

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.

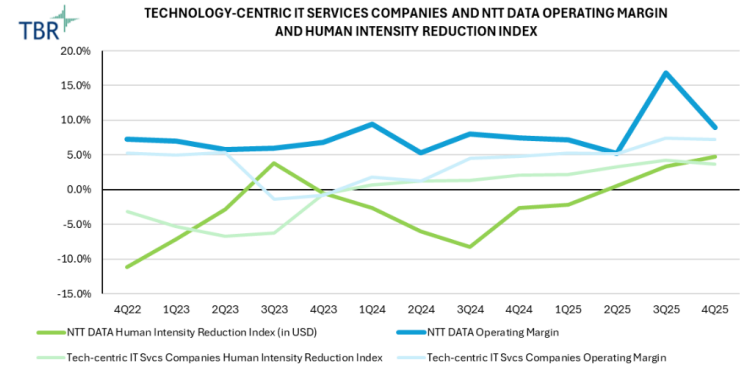
| AI Disruption Index | |
|--|---|
| Description | Details |
| AI Disruption Index research and analysis frames margin performance and AI disruption management within core peer groups for maximum actionable intelligence. Immediate peers are reported on and benchmarked within each semiannual report. | <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

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©Human Intensity Reduction Index (HIRI)

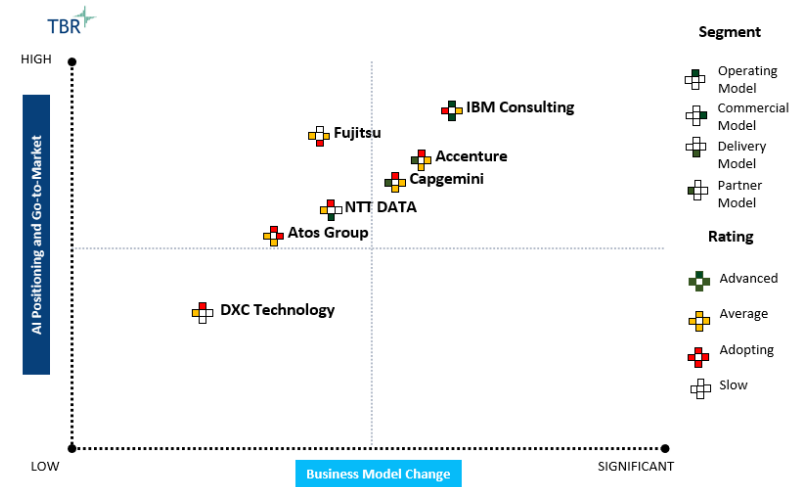
A direct measure of a company's AI, human capital, automation, utilization, offshore leverage and delivery model evolution on their operating margin



SOURCE: TBR ESTIMATES AND COMPANIES

©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



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

*Semiannual updates
**Annual updates
^oRAMP metric & ©AI Business Model Matrix – Revenue AI Disruption, Market Strategy and Profitability 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.

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.

Serving a global clientele, TBR provides timely and actionable market research and business intelligence in formats that are tailored to clients' needs. Our analysts are available to address client-specific issues further or information needs on an inquiry or proprietary consulting basis.

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CONTACT US

+1 877.857.3261

info@tbri.com

<http://www.tbri.com/>

7A Merrill Industrial Drive

Hampton, NH 03842

USA

