

# Amazon Connect Ecosystem

A report evaluating competitive strengths, portfolio and AWS integration within Amazon Connect ecosystem



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Amazon Connect has firmly established itself as a platform accelerating digital transformation, deepening customer engagement and streamlining operational efficiency delivered on a pay-as-you-go, serverless platform that is extensible via AWS services and partner integrations. As customer expectations continue to rise, providers are increasingly leveraging Amazon Connect's cloud-native architecture to modernize legacy contact centers and reimagine service delivery without the traditional constraints of on-premises infrastructure.

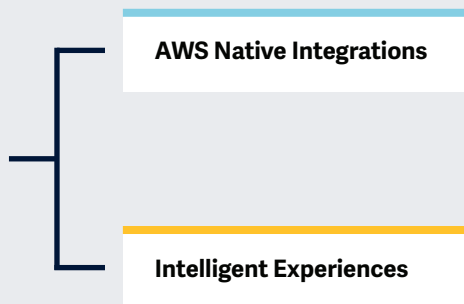
A major driver behind this momentum is Amazon Connect's unified approach to agentic AI and customer engagement. The platform combines advanced automation, real-time data insights and human expertise within a single environment, empowering organizations to deliver intelligent interactions that can understand, reason and act dynamically. By blending AI flexibility, human and AI collaboration, with unified customer data visibility, businesses can equip agents with richer context while expanding self-service experiences that reduce friction and anticipate customer needs before issues arise.

Amazon Connect's continuous innovation has further positioned it as a foundation for experimentation and growth. By seamlessly integrating with emerging technologies and broader cloud capabilities, organizations can rapidly iterate, deploy and scale new experiences with greater agility. In an increasingly competitive landscape, providers are using the platform not only to streamline operations but also to create differentiated, AI-powered CX that strengthens long-term loyalty and business value.



Assessing providers' expertise in delivering AI-powered, AWS-scalable, omnichannel CX on **Amazon Connect**.

Simplified Illustration Source: ISG 2026



### Scope of the report

**The ISG Provider Lens® Amazon Connect Ecosystem 2026 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 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.



### Definition

Providers gain significant value from Amazon Connect's native integrations with AWS services such as Lambda, S3, DynamoDB and Amazon Lex. Such deep connections empower providers to build scalable automation, implement dynamic routing, access real-time data and create workflows tailored to specific business requirements. AWS' secure, compliant infrastructure ensures rapid deployment of solutions and continuous innovation without compromising reliability or security. Such deep interoperability also benefits enterprises by unlocking powerful synergies between CX platforms and broader digital infrastructure. By leveraging data lakes, serverless computing and advanced security frameworks, enterprises can build scalable, resilient and highly customizable solutions while reducing integration complexity and ensuring seamless data flow across systems.

### Eligibility Criteria

- 1. Strong AWS or Amazon Connect partnership:** AWS ecosystem strength and delivery credibility, including tiers, GTM alignment and certifications
- 2. Amazon Connect implementation expertise:** Proven execution beyond pilots, detailing the number of deployments, enterprise-scale rollouts, geographic presence, regulated industries served and migration complexity handled
- 3. CCaaS migration capability:** End-to-end enterprise transformation capabilities, including legacy Avaya/Cisco/Genesys/NICE migration, routing redesign, IVR modernization and phased cutover
- 4. Integration capability:** Deep integrations across CRM, WFM, QM, ticketing, ERP, data lakes, identity and workforce platforms, with the ability to develop and take over custom APIs
- 5. Deep AWS-native architecture:** Ability to differentiate from basic resellers by securely integrating Lambda, Lex, Kinesis, S3, Redshift, Bedrock, Amazon Q, CloudWatch and IAM



## Intelligent Experiences

### Definition

This quadrant evaluates providers' ability to implement Amazon Connect to deliver measurable enterprise value through AI-driven automation, intelligent analytics and industry-specific accelerators.

Advanced AI and agentic capabilities automate routine interactions, improve agent experience, deploy virtual assistants and enable real-time sentiment analysis. Integrated AWS and partner analytics provide full visibility across customer journeys, generating behavioral insights that enhance workforce performance through targeted coaching and continuous CX/AX optimization. Verticalized solutions, powered by market-trained AI models, accelerate deployment and reduce time-to-value.

Built on AI flexibility, human+AI collaboration and unified data observability, Amazon Connect increases operational efficiency, reduces service costs, improves contextual decision-making and strengthens customer satisfaction, engagement and long-term loyalty.

### Eligibility Criteria

- 1. AI and automation capability:** GenAI-led innovation in Amazon Connect (for example, Contact Lens summaries and categorization), along with conversational AI, agent assist, self-service, post-contact summaries, sentiment, QA automation and analytics
- 2. Contact center operations expertise:** Ability to translate technology into operational impact, including process redesign, agent workflows, CX consulting, quality, workforce optimization and managed operations (scope and quality)
- 3. Industry-specific solutions:** Pre-built use cases for BFSI, healthcare, retail, travel, telecom, public sector that reduce implementation risks and accelerates time-to-value
- 4. Managed services and optimization:** Post-go-live value realization through run support, platform administration, monitoring and cost optimization
- 5. Business outcomes and proof points:** Focus on measurable impact with CSAT and NPS, AHT reduction, containment, agent productivity, cost-to-serve reduction and ROI case evidence



## Quadrants by Region

As part of this ISG Provider Lens® quadrant study, we are introducing the following two quadrants on Amazon Connect Ecosystem 2026:

Quadrant	Global
AWS Native Integrations	✓
Intelligent Experiences	✓



The research phase falls in the period between May and June 2026, during which survey, evaluation, analysis and validation will take place. The results will be presented to the media in July 2026.

<b>Milestones</b>	<b>Beginning</b>	<b>End</b>
Survey Launch	May 28, 2026	
Survey Phase	May 28, 2026	July 2, 2026
Sneak Preview	August 2026	September 2026
Press Release & Publication	October 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 [ISG Provider Lens® 2026](#) research agenda to view and download the list of other studies conducted by ISG Provider Lens®.

#### **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!

#### **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 Amazon Connect Ecosystem 2026 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 2026. 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:  
[star@cx.isg-one.com](mailto:star@cx.isg-one.com)



**ISG Star of Excellence**



## Methodology & Team

The ISG Provider Lens® 2026 – Amazon Connect Ecosystem 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.

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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 service providers and analysis of publicly available market information from multiple sources. The data collected for this report represent information that ISG believes to be current as of April 2026 for providers that actively participated and for providers that did not. ISG recognizes that many mergers and acquisitions may have occurred since then, but this report does not reflect these changes.

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



## Contacts For This Study

### Study Sponsor



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**Project Manager**



### ISG Provider Lens® 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.



## 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

Accenture	Cyara	Mission Cloud	Serverworks
Adapture Technology Group	Deloitte	Mobilise Cloud	Servion
Arvato Systems	DXC Technology	Mphasis	Simple Technology Solutions
BizCloud Experts	EPAM Systems	NeuraFlash	Skyloop Cloud
Call Center Power	Genpact	NTT DATA	Slalom
Capgemini	HCLTech	Operata	SoftwareOne
Capita	Hexaware	Perficient	Syntax Systems
Caylent	HGS CX	Persistent Systems	TCS
Classmethod	IBM	Presidio	Tech Mahindra
CloudEmpower	In2clouds	PwC	tecRacer
CloudHesive	Infosys	Qualtrics	TP
CloudInteract	Kyndryl	Quantiphi	TensorIoT
CloudWave	Lightstream Managed Services	Rackspace Technology	Trianz
Cognizant	MAXIMUS	Reply	TTEC Digital
Concentrix	MegazoneCloud	SCSK Corporation	Virtusa





Invited Companies

Wipro  
Zendesk  
Zensar



## 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. 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](#).

## 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 and cities) and higher education institutions. Visit: [Public Sector](#).

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ISG (Information Services Group) (Nasdaq: III) is a leading 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).





**JUNE, 2026**



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