

Intelligent Automation Services

A research report comparing provider strengths,
challenges and competitive differentiators



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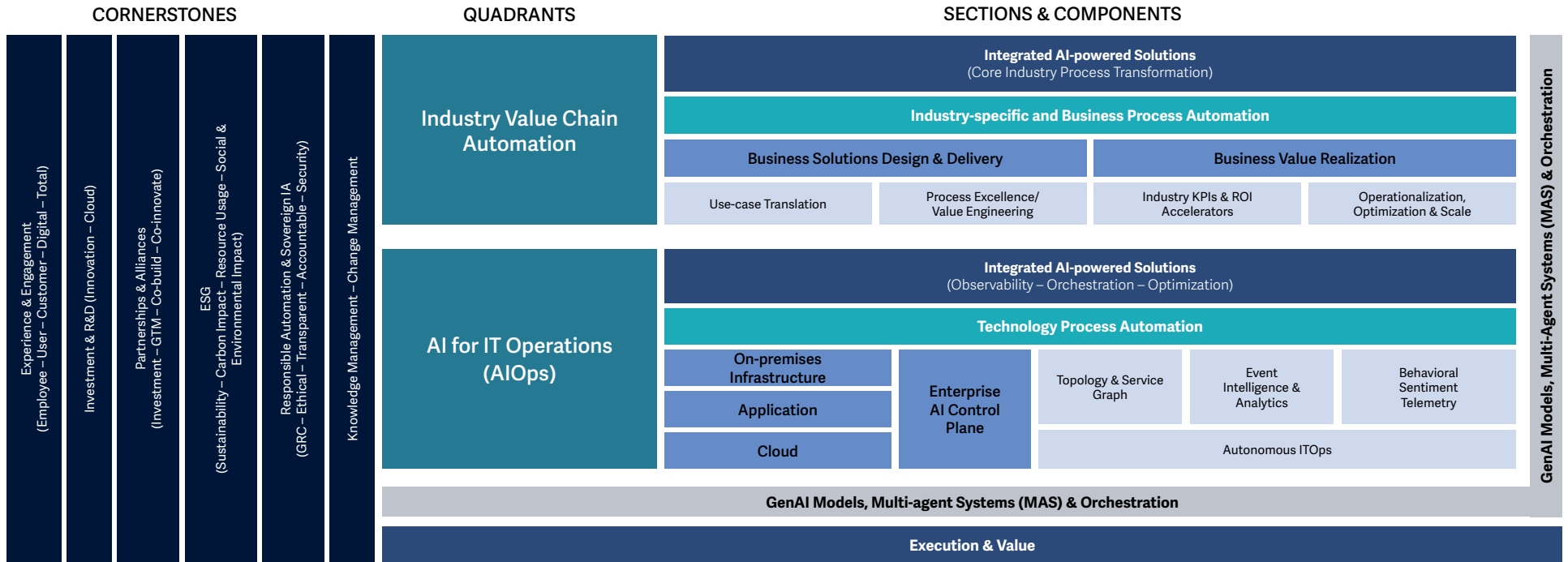
In 2026, intelligent automation is driven by agentic execution, unified control planes and measurable value delivery. Organizations are scaling multi-agent orchestration that translates business intents into governed, end-to-end actions across complex ecosystems, with increasing deployment of multi-agent planning, autonomous task handoffs and policy-driven guardrails. Enterprises are moving from experimentation to evidence-based investment, directing budgets toward initiatives that demonstrate measurable ROI and repeatable, reliable outcomes in production.

Complementing these capabilities is an emphasis on knowledge and change management to ensure workforce readiness and seamless integration of emerging technologies into daily workflows. Enterprises are now targeting cross-functional, end-to-end industry value chain automation. Pre-trained industry agents, reference architectures, domain-specific knowledge models, ROI frameworks and vertically aligned automation packs enable enterprises to seamlessly connect upstream triggers with downstream actions.

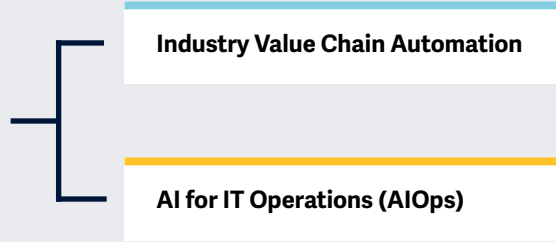
On the AIOps side, automation is converging with event intelligence and closed-loop remediation. Modern platforms unify event ingestion, correlation, full-stack telemetry, dependency mapping and generative summaries to accelerate root cause isolation and response. These capabilities reduce noise, consolidate related alerts into actionable cases and support guided or autonomous remediation. Meanwhile, next-generation observability platforms combine deterministic context models with agentic decisioning, allowing AI systems to interpret real-time service topologies and take governed actions that complete the loop from detection to resolution.



INTELLIGENT AUTOMATION SERVICES – 2026: DEEP VIEW



The study examines GSI's intelligent automation ability to drive **digital transformation across IT and business services.**



Simplified Illustration Source: ISG 2026

Definition

The ISG Provider Lens® Intelligent Automation Services 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 Europe and 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.



Industry Value Chain Automation

Definition

This quadrant evaluates providers that architect, develop, deploy and scale domain-specific proprietary intelligent automation solutions with embedded regulatory and industry logic, data models and industry KPIs. The focus is on elevating automation from task-level execution to verticalized, end-to-end orchestration. Providers use value engineering and process excellence frameworks to re-architect workflows, driving higher function-to-cost outcomes. Leading approaches employ multi-agent reasoning for various tasks such as planning, delegation and exception management; productized assets such as use-case templates and KPI frameworks; and governance to ensure auditable, policy-aligned execution. Providers are increasingly relying on standardized, domain-specific blueprints that translate industry best practices into measurable outcomes, including high straight-through processing rates and reduced cycle times.

**Note1: Proprietary solutions are developed internally and comprise products and services that might include open-source components or commercially licensed software but are not predominantly tied to a specific vendor.*

Eligibility Criteria

1. Offer **proprietary automation AI platforms and solutions specific to industries and perpetual support** for end-to-end business transformation
2. Demonstrate **vertical depth, proof of impact, orchestration maturity and safe integration of GenAI and multi-agent systems**
3. Offer **support integration** with various enterprise applications such as CRM and ERP systems
4. Facilitate **automation with strong advisory abilities** for internal buy-in and guidance throughout the business transformation journey
5. Offer **innovative APIs, multi-tenancy and secure platform deployment**
6. Demonstrate **experience in consulting and developing and deploying industry-focused automation solutions**
7. Showcase existing **GenAI and agentic AI integrations across various enterprise use cases**
8. Demonstrate **partnerships (with hyperscalers and ISVs) and investments in R&D** to advance future GenAI and agentic AI development
9. **Showcase clear value realization**, supported by performance metrics



AI for IT Operations (AIOps)

Definition

This quadrant analyzes IT service providers offering proprietary AIOps solutions, platforms and frameworks that help enterprises monitor a distributed IT infrastructure, understand IT behavior under dynamic conditions, and orchestrate and optimize operations. The focus is on autonomous operations that unify event intelligence, observability, analytics and remediation across hybrid and multicloud environments. Advanced capabilities ingest and correlate events from multiple sources, apply AI, ML and generative techniques for anomaly detection and summarization, leverage service dependency graphs to map IT health to business impact, and enable closed-loop workflows with validated actions, incident triage and zero-touch remediation playbooks. Enterprises prioritize control plane governance, alert consolidation and agentic resolution, while focusing on data pipeline scale and strengthening integration across ITSM, cloud, DevOps and SRE ecosystems.

Note: This quadrant focuses on proprietary solutions (built in-house, potentially using open-source or commercially licensed components but not tied to a specific component vendor) for autonomous multicloud operations.

Eligibility Criteria

1. Offer a **custom-built solution** to manage and administer IT infrastructure, applications and CloudOps
2. Provide **consolidated events and take pre-defined intelligent actions**, including resolution, assignment and related subsequent steps
3. Demonstrate **active use of GenAI and agentic AI solutions** within existing IT operations
4. Showcase a **detailed GenAI and agentic AI strategy and road map**, emphasizing partnerships with hyperscalers or ISVs
5. Deliver **scalable, real-time insights and proactive analysis** to enhance IT visibility
6. Leverage **AI and ML** for automated service resilience and data-driven recommendations
7. Offer flexible **data visualization**, support **data injection from multiple sources**, enable **automated pattern discovery** and provide **innovative APIs** for seamless multicloud integration
8. Offer holistic solutions that act as a **smart orchestration engine for workflow creation**, with a nearly **zero-touch** or **one-touch** approach
9. **Capture user interaction signals and sentiment patterns** to highlight friction points and prioritize improvements based on UX
10. Demonstrate **improvements in incident management efficiency**, including reductions in mean time to identify (MTTI) and mean time to resolve (MTTR)



Quadrants by Region

As a part of this ISG Provider Lens® quadrant study, we are introducing the following two quadrants on Intelligent Automation Services 2026:

Quadrants	Europe	U.S.
Industry Value Chain Automation	✓	✓
AI for IT Operations (AIOps)	✓	✓



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

Milestones	Beginning	End
Survey Launch	April 2, 2026	
Survey Phase	April 3, 2026	July 17, 2026
Sneak Preview	September, 2026	October, 2026
Press Release & Publication	December, 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® 2026 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 Intelligent Automation 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 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



ISG Star of Excellence



Methodology & Team

The ISG Provider Lens® 2026 – Intelligent Automation Services study analyzes the relevant 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.



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**Aishwarya
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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 for this study



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Olga
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Ryan
Hamze

Director



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*

All for One Group

Arvato Systems

Aspire Systems*

Atos*

Axians

Birlasoft*

CANCOM

Capgemini*

Capita

CGI

Coforge*

Cognizant*

DATAGROUP

Datamatics*

Deloitte*

DXC Technology*

Engineering Group

Espire Infolabs

Exela Technologies

EXL*

EY

Firstsource*

Fujitsu

GAVS

Genpact*

GFT

Globant

Happiest Minds*

HCLTech*

Hexaware*

HTC Global Services*

IBM*

IGT Solutions*

Infosys*

Innovet Digital

ITC Infotech*

KPMG

Kyndryl*

LOWCODEMINDS*

LTM*

Marlabs

Microland*

Movate*

Mphasis*

NTT DATA*

Orange Business

Persistent Systems*

PwC*

Quantiphi

Reply

Softtek

SoftwareOne

Sonata Software

Sopra Steria

Sutherland*

TCS*

Tech Mahindra*

Teleperformance

T-Systems



Invited Companies

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* Rated in previous iteration

Unisys

UST*

Virtusa

Visionet*

Vivicta*

Wipro*

WNS-Vuram*

XBP Global*

Xceedance

Zensar Technologies*



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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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.





APRIL, 2026



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