iSG Provider Lens™

Analytics Platforms

A research report comparing provider strengths,
challenges and competitive differentiators to
assist decision makers in analytics platforms

BROCHURE | **JULY 2023** | **GLOBAL, BRAZIL**

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In 2023, the analytics market continues to witness moderate growth for investments across large and midmarket enterprises with varying data maturity. Amid the growing concerns of a looming recession and increased inflation, enterprises struggle to prove their worth and existence with stakeholders and customers. While stakeholders are concerned with investments that enhance value, customers demand hyperpersonalized services, requiring increased reliance on data-driven business decisions to address these challenges. Analytics platforms that support data-driven decision-making are gaining increased traction among enterprises, irrespective of their digital or analytics maturity. Enterprises are looking at maximizing their use of analytics platforms to embed a sense of data culture and literacy.

ISG's analysis reveals significant market demand for embedded analytics, business analytics and data governance platforms due to increased emphasis on data democratization and trustworthiness. As data-driven decisions become paramount, analytics investments are being focused on improving capabilities that drive real-time business intelligence, visualization and reporting. Self-service capabilities such as natural language querying and narrative-based models for data storytelling are increasingly becoming the norm for business intelligence (BI) tools.

Data governance platforms are gaining momentum as enterprises look beyond data integration and engineering basics to ensure data trustworthiness and availability. Data governance platforms also provide capabilities, including data lineage, data observability and business glossary, to help drive realistic and actionable insights and decisions.

The report provides insights into the **evolving market trends** and **competitive dynamics** among vendors of **Analytics Platforms in 2023**.

Simplified Illustration Source: ISG 2023

Embedded Analytics and Business Analytics Platforms

Data Governance Platforms

Definition

The ISG Provider Lens™ Analytics Platforms 2023 study offers the following to business and IT decision-makers:

- Transparency on the strengths and weaknesses of relevant providers
- A differentiated positioning of providers by segments on their competitive strengths and portfolio attractiveness
- Focus on different markets, including the Global and Brazil

Our study serves as an important decision-making basis for positioning, key relationships and go-to-market considerations. ISG advisors and enterprise clients also use information from these reports to evaluate their current vendor relationships and potential engagements.

Embedded Analytics and Business Analytics Platforms

Definition

This quadrant assesses players with the capability to push data across various company departments and make data available for quick analysis by concerned personnel, including business managers. Embedded Analytics and Business Analytics solutions capabilities should include seamless integration with the existing tech stack and connect to any data sources. The software vendors and solution providers analyzed in this quadrant offer commercially available, off-the-shelf embedded analytics and business analytics platforms to enterprises for their reporting and visualization requirements.

With the emergence of advanced IT systems and architectures capable of storing large volumes of data, analytics platforms have evolved beyond descriptive analytics, used increasingly for diagnostic, predictive and prescriptive analytics.

These include modular solutions that involve complex analysis of large volumes of multi-structured data but with the ease of use required by non-technical employees. These solutions also offer users simple querying capabilities, an enhanced UI and visual dashboards. It should include capabilities such as, but not limited to, self-service analytics with Natural Language Query capabilities to allow users to share insights and data storytelling to deliver a data-driven storytelling experience. The solution should also include single sign-on, enterprise-grade security, multi-factor authentication and role-based security.

Eligibility Criteria

1. Offer **multiple access to different databases and file types,** including CSV data, text, Excel and XML

2. Ability to **provide embedded analytics** as a part of the solution

3. Capability to generate relevant **analyses, trend forecasts and correlations without needing additional programming or statistical** knowledge

4. Provide an **intuitive UI** for expert users without a technological background

5. Offer diverse presentation options for data analysis in the form of **diagrams, graphs or representation of geographical distribution**

6. **Bespoke or custom solutions** offered as a part of other projects and **not considering** instances of extended analytics reporting or visualization capabilities under this category

Data Governance Platforms

Definition

This quadrant assesses software vendors and solution providers offering readily available platforms designed to support enterprises in collecting, ingesting, collating, preparing, transforming and integrating data across various enterprise applications and systems, business units, partners and customers. It includes managing regulatory requirements and aspects of business continuity, data recovery and governance of data exchange within peer groups and partner ecosystems. As enterprises increasingly rely on data-driven decision-making approaches, the sanctity of data, and hence its quality and trustworthiness, has become the key priority warranting investment in data governance solutions. Data governance extends the basic tasks of big data management through regulatory measures and maintaining data integrity across multiple enterprise applications that might modify or create new information from the managed data.

Enterprises expect platform and solution vendors to have the expertise in handling heterogeneous data, prebuilt connectors for critical applications, data discovery, tagging and intelligence-driven data preparation capabilities. Vendors are expected to extend the functionalities and features of their platforms to address governance capabilities including but not limited to data catalogs, master data management, metadata management, data virtualization, security and privacy and access management. Vendors can also invest in partnering with service providers to co-innovate unique data-driven frameworks and foundational models that suit specific organizational needs from a scale, industry and functional domain.

Eligibility Criteria

1. Offer a platform with the **ability to handle data from several sources and formats**

2. Have **a (cloud) platform to support data maintenance** activities, including deletion of data (even after expiration date) and self-service capabilities

3. Offer resources and **expertise in the storage, management and maintenance of data** in a cloud environment in respective regional markets

4. Offer a suitable **approach or methodology and a strong solution portfolio**

5. Ability to **provide independent consultation** and choice of deployment methods

Quadrants by Region

As part of this ISG Provider Lens™ quadrant study, we are introducing the following two quadrants on Analytics Platforms 2023:

Quadrant	Global	Brazil
Embedded Analytics and Business Analytics Platforms	✔	✔
Data Governance Platforms	✔	✔

Schedule

The research phase falls in the month of July 2023, during which survey, evaluation, analysis, and validation will take place. The results will be presented to the media in November 2023.

Milestones	Beginning	End
Survey Launch	July 05, 2023	
Survey Phase	July 05, 2023	July 31, 2023
Sneak Previews	October 2023	November 2023
Press Release & Publication	January 2024	

Please refer to the link to view/download the ISG Provider Lens™ 2023 research agenda

Access to Online Portal

You can view/download the questionnaire from here using the credentials you have already created or refer to instructions provided in the invitation email to generate a new password. We look forward to your participation!

Research Production Disclaimer:

ISG collects data for the purposes of writing research and creating provider/vendor profiles. The profiles and supporting data are used by ISG advisors to make recommendations and inform their clients of the experience and qualifications of any applicable provider/vendor for outsourcing the work identified by clients. This data is collected as part of the ISG FutureSource™ process and the Candidate Provider Qualification (CPQ) process. ISG may choose to only utilize this collected data pertaining to certain countries or regions for the education and purposes of its advisors and not produce ISG Provider Lens™ reports. These decisions will be made based on the level and completeness of the information received directly from providers/vendors and the availability of experienced analysts for those countries or regions. Submitted information may also be used for individual research projects or for briefing notes that will be written by the lead analysts.

ISG Star of Excellence™ – Call for nominations

The Star of Excellence™ is an independent recognition of excellent service delivery based on the concept of "Voice of the Customer." The Star of Excellence™ is a program, designed by ISG, to collect client feedback about service providers' success in demonstrating the highest standards of client service excellence and customer centricity.

The global survey is all about services that are associated with IPL studies. In consequence, all ISG Analysts will be continuously provided with information on the customer experience of all relevant service providers. This information comes on top of existing first-hand advisor feedback that IPL leverages in context of its practitioner-led consulting approach.

Providers are invited to nominate their clients to participate. Once the nomination has been submitted, ISG sends out a mail confirmation to both sides. It is self-evident that ISG anonymizes all customer data and does not share it with third parties.

It is our vision that the Star of Excellence™ will be recognized as the leading industry recognition for client service excellence and serve as the benchmark for measuring client sentiments.

To ensure your selected clients complete the feedback for your nominated engagement please use the Client nomination section on the Star of Excellence™ website.

We have set up an email where you can direct any questions or provide comments. This email will be checked daily, please allow up to 24 hours for a reply.

Here is the email address:
ISG.star@isg-one.com

**ISG
Star of
Excellence**

Contents For This Study

Gowtham Kumar

Assistant Director and Principal Analyst - Global
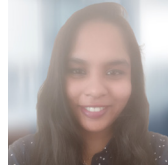
Kelly Ribeiro

Research Analyst - Brazil

Yeshashwi Nagarajan C

Senior Project Manager

Marcio Tabach

Lead Analyst - Brazil

Hema Gunapati

Data Analyst

Vartika Rai

Research Analyst - Global

Laxmi Sahebrao Kavde

Data Analyst

ISG Provider Lens Advisors Involvement Program

ISG Provider Lens offers market assessments incorporating practitioner insights, reflecting regional focus and independent research. ISG ensures advisor involvement in each study to cover the appropriate market details aligned to the respective service lines/technology trends, service provider presence and enterprise context.

In each region, ISG has expert thought leaders and respected advisors who know the provider portfolios and offerings as well as enterprise requirements and market trends. On average, three advisors participate as part of each study's quality and consistency review team (QCRT). The QCRT ensures each study reflects ISG advisors' experience in the field, which complements the primary and secondary research the analysts conduct. ISG advisors participate in each study as part of the QCRT group and contribute at different levels depending on their availability and expertise.

The Consulting advisors:

- Help define and validate quadrants and questionnaires,
- Advise on service provider inclusion, participate in briefing calls,
- Give their perspectives on service provider ratings and review report drafts.

ISG Advisors to this study

Sush Apshankar
Principal Consultant

Vishal Srisvastava
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Principal Consultant

Ritwik Dey
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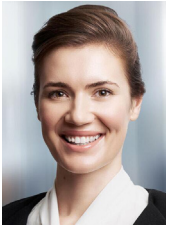**Principal Consultant**

Diwahar Jawahar
Principal Consultant

ISG Advisors to this study

Dorotea
Baljevic

Principal Consultant

Invited Companies

If your company is listed on this page or you feel your company should be listed, please contact ISG to ensure we have the correct contact person(s) to actively participate in this research.

* Rated in previous iteration

Alation*	erwin*	OvalEdge*	Talend*
Altair*	GoodData*	Precisely*	Teradata*
Alteryx*	Hitachi Vantara*	Predyktable	ThoughtSpot*
ASG Technologies*	IBM*	Qlik*	TIBCO*
Assesso*	Immuta*	Reveal*	WeKnow*
Atlan*	Informatica*	SAP*	Xebia
Attaccama*	Looker*	SAS*	Yellowfin*
Board*	LTIMindtree*	Securiti	Zoho*
CastorDoc	lyftrondata	Segment*	
Claravine*	Marlabs	Seidor Analytics	
Collibra*	Metabase*	Semantix*	
Dadosfera*	Microsoft*	Sigma*	
Datapine*	MicroStrategy*	Sisense*	
Denodo*	Mu Sigma	Stibo*	
Domo*	Oracle*	Tableau*	

ISG Provider Lens™

The ISG Provider Lens™ Quadrant research series is the only service provider evaluation of its kind to combine empirical, data-driven research and market analysis with the real-world experience and observations of ISG's global advisory team. Enterprises will find a wealth of detailed data and market analysis to help guide their selection of appropriate sourcing partners, while ISG advisors use the reports to validate their own market knowledge and make recommendations to ISG's enterprise clients. The research currently covers providers offering their services across multiple geographies globally.

For more information about ISG Provider Lens™ research, please visit this webpage.

ISG Research™

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For more information about ISG Research™ subscriptions, please email contact@isg-one.com, call +1.203.454.3900, or visit research.isg-one.com.

ISG

ISG (Information Services Group) (Nasdaq: III) is a leading global technology research and advisory firm. A trusted business partner to more than 900 clients, including more than 75 of the world's top 100 enterprises, ISG is committed to helping corporations, public sector organizations, and service and technology providers achieve operational excellence and faster growth. The firm specializes in digital transformation services, including automation, cloud and data analytics; sourcing advisory; managed governance and risk services; network carrier services; strategy and operations design; change management; market intelligence and technology research and analysis.

Founded in 2006, and based in Stamford, Conn., ISG employs more than 1,600 digital-ready professionals operating in more than 20 countries—a global team known for its innovative thinking, market influence, deep industry and technology expertise, and world-class research and analytical capabilities based on the industry's most comprehensive marketplace data.

For more information, visit isg-one.com.

ISG Provider Lens™

JULY, 2023

REPORT: ANALYTICS PLATFORMS