ISG Provider Lens™ – Germany 2018
Data Analytics Services and Solutions

A Comparison of Providers

Data Analytics Services and Solutions
An overview of the entire German "Data Analytics" competitive landscape

In the wake of the increasing digitization of our society, data volumes are also increasing. Within the overall value chain data are constantly generated by all kinds of actors including consumers, companies and machines, resulting in increasing amounts and varieties of data at ever higher speeds; companies require products and services that address these needs to be able to use insights already while products or services are being created and operated to contribute to the business success.

In 2017, the market for data analytics and big data driven business models will again experience growth rates of 24%, while undergoing a transformation: On the one hand, more and more companies are recognizing the relevance of analyzing existing data, which requires them to adjust existing products to market-specific characteristics or industry-specific requirements; on the other hand, new data formats are evolving that require optimized and automated analysis methods. Increasingly, products and services are enhanced with intelligent algorithms for semantic analytics purposes or even artificial intelligence (AI), resulting in new market segments, based on innovative solution approaches and the continued consolidation and higher market maturity of existing market segments.
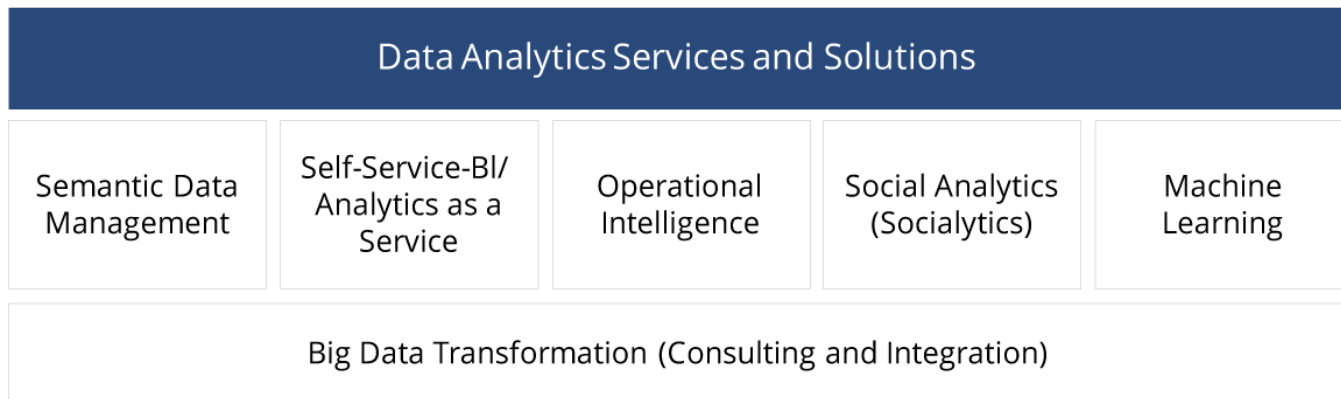
With the study „ISG Provider Lens Germany 2018 – Data Analytics Services and Solutions", ISG will support CIOs and IT decision-makers to help them evaluate, select and implement the offerings of suitable providers and will provide insights on future market trends.

The ISG Provider Lens study – Data Analytics Services and Solutions offers IT-decision makers:
- A market overview on products and services.
- Transparency of strengths and weaknesses of relevant providers (Market Insight methodology).
- A differentiated positioning of providers by segments, deployment models and compliance requirements (certifications, data location, operational responsibility).
- Clear criteria for short lists and investment planning initiatives.

Market Categories

Data Analytics Services and Solutions				
Semantic Data Management	Self-Service-BI/ Analytics as a Service	Operational Intelligence	Social Analytics (Socialytics)	Machine Learning
Big Data Transformation (Consulting and Integration)				

Source: ISG 2017

Schedule

The research phase (provider survey and advisor briefings) covers the period beginning of May – June 2017. Followed by the analysis, evaluation and report generation phases. Selected results will be presented to the media in November 2017.

Milestones	Begin	End
Project Kick-off	April 4, 2017	
Survey (questionnaire)	May 2, 2017	June 6, 2017 (August 4, 2017*)
Sneak previews	October 9, 2017	November 13, 2017
Content provisioning	November 22, 2017	
Press release	November 29, 2017	

*Extend for Provider of Big Data Transformation (Consulting and Integration)

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