

ISG Provider Lens™

Data Analytics Services & Solutions 2019

Definition

In today's digital age where consumer preferences and channels of engagement are changing rapidly, ISG believes that the industry focus is shifting to leveraging information that can quickly add value to the business. Enterprises are making use of data analytics to achieve the following:

- Improve the bottom line: Data analytics is allowing enterprise organizations (including Finance) to analyze their supply chain, cost to serve, customer churn rates, fraud detection, compliance in real-time, playing a major role in cost containment.
- Fail fast and recover quickly: Data analytics is empowering organizations to experiment more with upcoming product/service offerings, business lines, service channels; and determine what is working and what needs to change - quickly enough to minimize negative impacts on the business.
- New revenue streams through disruption: Through use of smart insights, organizations will discover new revenue streams, like a telco using customer data to provide geo-located marketing services, or a utility company using smart meter solutions for household consumption monitoring and load optimization.
- Monetize the data itself: The insights and intelligence developed from historical and real-time data analytics is already proving to be a valid, and increasingly significant, revenue stream for financial services firms, social media providers, entertainment firms, and logistics/transportation services providers. With the proper analytics, data becomes both content and process.
- Core role in digital transformation: Data analytics is becoming one of the major drivers behind digital transformation, transforming into more customer-centric organizations, and creating new business models, utilizing SMAC (Social, Mobility, Analytics, Cloud) technologies.
- Boost complementary technologies such as IoT: The real-world benefits of data analytics is increasing the adoption of related technologies such as IoT, which essentially looks to capture and share data in real-time.

This report will attempt to understand, analyze and evaluate the various platforms and services falling under the data analytics umbrella, being adopted by clients to overcome real-world digital challenges.

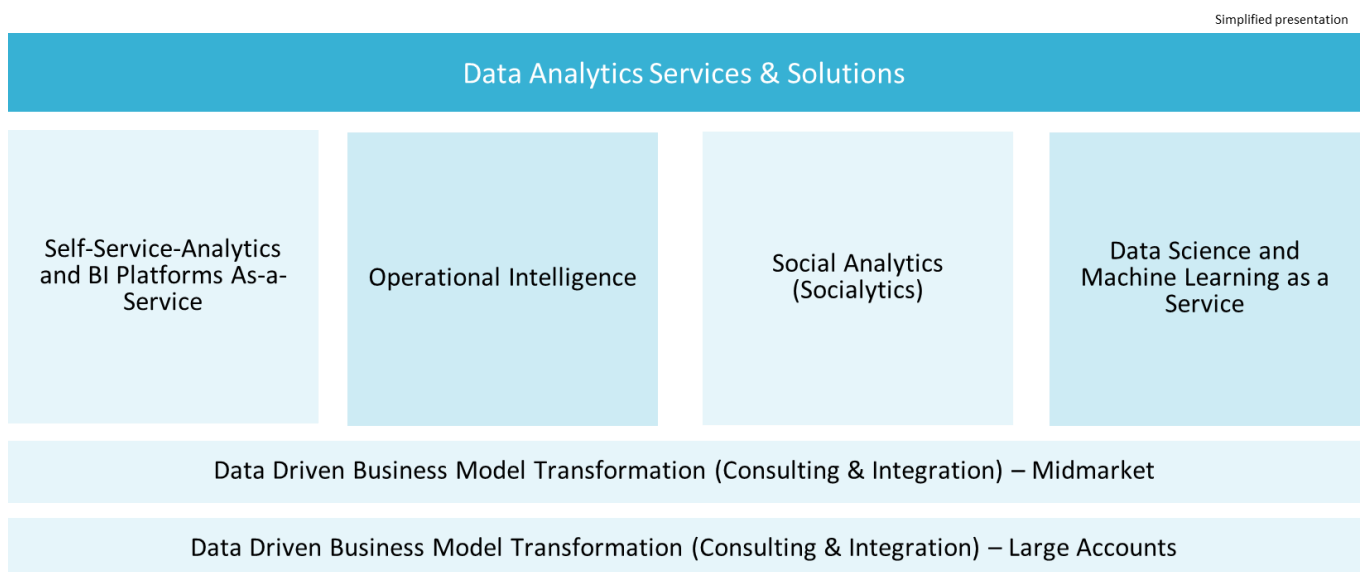
The ISG Provider Lens™ study offers IT-decision makers:

- Transparency of strengths and weaknesses of relevant providers
- A differentiated positioning of providers by segments
- Focus towards different markets including USA and Germany

Our study serves as an important decision-making basis for positioning, key relationships, and go-to-market considerations. ISG Advisors and enterprise clients also leverage information from these reports in evaluating their current vendor relationships and potential new engagements.

Quadrant Research

As part of the ISG Provider Lens™ Quadrant Study, we are introducing the following 6 quadrants on Data Analytics Services & Solutions.



Source: ISG, 2018

Self-Service-Analytics and BI Platforms As-a-Service

The Self Service Analytics and BI Platforms As-a-service category examines providers of products, solutions and services that offer business intelligence and business analytics functionality for complex analyses of large amounts of multi-structured data, based on an “as a service” model.

Operational Intelligence

The operational intelligence category analyzes providers of products, solutions and services that offer dynamic real-time analyses for data feeds from business event data to help monitor business activities and detect events that reveal inefficiencies or indicate potential threats etc., to allow companies to find or derive operational solutions at an early point in time.

Social Analytics (Socialytics)

Social analytics describes the basic preparation of unstructured data from social media content by tagging, syndicating and aggregating the respective data (e.g., images, texts, videos, etc.) to make structured derivations to be used, for instance, for product life cycle management, sentimental

analysis or product/service marketing purposes. The goal is to detect trends early, prevent crises and reveal correlations through predictive analytics.

Data Science and Machine Learning as a Service

The Data Science and Machine Learning as a Service category includes providers whose solutions can be used to prepare and analyze sensor and machine data to be able to win new insights and derive improvements for future recurrent, similar events.

Data Driven Business Modell Transformation (Consulting & Integration)

This category consists of IT services with a focus on big data consulting and integration to help customers advance existing and develop new data-driven IT systems. Besides respective consulting and integration competencies, key requirements include the comprehensive technical understanding necessary to transform complex data into valuable information. These are tested & proven services to provide digital transformation support, based on data-driven new business processes or models within the context of current IT trends.

Schedule

The research phase is between **June - September 2018** during which survey, evaluation, analysis and validation will take place. Selected results will be presented to the media in **December 2018**.

We will roll out the survey on an online platform called Qualtrics. The invites will be sent with links to fill in the responses and submit.

| Milestones | Beginning |
|------------------------|-------------------------------|
| Launch | April, 2018 |
| Survey (questionnaire) | June 21, 2018 - July 26, 2018 |
| Sneak previews | October 15, 2018 |
| Content provisioning | November 29, 2018 |
| Press release | December 6, 2018 |

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About ISG

ISG (Information Services Group) (NASDAQ: III) is a leading global technology research and advisory firm. A trusted business partner to more than 700 clients, including 75 of the top 100 enterprises in the world, ISG is committed to helping corporations, public sector organizations, and service and technology providers achieve operational excellence and faster growth. The firm specializes in digital transformation services, including automation, cloud and data analytics; sourcing advisory; managed governance and risk services; network carrier services; technology strategy and operations design; change management; market intelligence and technology research and analysis. Founded in 2006, and based in Stamford, Conn., ISG employs more than 1,300 professionals operating in more than 20 countries—a global team known for its innovative thinking, market influence, deep industry and technology expertise, and world-class research and analytical capabilities based on the industry's most comprehensive marketplace data.