

# AI and Analytics Series 2025



# Cluster Studies: A Unified Approach

## Objective

ISG Provider Lens™ is excited to announce the launch of cluster studies! This initiative by ISG aims to combine all interrelated studies at the start of the year, providing providers with early notification and clarity on what to expect throughout the year. By streamlining processes and eliminating redundancy, we are enhancing efficiency for everyone involved.

The first installment in the series seven is the AI and Analytics series, which comprises seven reports (please refer to the table on the side for details and links to 2025 brochure for reference).

## Timelines

AI and Analytics Series 2025	Mar 25	Apr 25	May 25	Jun 25	Jul 25	Aug 25	Sep 25	Oct 25	Nov 25	Dec 25	Jan 26
<a href="#">Specialty Analytics Services – Retail &amp; CPG</a>	RFI/Briefing Submission	RFI/Briefing Submission	Evaluation Phase	Sneak Phase	Publish						
<a href="#">Specialty Analytics Services – Supply Chain</a>	RFI/Briefing Submission	RFI/Briefing Submission	RFI/Briefing Submission	Evaluation Phase	Sneak Phase	Publish					
<a href="#">Specialty Analytics Services – HCLS</a>	RFI/Briefing Submission	RFI/Briefing Submission	RFI/Briefing Submission	RFI/Briefing Submission	Evaluation Phase	Sneak Phase	Publish				
<a href="#">Advanced Analytics and AI Services</a>	RFI/Briefing Submission	RFI/Briefing Submission	RFI/Briefing Submission	RFI/Briefing Submission	RFI/Briefing Submission	RFI/Briefing Submission	Evaluation Phase	Evaluation Phase	Sneak Phase	Sneak Phase	Publish
<a href="#">Generative AI Services</a>	RFI/Briefing Submission	RFI/Briefing Submission	RFI/Briefing Submission	RFI/Briefing Submission	Evaluation Phase	Evaluation Phase	Sneak Phase	Publish			
<a href="#">Agentic AI Services</a>	RFI/Briefing Submission	RFI/Briefing Submission	RFI/Briefing Submission	RFI/Briefing Submission	Evaluation Phase	Evaluation Phase	Sneak Phase	Sneak Phase	Publish		
<a href="#">Intelligent Automation Services</a>	RFI/Briefing Submission	RFI/Briefing Submission	RFI/Briefing Submission	RFI/Briefing Submission	RFI/Briefing Submission	RFI/Briefing Submission	Evaluation Phase	Evaluation Phase	Sneak Phase	Sneak Phase	Publish

■ RFI/Briefing Submission   
 ■ Evaluation Phase   
 ■ Sneak Phase   
 ■ Publish

## Why Clusters?

### Advance Notification



Providers will be notified at the beginning of the year about all common topics, allowing them ample time to prepare and respond throughout the year.

### Coordinated Briefings



Providers can now plan the briefings early in the game, they can even combine the common topics and provide consolidated briefings.

### Flexibility



This program is intended to give tremendous amount of flexibility to providers to plan the responses to all the RFIs.

### Eliminate Redundancy



The program aims to also remove redundant efforts including overlapping questions.

# Process Details



## How will this work?

- 1 As part of cluster studies, AI and analytics series, seven studies will be launched at the same time in March 2025 <Please refer to the calendar in the previous page>.
- 2 Providers can assess the questionnaire content, scope of the studies and confirm participation accordingly.
- 3 The combined launch will give providers an advantage in proactively planning their response submissions and briefing calls. Kindly work with the designated project managers for planning.
- 4 The calendar provided outlines the timeframe for submitting RFIs and scheduling briefing calls.
- 5 Providers can opt for topic-specific briefings or choose to combine topics [Note: An advance notice is required for combined briefings].
- 6 Providers can offer more than one briefing but are limited to a maximum of three short sessions.
- 7 Providers can choose to submit the data anytime during the defined research phase. However, for each study, ISG will provide a cut-off date by which the data must be submitted to be eligible for evaluation [Note: Any data submitted after this cut-off date will not be considered for evaluation].

# Meet the Experts – 2025

## AI & Analytics Subject Matter Experts



**Study Sponsor**  
**Namratha Dharshan**

Advanced Analytics and AI Services



Gowtham Kumar



Saravanan



Marcio Tabach

Generative AI Services & Agentic AI Services



Gowtham Kumar



Hemangi Patel



Arjun Das



Marcio Tabach



Srinivasan P N

Intelligent Automation Services



Ashwin Gaidhani



Sameen Mohammed Siddique



Mark Purdy

Retail & CPG, Supply chain and Life Sciences & Healthcare Specialty Analytics



Manav Deep Sachdeva



Saravanan

Project Managers



Sukanya Nair



Sabin Varghese

For any information on these studies, contact [Sukanya.Nair@isg-one.com](mailto:Sukanya.Nair@isg-one.com) and [Sabin.Varghese@isg-one.com](mailto:Sabin.Varghese@isg-one.com)

## Studies by Region

As a part of this ISG Provider Lens™ AI & Analytics series, we are introducing the following seven reports:

AI & Analytics Series 2025	Global	U.S.	Europe	Brazil
Specialty Analytics Services– Retail & CPG	✓			
Specialty Analytics Services– Supply Chain	✓			
Specialty Analytics Services– HCLS	✓			
Advanced Analytics and AI Services		✓	✓	✓
Generative AI Services	✓			✓
Agentic AI Services	✓			
Intelligent Automation Services		✓	✓	

# Announcing the AI and Analytics Roundtable – October 2025!

Join us for an exclusive opportunity to engage with our leading principal analysts as they share insights and trends shaping the future of AI and analytics. Gain valuable perspectives and be part of dynamic discussions designed to spark innovation and drive growth in your organization.



Ashwin  
Gaidhani



Gowtham  
Sampath



Manav Deep  
Sachdeva

Stay tuned for more details!

### \*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.

For more information, visit [isg-one.com](http://isg-one.com).



**MARCH, 2025**

---

**CLUSTER BROCHURE: AI AND ANALYTICS SERIES 2025**