

# Specialty Analytics Services— Supply Chain

A research report comparing provider strengths and challenges to aid decision-makers in analytics services



Introduction	3	Contacts for this Study	11
About the Study		Advisor Involvement	
Quadrants Research	5	Advisor Involvement - Program Description	12
Definition	6		
Quadrants by Regions	7	Invited Companies	13
Schedule	8	About our Company & Research	14
Client Feedback Nominations	9		
Methodology & Team	10		

Supply chain disruptions have been on the rise due to geopolitical tensions, unfavorable economic conditions and fluctuating exchange rates that are impacting the costs of raw materials, transportation and production. In addition, supply chain leaders and decision-makers are distressed due to strict environmental regulations. They are modernizing their supply chains by deploying next-gen data and AI technologies, including computer vision, deep learning, ML, digital twins and NLP. These agile supply chains feature a command center that monitors, predicts, forecasts and mitigates risks.

As analytics become core to intelligent supply chain planning and operations, these advancements substantially improve operational metrics and mitigate risks across the ecosystem, including shipping, logistics, transportation, distribution, inventory, warehousing, operations, manufacturing and procurement.

Globally, enterprises are confronted with an influx of data from fleets, manufacturing and supply chain elements. They also face various challenges associated with data quality, which impede the realization of AI and ML use cases. Despite these challenges, enterprises increasingly invest in and adopt AI-led decision engines to streamline processes, connect data across devices and sources, and automate supply chain operations.

Enterprises across industries increasingly view outsourcing as a knowledge powerhouse and strategic AI partner to improve supply chain visibility, enhance decision-making across the ecosystem, optimize operations and mitigate risks.



## Specialty Analytics Services - Supply Chain 2025 — Deep View

Clusters Workloads and Use cases Enablers

<b>Operations and Monitoring Analytics</b>	Supply Chain Digital Platform	Demand Forecasting	Space and Floor Planning	Predictive Maintenance	Operations Diagnostics and Analytics	<b>Innovation (IP – Accelerators)</b>  <b>Partnerships (Tiers – Types)</b>  <b>Competency and Talent (Resources – Certifications)</b>  <b>Industry Expertise</b>  <b>Experience and Engagement</b>
	Supply Chain Control Tower	Disruption Forecasting	Supplier Performance	Performance Optimization	Sustainability Analytics	
<b>Shipping and Logistics Analytics</b>	Network Design	Transportation Management	Freight Analytics	Fleet Analytics		
	Logistics Network	Returns Management and Analytics	Fulfillment Intelligence	Smart Transportation Planning		
<b>Inventory and Warehousing Analytics</b>	Demand Planning	Warehouse Management	Capacity Planning			
	Inventory Optimization	Warehouse Execution				
<b>Distribution Analytics</b>	Route Planning and Optimization	Supply Planning	Replenishment and Distribution Planning			
	Distribution	Scheduling	Order Management			
<b>Manufacturing and Procurement Analytics</b>	Production Forecasting	Quality Control Analytics	Supplier Performance Analytics	Procurement Planning		
	Contract Management	Predictive Maintenance and Downtime Analysis	Fault Prediction	Factory Performance Metrics		



The study offers insights into the **evolving market trends** and **competitive dynamics** of **supply chain analytics** service providers in 2025.

Simplified Illustration Source: ISG 2025

**Specialty Analytics Services  
— Supply Chain**

**Definition**

The ISG Provider Lens™ Specialty Analytics Services — Supply Chain 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 on their competitive strengths and portfolio attractiveness
- Focus on the global market

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.



## Specialty Analytics Services – Supply Chain

### Definition

In this quadrant, ISG evaluates portfolios of providers offering AI and analytics services that integrate scientific methods with business contexts for clients in the supply chain sector. These providers resolve critical business challenges by combining domain knowledge and supply chain expertise, enabling clients to augment risk understanding, improve planning and predict future events. This approach centers on a cognitive-led AI ecosystem, incorporating datasets across warehouses, shopfloors and fleets to empower control towers with real-time data and forecasts for informed decision-making and proactive action.

Providers should showcase expertise in facilitating AI-based decision engines across the supply chain ecosystem, covering logistics, transportation, inventory, warehousing, distribution, manufacturing and procurement. They must exhibit deep capabilities in architecting, deploying and scaling AI initiatives across the ecosystem to empower business leaders to build resilient supply chains.

Large service providers, analytics platform vendors with supply chain modules and supply chain platform vendors with analytics solutions are not considered in this quadrant.

### Eligibility Criteria

Providers need to have one or more of the following:

1. Demonstrate capabilities in synthesizing data from multiple sources across the value chain and applying **AI and ML models to generate real-time, data-driven, actionable insights** and help enterprises enhance supply chain adaptability while minimizing uncertainties and risks
2. Exhibit **functional expertise in supply chain** and competence in AI to develop predictive solutions to **foresee demand and optimize** and **reclassify inventory planning and distribution**, streamlining operations
3. Showcase expertise in developing AI solutions in **shipping, logistics and monitoring**, covering areas such as **network design, fleet analytics, disruption forecasting and floor planning**
4. Demonstrate proficiency in **distribution, inventory, warehousing, manufacturing and procurement analytics**, covering aspects such as **route optimization, order management, capacity planning and predictive maintenance**



## Quadrants by Region

As a part of this ISG Provider Lens™ quadrant study, we are introducing the following quadrant on Specialty Analytics Services — Supply Chain 2025:

Quadrant	Global
Specialty Analytics Services — Supply Chain	✓



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

Milestones	Beginning	End
Survey Launch	March 5, 2025	
Survey Phase	March 5, 2025	May 16, 2025
Sneak Previews	June 2025	July 2025
Press Release & Publication	August 2025	

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 Specialty Analytics Services – Supply Chain 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**



The ISG Provider Lens 2025 – Specialty Analytics Services — Supply Chain 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

**Lead Authors:**

Manav Deep Sachdeva and Saravanan M S

**Editor:**

Sajina B

**Research Analyst:**

Saravanan M S

**Data Analyst:**

Tishya Selvaraj

**Quality & Consistency Advisors:**

Gowtham Kumar Sampath, Olga Kupriyanova and Ryan Hamze

**Project Manager:**

Sukanya Nair and Sibin Varghese

Information Services Group Inc. is solely responsible for the content of this report. Unless otherwise cited, all content, including illustrations, research, conclusions, assertions and positions contained in this report were developed by, and are the sole property of Information Services Group Inc.

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



**Namratha  
Dharshan**  
**Chief Business  
Leader**



**Manav  
Deep Sachdeva**  
**Senior Manager and  
Principal Analyst**



**Saravanan  
M S**  
**Research Specialist  
and Co-Author**



**Tishya  
Selvaraj**  
**Data Analyst**



**Sibin  
Varghese**  
**Senior Program  
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, participate in briefing calls,
- Give their perspectives on service provider ratings and review report drafts.

## ISG Advisors to this study



Gowtham  
Kumar Sampath

**Assistant Director and  
Principal Analyst**



Ryan  
Hamze

**Principal Consultant**



Olga  
Kupriyanova

**Principal Consultant, AI  
& Data Engineering**



## 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

66Degrees

84.51\*

Affine

Agilisium

Alexander Thamm

Analytics8\*

Apexon

Aptus Data Labs

Axtria

Brillio

CitiusTech

C5i

Crunch Analytics

Data41

DataForest.AI

Evalueserve

Factspan

Forian

Fractal Analytics\*

Fresh Gravity

Ganit Inc\*

Hansa Cequity

HARMAN\*

HTC Global Services

InData Labs\*

Infocepts

Innovet Digital\*

Intuceo

Latentview Analytics\*

Lingaro\*

Marlabs

MathCo\*

Mosaic Data Science\*

Mu Sigma

Navikenz

Network Science

Nexocode\*

N-iX

Perceptive Analytics

phData

Polestar Solutions\*

Predik Data

Prowesstics

Quantiphi

Rancho Biosciences

SG Analytics

Sigmoid\*

Stratlytics

Techvantage Systems

ThirdEye Data

ThoughtSphere

Tiger Analytics\*

Tredence\*

Visionet

WNS Analytics

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**

---

**BROCHURE: SPECIALTY ANALYTICS SERVICES — SUPPLY CHAIN**