



***ISG** Provider Lens™

2021

Analytics Services
2021

imagine your future®

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Definition

The emergence of new technologies such as cloud computing, IoT, data science, machine learning and deep learning has created opportunities for limitless applications and improvements in business performance. Currently, it would not be an exaggeration to say that analytics is one of the key factors contributing to some companies outperforming their competitors.

Over the last decade, with the exponential increase in data generation and related technologies, there has been a high demand for specialized data professionals — data scientists, data engineers and data analysts are in high demand.

Service providers are aggressively acquiring start-ups and established analytics firms with niche capabilities to expand their portfolios as analytics has become a business priority; end-users expect analytics to be bundled with all solutions/services. In an increasingly commoditized analytics market, service providers are focusing on discerning investments to gain a competitive advantage as expertise in analytics can win or lose customers.

ISG has tracked numerous entrants in the analytics markets, either in the solution or service space, leading to fiercer competition. Cloud-based data warehousing provider, Snowflake, is a good example — in 2020, it became the largest software company to issue an IPO in recent history. Large tech companies have been incorporating big data and analytics in their core offering. ISG is confident that analytics will play an even more significant role in the market of tech companies.

In its third edition, the ISG Provider Lens™ Analytics Services report has expanded its scope. Data Science Services comprise players that offer the bulk of analytics competences. Data Engineering Services encompass players that develop the technical aspects of the implementation of data structures, allowing companies to profit from their data, not only in a secure manner, but also in real time. Data Lifecycle Management Services include players that develop processes, practices and technology to help companies transform themselves into data-driven entities.

This ISG Provider Lens™ study offers the following to IT and business decision makers:

- Transparency on the strengths and weaknesses of relevant providers;
- A differentiated positioning of providers by segments;
- Perspective on different markets, including Germany, Brazil and the U.S.

Our study serves as the basis for important decision-making in terms of positioning, key relationships and go-to-market considerations. ISG advisors and enterprise clients also use information from these reports to evaluate their existing vendor relationships and potential engagements.

Quadrants Research

As a part of this ISG Provider Lens™ quadrant study, we are introducing the following three quadrants on data analytics services:

Simplified illustration



Source: ISG 2021

Data Science Services

The advisory and system integration service providers examined under the Data Science Services quadrant offer services that use scientific methods, processes, algorithms and systems to derive knowledge, patterns and conclusions from both structured and unstructured data. The aim is to define and deploy the right questions to filter relevant information from vast number of data streams. Service providers are expected to cater to enterprise requirements, including but not limited to consulting, identifying business use-case, developing statistical models and algorithms, modelling and customizing machine-learning algorithms and workflow, as well as offering relevant support and training.

Eligibility criteria:

- Strategy, vision and consulting expertise;
- Approach methodology and range of service portfolio;
- Competence and number of data science experts in respective regional markets;
- Technology expertise and competence in independent consultation and choice of solution providers;
- Centers of excellence and readily available data models for vertical and functional domains.

Data Engineering Services

The consulting, system integration and managed service providers assessed under the Data Engineering Services quadrant showcase capabilities that involve the collection and aggregation of data from structured, semi-structured and unstructured sources such as email messages, word-processing documents, audio or video files, collaboration software, or instant messages. Data is obtained from different systems, processed in context and made available in a structured manner in accordance with access settings. Offerings from services providers include but are not limited to developing data pipelines and data models, managing file format conversion as well as undertaking data transformation; cleansing; and extract, transform, load (ETL) operations.

Eligibility criteria:

- Technology know-how and architectural consulting expertise;
- Approach taken, methods applied and the depth of service portfolio;
- Competence and the number of data engineering experts in respective regional markets;
- Ability in providing independent consultation and choice of solution providers;
- Ability to provide standardized/customized frameworks and platforms for data aggregation and cleansing.

Data Lifecycle Management Services

The service providers identified and analyzed under the Data Lifecycle Management Services possess capabilities in developing and implementing data governance systems, policies as well as procedures for the effective and efficient management of data. In an increasingly stringent regulatory environment, data handling service providers are tasked with end-to-end management of storage, sharing, archival and retrieval of data by adhering to relevant compliance guidelines. In addition, it encompasses services ensuring data quality, data security and control, compliance with the GDPR, creation and management of data lakes, among others.

Eligibility criteria:

- Technology know-how and architectural consulting expertise;
- Resources available and expertise in the storage, management and maintenance of data in a cloud environment in respective regional markets;
- The approach taken, the methods used and the depth of service portfolio;
- Ability in providing independent consultation and choice of solution providers.

Quadrants by Region

Quadrants	U.S.	Germany	Brazil
Data Science Services	✓	✓	✓
Data Engineering Services	✓	✓	✓
Data Lifecycle Management Services	✓	✓	✓

Schedule

The research phase falls in the period between **June and September 2021**, during which survey, evaluation, analysis and validation will take place. The results will be presented to the media in **November 2021**.

Milestones	Beginning	End
Survey phase	June 21, 2021	July 30, 2021
Sneak previews	September 10, 2021	
Press release	November 2021	

Please click this [link](#) to view/download the ISG Provider Lens™ 2021 research agenda.

Link to Survey

Your participation is just a click away. Please use our [IPL Portal](#) for submitting information. Use the credentials that you have already created. If you have not created them yet, please use your email ID as UserName and generate your individual password by clicking "forgot password" option.

Research Production Disclaimer:

ISG collects data for the purposes of writing 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.

Partial list of companies being invited for the survey

Are you in the list or do you see your company as relevant provider that is missing in the list? Then feel free to contact us to ensure your active participation in the research phase.

*um (Orange Business Services)	Cortex Intelligence	HPE
Accenture	Data Insights	IBM
Alexander Thamm	Deal	Icaro tech
All for One Group	Delaware	IGT Solutions
Allgeier	Deloitte	Ilegra
Ativy	doubleSlash	Incedo
Atos	DXC	Indium Software
Avantgarde Labs	Emtec Digital	Informatica
Avenue Code	eoda	Information Builders
b.telligent	Ernst & Young	Infosys
BHS Kriptos	Everis	Innominds
Birlasoft	Extreme Digital Solutions	Iteris
Blue Yonder	e-Zest	Keyrus
Blueshift	GAVB	KPMG
BRLink	Genpact	Krish Compusoft Services (KCS)
BRQ	GFT	Latentview Analytics
Capgemini	GoodData	Leega
CGI	GyanMatrix	Logicalis
Claranet	Happiest Minds	Looker Data Sciences
Cognizant	HCL	LTI
Compasso UOL	Hexaware	Marmeladenbaum

MD2 Consultoria

Merantix

Mindtree

Mphasis

mVise

N-iX

NTT DATA

Operdata

Opitz

Orange Business Services

Programer's Beyond IT

PwC

QADS

Qlik

QuEST Global

Reply

Semantix

SG Analytics

Sonda

Sopra Steria

STATWORX

Stecktra

Stefanini

Syntelli Solutions

TCS

Tech Mahindra

Terralogic

ThirdEye Data

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Tredence

Trivadis

Unisoma

V8 Consulting

Velotio

Volansys

Wipro

Woodmark

Yash

Zensar

Your Contact for this study



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Do you need any further information?

If you have any questions, please do not hesitate to contact us at isglens@isg-one.com.