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# Top 50™ Store Services Providers 2026

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# Contents

- 03 Background, research methodology,  
and scope of research
- 06 Everest Group Top 50™ Store  
Services Providers
- 08 Evolving trends and key growth drivers  
for store services
- 10 Everest Group recognitions for store  
services providers
- 12 Conclusion

## WHAT

### is the Everest Group Top 50™ Store Services Providers research?

Everest Group Top 50™ Store Services Providers is a global listing of service providers delivering store-focused services to retailers. Store services primarily include capabilities related to physical retail environments across back-end management, store operations, and in-store experience. These services support inventory and replenishment management, workforce and task management, Point of Sale (PoS) modernization, smart-store enablement, omnichannel commerce, customer engagement, retail media networks, and immersive in-store experiences.

**Note to enterprises:** This list is intended to serve as a starting point to build your own list of potential store services providers. It is important to note that the ranking is not an assessment of these firms' capabilities but rather an ordered list based on market presence, portfolio mix, and innovation and investment. Information on the ranking methodology is shared on the next page. For a more comprehensive understanding of these providers' capabilities, reach out to our analyst team and refer to specific [Everest Group PEAK Matrix assessment reports](#).

## WHY

### the Everest Group Top 50™ Store Services Providers research

Physical stores are evolving into intelligent, connected, and monetizable platforms, driving enterprises to invest in solutions that enable unified commerce, smart-store capabilities, frictionless checkout ecosystems, and next-generation customer experience.

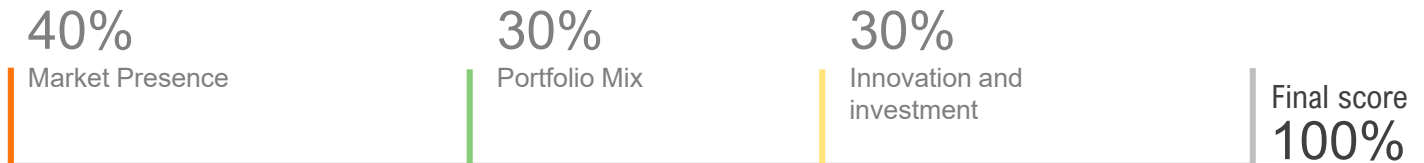
This report provides an objective and detailed analysis of the global store services provider landscape, helping retailers identify leading service providers, especially in store services, and evaluate their scale, portfolio breadth, and innovation capabilities. The listing offers a factual, multi-parameter view of provider scale and market presence, serving as a benchmarking resource for service providers while offering strategic insights for retailers seeking transformation partners for store modernization initiatives.

## HOW

### is the Everest Group Top 50™ Store Services Providers determined?

There are two distinct steps involved in determining the Top 50 Store Services Providers:

- **Qualification criteria:** A provider must generate a minimum of US\$5 million in annual revenue specifically from store services to be considered for inclusion. Store services revenue includes services tied directly to in-store environments across back-end management, store operations, and in-store experience. Revenue attributable purely to supply chain management, procurement, digital commerce, or e-commerce platform services is excluded, unless it meaningfully supports physical store operations
- **Rank determination:** The service providers are assigned a final rank based on a weighted composite score across three key parameters – market presence, portfolio mix, and innovation and investment. The respective weights across these three parameters are presented in the chart below



## KEY

### information sources for this report

We use multiple information sources to conduct our analysis and determine the rankings:

- Information shared/validated by service providers, calibrated and triangulated using Everest Group's proprietary research database and analyst expertise
- Publicly available sources, including provider websites, case studies, and press releases

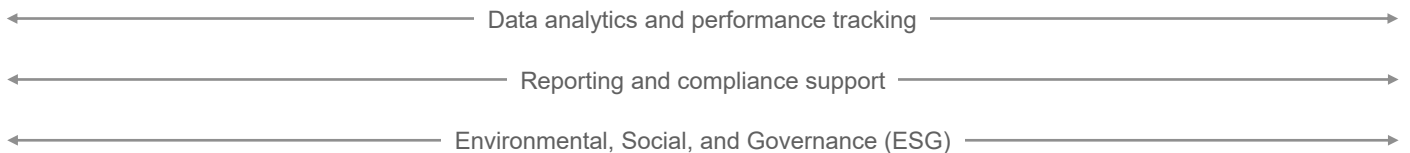
## Everest Group’s scope of research for Top 50™ Store Services Providers 2026

This assessment spans the store services value chain, which has been broken down into three segments:

- **Back-end management:** This is the planning and control backbone of store performance through store inventory management, assortment planning, Master Data Management (MDM) / Product Information Management (PIM), and store associate / workforce management. Together, these capabilities ensure accurate product availability, optimized Stock-keeping Unit (SKU) mix, and clean data foundations that drive well-coordinated store execution
- **Store operations:** Store operations form the core of store services that enable real-time execution across PoS and checkout systems, replenishment workflows, planogram and visual merchandising compliance, category management (pricing and promotions), and smart-store enablement that embeds intelligence directly into store infrastructure in addition to enabling omnichannel commerce
- **In-store experience:** In-store experience focuses on retailers’ customer-facing capabilities, including Customer Relationship Management (CRM), customer experience via service or personalization, retail media networks, and experiential shopping using technologies such as Augmented Reality (AR) and Virtual Reality (VR). These elements transform stores into intelligent engagement platforms that enhance engagement and unlock new monetization opportunities

### Store services value chain

Store services		
Back-end management	Store operations	In-store experience
<ul style="list-style-type: none"> <li>• Demand forecasting</li> <li>• Store inventory management (including OMS integration)</li> <li>• Assortment planning</li> <li>• MDM and PIM (cataloging)</li> <li>• Workforce and task management</li> </ul>	<ul style="list-style-type: none"> <li>• PoS systems / Transaction system / Checkout system</li> <li>• Replenishment management</li> <li>• Planogram planning and visual merchandising</li> <li>• Revenue growth management</li> <li>• Smart-store enablement (shrinkage and shelves management, digital signage, IoT, BOPIS, etc.)</li> </ul>	<ul style="list-style-type: none"> <li>• Customer Relationship Management (CRM)</li> <li>• Customer service management</li> <li>• CX personalization (including loyalty programs)</li> <li>• Retail media network</li> <li>• Experiential Store (AR/VR etc.)</li> </ul>



The scope of this report **excludes** supply chain- and procurement-only services (such as vendor management, inventory procurement, returns management, and logistics) and digital commerce-only services (such as e-commerce platform management, digital marketing, campaign management, and digital storefront enablement).

## Everest Group Top 50™ Store Services Providers | 2026 (page 1 of 2)

Rank	Technology Provider	Final score	Geographic presence						Module presence		
			North America	UK	Europe	Middle East and Africa	APAC	LATAM	Back-end management	Store operations	In-store experience
1	TCS <sup>1</sup>	96.96	✓	✓	✓	✓	✓	✓	High	High	High
2	Accenture	95.59	✓	✓	✓	✓	✓	✓	High	High	High
3	Infosys <sup>1</sup>	91.10	✓	✓	✓	✓	✓		High	High	High
4	Capgemini	90.55	✓	✓	✓	✓	✓	✓	High	High	High
5	HCLTech <sup>1</sup>	86.11	✓	✓	✓	✓	✓	✓	High	High	High
6	Cognizant <sup>1</sup>	85.36	✓	✓	✓	✓	✓	✓	High	High	Medium
7	Deloitte	83.84	✓	✓	✓	✓			High	Medium	High
8	Kyndryl	82.20	✓	✓	✓				High	High	Medium
9	Wipro	81.69	✓	✓	✓	✓	✓	✓	Medium	High	High
10	Tech Mahindra <sup>1</sup>	76.65	✓	✓	✓	✓	✓	✓	High	High	Medium
11	EY	75.82	✓	✓	✓	✓	✓	✓	Medium	Medium	Medium
12	CGI Group	70.01	✓	✓	✓				Medium	High	Medium
13	DXC	67.47	✓	✓	✓	✓	✓		Medium	Medium	Medium
14	Fujitsu	67.38	✓	✓	✓		✓		Medium	High	Medium
15	EPAM Systems	66.61	✓	✓	✓	✓	✓		Medium	Medium	High
16	UST <sup>1</sup>	62.72	✓	✓	✓	✓			Medium	Medium	High
17	Xebia <sup>1</sup>	62.44	✓	✓	✓	✓			Medium	High	High
18	Skillnet Solutions <sup>1</sup>	59.18	✓	✓	✓	✓	✓	✓	High	High	Medium
19	Pomeroy <sup>1</sup>	58.39	✓	✓	✓				Low	Medium	High
20	Zensar <sup>1</sup>	54.67	✓	✓		✓			Medium	Medium	Medium
21	Sutherland	54.16	✓			✓			Medium	Medium	Medium
22	Qburst <sup>1</sup>	53.71	✓				✓		High	Medium	High
23	LTIMindtree <sup>1</sup>	53.55	✓	✓	✓	✓	✓	✓	High	Medium	Medium
24	Coforge <sup>1</sup>	52.64	✓	✓			✓		Medium	Medium	Medium
25	Sonata Software	52.62	✓	✓	✓		✓		High	Medium	High

1 These service providers are primary participants

## Everest Group Top 50™ Store Services Providers | 2026 (page 2 of 2)

Rank	Technology Provider	Final score	Geographic presence						Module presence		
			North America	UK	Europe	Middle East and Africa	APAC	LATAM	Back-end management	Store operations	In-store experience
26	Publicis Sapient	52.60	✓		✓		✓	✓	Low	Medium	Medium
27	Genpact	51.82	✓		✓		✓		Medium	High	Medium
28	Nagarro	50.64	✓	✓	✓				Medium	Medium	Medium
29	Brillio	50.58	✓	✓					Medium	High	Medium
30	HGS	47.45	✓	✓			✓		Medium	Medium	Medium
31	Hitachi Digital Services	47.37	✓	✓	✓		✓		Medium	Medium	Medium
32	Hexaware	46.16	✓	✓	✓				Medium	Medium	High
33	Persistent Systems	45.45	✓				✓		Medium	High	Medium
34	SoftServe	45.39	✓		✓				Medium	Medium	Medium
35	Mastek <sup>1</sup>	44.17	✓	✓		✓			Medium	Medium	Medium
36	Stefanini	42.83	✓					✓	Medium	Medium	Medium
37	Intellias	42.80	✓	✓	✓				Medium	Medium	Medium
38	EXL	42.75	✓	✓					Medium	Medium	Medium
39	HTC Global Services	42.63	✓				✓		Low	High	High
40	CDW Corporation	42.41	✓	✓					Medium	Medium	Medium
41	Ciklum	42.13		✓	✓				Low	Medium	Medium
42	Happiest Minds	40.88	✓		✓		✓	✓	Medium	Medium	Medium
43	Minsait	39.30		✓	✓				Low	Low	Low
44	Aspire Systems	39.26	✓			✓	✓		Medium	Medium	Low
45	JKTech <sup>1</sup>	38.32	✓	✓			✓		Medium	Medium	Low
46	Litmus7	36.45	✓	✓					Medium	Medium	Medium
47	Chetu <sup>1</sup>	35.64	✓	✓	✓				Medium	Low	Low
48	CI&T	35.36	✓		✓			✓	Medium	Medium	Low
49	Valantic	35.27		✓	✓				Medium	Medium	Medium
50	GSPANN Technologies	33.50	✓						Medium	Medium	Low

1 These service providers are primary participants

## Evolving trends and key drivers for store services

We are seeing the following drivers and trends for store services.



### **Physical store as an integrated and intelligent system, with AI as a force multiplier**

Retailers are moving beyond legacy tech modernization toward building intelligent physical environments where store infrastructure, smart-store enablers, and different systems function as one connected ecosystem instead of operating in silos. The store's back-end needs to communicate seamlessly with front-end systems to break operational silos and enable more efficient store operations. This integrated ecosystem is leveraged using AI to deliver real-time insights into inventory accuracy, shopper behavior, queue congestion, and overall store operational performance.



### **Smarter, not fully autonomous, stores**

Rising labor costs and workforce shortages are pushing retailers toward increasingly autonomous store solutions with minimal human intervention. The goal is not fully autonomous stores – which have struggled to scale amid increasing shopper frustration – but to bring the physical retail experience closer to the convenience of online shopping. For example, UK-based supermarket and grocery chain Booths moved away from its self-checkout system due to poor customer experience. Retailers are cautiously deploying smart solutions – such as camera-enabled smart shelves with IoT sensors, self-service checkout systems, endless aisles, and Buy Online Pick Up In Store (BOPIS) – to improve operational efficiency, reduce waiting times, and prevent lost sales. The emerging approach emphasizes balancing automation with operational control, integrating these technologies with real-time monitoring to improve productivity and enhance the overall customer experience.



### **Unified commerce as the core of customer-centric retail**

Retailers are shifting to unified commerce as the next evolution of retail architecture, beyond omnichannel models that focused on integrated experience across channels. Unified commerce replaces fragmented legacy systems with a single, real-time platform integrating PoS, order management, inventory, loyalty, digital commerce, and journey analytics, acting as a central data hub that ensures a unified view of customer and inventory data across all touchpoints. This view enables accurate stock visibility, consistent promotions, seamless cross-channel returns, and in-store personalization. Moreover, it allows AI-driven advanced analytics to enable customer engagement and personalization at scale. Delivering unified commerce requires API-first integration, modernized PoS systems, and strong data governance, making it foundational to scalable store transformation.



### **Enabling experiential retail experiences**

Playing to the strengths of physical stores, retailers are increasingly aiming to create deeper, more immersive shopping experiences. Such experiences involve the use of AR/VR, smart mirrors, digital fitting rooms, and interactive displays that are redefining product discovery and personalization. For example, H&M has deployed smart mirrors in some stores to offer personalized styling recommendations. Similarly, several fashion and apparel retailers are also deploying VR-based product visualization

solutions to enhance confidence in purchase decisions. Smart mirrors enable virtual try-ons, cross-sell recommendations, and tailored styling, enhancing both convenience and personalization. These technologies not only increase engagement but also reduce return rates and improve basket size, creating differentiated in-store experiences that strengthen brand loyalty while seamlessly complementing digital storefronts.



### **Store as a media platform**

Retail media has expanded in scope to encompass broader retail touchpoints – digital screens, shelf-edge displays, self-service kiosks, and IoT-enabled surfaces – transforming them into dynamic advertising real estate. As third-party cookies decline and privacy regulations tighten, retailers hold a distinct advantage through their first-party customer and transaction data. Retail media networks are emerging as strategic platforms that unify advertising, commerce, and analytics across the retail ecosystem as brands increasingly consolidate trade and marketing budgets.



### **Micro-verticalization driving transformation priorities**

The demand for store services is increasingly being shaped by specific retailer requirements rather than a one-size-fits-all approach. Mass-merchandising and grocery retailers – representing the largest share of store services investment – prioritize shrink reduction, on-shelf availability, and replenishment accuracy due to their thin margins and SKU complexity. Meanwhile, apparel and fashion retailers emphasize immersive in-store experiences and AR-enabled personalization to increase conversion and reduce returns. Even as priorities differ by vertical, retailers need integrated systems built on a unified data backbone to drive consistent engagement, real-time personalization, and seamless omnichannel experiences at scale.

## Everest Group recognitions for store services providers (page 1 of 2)

As store environments evolve into intelligent, connected, and monetizable ecosystems, differentiation among service providers is increasingly visible across specific domains of the store services value chain. Everest Group recognizes providers that demonstrate distinctive strengths, innovation depth, and measurable client impact within these key store services segments based on market traction, capabilities, ecosystem partnerships, and innovation.

### 1

#### PoS solutions

PoS has evolved from a checkout system into the store's operational core. Retailers are aiming to deploy platforms that can integrate payments, CRM, promotions, inventory, and analytics within the PoS ecosystem. The key metrics used to measure success include reduction in checkout time and queue wait time, among other indicators. Providers recognized in this segment demonstrate strong ability to integrate PoS seamlessly into broader store ecosystems, driven by pre-built accelerators and strong alliances for PoS implementations. Providers that stand out in this category are:



### 2

#### Smart-store enablement

Smart-store enablement transforms physical stores into connected, sensor-driven environments using Internet of Things (IoT), computer vision, Radio Frequency Identification (RFID), and edge computing. Stores are increasingly operating as live data ecosystems where inventory, shopper behavior, staffing, and energy usage are continuously monitored and optimized. AI is increasingly enabling advanced analytics to optimize store efficiency and enhance store productivity. Recognized providers demonstrate proven capabilities for hardware-software integration, strong ecosystem partnerships, and proven deployments that improve shrink control, shelf availability, and overall store productivity. Providers recognized in this category are:



## Everest Group recognitions for store services providers (page 2 of 2)

### 3

#### Immersive retail experience

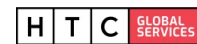
Retailers want to elevate stores into immersive environments that increase customer engagement, and conversion. Technologies such as AR/VR, virtual try-ons, smart mirrors, and interactive displays are redefining in-store engagement, particularly in the fashion and specialty segments. Retailers are investing in differentiated experiences to compete with digital-first customer experience. Recognized providers demonstrate strong capabilities in innovation to make store visits more engaging for customers, with a measurable impact on conversion rates and return reduction. The standout providers in this category are:



### 4

#### Retail media network

Retail media networks are emerging as high-growth monetization channels within store services. Retailers are leveraging first-party data to deliver targeted advertising across digital and physical touchpoints, including smart shelves and in-store screens. Closed-loop attribution models are tying media impressions directly to sales outcomes. Stores are becoming measurable media assets. Recognized providers demonstrate strong data integration, AI-driven targeting, and the ability to unify digital and in-store media ecosystems into scalable advertising platforms. Providers recognized in this category are:



## Conclusion

The physical store is being redefined. What was once a transactional environment is now an intelligent, connected, and monetizable platform. Retailers are investing in technologies that blend operational precision across inventory optimization, PoS modernization, and smart-store enablement with a focus on customer engagement. Moreover, they will increasingly leverage AI not only for analytics and personalization, but also to drive autonomous task execution and optimize multiple aspects of store operations. The next phase of retail transformation will be defined not just by digitization, but by intelligence, AI-driven automation, and measurable value creation at scale.

Retail enterprises evaluating providers for store services should not limit their assessment to scale and service delivery. Instead, they should seek transformation partners capable of leveraging technology investments to build future-ready stores that serve evolving commerce and consumer behavior. Providers with a deep understanding of the unique operational priorities across different retail segments will be better positioned to deliver targeted, outcome-driven solutions that translate into measurable business value and sustained competitive advantage.

The Everest Group Top 50™ Store Services Providers 2026 reflects this shift. The recognized providers demonstrate a combination of scale, breadth across the store value chain, and innovation depth. As stores evolve into data-rich ecosystems capable of driving revenue growth, service providers will play a pivotal role in shaping the future of physical retail. Those that can integrate technology, domain expertise, and ecosystem partnerships into cohesive, outcome-driven solutions will define the next era of store transformation.

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