IDC MarketScape

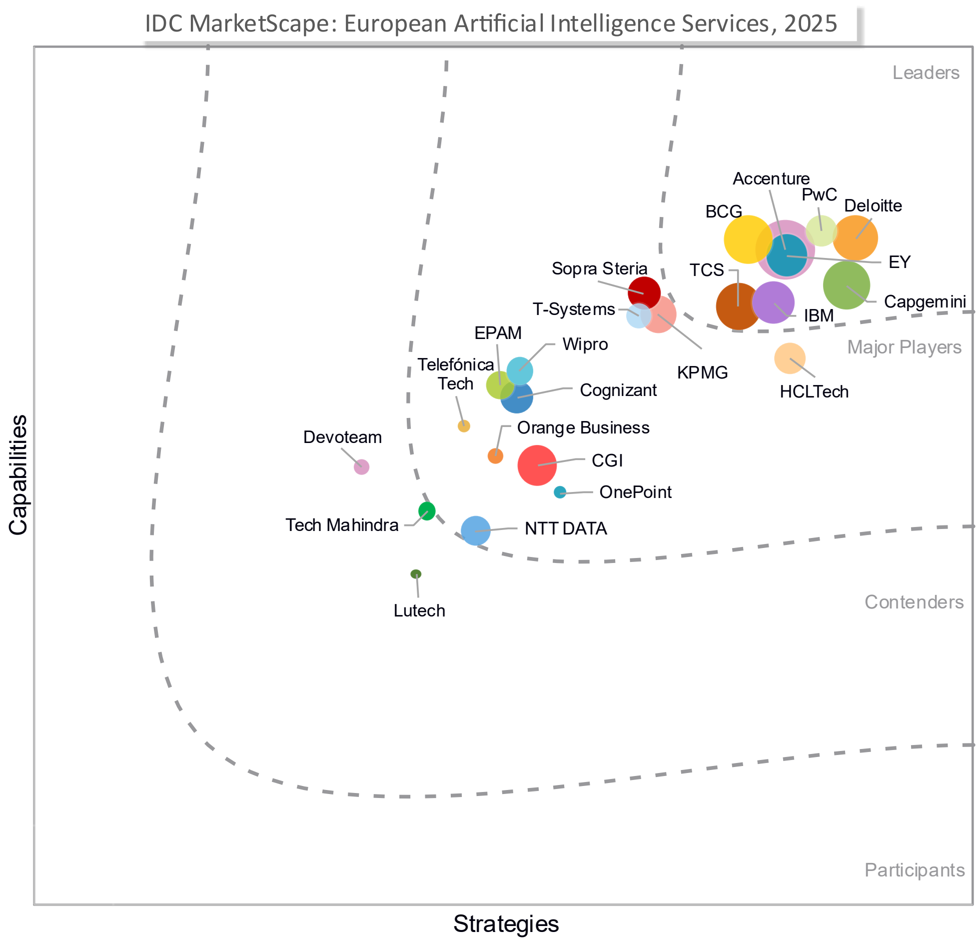
IDC MarketScape: European Artificial Intelligence Services 2025 Vendor Assessment

THIS EXCERPT FEATURES PWC AS A LEADER

IDC MARKETSCAPE FIGURE

FIGURE 1

IDC MarketScape: European Artificial Intelligence Services 2025 Vendor Assessment



Source: IDC, 2025

September 2025, IDC #EUR153006025e

Please see the Appendix for detailed methodology, market definition, and scoring criteria.

ABOUT THIS EXCERPT

The content for this excerpt was taken directly IDC MarketScape: European Artificial Intelligence Services 2025 Vendor Assessment (Doc # EUR153006025).

IDC OPINION

This IDC MarketScape comprises a vendor assessment for the 2025 European AI services market using the IDC MarketScape model. This is the first edition of this assessment, conducted in close collaboration with the team behind *IDC MarketScape: Worldwide Artificial Intelligence Services 2025 Vendor Assessment* (July 2025).

European executives increasingly believe AI can reinvent business and operating models and deliver sustainable value. According to IDC's *CEO Survey* (March 2025), 50% of European CEOs expect to use AI to reinvent their business models within the next three to five years.

Despite that intent, only 13% of AI proofs of concept (POCs) built from 2023–2024 have made it to production (IDC's *Future Enterprise Resiliency & Spending* Survey, Wave 4, April 2024). In 2025, the focus is shifting from pilots to scaled, production-grade deployment. Success depends on two foundations: an AI-fueled operating plan that links strategy, governance, and workforce development and an AI-ready technology operating model for applications, AI platforms, data, and infrastructure. Organizations must prioritize enterprise-grade AI technology and seamless integration with existing processes and controls to produce tangible results, countering the idea that progress hinges on user readiness.

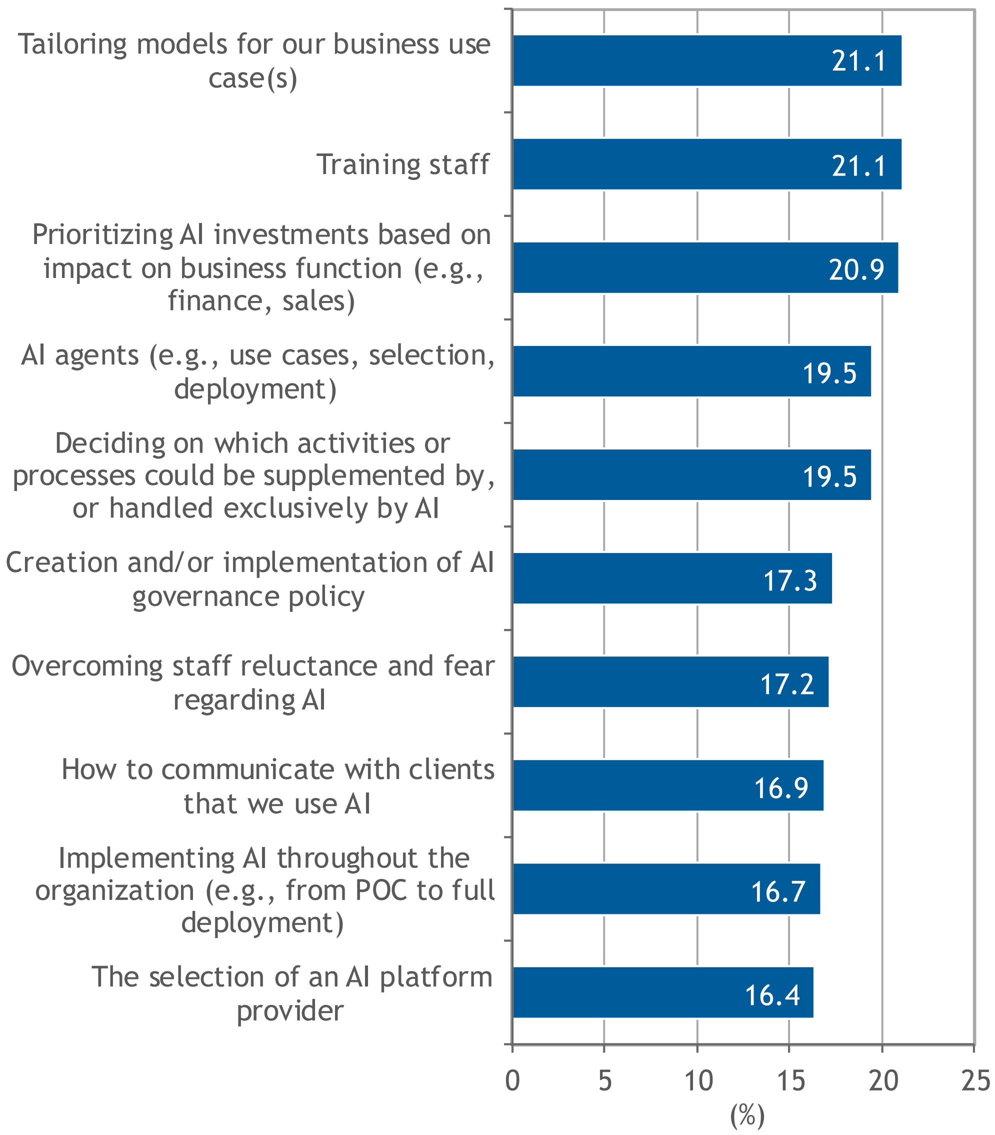
European organizations must adopt AI responsibly, integrate it with legacy systems, ensure data reliability, achieve measurable ROI, and comply with increasing regulations (e.g., the EU AI Act, in effect for general-purpose models since August 2025). The rapid emergence of agentic AI in recent quarters adds further complexity to organizations' AI strategies. In this evolving landscape, concerns around AI sovereignty have become more prominent, influencing not only infrastructure and model choices but also how organizations engage with AI partners. In IDC's *Digital Sovereignty Survey* (July 2025), 60% of European organizations said they are more likely to adopt sovereign cloud solutions for AI workloads. This trend, shaped by geopolitical dynamics and regulatory demands, is also affecting how organizations choose AI service providers, with a stronger emphasis on compliance, security, and regional control.

To unlock the full value of AI and move beyond isolated pilots, organizations increasingly turn to trusted service partners who can provide deep expertise, collaborative approaches, and strong delivery capabilities. These partners are instrumental in scaling AI across the enterprise and offer end-to-end support, including strategy development, use case prioritization, build-versus-buy decisions, governance frameworks, solution implementation, and managed services. IDC research highlights that when deploying AI or generative AI (GenAI), European organizations require assistance from services providers to tailor models for their business use case(s), train staff, and prioritize AI investments based on business function impact.

FIGURE 2

Top Areas in Which European Organizations Seek External Support for AI/GenAI Deployment

Q: *In which areas did your organization require the greatest assistance from external partners/services providers when deploying AI/generative AI in your organization?*



Source: IDC's *European IT Services Survey 2025* (August), (N = 610)

In the meantime, service providers have been at the forefront of disruption with AI, both transforming their internal operating models and enabling clients to navigate complexities across the AI life cycle. Most now embed AI into traditional service delivery, enabling faster project execution, reduced complexity, and greater productivity. Investments are focused on proprietary IP, accelerators, and AI-powered offerings to support both their workforce and clients.

AI service vendors in Europe are winning business by showing clear adoption strategies and proving their value through real customer projects. Geographic presence is also a key factor; some providers leverage global scale and resources to drive innovation and delivery while others adopt a more focused regional approach tailored to local business needs. Vendors with relevant and flexible offerings are strengthening their position by meeting specific client needs and delivering tangible value.

For this assessment, IDC evaluated AI services vendors against scoring criteria, based on information provided in writing and through extensive briefings by participating vendors. IDC also collected feedback from European customers on their perception of these vendors' key characteristics and capabilities. Key findings include:

- According to IDC's *European Artificial Intelligence Services Buyer Perception Survey*, the most critical vendor attribute for successful AI services engagements is the "ability to achieve business outcomes."
- When buyers were asked about the top business objective driving their engagement with their AI services vendor, the most frequent responses at a European level were "increased operational efficiency," "faster innovation," "improved business agility," and "cost savings." Altogether 31% of the surveyed European buyers reported improvements of 30% or more in measurable KPIs from their AI services engagement.
- The top-rated vendor attribute, in aggregate, was the ability to "integrate vendor project team with internal team," while the lowest rated was the ability to "provide ROI models/cost-benefit analysis to support business case for AI solutions."

IDC MARKETSCAPE VENDOR INCLUSION CRITERIA

Companies had to meet the following inclusion criteria to be considered for this IDC MarketScape:

- European AI services revenue of at least $50 million over the last calendar year
- AI services revenue generated in at least four European countries

- AI services offerings spanning the life cycle of business and IT services (e.g., project-based, managed, support, and training)
- AI services offerings addressing a range of industry verticals and business functions
- Offers its own software assets (e.g., tools, platforms, or other proprietary solutions) as part of its AI services portfolio
- Go-to-market alliances with a range of AI technology providers

ADVICE FOR TECHNOLOGY BUYERS

- **Run maturity assessment:** Consider your organization's strategy and business objectives before selecting any technology. While GenAI and agentic AI currently dominate technology and business conversations, this does not mean these capabilities are the right solutions for your business problems or that your organization is ready to take full advantage of them. A good partner will work with you to understand your goals and challenges; they will then help you evaluate whether and when you can expect to realize business benefits from AI investments, considering your available talent, data, and technology resources.
- **Seek partners to help you develop an AI-fueled business operating plan:** Becoming an AI-fueled organization will require integrating AI into your business strategy, focusing on impactful AI use cases, establishing unified governance, and planning for an AI-augmented workforce. If these are areas in which you need support, look for providers with approaches that include business transformation consulting, ROI and business value analysis, responsible AI and governance frameworks, workflow reengineering to support human-AI collaboration, and resources for reskilling and enabling employees. Seek out partners that can translate between technical and business concepts to align stakeholder priorities and expectations and can also communicate effectively with your employees through workshops and change management programs.
- **Plan for the best AI technology operating model:** Cost-effective and secure scaling of AI capabilities across an organization requires a unified technology approach that incorporates fit-for-purpose infrastructure; AI-ready data; a platform integrating data, model, and software development life cycle activities; and AI-infused applications and workflows. If your organization is in the early stages of its transition to this type of approach, seek out providers with expertise in AI technology foundations and reference architectures, computational resource optimization, data modernization, platform engineering, and AI application design, prototyping, and industrialization. If your AI technology operating model is more established, choose providers that can integrate seamlessly with your environment and internal teams and help you optimize deployment efficiency.

- **Leverage service providers to build skills and expertise:** The range of expertise needed to operate as an AI-fueled organization continues to evolve rapidly. The adoption of agentic AI technologies will inevitably create new job roles and skills requirements for organizations and services providers alike. Select a partner with skilled resources and platform certifications that fill gaps or enhance your existing AI capabilities, integrate well with your internal teams, and can flex as your skill needs change. Consider partnering with a services provider through an AI center of excellence (COE) construct to gain ongoing access to best practices and recommendations, innovation and R&D resources, on-demand AI talent pools, and managed services and support to move AI solutions from experimentation into production.
- **Work with partners with the capabilities needed to accelerate innovation:** Experimentation will remain a necessary part of the journey to becoming an AI-fueled organization. Services partners can provide structure, organization, and insight to reduce innovation risks and deliver more predictable and tangible outcomes. To accelerate moving from proof of concept to production, consider services vendors that both partner with your chosen technology providers and have codified their own domain knowledge and development methodologies into repeatable blueprints and design patterns. Additionally, consider the proprietary software assets that service providers may propose as part of their AI services offerings to augment products from your technology provider ecosystem and/or automated business, IT, or operations workflows. While a provider's "prebuilt" solution may only address 60–80% of your needs, it could be a better option than a fully customized solution, especially for more common use cases.
- **Strike the right balance between local relevance and cost optimization:** Europe is a mosaic of countries, each with its own language, culture, regulatory framework, and strategic priorities. Consider providers that demonstrate a deep understanding of local market dynamics in your key countries of operation. At the same time, evaluate their ability to deliver scalable and cost-effective services through nearshore or offshore delivery models.
- **Choose partners with a focus on trustworthy AI:** Consider how your partner integrates compliance, ethical standards, and regulatory knowledge into their AI services. Their support should go beyond checklists to help foster trust and ensure accountability while supporting responsible innovation, all of which are central to long-term value creation and AI readiness. In regulated sectors, the ability of a provider to support your AI sovereignty ambitions should be considered a core aspect of the engagement.
- **Use external expertise to select vendors:** Use this IDC MarketScape in contract negotiations and as a tool not only to shortlist AI services vendors for your European operations but also to evaluate vendors' proposals and oral presentations. Make sure you understand where these players are truly

differentiated and take advantage of their expertise: technical, industry-based, or otherwise.

VENDOR SUMMARY PROFILE

This section briefly explains IDC's key observations resulting in a vendor's position in the IDC MarketScape. While every vendor is evaluated against each of the criteria outlined in the Appendix, the description here provides a summary of each vendor's strengths and opportunities.

PwC

After a thorough evaluation of PwC's strategies and capabilities, IDC has positioned the company in the Leaders category in this 2025 IDC MarketScape for European AI services.

PwC's Data, Analytics, and AI practice combines deep industry knowledge, technical expertise, and a strong focus on responsible AI to help clients transform operations and reinvent their business model. Across Europe, PwC serves approximately 500 active clients for AI services via its local offices and delivery teams. To support this engagement model, the firm has rolled out a network of AI centers of excellence and innovation labs in Luxembourg, Switzerland, France, Germany, the UK, the Czech Republic, and other key European countries.

Its core offerings span AI strategy, responsible AI, solution build and implementation, and embedded AI, including operations and workforce upskilling. PwC also integrates AI across its broader consulting and technology services, applying intelligent automation in areas such as workforce transformation, business intelligence, software development, financial planning, and customer engagement.

In terms of AI IP, a flagship asset is PwC's Agent OS, a proprietary enterprise AI orchestration platform that the firm positions as a command center for managing and integrating AI agents into core business workflows and enterprise systems. PwC continues to expand the use of proprietary platforms (e.g., Model Edge) to operationalize AI governance in line with GDPR and the forthcoming EU AI Act. This framework forms the foundation of its European AI engagements, with the aim of helping regulated industries define strategic roadmaps and accelerate model validation without compromising compliance. Beyond implementation, PwC actively contributes to AI policy and innovation through both advisory and R&D initiatives. In 2025, this included its collaboration with the UK government's Innovate UK agency to launch an AI Skills Hub platform and its partnership with the German Research Center for Artificial Intelligence (DFKI) to establish the AI for Society Lab in Kaiserslautern. PwC also reinforces its commitment to trustworthy AI in Europe through various initiatives: the launch of its Assurance for AI service suite to provide independent audit and oversight of AI systems, its collaboration with Oracle on sovereign cloud solutions, and the development of tools and frameworks to support compliance with evolving EU regulations.

Strengths

IDC considers PwC's strategies related to client adoption, sales and distribution, and innovation and R&D to be key strengths. Additionally, the company distinguishes itself through close collaboration with European public-sector bodies and regulatory authorities for both AI advisory and AI R&D initiatives.

European customers highlight the company's ability to apply functional or industry-specific methodologies and assets to solve their issues, deliver innovation that produces measurable results, deliver services from its Center of Excellence for AI, and deliver across the AI services life cycle as key contributors to successful engagements.

Challenges

IDC believes PwC should continue to grow its team of professionals dedicated to delivering AI services for European clients. It could also benefit from collaboration with a broader spectrum of partners (e.g., AI infrastructure providers) and a more cohesive strategy for the platform-based delivery of AI services. IDC believes PwC could further expand its European midmarket growth by continuing to tailor and bundle its AI services and IP for SMBs.

Consider PwC When

Large European organizations looking for a consulting-led AI services partner with robust functional and industry-specific methodologies, a strong portfolio of reusable assets, and a well-established innovation culture in Europe should consider PwC.

APPENDIX

Reading an IDC MarketScape Graph

For the purposes of this analysis, IDC divided potential key measures for success into two primary categories: capabilities and strategies.

Positioning on the y-axis reflects the vendor's current capabilities and menu of services and how well aligned the vendor is with customer needs. The capabilities category focuses on the capabilities of the company and product today, here and now. Under this category, IDC analysts will look at how well a vendor is building/delivering capabilities that enable it to execute its chosen strategy in the market.

Positioning on the x-axis or strategies axis indicates how well the vendor's future strategy aligns with what customers will require in three to five years. The strategies category focuses on high-level decisions and underlying assumptions about offerings, customer segments, and business and go-to-market plans for the next three to five years.

The size of the individual vendor markers in the IDC MarketScape represent the market share of each individual vendor within the specific market segment being assessed.

IDC MarketScape Methodology

IDC MarketScape criteria selection, weightings, and vendor scores represent well-researched IDC judgment about the market and specific vendors. IDC analysts tailor the range of standard characteristics by which vendors are measured through structured discussions, surveys, and interviews with market leaders, participants, and end users. Market weightings are based on user interviews, buyer surveys, and the input of IDC experts in each market. IDC analysts base individual vendor scores, and ultimately vendor positions on the IDC MarketScape, on detailed surveys and interviews with the vendors, publicly available information, and end-user experiences in an effort to provide an accurate and consistent assessment of each vendor's characteristics, behavior, and capability.

Market Definition

IDC defines AI as systems that learn, reason, and self-correct. These systems hypothesize and formulate possible answers based on available evidence, can be trained through the ingestion of vast amounts of content, and automatically adapt and learn from their mistakes and failures. AI systems use a variety of technology components across hardware (e.g., AI servers, AI storage, AI infrastructure as a service, AI network, and AI devices) and software (e.g., AI platforms, AI-enabled applications, and AI system infrastructure software). IDC's definition of AI includes three broad categories of capabilities (generative, predictive, and interpretive).

AI services providers engage with clients to help deploy and use AI systems through business services and IT services:

- **Business services** include AI-related business consulting and business process outsourcing services.
- **IT services** include IT consulting, systems and network implementations, IT outsourcing, application development and management, IT deploy and support, and IT education and training related to AI applications and infrastructure spending.

Underlying data services are a critical component of creating AI systems, serving as the base for initial analysis and learning. Data services are highly specific to the function and process of the AI system and may come from a wide range of sources, both unstructured and structured. These data services include the processes needed to ingest, organize, cleanse, and utilize the data within AI-enabled applications.

For detailed definitions of the markets included within business services and IT services, see IDC's Worldwide Services Taxonomy, 2025 (IDC #US52282025, March 2025).

Customer Perceptions of AI Services Vendors

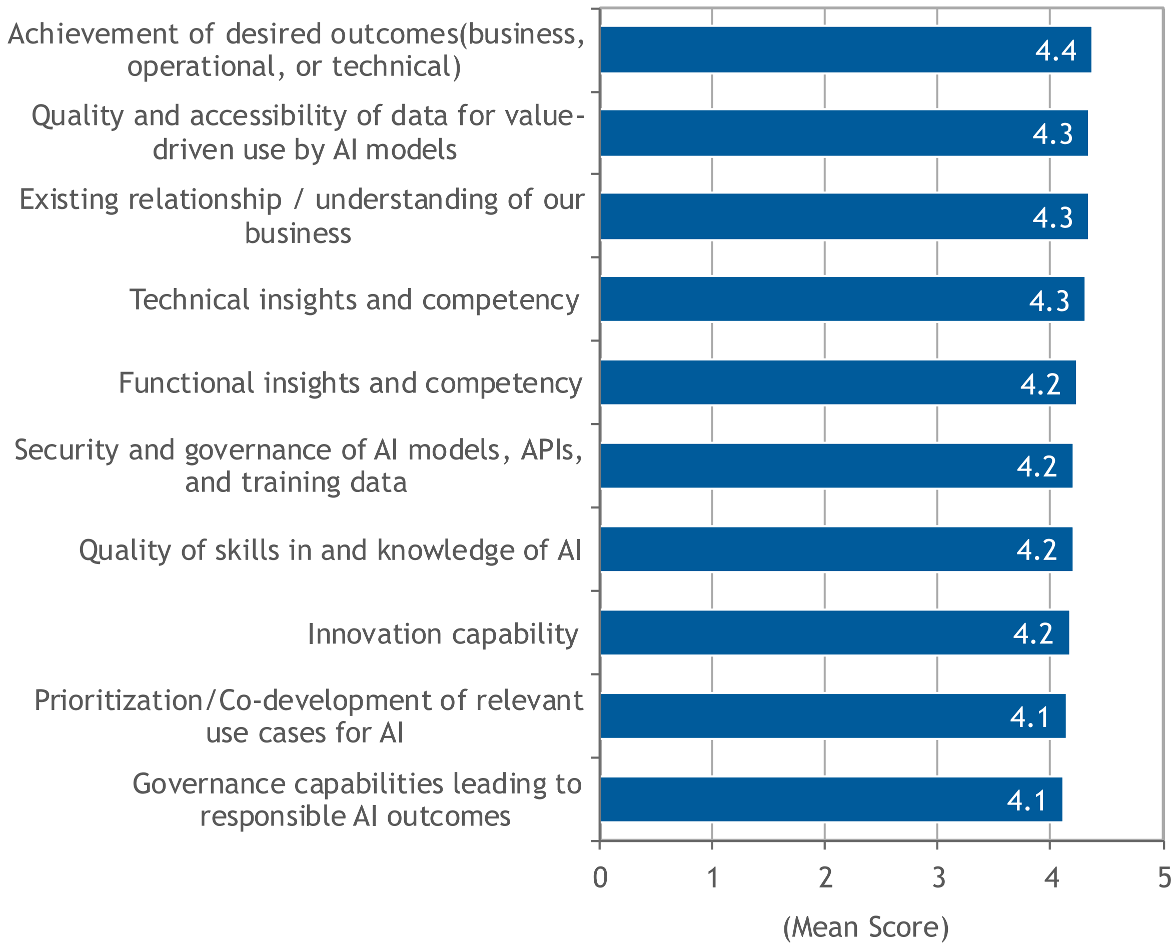
A significant and unique component of this evaluation is the inclusion of AI services buyers' perceptions of both the key characteristics and capabilities of the evaluated vendors. The buyers participating in IDC's 2025 *European Artificial Intelligence Services Buyer Perception Survey* have partnered directly with at least one of the participating vendors on an AI services engagement within their company. The survey findings highlight key areas in which buyers expect AI services providers to showcase a range of capabilities. Buyers consider these capabilities must-haves for AI services to be able to address many of the business and IT challenges they face.

Figure 3 shows the top 10 most important factors for a successful AI services engagement, according to the European AI services customers surveyed by IDC in 2025. Survey findings suggest that the ability of the consulting and delivery teams working on an AI services engagement to achieve desired business outcomes (business, operational, or technical) is the most critical factor in successfully completing the engagement. European customers also placed the quality and accessibility of data for value-driven use by AI models, the existing relationship/understanding of their business, and technical and functional insights and competency among the most critical attributes for successful engagements.

FIGURE 3

Top 10 Factors for Successful Artificial Intelligence Services Engagements in Europe, 2025

Q: In order for an AI services engagement to be successful, please indicate the importance of each of the following characteristics.



Note: Mean scores are based on a scale of 1–5, where 1 is highly detrimental to success and 5 is essential to success.

Source: IDC's *European Artificial Intelligence Services Buyer Perception Survey*, 2025 (n = 31)

LEARN MORE

Related Research

- *IDC MarketScape: Canadian AI Services 2025 Vendor Assessment* (IDC #CA51802124, September 2025)
- *IDC MarketScape: Worldwide Artificial Intelligence Services 2025 Vendor Assessment* (IDC #US52978525, July 2025)
- *European Tier 2/Tier 3 Services Provider Landscape: Germany — Five Players to Watch* (IDC #EUR153391925, June 2025)
- *How are European Organizations Changing Their IT Spending Plans Due to Geopolitical and Economic Developments, and How Are Those Changes Affecting Services Spending? (April Update)* (IDC #EUR153554925, June 2025)
- *Services Providers Accelerate NVIDIA Partnerships* (IDC #EUR153536225, June 2025)
- *IDC's Worldwide Services Taxonomy, 2025* (IDC #US52282025, March 2025)

Synopsis

This IDC MarketScape comprises a vendor assessment of the European AI services market using the IDC MarketScape model. The assessment discusses both quantitative and qualitative characteristics that explain success in the AI services market. This document covers a variety of vendors participating in the AI services space. The evaluation is based on a comprehensive and rigorous framework that assesses vendors relative to the criteria and to one another and highlights the factors expected to be the most influential for both short-term and long-term success in the market.

"European enterprises are no longer satisfied with just experimentation; they expect AI initiatives to generate tangible business results. Service providers are essential allies on this journey, offering strategic guidance, scalable solutions, and operational expertise. The 23 vendors evaluated in this study are leading the charge in helping European enterprises unlock measurable business value from AI investments while navigating evolving regulatory, sovereignty, and ethical considerations." — Senior Research Analyst Dina Capelle, European Services, IDC

ABOUT IDC

International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets. With more than 1,300 analysts worldwide, IDC offers global, regional, and local expertise on technology, IT benchmarking and sourcing, and industry opportunities and trends in over 110 countries. IDC's analysis and insight helps IT professionals, business executives, and the investment community to make fact-based technology decisions and to achieve their key business objectives. Founded in 1964, IDC is a wholly owned subsidiary of International Data Group (IDG, Inc.).

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