

# Specialty Analytics and AI Services – Life Sciences

A research report comparing providers'  
competitive differentiators for decision-makers



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

## Introduction

The life sciences industry is witnessing a fundamental shift as data and AI become central to how organizations innovate, operate and engage with members of the ecosystem. Enterprises are harnessing the value of data across the entire value chain, from research and discovery to clinical development, commercialization and post-market surveillance, to accelerate innovation, improve decision-making and enhance patient outcomes.

Next-generation analytics and AI are being increasingly applied to high-impact use cases, including derisking drug discovery, optimizing clinical trial design and execution, accelerating time-to-market and improving sales force effectiveness. Advanced techniques such as predictive modeling, GenAI and agentic AI enable deeper insight into disease progression, treatment effectiveness and safety, thus supporting more informed decision-making across R&D, medical affairs and commercial functions.

The growing availability of clinical, real-world and patient data is further strengthening risk management, regulatory readiness and ROI. At the same time, stringent regulatory mandates on data privacy, security and compliance continue to shape how analytics solutions are designed and deployed.

As technology adoption increases, life sciences enterprises are increasingly turning to service providers specializing in analytics and AI that can bring domain expertise, scientific rigor and execution maturity. These partners help organizations operationalize analytics, streamline value chain activities and deliver measurable improvements in R&D productivity, commercial performance and patient experiences in a highly regulated environment.

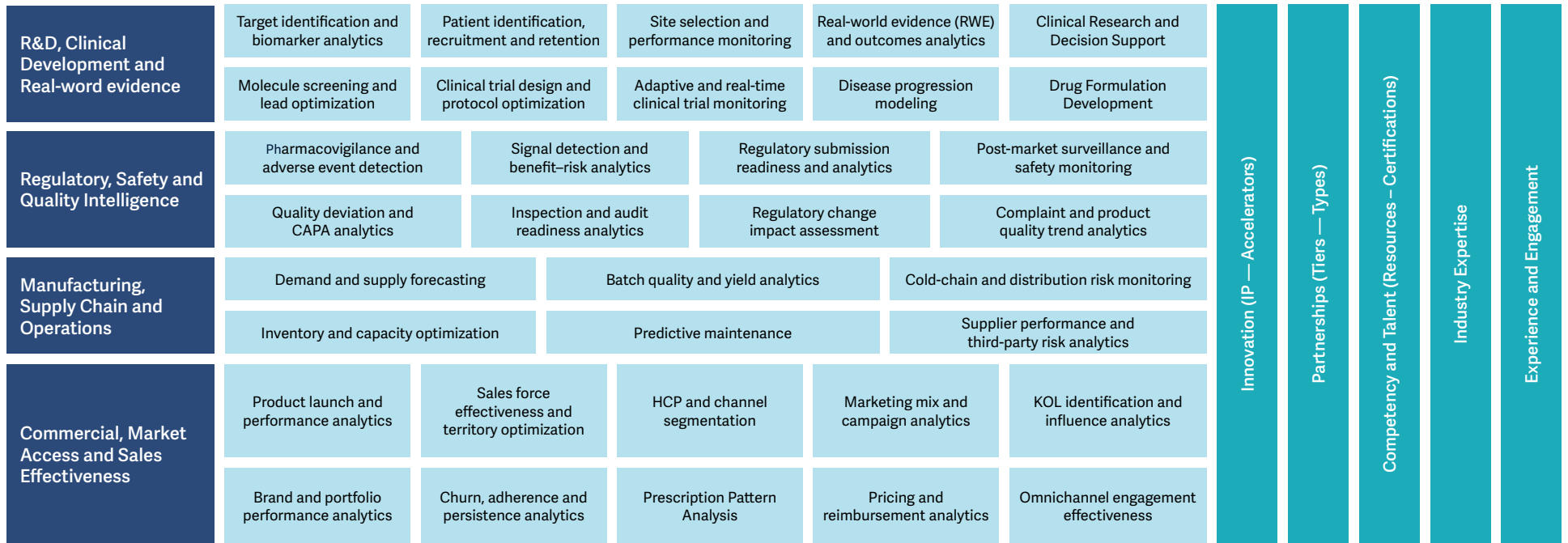


## Life Sciences Analytics and AI Services

Clusters

Workloads and Use cases

Enablers



The study provides insights into **trends and provider capabilities** shaping the application of advanced analytics and AI in life sciences.

**Specialty Analytics and  
AI Services — Life Sciences**

Simplified Illustration Source: ISG 2026

**Definition**

**The ISG Provider Lens® Specialty Analytics and AI Services – Life Sciences 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

The study evaluates specialist providers delivering custom analytics and AI solutions for life sciences enterprises across the pre- and post-market value chain. These providers combine data science expertise, domain knowledge and execution depth to help organizations accelerate drug discovery, optimize clinical development, strengthen regulatory readiness and improve commercial effectiveness. They bring proven experience in developing use cases spanning R&D analytics, clinical trials, real-world evidence, pharmacovigilance and sales performance analytics. Providers are expected to demonstrate strong delivery capabilities, adhere to global best practices, and have robust partnerships and compelling technology roadmaps. They should be able to operationalize analytics at scale within highly regulated environments, deliver measurable value, and improve compliance and commercial outcomes.

This quadrant does not include platform vendors or large service providers offering life sciences analytics.

### Eligibility Criteria

1. Demonstrate the capability to **ingest, integrate and harmonize data from multiple sources** across the life sciences value chain, including R&D, electronic medical records (EMR), safety, manufacturing, supply chain and commercial systems
2. **Apply advanced analytics, AI and ML models** to generate real-time, predictive and actionable insights that support drug discovery, clinical development, regulatory compliance and commercial decision-making
3. Operationalize analytics through **custom-built solutions, workflows and decision-support tools**, demonstrating end-to-end execution from design to deployment and delivering measurable impact on innovation speed, compliance and patient outcomes
4. Exhibit **end-to-end execution maturity**, from solution design and data engineering to model deployment, tuning and lifecycle governance
5. Deploy analytics at scale to **reinforce governance** controls, proactively **manage risks** and **strengthen regulatory compliance**



## Quadrants by Region

As part of this ISG Provider Lens® quadrant study, we are introducing the following quadrant on Specialty Analytics and AI Services — Life Sciences 2026:

Quadrant	Global
Specialty Analytics and AI Services — Life Sciences	✓



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

Milestones	Beginning	End
Survey Launch	January 13, 2026	
Survey Phase	January 14, 2026	May 10, 2026
Sneak Preview	June 2026	July 2026
Press Release & Publication	September 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 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 Specialty Analytics and AI Services — Life Sciences 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**



The ISG Provider Lens® 2026 – Specialty Analytics and AI Services — Life Sciences 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 January 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

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### 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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**Assistant Manager and  
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**Olga  
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**Principal Consultant,  
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**Ryan  
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**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

66 Degrees

Agilisium\*

Aptus Data Labs

Axtria\*

Brillio\*

C5i

CitiusTech\*

Data41

Egen.AI

Evalueserve\*

Factspan\*

Fractal Analytics\*

Fresh Gravity

InData Labs\*

Infocepts

Intuceo\*

Marlabs\*

MathCo\*

NAVIKENZ\*

Quantiphi\*

Rancho Biosciences

SG Analytics\*

ThoughtSphere

Tiger Analytics\*

ZS\*



### 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.

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.

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### 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](https://isg-one.com).





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**BROCHURE: SPECIALTY ANALYTICS AND AI SERVICES — LIFE SCIENCES**