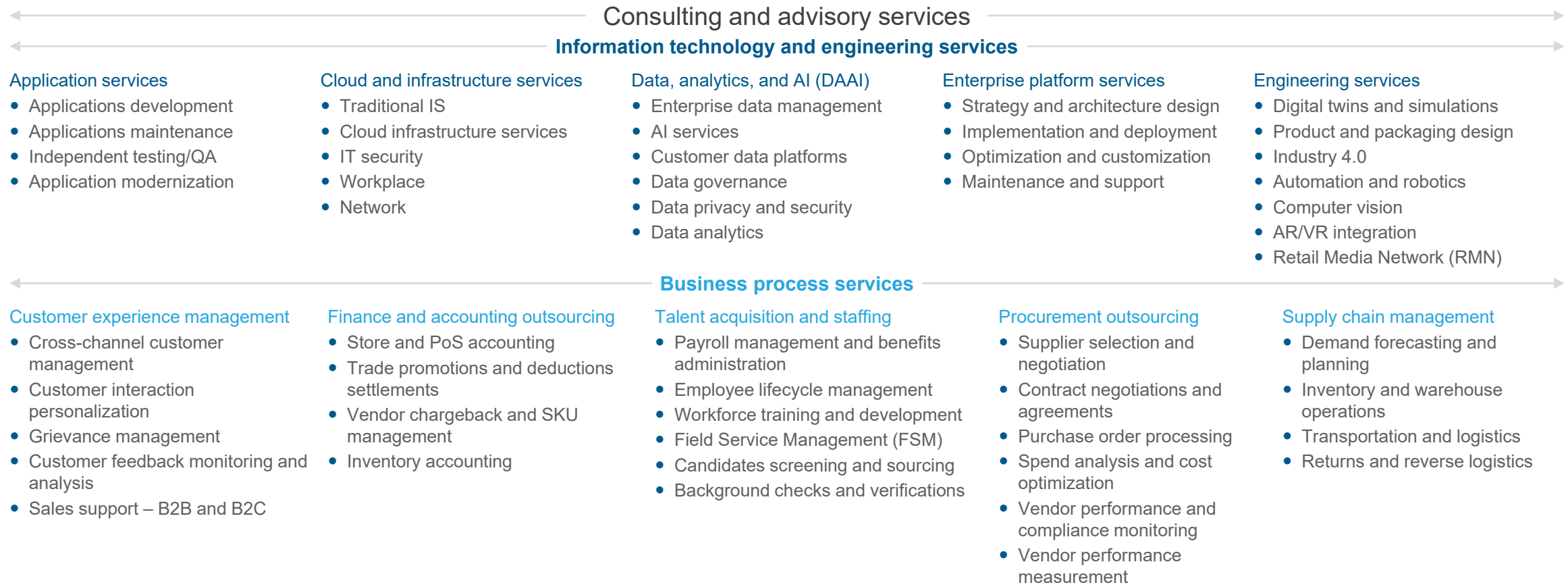




# CPG enabling services

[NOT EXHAUSTIVE]

**Assessment scope:** Cross-functional services designed for retail and CPG enterprises





## This report is based on key sources of proprietary information

- Proprietary contract-based database, which tracks the following elements of each contract:
  - Buyer details including size and signing region
  - Contract details including provider, contract type, TCV and ACV, provider FTEs, start and end dates, duration, and delivery locations
  - Scope details including share of individual buyer locations being served in each contract, Line of Business (LOB) served, and pricing model employed
- Proprietary provider database, which tracks the following elements of each provider:
  - Revenue and number of FTEs
  - Revenue split by region
  - Number of clients
  - Location and size of delivery centers
  - FTE split by line of business
  - Technology solutions developed
- Provider briefings
  - Vision and strategy
  - Key strengths and improvement areas
  - Annual performance and future outlook
  - Emerging areas of investment
- Buyer reference interviews, ongoing buyer surveys, and interactions
  - Drivers of and challenges to adopting services
  - Assessment of provider performance
  - Emerging priorities
  - Lessons learned and best practices

### Providers assessed<sup>1</sup>



<sup>1</sup> In this study, assessments for Accenture, Deloitte, Capgemini, EY, Genpact, IBM, Infosys, SoftServe, Sonata Software, and Stefanini excludes provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, provider public disclosures, and Everest Group's interactions with CPG buyers

The source of all content is Everest Group unless otherwise specified

Confidentiality: Everest Group takes its confidentiality pledge very seriously. Any information we collect that is contract-specific will be presented only in an aggregated fashion

# Introduction

In 2025, the global CPG industry is operating at the intersection of digital acceleration, shifting consumer behaviors, and ongoing economic pressures. CPG companies are rebalancing cost efficiency and growth investments as they respond to inflationary headwinds, supply chain volatility, and heightened demand for personalized, sustainable offerings. As digital becomes a key differentiator, leading companies are advancing capabilities in AI, data-driven decision-making, and Direct-to-Consumer (D2C) engagement.

The global CPG industry is navigating a dynamic environment shaped by technological disruption, evolving consumer expectations, and persistent macroeconomic uncertainty. As a result, clients increasingly seek strategic partners with not only technical acumen, but also deep domain expertise and innovation-driven delivery. Providers are reshaping their value propositions around verticalized platforms, gen AI-enabled solutions, cloud-native engineering, and modular co-innovation frameworks.

In this report, we present an assessment of 27 service providers featured on the CPG Services PEAK Matrix® Assessment 2025. The assessment is based on Everest Group's annual RFI process for calendar year 2024, interactions with leading service providers, client reference checks, and ongoing analysis of the CPG services market.

**This report includes the profiles of the following 27 leading CPG service providers featured on the CPG Services PEAK Matrix :**

- **Leaders:** Accenture, Capgemini, Cognizant, Deloitte, HCLTech, IBM, and TCS
- **Major Contenders:** CI&T, Coforge, EXL, EY, Genpact, HGS, Infosys, Kyndryl, LTIMindtree, Nagarro, Persistent Systems, Sutherland, Tech Mahindra, Wipro, and Xebia
- **Aspirants:** Happiest Minds, SoftServe, Sonata Software, Stefanini, and UST

## Scope of this report

**Geography:** global

**Industry:** market activity and investments of 27 leading service providers in the CPG industry

**Services:** CPG IT, business processes, and engineering services

# Scope of the evaluation

This assessment focuses on CPG industry



## Retail services

- Procurement
- Supply chain management
- Merchandising
- Store operations
- Digital commerce
- Customer engagement



## Focus of research

### CPG services

- Procurement
- Supply chain management
- Development and manufacturing
- Sales and trade marketing
- Digital commerce
- Customer engagement

The evaluation assesses service providers offering IT, business process, and engineering services to CPG enterprises. It benchmarks capabilities across the value chain but the scope is focused on CPG-specific services and includes both horizontal enablers and verticalized offerings. The assessment does not include adjacent industries such as automotive, chemicals, heavy manufacturing, industrial, and retail.

Enterprises are navigating volatility driven by technological disruption and evolving market dynamics. This evaluation helps identify partners that align with their transformation agenda and enable informed, strategic sourcing decisions.

# Market trends

Market growth is being fueled by greater demand for D2C enablement, AI adoption, revenue growth management solutions, along with headless and composable commerce

## Market size and growth

The CPG services market grew moderately at 1-3% Y-o-Y to reach \$34-36 billion in 2024. However, it is projected to expand at a CAGR of 3-5% between 2024 and 2027.

Food and Beverage (F&B) remains the largest CPG subvertical, contributing nearly half of the total market, with customer engagement and digital commerce as the fastest-growing service areas within this segment.

## Key drivers

GenAI and Agentic AI adoption	GenAI adoption is accelerating across a variety of use cases, including promotions, engagement, and product development along with Agentic AI in areas such as autonomous shopping and IT operations.
D2C enablement	Enterprises are accelerating D2C strategy to utilize first-party data, enhance personalization, boost loyalty, and reduce dependency on intermediaries. This allows them to take control of their brand experience.
Revenue growth management	Firms are looking at solutions for revenue growth management – spanning across trade promotion optimization, pricing analytics, and assortment planning – to drive growth in competitive markets amid cost pressures.
Supply chain resilience	Enhancing supply chain resilience through better smart procurement, visibility into supply chain, and supplier management to reduce tariff disruptions, control costs, and ensure sustainable operations.

## Opportunities and challenges

Headless and composable commerce	Presents a key opportunity as enterprises prioritize agility, personalization, and speed-to-market by adopting future-ready, modular technology ecosystems (headless, composable, or MACH architectures); however, current adoption is at nascent stage.
Bundling IT with BPS	Amid vendor consolidation drive, some enterprises have started bundling IT and BPS contracts, adopting integrated delivery models to enhance efficiency across enabling functions such as finance and planning, driving deal momentum.
Technology debt	Legacy systems prevent enterprises from scaling new concepts such as D2C and personalization due to lack of cloud-native, composable, and API-first architectures which is leading to high demand for modernization services.
Enterprise AI deployment and risk perception	Despite interest, many CPG use cases remain in pilot phase, lacking clear paths to scalable enterprise-wide deployment.

# Provider landscape analysis

Accenture, Deloitte and IBM stand out as the largest players in the market

## Market share analysis of the providers

December 2024 (TTM<sup>1</sup>); percentage of overall market of CPG services

100%<sup>2</sup> = 16-17



<sup>1</sup> Trailing 12 months (TTM)

<sup>2</sup> Sample size: 27 service providers featured in the CPG Services PEAK Matrix® Assessment 2025

Note: In this study, assessments for Accenture, Deloitte, Capgemini, EY, Genpact, IBM, Infosys, SoftServe, Sonata Software, and Stefanini excludes provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, provider public disclosures, and Everest Group's interactions with CPG buyers

# Key buyer considerations

Enterprises highlight experience, market credibility, and domain and technical expertise as the leading factors in their sourcing decisions, apart from fundamental price competitiveness

## Key sourcing criteria



## Summary analysis

Buyers demand consistent delivery, understanding of their system, and effective knowledge transfer to ensure continuity across large projects and rotating talent.

Providers with niche or specialized technology expertise are preferred over generalists for complex, integration-heavy environments, with IPs and partnerships enhancing buyer confidence.

Buyers prioritize flexibility, cross-functional support, and proactiveness – pricing matters when it complements these capabilities.

Enterprises expect embedded teams that integrate quickly and can adapt to shifting timelines, resource gaps, and changing business needs.

IPs and partnerships have been steadily gaining importance as selection criteria over the last few years.

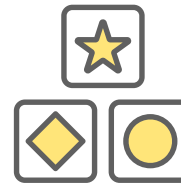
# Key takeaways for buyers

Buyers should prioritize providers that deliver consistency, have strong domain expertise, and are flexible and adaptable with a proactive approach to leverage partnerships and industry-aligned IPs to offer solutions for ever evolving needs.



## Evolving sourcing priorities

Domain-led GTMs, increasing use cases of AI, and bundling of solutions are reshaping sourcing criteria in CPG services



## Speed versus scale trade-off

Specialist providers promise innovation and speed, while large firms bring scale and domain breadth



## Innovation is key

GenAI-enabled, IP-backed delivery models and CPG-specific accelerators, along with early exploration of agentic AI



# CPG services PEAK Matrix® characteristics

Summary of key messages

PEAK Matrix framework

Everest Group PEAK Matrix for CPG Services

Provider capability summary dashboard

Characteristics of Leaders, Major Contenders, and Aspirants

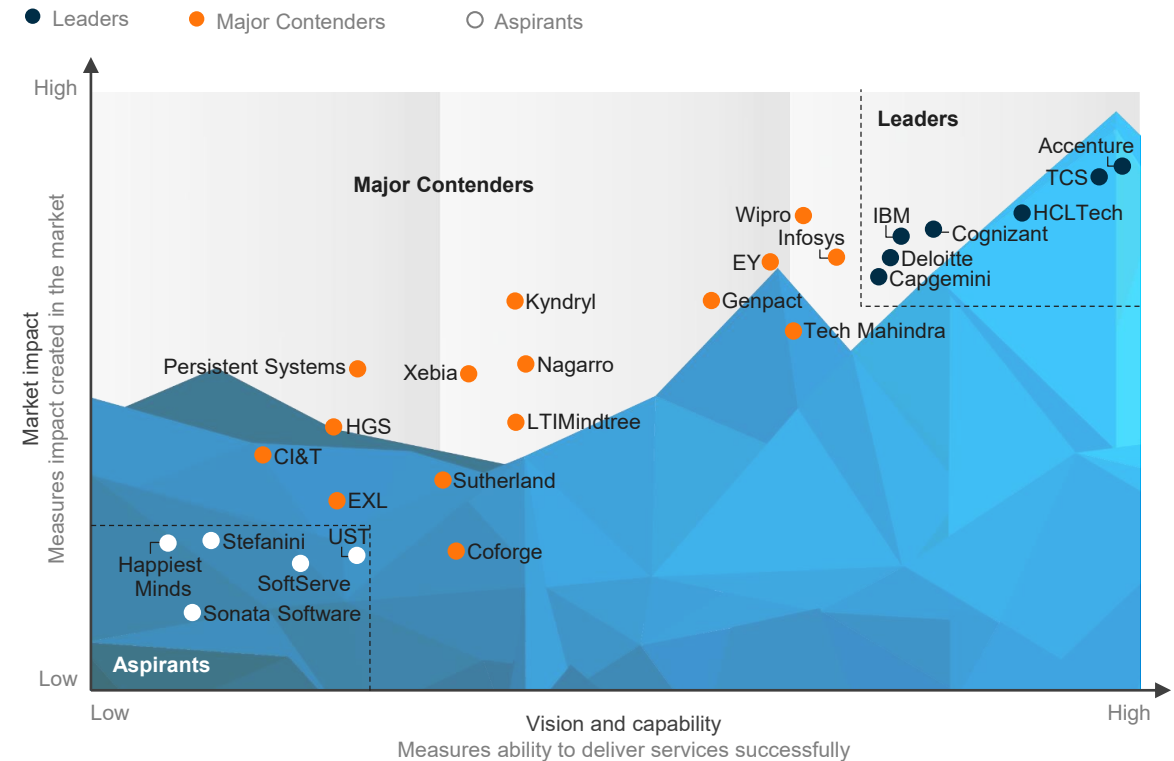
Enterprise feedback summary

## Summary of key messages

### Assessment of services providers on services for CPG industry

- Everest Group classified 27 CPG service providers on Everest Group PEAK Matrix® into the three categories of Leaders, Major Contenders, and Aspirants
- The PEAK Matrix is a framework to assess the market impact and vision and capability of service providers
- Based on Everest Group's comprehensive evaluation framework – the PEAK Matrix® – the 27 service providers in the CPG industry are segmented into three categories (in alphabetical order within each category):
  - **Leaders:** Accenture, Capgemini, Cognizant, Deloitte, HCLTech, IBM, and TCS
  - **Major Contenders:** CI&T, Coforge, EXL, EY, Genpact, HGS, Infosys, Kyndryl, LTIMindtree, Nagarro, Persistent Systems, Sutherland, Tech Mahindra, Wipro, and Xebia
  - **Aspirants:** Happiest Minds, SoftServe, Sonata Software, Stefanini, and UST

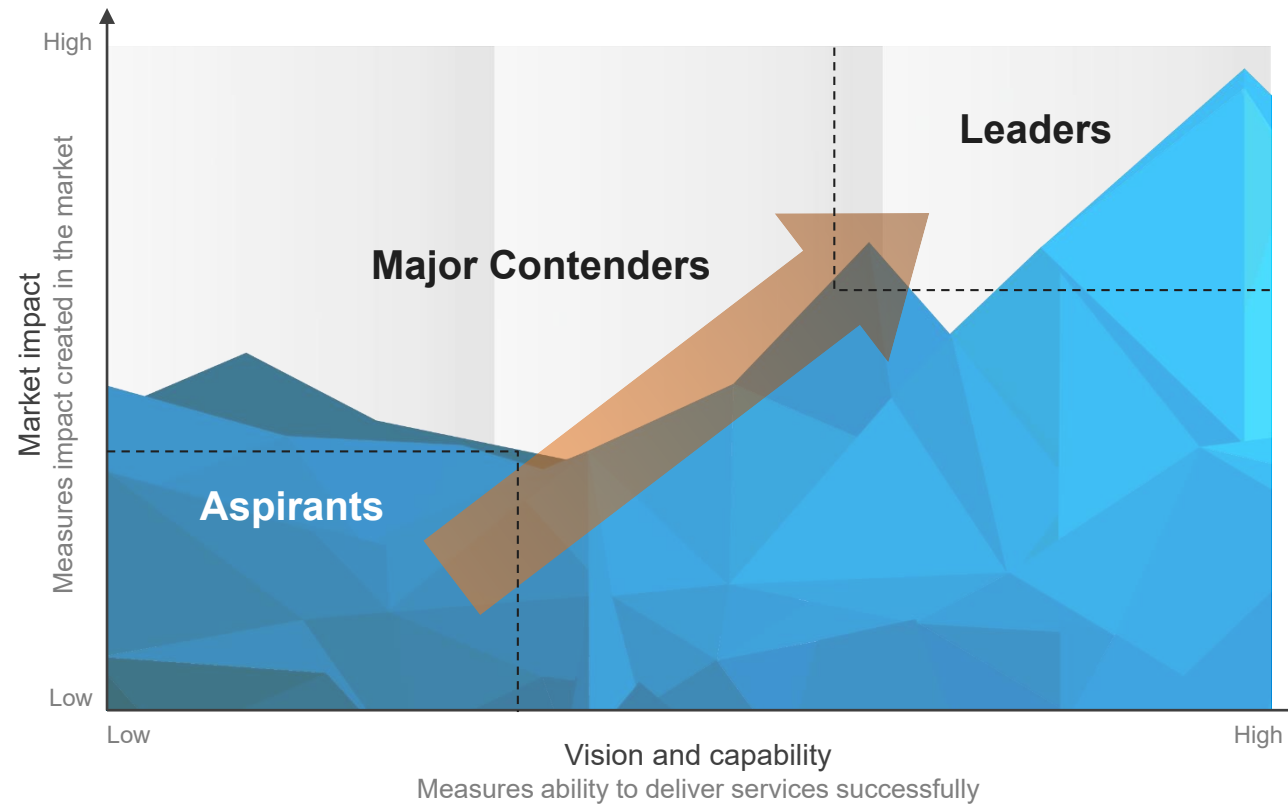
### Everest Group CPG Services PEAK Matrix® Assessment 2025<sup>1</sup>



<sup>1</sup> In this study, assessments for Accenture, Deloitte, Capgemini, EY, Genpact, IBM, Infosys, SoftServe, Sonata Software, and Stefanini excludes provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, provider public disclosures, and Everest Group's interactions with CPG buyers  
Source: Everest Group (2025)

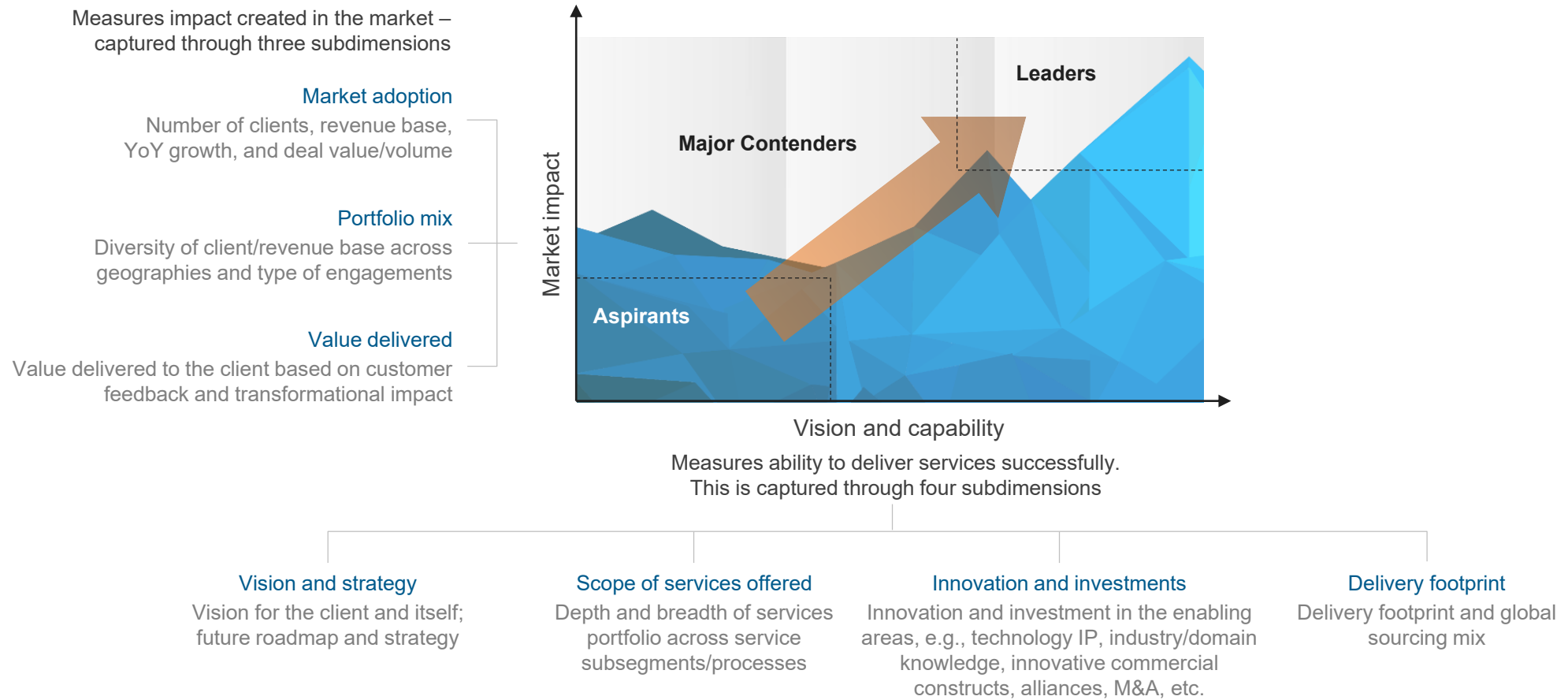
Everest Group PEAK Matrix® is a proprietary framework for assessment of market impact and vision and capability

### Everest Group PEAK Matrix



Please click [Everest Group PEAK Matrix®](#) for more information

# Services PEAK Matrix® evaluation dimensions

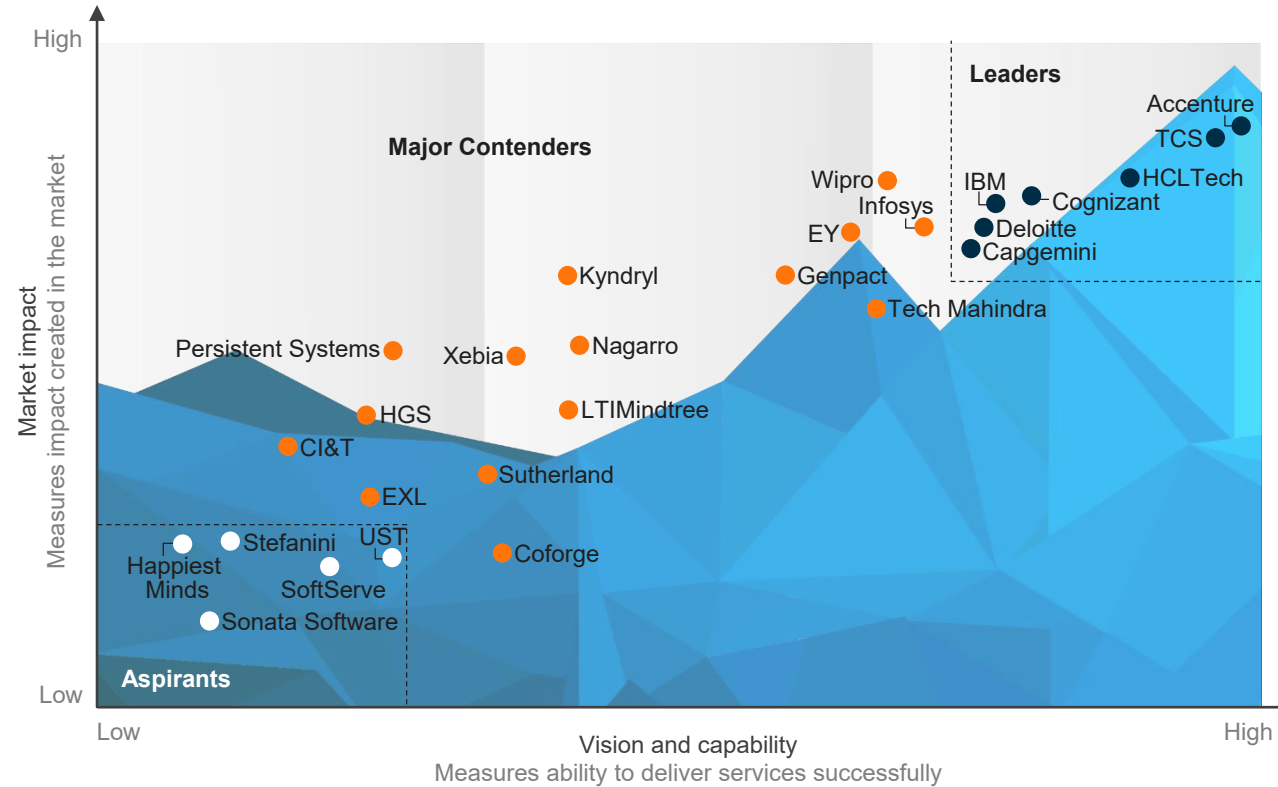


# Everest Group PEAK Matrix®

CPG Services PEAK Matrix® Assessment 2025

## Everest Group CPG Services PEAK Matrix® Assessment 2025<sup>1</sup>

- Leaders
- Major Contenders
- Aspirants



<sup>1</sup> In this study, assessments for Accenture, Deloitte, Capgemini, EY, Genpact, IBM, Infosys, SoftServe, Sonata Software, and Stefanini excludes provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, provider public disclosures, and Everest Group's interactions with CPG buyers  
Source: Everest Group (2025)

# CPG services PEAK Matrix® characteristics

## Leaders

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

- Leaders exhibit robust capabilities across services tailored to diverse CPG subsegments. They drive large-scale, end-to-end digital and operational transformations for enterprises globally
- They combine strong domain expertise with a wide-ranging portfolio of IPs across areas such as revenue growth management, customer engagement, and supply chain in addition to a robust partnership ecosystem to enhance their offering
- They operate through a globally distributed delivery network, strengthened by strategic acquisitions, and stand out for their ability to scale consistently while delivering CPG-specific contextualized solutions

## Major Contenders

CI&T, Coforge, EXL, EY, Genpact, HGS, Infosys, Kyndryl, LTIMindtree, Nagarro, Persistent Systems, Sutherland, Tech Mahindra, Wipro, and Xebia

- Major Contenders demonstrate CPG-specific capabilities, often focusing on select functional areas such as supply chain, digital commerce, or customer engagement. However, they typically offer narrower portfolios across the value chain compared to leaders
- Several players have formed targeted partnerships to expand their reach in digital, engineering, and supply chain capabilities, but may still be maturing in offering integrated CPG transformation programs
- Providers are increasingly offering IP-driven solutions and AI-enabled solutions. However, some providers still rely on industry-agnostic IPs and may fall short in offering tailored CPG-specific capabilities

## Aspirants
































































Happiest Minds, SoftServe, Sonata Software, Stefanini, and UST

- Aspirants provide focused capabilities in a particular domain such as application services, digital transformation, or supply chain optimization, but lack the scale, end-to-end offerings, and deep domain expertise required for large-scale global engagements
- These providers lack the breadth of offerings, partnerships, and transformation credentials to support large, end-to-end projects across CPG-specific domains

# Summary dashboard | market impact and vision and capability assessment of providers for CPG services 2025

Leaders

Measure of capability:  Low  High


















































































Provider	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
Accenture									
Capgemini									
Cognizant									
Deloitte									
HCLTech									
IBM									
TCS									



# Summary dashboard | market impact and vision and capability assessment of providers for CPG services 2025 (page 1 of 2)

## Major Contenders























































Measure of capability:  Low  High

Provider	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
CI&T									
Coforge									
EXL									
EY									
Genpact									
HGS									
Infosys									
Kyndryl									
LTIMindtree									

# Summary dashboard | market impact and vision and capability assessment of providers for CPG services 2025 (page 2 of 2)

## Major Contenders














































Measure of capability:  Low  High

Provider	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
Nagarro									
Persistent Systems									
Sutherland									
Tech Mahindra									
Wipro									
Xebia									

# Summary dashboard | market impact and vision and capability assessment of providers for CPG services 2025

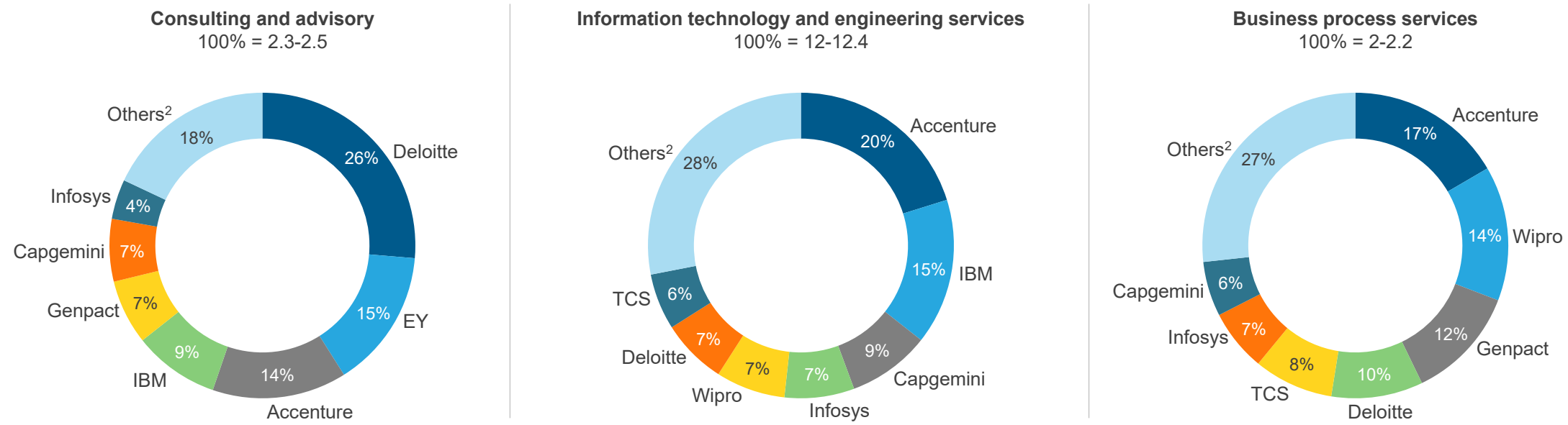
Aspirants

Measure of capability:  Low  High

Provider	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
Happiest Minds									
SoftServe									
Sonata Software									
Stefanini									
UST									

# Leaders account for approximately two-thirds of the market share across CPG IT, engineering, business process, consulting, and advisory services

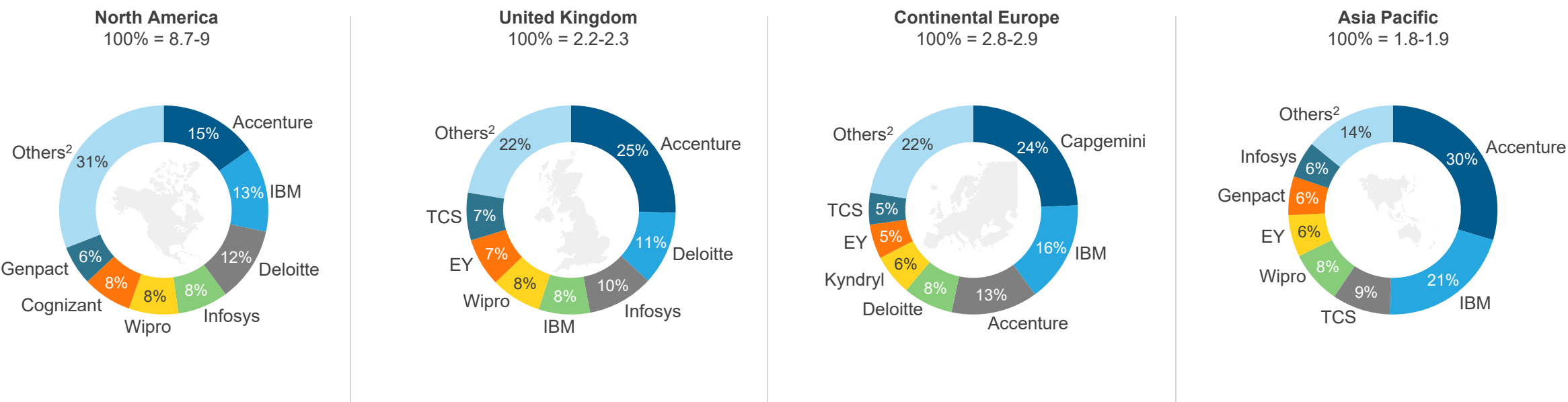
**Estimated CPG services market share by enabling services**  
Revenue in US\$ billion<sup>1</sup>



<sup>1</sup> Sample size: 27 service providers featured in the CPG Services PEAK Matrix® Assessment 2025  
<sup>2</sup> Others includes all providers covered in the assessment that do not rank among the top seven in the given category  
Note: For this study, assessments for Accenture, Deloitte, Capgemini, EY, Genpact, IBM, Infosys, SoftServe, Sonata Software, and Stefanini excludes provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, provider public disclosures, and Everest Group's interactions with CPG buyers  
Source: Everest Group (2025)

# North America continues to be the largest market for CPG services, contributing roughly 55% of the global demand, with Accenture leading across most key geographies

**Estimated CPG services market share by geography**  
Revenue in US\$ billion<sup>1</sup>



<sup>1</sup> Sample size: 27 service providers featured in the CPG Services PEAK Matrix® Assessment 2025  
<sup>2</sup> Others includes all providers covered in the assessment that do not rank among the top seven in the given category  
 Note: For this study, assessments for Accenture, Deloitte, Capgemini, EY, Genpact, IBM, Infosys, SoftServe, Sonata Software, and Stefanini excludes provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, provider public disclosures, and Everest Group's interactions with CPG buyers  
 Source: Everest Group (2025)

# Enterprise sourcing considerations










## Leaders

- Accenture
- Capgemini
- Cognizant
- Deloitte
- HCLTech
- IBM
- TCS

# Accenture

## Everest Group assessment – Leader

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

- Accenture serves as a strategic partner for midsize, large, and mega CPG enterprises (with annual revenue of more than US\$1 billion), seeking end-to-end IT and business process services
- It has developed a strong suite of CPG-focused IP solutions, including CPG.AI (a gen AI-powered solution suite), myConcerto platform (integrated transformation management), Accenture Cloud Trade Promotion Management, and Supply Chain Control Tower (SCCT)
- Accenture has bolstered its CPG services capabilities through targeted acquisitions – MacGregor Partners (supply chain execution and warehouse management), Logic (digital, analytics, cloud, and merchandising operations), Joshua Tree Group (distribution center productivity and performance), and Camelot (AI- and SAP-led intelligent supply chain transformation)
- It is backed by strong partnerships across cloud, supply chain, and enterprise platforms, with CPG-specific collaborations in AI-led forecasting, omnichannel visibility, and trade promotion optimization

### Limitations










- Accenture has a relatively smaller client base among small enterprises compared to key peers
- Clients highlighted challenges around pricing and talent management, citing instances of staffing disruptions and gaps in senior-level technical engagement



# Capgemini

Everest Group assessment – Leader

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 acts as a key partner to large and mega CPG enterprises (with annual revenue of more than US\$10 billion), particularly in Europe, with strong traction among food and beverage and health, beauty, and personal care brands
- It offers CPG-focused IP such as Retail and CP OutPerform (AI-driven insights across supply chain and commercial functions), demand-driven supply chain suite (real-time visibility and agile planning), and its Digital Core for consumer products framework (S/4HANA implementation for consumer product companies)
- Capgemini has strengthened its technology capabilities through strategic acquisitions such as Syniti (enhancing data-driven digital transformation services, notably in North America) and Quantmetry (bolstering AI and data science expertise to support advanced analytics initiatives)
- Capgemini leverages a robust partnership ecosystem to drive intelligent manufacturing, production optimization, and supply chain transformation for CPG enterprises










## Limitations

- Capgemini’s geographic footprint is concentrated in Europe and the UK, with a comparatively lower presence in North America than key peers
- Select clients have cited concerns regarding pricing flexibility, perceiving Capgemini’s commercial constructs to be relatively rigid and positioned at a premium compared to peers

# Cognizant

Everest Group assessment – Leader

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

- Cognizant is a relevant service provider for large and mega enterprises (annual revenue more than US\$10 billion), offering end-to-end IT and business process services
- It offers CPG-centric IP including AI-powered revenue growth management frameworks (for trade promotion optimization), Intelligent supply chain solutions (for end-to-end logistics and fulfillment), and Neuro AI accelerators (for personalized customer experiences and operational efficiency)
- Cognizant benefits from a strong partnership ecosystem spanning enterprise platforms, cloud, supply chain, and data ecosystems – supporting CPG use cases in areas such as demand forecasting and digital product lifecycle management
- Clients appreciate its strong technical expertise and talent continuity – highlighting consistent delivery above industry benchmarks and long-tenured teams










Limitations

- While Cognizant has a strong market presence in North America and the UK, its client base in the rest of Europe and Asia Pacific remains smaller than that of key peers
- Some clients noted opportunities for Cognizant to take on a more consultative role by providing external industry perspectives and proactively driving innovation and strategic value beyond core execution

# Deloitte

## Everest Group assessment – Leader

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

- Deloitte is well-positioned to support large and mega enterprises (annual revenue more than US\$10 billion), particularly for consulting- and advisory-led transformation
- It offers IP and accelerators such as the Intelligent delivery platform (for managing digital transformation initiatives), DigitalMIX (streamlining business operations across front, middle, and back office), and RevCloud in a Box (managing revenue life cycles)
- Deloitte leverages a strong partnership ecosystem with leading alliances across digital commerce, customer engagement, data platforms, enterprise systems, supply chain, and advanced analytics
- Deloitte has strong proof points for supporting CPG manufacturers in modernizing production operations through its Smart Manufacturing solutions, including pre-configured Manufacturing Execution Systems (MES) solution, digital twin technologies, and IoT-enabled analytics










### Limitations

- Deloitte’s consulting-led model and enterprise-scale orientation may limit its relevance for small and midsize enterprises seeking cost-sensitive, execution-focused engagements
- While it offers a robust suite of IP, most of its solutions are industry-agnostic

# HCLTech

## Everest Group assessment – Leader

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

- HCLTech is a relevant service provider for midsize and large enterprises (annual revenue between US\$1-20 billion), especially for food and beverage brands
- It offers a comprehensive suite of CPG-focused IP and accelerators, including CPG 5.0 SmartBuy (procurement optimization), OptiPrice (dynamic pricing optimization), and CPG 5.0 Smart Warehouse (digitized warehouse and fulfillment operations), along with its cross-industry DRYiCE™ Suite (AI-led automation and operations intelligence)
- HCLTech enables CPG manufacturers to modernize production operations through its eZ-MFG (a lightweight MES solution), Plant-in-a-Box framework (accelerating multi-plant MES rollouts), and digital twin technologies
- Clients appreciate HCLTech’s collaborative engagement model, citing strengths in outcome-driven delivery, flexible staffing constructs, and proactive problem-solving










### Limitations

- Select clients highlighted gaps in domain contextualization, noting inconsistent quality of offshore resources and a need for account leadership to provide stronger business-aligned thought leadership
- Clients have also highlighted consulting-led engagements as an area of improvement for HCLTech

# IBM

## Everest Group assessment – Leader

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

- IBM is a relevant service provider for midsized, large, and mega CPG enterprises seeking cloud and infrastructure services, application services, and platform services
- It has a range of IPs such as IBM Sterling (supply chain solution), Product Catalog for Salesforce (B2B commerce solution), IBM iX Experience orchestrator solution (composable commerce solution), and Food Trust (blockchain-based traceability solution)
- It has a robust partnership ecosystem with strong proof points for emerging domains such as AI, and IoT solutions across the CPG value chain, along with a high focus on digital commerce
- IBM has invested heavily to develop its AI-based offerings, primarily driven by watsonx (AI and data platform) that enables CPG enterprises to scale gen AI across supply chain, finance, and customer operations with enterprise-grade AI










### Limitations

- While IBM has a strong presence within North America, Europe, and APAC, its client base in LATAM and MEA is small compared to peers
- It needs to further invest in developing CPG-focused IPs and develop vertical-specific offerings such as for revenue growth management and manufacturing solutions

# TCS

Everest Group assessment – Leader

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

- TCS serves as a key partner for CPG enterprises of all sizes, offering end-to-end IT and business process services
- It offers a robust portfolio of CPG-focused IP and accelerators, including TCS RevenuePrime (for trade promotion and revenue growth management), TCS Digitized Supply Chain Collaboration, and TCS Agency Marketplace (streamlining B2B engagement). It also differentiates through innovation such as TCS COIN (its co-innovation network), Envirozone, and TCS DigiFleet™, driving co-innovation, sustainability, and mobility solutions
- TCS empowers CPG manufacturers to modernize production operations through its digital manufacturing solutions, encompassing plant engineering services, digital twin technologies, and AI-driven forecasting tools
- Clients appreciate TCS’s flexibility, responsiveness, and ease of engagement – highlighting its strong resource quality, depth in both technical and process expertise, and contextual understanding of CPG-specific business and change management needs

Limitations

- Clients noted limitations in talent management, citing bench constraints and talent retention challenges – particularly in specialized CPG domains requiring deep consulting and cross-functional capabilities
- Enterprises seeking an onshore-centric delivery model should carefully evaluate TCS’ delivery footprint, as a significant portion of its delivery operations are currently based offshore

# Enterprise sourcing considerations

## Major Contenders










- CI&T
- Coforge
- EXL
- EY
- Genpact
- HGS
- Infosys
- Kyndryl
- LTIMindtree
- Nagarro
- Persistent Systems
- Sutherland
- Tech Mahindra
- Wipro
- Xebia



# CI&T

## Everest Group assessment – Major Contender

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

- CI&T’s clientele is primarily based out of North America, with a significant presence in Latin America; primarily including mega enterprises (revenue >US\$20 billion) along with a fair share of large and midsize firms
- CI&T primarily focuses on clients in the food and beverages and health, beauty, and personal care sectors. Its core strength lies in delivering application services, with strong credentials in digital commerce – particularly in customer engagement and data analytics
- Clients have appreciated the expertise and experience of its talent and resources










Limitations

- Enterprises looking for an offshore-centric delivery model need to carefully assess its capabilities, as the majority of its delivery footprint is primarily nearshore
- Buyers have highlighted a need for improvement in innovation and developing proprietary solutions and IP
- CI&T has industry-agnostic partnerships but lacks any CPG-specific partnerships, as its solutions are mostly based around digital experience management

# Coforge

## Everest Group assessment – Major Contender

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

- Coforge primarily serves mega enterprises (with revenue exceeding US\$20 billion), leveraging its strength in data, analytics, AI, and infrastructure services, with a strong focus on food and beverages
- The company offers scalable digital commerce solutions (e.g., headless content management system and cloud-native platforms) in addition to supply chain solutions for visibility and connected manufacturing solutions
- It has forged a few CPG-specific partnerships (e.g., with Orion for customer engagement and AI-based solutions for hyper-personalization as well as supply chain), and has made acquisitions (e.g., Cigniti) to strengthen its CPG footprint and leverage the partnership ecosystem










### Limitations

- Coforge has a strong presence within North America, the UK, and APAC; however, its client base beyond these regions is limited
- It lacks proprietary CPG-specific IP for domains such as revenue growth management and product innovation
- It has limited presence in key CPG subsegments (fashion, apparel, and footwear and health, beauty, and personal care), and lacks depth in application and platform services

EXL

Everest Group assessment – Major Contender

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

- EXL is a relevant service provider for small and midsize enterprises (with annual revenue between US\$1-10 billion)
- EXL has developed AI-based IP such as Exelia AI (conversational AI) and Sales Lens AI (gen AI-based customer interaction solutions), in addition to developing offerings for digital sales enablement leveraging analytics and automation
- EXL has expanded its digital and data capabilities through key acquisitions, including ITI Data to bolster data management services and Inbound Media Group to enhance digital marketing analytics

Limitations

- While EXL has a strong market presence in North America and the UK, enterprises in APAC, LATAM, and MEA may need to evaluate its capabilities in their respective regions
- EXL lacks CPG-specific partnerships for solutions in digital commerce, customer engagement, and manufacturing
- Clients looking for providers with application services and engineering services are advised to carefully assess its capabilities



Everest Group assessment – Major Contender

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

- EY is a relevant partner for midsize and large enterprises, particularly for digital transformation initiatives
- It has created relevant IP such as the Intelligent Customer Products (CPG-focused SAP solution for supply chain), EY Fabric (a cloud-native analytics platform), Future Consumer Index (consumer behavior tracker), and sector-aligned transformation frameworks
- EY offers solutions to digitize operations, including sales, supply chain, and procurement, to enhance efficiency and strengthen cybersecurity as part of digital transformation and platform modernization, leveraging its broad partnership ecosystem
- It also offers smart factory solutions that digitize legacy manufacturing operations and modernizes supply chain to deliver savings and efficiency gains










Limitations

- EY has a relatively smaller client base among small enterprises compared to key peers
- It has an onshore-/nearshore-heavy delivery model, which may prevent it from capturing labor arbitrage opportunities
- EY’s engagements are skewed toward consulting services; clients seeking application and infrastructure services expertise may find its capabilities relatively limited

# Genpact

## Everest Group assessment – Major Contender

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

- Genpact is a relevant service provider for enterprises of all sizes seeking both business process and IT services
- Genpact offers a suite of CPG-focused IP solutions, including Cora OrderAssist (fulfillment optimization), Cora Customer Insights (analytics-driven personalization), Cora Supply Chain (real-time visibility and planning platform), and Contract Assistant (AI-driven promotion automation and optimization)
- Genpact’s CPG solutions leverage its partnerships to enhance visibility across channels, optimize supply chains, improve demand forecasting, and enable omnichannel experiences










### Limitations

- Genpact’s CPG offerings are primarily for supply chain optimization, automation, and analytics with limited evidence for new product innovation and D2C enablement
- Clients have expressed concerns around Genpact’s pricing and commercial flexibility, and highlighted strategic partnerships as an area for improvement
- Enterprises looking for an onshore-centric delivery model need to carefully assess its capabilities, as a significant portion of its delivery footprint is currently offshore

# HGS

## Everest Group assessment – Major Contender

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

- HGS is well-suited for midsize, large, and mega enterprises (with annual revenue exceeding US\$1 billion), particularly in delivering business process services such as customer experience management, as well as revenue growth management solutions such as promotion management and trade optimization
- It has developed a suite of CPG-focused IP solutions for customer engagement such as Ignite (customer experience management), EPIC (digital presence management), and Ask Agent X (conversational AI)
- HGS has made substantial strategic investments to expand its DAAI capabilities, notably through the acquisition of Teklink International (data and analytics company) and the launch of HGS AI Hub in Manilla, Philippines










Limitations

- While HGS has strong market presence in North America along with sizable presence in the UK and APAC, its client base in Europe, LATAM, and MEA is negligible
- HGS has limited depth in offering solutions for supply chain and procurement, with a limited focus on engineering services and platform services
- It lacks solutions for emerging CPG-specific transformation priorities such as D2C enablement, headless commerce, and omnichannel integration

# Infosys

## Everest Group assessment – Major Contender

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

- Infosys is a relevant provider for enterprises of all sizes, seeking both business process and IT implementation across the CPG value chain for all types of clientele
- It offers a suite of CPG-focused IP and accelerators, including Infosys Equinox (a microservices-based digital commerce platform supporting B2B, B2B2C, and D2C models), TradeEdge (for channel partner visibility), Strategic Pricing (an AI-driven revenue growth management tool), and Autonomous Supply Chain solutions (providing real-time demand sensing and inventory optimization)
- Infosys benefits from a robust partnership ecosystem, anchored by alliances across cloud, enterprise platforms, supply chain technologies, and advanced analytics
- Clients value its strong domain expertise in supply chain planning, flexibility in resource deployment, and commitment to delivery










### Limitations

- Clients have noted challenges around pricing and commercial flexibility, along with concerns related to talent management
- Enterprises looking for an onshore-centric delivery model need to carefully assess its capabilities, as a significant portion of its delivery footprint is currently offshore

# Kyndryl

## Everest Group assessment – Major Contender

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

- Kyndryl serves as a key service provider for small and midsize enterprises (annual revenue less than US\$10 billion) seeking cloud migrations and infrastructure services
- Kyndryl has displayed deep domain expertise and has strengthened its capabilities through acquisitions such as Skytap (enhancing cloud migration and modernization services) and Samlink (expanding its presence in digital infrastructure), contributing to long-term partnerships with its clients
- It has developed a strong suite of CPG-focused IP solutions, including Kyndryl Advanced Logistics Management, Predictive Inventory Analytics (omnichannel inventory optimization), and Smart Returns (automated return and reverse logistics solution)

### Limitations










- Clients looking for providers that offer business process outsourcing services need to carefully assess its capabilities as its offerings are limited to customer engagement solutions
- Kyndryl’s CPG offerings focus heavily on cloud and infrastructure services such as migrations and IT modernizations, with limited focus on engineering and application services
- It has an onshore-/nearshore-heavy delivery model, which limits its ability to leverage gains of an offshore model



# LTIMindtree

## Everest Group assessment – Major Contender

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

- LTIMindtree is well-positioned to support large and midsize enterprises (annual revenue between US\$1-20 billion), especially in health, beauty, and personal care and fashion, apparel, and footwear
- It has developed a strong suite of IP solutions such as NXT (platform for connecting data and systems), TradeSmart (trade promotion optimization), and Genie on the Go (customer engagement solution), in addition to investments in emerging themes such as blockchain
- LTIMindtree leverages a strong partnership ecosystem to offer solutions across domains including cloud and infrastructure services, enterprise platforms, and data analytics










### Limitations

- It is primarily focused on North America and Europe, with a limited presence beyond these regions
- The company lacks proof points for its offerings in digital commerce as they are mostly limited to customer and marketing analytics
- Enterprises looking for an onshore-centric delivery model need to carefully assess its capabilities, as a significant portion of its delivery footprint is currently offshore

# Nagarro

## Everest Group assessment – Major Contender

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



- Nagarro is a relevant provider for midsize and large enterprises (with annual revenue between US\$1-20 billion), particularly within health, beauty, and personal care segment of CPG, offering platform services and software product engineering services
- It has developed a suite of CPG-focused IP and accelerators such as D2C-in-a-box (scalable D2C solutions), B2B/B2C headless commerce portal accelerators, Fit4Fashion (for SAP S/4HANA Fashion implementations), and multiple customer engagement solutions
- Clients acknowledge Nagarro’s capabilities in supporting end-to-end implementation of e-commerce platforms from development to testing to maintenance










### Limitations

- Nagarro has a strong presence in North America and Europe, along with a significant footprint in the APAC region – especially in ANZ. However, its presence is limited in the LATAM and MEA regions
- Clients expect the company to be more flexible, especially related to its pricing model
- Enterprises looking for business process services need to carefully assess its abilities as its offerings are limited

# Persistent Systems

Everest Group assessment – Major Contender

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

- Persistent Systems is a relevant partner for enterprises of all sizes, with key focus on customer engagement and automating shared services
- It has developed IP solutions for manufacturing and supply chain such as Smart Procurement and Inventory (demand-driven replenishment) and Smart Warehouse and Logistics (automated fulfillment), in addition to multiple customer engagement solutions
- Clients have highlighted Persistent Systems’ strong technical expertise and effective account management. They appreciate the firm’s responsive client engagement and competitive pricing










## Limitations

- Persistent Systems’ key focus is on the North American market, but it has a limited footprint across Europe, the Middle East, and Latin America
- Its limited capabilities in consulting-led transformation and business process services constrain its competitiveness in CPG-focused engagements
- Clients cited limited leverage of partnerships in ongoing engagements, and would appreciate a more proactive approach to innovation and faster onboarding of resources

# Sutherland

## Everest Group assessment – Major Contender

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

- Sutherland is a relevant provider for midsize enterprises, but also serves enterprises of all sizes, primarily offering business process services and cloud and infrastructure services
- Sutherland’s solutions are well-diversified across the value chain, with a strong focus on digital commerce and customer engagement solutions. Additionally, it also offers supply chain management solutions, primarily serving food and beverages and consumer electronics and durables
- Sutherland has developed a broad portfolio of in-house IP solutions to address evolving business needs, especially in AI, automation, and digital commerce, such as eCOM Analytics Suite, Managelt (catalog management), Sutherland Robility (hyper-automation), and CloudTestr (test automation platform)










### Limitations

- Sutherland’s client base is predominantly in the North American market, with a relatively smaller presence in APAC, Europe, MEA, and the UK
- Sutherland has robust partnerships with industry-agnostic vendors but limited evidence for any CPG-specific solution
- While Sutherland’s capabilities are focused on digital transformation and supply chain optimization, it lacks proof points for manufacturing and revenue growth solutions

# Tech Mahindra

## Everest Group assessment – Major Contender

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

- Tech Mahindra is a relevant partner for large CPG enterprises (annual revenue between US\$10-20 billion), with notable traction in the food and beverage and fashion, apparel, and footwear segments
- It offers a suite of CPG-focused IP and accelerators, including Digital Product Passport (product traceability and sustainability compliance), Smart Coolers (IoT-enabled trade asset monitoring), and Feeds – Farm to Fork (SAP-based freshness and quality tracking solution), along with broader platforms such as Yantr.ai (AI-/ML-driven demand planning) and the supplier collaboration portal (enhancing supply chain visibility and supplier engagement)
- Tech Mahindra’s robust partnership ecosystem enables it to offer CPG-specific solutions across domains, including smart manufacturing, customer engagement, and supply chain systems, in addition to analytics and automation
- Clients have positively recognized Tech Mahindra for its strong technical expertise and solid domain knowledge in the CPG industry










### Limitations

- Tech Mahindra has relatively limited advisory-led engagements in the CPG sector, which may be a consideration for enterprises seeking an end-to-end transformation partner
- Enterprises looking for a heavy onshore-centric delivery model need to carefully assess Tech Mahindra’s capabilities, as a significant portion of its delivery footprint is currently offshore

# Wipro

## Everest Group assessment – Major Contender

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

- Wipro is a relevant provider for enterprises of all sizes, seeking both business process and IT implementation and managed services across the CPG value chain
- It offers a suite of CPG-focused IP and accelerators, including Promax PX (predictive analytics for trade promotion optimization), Connected Warehouse (real-time inventory visibility and warehouse management), and Unified Customer Intelligence (360-degree customer data and behavior analytics platform)
- Wipro leverages a robust partnership ecosystem across key CPG technology domains including cloud, infrastructure, enterprise platforms, and automation tools, and has recently started strengthening its alliances with specialized supply chain providers
- Clients commend Wipro for its structured project governance, technical problem-solving, and stakeholder management










### Limitations

- Clients have cited gaps in strategic partnerships and communication clarity – highlighting challenges around talent continuity and Wipro’s ability to act as a consulting-led transformation partner
- While Wipro is recognized for its strong technical capabilities, some clients have indicated that its domain-specific expertise in CPG could be further deepened to enhance business relevance

# Xebia

## Everest Group assessment – Major Contender

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

- Xebia is a relevant partner for enterprises of all sizes, with specialized expertise in digital commerce for fashion, apparel, and footwear segments, and food and beverages
- Xebia has showcased strong capabilities in delivering digital commerce solutions – such as headless commerce and proprietary tools such as a personalized, voice-recognizable product search agent – as well as in digitizing supply chain operations to enhance efficiency and agility
- It has expanded its global capabilities and domain expertise through strategic acquisitions – including GetInData, Netlink Digital Solutions, and g-company – strengthening its digital engineering and transformation offerings

### Limitations

- While Xebia has a strong presence in Europe, its footprint in North America is relatively smaller, with a limited client base across other regions
- Enterprises seeking business process services beyond supply chain services should evaluate its capabilities
- Clients appreciate its technical capabilities, but have indicated a need to improve its domain expertise

# Enterprise sourcing considerations

## Aspirants










- Happiest Minds
- SoftServe
- Sonata Software
- Stefanini
- UST



# Happiest Minds

Everest Group assessment – Aspirant

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

- Happiest Minds is an end-to-end provider of services – IT, business process services, and consulting and advisory – specializing in offering supply chain solutions as part of its business process services
- Its focuses on serving clients in the food and beverages segment and has a strong suite of offerings in data, analytics, and AI – mainly, data integration and digital transformation – in addition to cloud and infrastructure solutions and engineering services










Limitations

- Happiest Minds is a suitable provider for mega enterprises, but has negligible presence among small enterprises, contrary to most of its peers
- Its partnership ecosystem is limited to a few prominent industry-agnostic partners such as SAP and AWS
- Clients should carefully evaluate its capabilities, given the limited offerings in application and platform services

# SoftServe

## Everest Group assessment – Aspirant

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


- SoftServe is a relevant service provider for enterprises in Europe (excluding UK) for mega enterprises (annual revenue >US\$20 billion), especially in the fashion, apparel, and footwear segment
- It primarily provides solutions for application services, but also offers platform services solutions










### Limitations

- Clients seeking infrastructure services, digital, and consulting expertise may find SoftServe’s capabilities relatively limited
- Its solutions/IP portfolio is limited to areas in customer engagement and data analytics with limited offerings for procurement, manufacturing, and revenue growth management
- Some clients have opined that SoftServe can further enhance its domain expertise and offer more verticalized solutions for the CPG sector

# Sonata Software

Everest Group assessment – Aspirant

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

- Sonata Software, with a primary focus on platform services, offers deep expertise in Microsoft Dynamics 365 implementation and support across key modules
- Sonata Software offers CPG-specific solutions for supply chain optimization, customer experience, and trade promotions along with platform-led digital transformation services. It is also developing AI-based offerings – AgentBridge (enterprise AI agent platform) and Harmoni.AI (responsible AI framework) – to deliver agentic AI deployment










### Limitations

- Sonata Software is primarily present in North America, Europe, and APAC; its client base in LATAM and MEA is limited
- Buyers have highlighted gaps in both technical and domain expertise, hampering the provider’s ability to deliver solutions effectively
- The provider has a very limited partnership ecosystem, primarily restricted to SAP, Microsoft Dynamics, Snowflake, and hyperscalers

# Stefanini

## Everest Group assessment – Aspirant

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

- Stefanini is a good fit for small, midsize, and large enterprises (annual revenue <US\$20 billion) that are seeking application, platform, and digital services
- Its capabilities are primarily focused on digital transformation of manufacturing and SAP implementation and has invested in enhancing its analytics and AI through IP solutions that focus on enhancing operational efficiency










### Limitations

- While Stefanini has a strong presence within LATAM and North America, its client base in Europe, APAC, and MEA is limited
- It has limited proof points for delivering customer engagement and sustainability solutions for CPG enterprises
- Its partnership ecosystem is limited to industry-agnostic providers such as SAP and IBM

# UST

## Everest Group assessment – Aspirant

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

- UST is a relevant service provider for large and mega enterprises (annual revenue more than US\$10 billion), particularly looking for application services
- It has developed a suite of IP solutions and accelerators including the Product Box (product intelligence), Vision Intelligence (real-time video analytics), UST Optum (inventory planning and management), UST Omni (supply chain visibility), and UST Flex iOM (order management solution)
- Clients highlight UST’s strong technical expertise in data analytics, along with a well-diversified delivery footprint across geographies

Limitations

- UST primarily focuses on the North American market and enterprises may need to evaluate its capabilities in other regions
- Clients have pointed out challenges in talent management, especially in maintaining consistency, and have emphasized the need to better leverage the company’s key technology partnerships
- While UST has demonstrated proof points in areas such as cloud migrations and digital transformations, its engagements provide limited visibility into its consulting business

# Appendix

Glossary

Research calendar

## Glossary of key terms used in this report

ACV	Annualized Contract Value is calculated by dividing the Total Contract Value (TCV) by the term of the contract	ESG	Environmental, Social, and Governance framework for evaluating corporate sustainability and ethical practices
B2B	Business-to-Business refers to transactions between companies rather than between company and individual consumers	FTE	Full-Time Employees on the rolls of the company
B2C	Business-to-Consumer refers to sales or services directly from businesses to end users	MES	Manufacturing Execution System is a solution that optimizes manufacturing processes by monitoring, tracking, documenting, and controlling the production lifecycle
Buyer	The company/entity that purchases outsourcing services from a provider of such services	RMN	Retail Media Network is the retailer-owned digital advertising platform leveraging first-party shopper data
CRM	Customer Relationship Management systems, managing customer data, interactions, and engagement strategies	TCV	Total Contract Value is the potential revenue associated with the contract and estimated at the commencement of the contract (e.g., sum total of revenue accrued to the provider from the contract over the entire contract term, usually measured in millions of dollars)
CX	Customer Experience is the overall perception customers form through interactions with a company or brand		
D2C	Direct-to-Consumer is a way of selling products directly from the manufacturer or brand to the end customer directly rather than selling through retailers		

# Research calendar

## Retail and CPG

	Published	Current release	Planned
Report title	Release date		
Retail Media: A New Frontier in the Advertising Landscape			January 2025
Future of Shrinkage: Redefining Loss Prevention in a Digital Age			January 2025
Retail Media – Review of Amazon’s Retail Ad Service Launch			February 2025
Supply Chain Transformation Services for Retail and CPG PEAK Matrix® Assessment 2025			March 2025
Supply Chain Transformation Services for Retail and CPG – Provider Compendium 2025			April 2025
Evolving Tariffs, Long-term Shifts: Preparing Retail and CPG Enterprises for Enduring Volatility			June 2025
Revenue Growth Management (RGM) 2.0: The Next Battleground for Enterprise Technology			June 2025
Supply Chain Transformation Services for Retail and CPG State of the Market 2025			June 2025
Pioneering the Next Wave of CX in Retail & CPG: Trends, Insights, and Winning Strategies			June 2025
Retail Services PEAK Matrix® Assessment 2025			June 2025
CPG Services PEAK Matrix® Assessment 2025			August 2025
Blueprints for Autonomy in Retail and CPG: Unlocking Value with Agentic AI			Q3 2025
Retail and CPG Services – Provider Compendium 2025			Q3 2025
Tech Vendor Spotlight – Revenue Growth Management in CPG			Q3 2025
Retail and CPG Services – State of the Market 2025			Q3 2025

Note: [Click](#) to see a list of all of our published Retail and CPG reports



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