



# **ISG Provider Lens™ – Germany 2018 Social Business Services and Solutions**

## **A Comparison of Providers**

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### **Social Business Services and Solutions**

An overview of the entire German Social Business competitive landscape

As in previous years, ISG will start a major benchmark to compare social business providers in Germany. Social business refers to efficient, state-of-the-art enterprise cooperation, based on social networking principles (“collaboration”) as well as modern solutions for client interaction and retention within rapidly changing, increasing competitive markets (“commercial”).

An interesting new aspect within this study will address artificial intelligence in the form of chatbots, since ISG identifies major potentials for interesting new opportunities and efficiency gains.

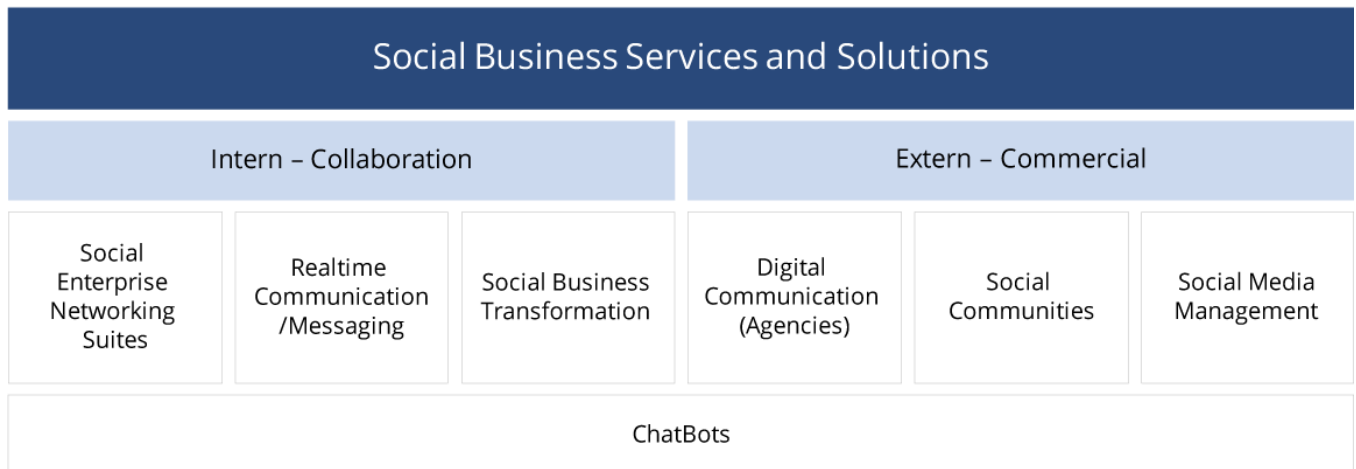
With the study “ISG Provider Lens Germany 2018 - Social Business Services and Solutions“, ISG will support CIOs and IT decision-makers to help them evaluate, select and implement the offerings of suitable providers and will provide insights on future market trends.

The ISG Provider Lens study – Social Business 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

Simplified illustration



Source: ISG 2017

## Schedule

The research phase (provider survey and advisor briefings) covers the period beginning of November - beginning of December 2017. Followed by the analysis, evaluation and report generation phases. Selected results will be presented to the media in April 2018.

<b>Milestones</b>	<b>Beginning</b>	<b>End</b>
Project Kick-off	October 19, 2017	
Survey (questionnaire)	November 7, 2017	December 1, 2017
Sneak previews	February 5, 2018	March 17, 2018
Content provisioning	March 26, 2018	
Press release	April 4, 2018	

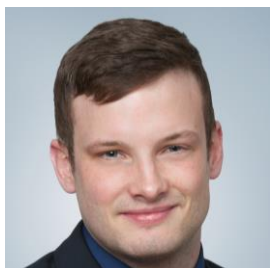
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## About ISG

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.