

# Advanced Analytics and AI Services

A report comparing provider strengths, challenges and competitive differentiators for decision-makers in advanced analytics and AI services



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Analytics and AI services are reshaping how organizations harness data for decision-making and business value. The integration of data and applied AI with business strategies compels enterprises to position cognitive AI as a core framework for business decisions. This shift serves as a cornerstone for decision-making and a catalyst for innovation. As AI model accuracy relies on data, the demand for clean, secure and high-quality data increases substantially as enterprises seek to unlock data value and generate actionable insights.

The emergence of IoT devices and cloud-based digital platforms has led to a significant surge in data volumes, demanding robust and modernized data ecosystems. Enterprises aim to integrate AI solutions across their value chain, and data integration, quality and comprehensiveness are critical for last-mile analytics. Moreover, heightened awareness of data and AI regulations is mandating the responsible development of analytics solutions.

The advent of GenAI, agentic AI and autonomous systems is capturing the mindshare of business leaders, as these technologies are essential for automating workflows and enhancing operational performance. Simultaneously, there is an increasing focus on fostering a data-driven culture within enterprises, which fuels innovation and unlocks opportunities to democratize and monetize data. To support enterprises with these automation and innovation initiatives, service providers are increasingly investing in developing frameworks, accelerators, simulation models and customizable AI solutions to streamline the data-to-insights lifecycle.



## ADVANCED ANALYTICS AND AI SERVICES - 2025: DEEP VIEW

| Quadrants                                 | Service Segments  |                                      |  |                            |   |   |                            | Cornerstones  |
|---|---|--------------------------------------|--|----------------------------|---|---|----------------------------|---|
| Data Science and AI Services              | <b>Strategy and Road map</b><br>(Assess – Guidance – Maturity)        |                                      | <b>AI and ML Model</b><br>(Develop – Evaluate – Deploy)        |                            | <b>Productization and Management</b><br>(Accelerate – Operationalize – Democratize) |   |                            | Tools, Accelerators, Middleware<br><br>Industry and Domain Expertise<br><br>Experience and Engagement<br><br>Governance and Ethics<br><br>Coinnovation and Collaboration<br><br>Change Management |
|   | Business Advisory   | Data Discovery and Data Mining       | ML Modeling, Model Training, EDA                               | MLOps and Scaling AI       | AI and ML Platforms   | Data Sharing/ Democratization               | Data Storytelling          |   |
|   | Technology Stack  | KPIs and Metrics                     | NLP, NLG, NLQ  | Responsible AI, Trusted AI | CoEs, Workshops and Training  | GenAI, GenBI, Self-service Analytics        | Optimal Dashboards Layouts |   |
| Data and Analytics Modernization Services | <b>Implementation and Integration</b><br>(Design – Build – Integrate) |                                      | <b>Migration and Modernization</b><br>(Run – Optimize – Scale) |                            | <b>Data Management and Governance</b><br>(Policy – Regulation – Execution)          |   |                            |   |
|   | ETL/ELT, Data Source Integration                                      | Pipeline Automation BI and Reporting | Hyperscalers, Data Clouds and Data Platforms                   | DataOps, FinOps            | Data Lineage, Catalog, Data Marketplaces  | Data Trust, Security, Compliance and Access |                            |   |
|   | Data Fabric and Mesh  | Data Hub, Streaming Data             | EDW, Data Lakehouse  | Edge/Distributed Computing | Data Quality and Observability  | MDM, Metadata, Data Ecosystems              |                            |   |



The study highlights the **evolving market trends** and **competitive dynamics** among **advanced analytics and AI** services providers in 2025.



**Data Science and AI Services**

**Data and Analytics Modernization Services**

### Definition

The ISG Provider Lens™ Advanced Analytics and AI Services 2025 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 Brazil, Europe and the U.S.

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.

Simplified Illustration Source: ISG 2025



### Definition

In this quadrant, ISG evaluates providers that offer advisory and system integration services based on data science. These providers should offer services that integrate scientific methods with clients' business contexts.

As autonomous and generative enterprise systems gain prominence, these providers should help enterprises incorporate applied AI and ML techniques into their strategies and workflows. The objective is to develop, deploy and continuously manage ML models for business use cases, while leveraging AI frameworks to optimize operations, drive growth and unlock new revenue streams.

Service providers should address end-to-end enterprise requirements, including consulting, identifying business use cases, developing statistical models and managing the entire ML lifecycle. They must provide real-time insights through self-service analytics and apply modern techniques, including data storytelling and conversational BI, to facilitate proactive decision-making.

### Eligibility Criteria

1. Provide a **structured approach** that encompasses a **framework and service portfolio** featuring proprietary offerings, including **industrialized playbooks, AI and ML platforms, accelerators and workbenches**
2. Exhibit end-to-end capabilities in architecting, implementing, deploying and scaling **enterprise-wide AI projects**, along with the ability to model and **customize AI algorithms** for specific needs
3. Demonstrate established competence with a team of **data science experts**, delivering services with a **deep understanding of market dynamics, regulatory requirements and the specific language** necessary for successful delivery
4. Possess **technology expertise and knowledge** of region- and **industry-specific** business requirements, along with **statistical and mathematical modeling capabilities**, to provide independent advisory services
5. Deliver specialized solutions for **advanced analytics in federated learning**, including computer vision, audio processing, NLP, natural language generation (NLG), graph databases and **next-gen BI**, such as data storytelling and generative BI
6. Offer **support and training services** as standalone offerings, distinct from other service contracts



### Definition

In this quadrant, ISG assesses providers in the data and analytics modernization services category, offering end-to-end services from migration to management for data and BI ecosystems. This category encompasses engineering, management and governance of data to ensure real-time delivery of high-quality, actionable insights and the implementation of advanced BI tools for creating interactive dashboards.

Providers should offer comprehensive consulting services that include designing scalable data architectures, analyzing data landscapes and managing data lifecycles. They should possess expertise in building data pipelines, integrating diverse datasets, and establishing modern data lakes and warehouses for centralized data management.

Providers' offerings should include data modeling, data integration, master data management (MDM), metadata management and lineage services. The service portfolio should prioritize data quality, enhance data security and access, and establish governance policies to ensure compliance with regulations.

### Eligibility Criteria

1. Demonstrate expertise in technology and **architectural consulting** for assessment, strategy, road map, and **lifecycle and workflow management to modernize data estates**
2. Connect disparate data sources, cleanse and transform data, manage **complex data structures, integrate real-time and historical data, and ensure data quality**
3. Provide **standardized/customized frameworks and platforms** for data aggregation and cleansing
4. Integrate systems through APIs, deploy **real-time data solutions**, and establish data lakes and warehouses
5. Build **data hubs, data fabrics and modular data lakes** and have **multicloud data integration capabilities** and access to partner data ecosystems
6. Demonstrate expertise in streamlining change management and improving data delivery through DataOps
7. Establish **data governance strategies/best practices** and continuously ensure **data quality and security**
8. Track the complete **data lineage** back to its source to ensure integrity and accuracy throughout its lifecycle
9. **Design and deploy interactive dashboards, reports and visualizations** that effectively communicate complex data insights to both technical and non-technical audiences
10. Provide **ongoing support and training** for the effective use of BI



## Quadrants by Region

As a part of this ISG Provider Lens™ quadrant study, we are introducing the following two quadrants on Advanced Analytics and AI Services:

| Quadrant                                  | Brazil | Europe | U.S. |
|---|--------|--------|------|
| Data Science and AI Services              | ✓      | ✓      | ✓    |
| Data and Analytics Modernization Services | ✓      | ✓      | ✓    |





The research phase falls in the period between March and October 2025, during which survey, evaluation, analysis and validation will take place. The results will be presented to the media in January 2026.

| Milestones                  | Beginning     | End             |
|-----------------------------|---------------|-----------------|
| Survey Launch               | March 5, 2025 |                 |
| Survey Phase                | March 5, 2025 | August 14, 2025 |
| Sneak Previews              | November 2025 | December 2025   |
| Press Release & Publication | January 2026  |                 |

Collecting client testimonials via the Star of Excellence™ program requires early client referrals (no official reference needed) because CX scores have a direct influence on the provider’s position in the IPL quadrant and the awards.

Please refer to the [link](#) to view/download the ISG Provider Lens™ 2025 research agenda.

**Access to Online Portal**

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

**Buyers Guide**

ISG Software Research, formerly “Ventana Research,” offers market insights by evaluating technology providers and products through its Buyers Guides. The findings are drawn from the research-based analysis of product and customer experience categories, ranking and rating software providers and products to help facilitate informed decision-making and selection processes for technology.

In the course of the Advanced Analytics and AI Services IPL launch, we want to take advantage of the opportunity to draw your attention to related research and insights that ISG Research will publish in 2025. For more information, refer to the [Buyers Guide research schedule](#).

**Research Production Disclaimer:**

ISG collects data for the purposes of conducting 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 Voice of the Customer concept. ISG has designed the Star of Excellence program 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 are 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 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.

Our vision for the Star of Excellence™ is to become acknowledged 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 “Nominate (for Providers)” 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](mailto:ISG.star@isg-one.com)



**ISG Star of Excellence**



## Methodology & Team

The ISG Provider Lens 2025 – Advanced Analytics and AI Services research study analyzes the relevant software vendors/service providers in the global market, based on a multi-phased research and analysis process, and positions these providers based on the ISG Research methodology.

**Study Sponsor:**

Namratha Dharshan

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The research and analysis presented in this report includes research from the ISG Provider Lens program, ongoing ISG Research programs, interviews with ISG advisors, briefings with services providers and analysis of publicly available market information from multiple sources. The data collected for this report represents information that ISG believes to be current as of March 2025, for providers who actively participated as well as for providers who did not. ISG recognizes that many mergers and acquisitions have taken place since that time, but those changes are not reflected in this report.

All revenue references are in U.S. dollars (\$US) unless noted.



## Contacts For This Study

### Study Sponsor



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**Chief Business  
Leader**



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**Marico  
Tabach**  
**Distinguished  
Analyst – Brazil**



**Saravanan  
M S**  
**Research Specialist  
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**Research Analyst –  
Brazil**



**Tishya  
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**Data Analyst**



**Sabin  
Varghese**  
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Manager**



**Sukanya  
Nair**  
**Senior Project  
Manager**



### 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 consultant advisors participate as part of each study's quality and consistency review process. The consultant advisors ensure 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 consultant advisors' group and contribute at different levels depending on their availability and expertise.

The consultant advisors:

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

## ISG Advisors to this study



Diwahar  
Jawahar

**Principal Consultant**



Dorotea  
Baljevic

**Principal Consultant**



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Absher

**Director, Americas,  
Lead – Applied AI  
Advisory**



Olga  
Kupriyanova

**Principal Consultant**



Ritwik  
Dey

**Assistant Director**



Ryan  
Hamze

**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

|                    |                  |                              |                    |
|--------------------|------------------|------------------------------|--------------------|
| 2RP Net*           | Ancoris*         | Bitwise Global               | Coforge*           |
| 4Strategies        | Apexon*          | BJSS*                        | Cognizant*         |
| 66Degrees*         | Aptus Data Labs* | Blue6ix                      | Compass UOL*       |
| A3 Data*           | Aquare.la        | Blueshift*                   | DataForest.AI*     |
| Accenture*         | Arbit            | Brillio*                     | dataRain           |
| Act Digital        | Artefact         | BRLink*                      | Datarisk           |
| Adastra*           | Arvato Systems   | BRQ*                         | Dataside*          |
| Addepto*           | aspire systems   | Cadastra*                    | Deal Technologies* |
| adesso SE*         | Assesso          | Capgemini*                   | Dedalus*           |
| Akkodis*           | avenga           | CGI*                         | Delaware           |
| Alexander Thamm*   | b.telligent*     | Chetu*                       | Deloitte*          |
| All for One        | BCG Gamma        | CI&T*                        | Devoteam           |
| Altimetrik*        | BHS*             | Cigniti - A Coforge Company* | Dígitro            |
| Amazon Informatica | BIP              | ciklum                       | doubleSlash*       |
| Analytics8*        | Birlasoft*       | CIS Corporate                | DRZ                |



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|                            |                       |                       |                   |
|----------------------------|-----------------------|-----------------------|-------------------|
| DTI Digital                | EY*                   | HARMAN*               | Infocepts         |
| DXC Technology*            | Factspan*             | HartB                 | Infogain*         |
| edvantis                   | Falconi*              | HCLTech*              | Infosys*          |
| Elastacloud                | FCamara*              | Hexaware*             | Inmetrics         |
| Eleflow*                   | First Decision        | HTC Global Services*  | Innova Solutions* |
| Encora*                    | Flexa Cloud           | HVAR                  | Innover Digital*  |
| Endava                     | Foursys               | IBM*                  | IT Lean           |
| EPAM Systems*              | Fractal Analytics*    | Icaro Tech            | IT.Eam            |
| eraneos                    | Fujitsu*              | IGT Solutions*        | ITC Infotech*     |
| Evalueserve*               | GAVB*                 | ília                  | it-novum*         |
| Eviden (an Atos Business)* | Genpact*              | Impetus Technologies* | JEMS Group*       |
| Exadel                     | GFT*                  | InData Labs*          | Jump              |
| Exata.it                   | Globant*              | Indicium              | Keeggo            |
| EXL*                       | Grazitti Interactive* | Indium*               | Keyrus*           |
| Expleo                     | Grupo IN              | Inetum                | KPMG*             |



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|                      |                        |                       |                                |
|----------------------|------------------------|-----------------------|--------------------------------|
| Kumulus*             | Math Group             | Neurotech             | Quality Digital                |
| Kyndryl*             | MathCo*                | Niteo                 | Quantiphi*                     |
| L3                   | Maxxi*                 | N-iX*                 | Quantlya                       |
| LatentView Analytics | MD2 Consultoria        | NTT DATA*             | Rackspace Technology*          |
| Leega*               | Merkle*                | Online Applications   | Randstad Digital*              |
| Levva                | MG Info                | Oper Data             | Red Innovations                |
| Lingaro*             | Micropole              | OPITZ CONSULTING*     | Reply*                         |
| Logicalis*           | Mouts TI               | Orange Business*      | Rox Partner*                   |
| LTIMindtree*         | Mphasis*               | Orion Innovation*     | Santo Digital                  |
| Luby                 | Mu Sigma*              | Peers*                | Sauter Digital*                |
| MadeinWeb*           | NARWHAL Data Solutions | Persistent Systems*   | ScienceSoft                    |
| Magellan Partners    | Nava*                  | pmOne*                | Scigility                      |
| Marlabs*             | Navikenz*              | Programmers Beyond IT | SDG Group*                     |
| Marmeladenbaum GmbH* | Neoris                 | Protiviti             | Sedin Technologies/Datakulture |
| Mastek*              | Network Science        | PwC*                  | Semantix                       |





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\* Rated in previous iteration

SG Analytics\*

SIA Partners

Sigmoid\*

SLK Group\*

Softtek

Softweb solutions

Sonda

Sopra Steria\*

ST IT Cloud\*

STATWORX\*

Stefanini\*

Straive

synechron

SysMap

Taking

TCS\*

Tech Mahindra\*

Tech6

TechMobius

TEG Analytics

ThirdEye Data

Tietoenvy\*

Tiger Analytics\*

TIVIT\*

Topmind

TQI

Tredence\*

Trianz\*

Triggo.ai

T-Systems\*

UCloud

UniSoma\*

Unisys\*

UST\*

V8. Tech

valcon\*

Venturus

Version 1\*

Vertigo

Virtusa\*

Visionet\*

Wavestone\*

Wipro\*

WNS Analytics\*

Xebia\*

Xoriant\*

Yssy\*

Zensar Technologies\*

Zoox

ZS Associates



## 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™

ISG Research™ provides subscription research, advisory consulting and executive event services focused on market trends and disruptive technologies driving change in business computing. ISG Research™ delivers guidance that helps businesses accelerate growth and create more value.

ISG offers research specifically about providers to state and local governments (including counties, cities) as well as higher education institutions. Visit: [Public Sector](#).

For more information about ISG Research™ subscriptions, please email [contact@isg-one.com](mailto:contact@isg-one.com), call +1.203.454.3900, or visit [research.isg-one.com](http://research.isg-one.com).

## ISG

[ISG](#) (Nasdaq: [III](#)) is a global AI-centered technology research and advisory firm. A trusted partner to more than 900 clients, including 75 of the world's top 100 enterprises, ISG is a long-time leader in technology and business services sourcing that is now at the forefront of leveraging AI to help organizations achieve operational excellence and faster growth.

The firm, founded in 2006, is known for its proprietary market data, in-depth knowledge of provider ecosystems, and the expertise of its 1,600 professionals worldwide working together to help clients maximize the value of their technology investments.





**MARCH, 2025**

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**BROCHURE: ADVANCED ANALYTICS AND AI SERVICES**