

AI Portfolio

TBR’s AI Portfolio provides quantitative and qualitative benchmarking and analysis on how technology firms are elevating operating margin performance, evolving staffing models, navigating AI adoption internally and delivering AI solutions externally.

| AI Disruption Index | |
|--|---|
| Description | Details |
| AI Disruption Index research and analysis frames margin performance and AI disruption management within core peer groups for maximum actionable intelligence. Immediate peers are reported on and benchmarked within each semiannual report. | <ul style="list-style-type: none"> • <i>Quarterly</i> |
| AI Disruption Report | |
| Description | Details |
| AI Disruption Reports examine how a company is leveraging AI internally to transform core business functions as well as how they market and deliver AI solutions to their customers. TBR proprietary data details company performance against margin. | <ul style="list-style-type: none"> • <i>Quarterly</i> |
| Market Landscape | |
| Description | Details |
| Market landscapes provide analysis of an emerging or disruptive market segment or technology, including insight into how vendors and customers address the emerging technology as well as market sizing, vendor positioning, strategies, acquisitions, alliances and customer adoption trends. | <ul style="list-style-type: none"> • <i>Semiannual</i> |

Access all AI quantitative and qualitative benchmarking and analysis with a TBR Insight Center™ free trial

[Learn More](#)

| AI Portfolio | | |
|--------------------------------------|--|------------------------------------|
| AI Disruption Indexes | AI Disruption Reports | |
| Big Four & Management Consultancies | Big Four & Management Consultancies | Enterprise Software Vendors |
| Hardware-led Services Business Units | Bain & Co. | Adobe |
| I-6 IT Services Firms | Boston Consulting Group | Oracle |
| IT Services | Deloitte | Salesforce |
| U.S. Federal IT Services | EY | SAP |
| Infrastructure OEMs ^o | KPMG | ServiceNow |
| Enterprise Software Vendors | McKinsey | Workday |
| Hyperscalers | Hardware-led Services Business Units | Hyperscalers |
| Enterprise Network Vendor | Cisco Services | Amazon Web Services |
| U.S. Telecom Operator | Dell Services | Google Cloud |
| | HPE Services | Microsoft Azure |
| AI Market Landscapes | Lenovo | Oracle |
| AI & GenAI** | I-6 IT Services Firms | Enterprise Network Vendors |
| AI & GenAI Model Provider* | Cognizant | Cisco |
| AI Infrastructure* | HCLTech | Extreme Networks |
| AI PC* | Infosys | Hewlett Packard Enterprise |
| Cloud AI Monetization* (Coming 2H26) | Tata Consultancy Services | U.S. Telecom Operators |
| Telecom AI* | Tech Mahindra | AT&T |
| | Wipro | T-Mobile |
| | IT Services | Verizon |
| | Accenture | U.S. Federal IT Services |
| | Atos Group | Booz Allen Hamilton |
| | Capgemini | CACI |
| | DXC Technology | General Dynamics Technologies |
| | Fujitsu | Leidos |
| | IBM Consulting | Maximus |
| | Kyndryl | SAIC |
| | NTT DATA | |

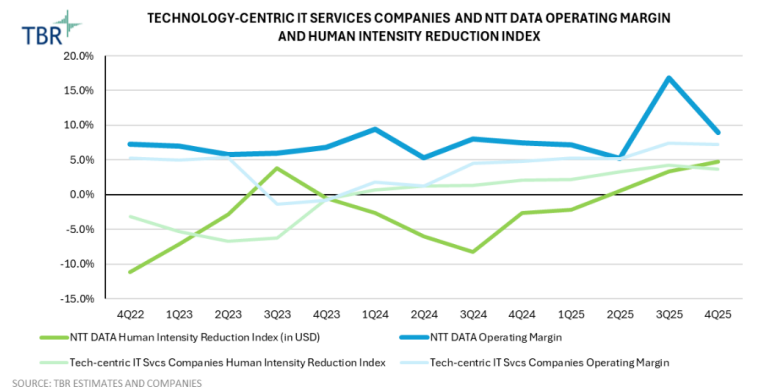
*Semiannual updates
 **Annual updates
^oRAMP metric & @AI Business Model Matrix – Revenue-adjusted Margin
 Productivity is a proprietary metric for infrastructure OEMs, designed to illustrate how AI disruption is impacting OEM strategy decisions and how those decisions are shaping profitability

HIRI updates occur quarterly. AI Business Model Matrix charts are updated semiannually or as warranted.

AI Market Landscapes are also available in other TBR research portfolios.

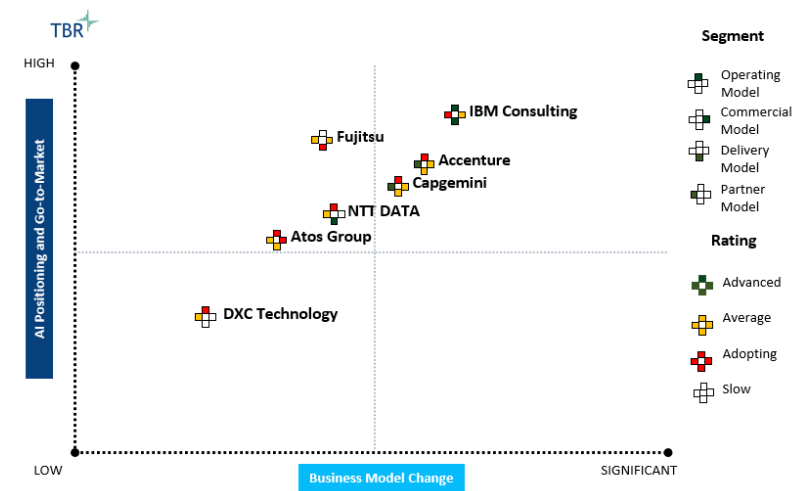
©Human Intensity Reduction Index (HIRI)

A direct measure of a company's AI, human capital, automation, utilization, offshore leverage and delivery model evolution on their operating margin



©AI Business Model Matrix

Placement is a direct reflection of the company and its immediate peers in AI adoption efforts and evolution of operating model, commercial model, delivery model and partner model from AI



ABOUT US







Technology Business Research, Inc. is a leading independent market, competitive and ecosystem intelligence firm, specializing in the business and financial analyses of hardware, software, professional services, and telecom vendors and operators.

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