

Analytics Services

A research report comparing provider strengths,
challenges and competitive differentiators to
assist decision makers in analytics services



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The year 2023 continues to witness economic headwinds with increased inflation, while the global economy exhibits signs of resilience, with enterprises becoming cautious about IT transformation expenditure. This scenario is further complicated by increased hypercompetition among enterprises and tech-savvy startups and consumers' hyperpersonalization needs. With enterprise budgets strapped, business leaders show more value for their existing investments in digital technologies and focus on enhancing CX, cost optimization and cybersecurity to ensure business and operational resilience.

ISG analysis reveals that this is an opportune time for enterprises to revisit their analytics strategies and increase spending on analytics services and solutions to enhance data-driven approaches and solve business challenges.

Data science services are gaining significant traction, aligning business objectives with underlying data and helping enterprises derive decision intelligence and evaluate business impact. Enterprises expect providers to identify relevant business use cases, offer AI

and ML modeling platforms and engineering capabilities, and deploy these models to production.

Data engineering services are in demand owing to several cloud migrations and data modernization investments. The focus will be on achieving high cost and process efficiency optimization levels with traction for FinOps, DataOps and DevSecOps.

Data management services are making a significant comeback, with data governance capabilities in demand. Enterprises compete for providers with capabilities in data catalog, data observability, data lineage and business glossary, among other areas that ensure data trustworthiness and availability.



The report provides insights into the **evolving market trends** and **competitive dynamics** among providers of **Analytics Services** in 2023.

Simplified Illustration Source: ISG 2023

Data Science Services

Data Engineering Services

Data Management Services

Scope of the report

The ISG Provider Lens™ Analytics Services 2023 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 different markets, including the U.S., Brazil and Europe

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.



Data Science Services

Definition

In this quadrant, ISG evaluates the provider portfolios offering advisory and system integration services based on data science. Providers qualifying for this quadrant offer services to integrate scientific methods with business context for their clients. These providers resolve critical business challenges by combining domain knowledge and expertise in clients' industries, enabling clients to attain substantial, data-driven business growth through actionable insights. Information generated through data science may even lead to new business models and revenue streams. The objective is to define and deploy contextual questions to extract relevant information from vast data streams — data science leverages structured and unstructured data. Service providers evaluated in this study need to address enterprise requirements, including, but not limited to, consulting, identifying business use cases, and developing statistical models and algorithms. Providers should showcase capabilities to generate and visualize insights that are ready to use for business in the form of intelligent reports and storytelling dashboards.

They should be capable of modeling and customizing ML algorithms and workflows using best-of breeds solutions to deploy their services efficiently. Providers should exhibit end-to-end capabilities in architecting, implementing, deploying and scaling enterprise-wide AI projects. These providers should also offer support and training services as standalone offerings, which differ from other service contracts.

Eligibility Criteria

1. Provide a **structured approach, framework** and service portfolio with proprietary offerings that include but not limited to **industrialized playbooks, AI and ML platforms, accelerators, advanced automation and workbenches**
2. Demonstrate established competence, with **several data science experts**, delivering services and having an **in-depth understanding of the market dynamics, regulatory requirements, and language** necessary to successfully deliver services considered within the scope of these services
3. Possess **technology expertise and business knowledge** of the region- and industry-specific requirements, statistical and mathematical modeling, with independent advisory.
4. Possess expertise and offer solutions for **federated learning, data literacy and advanced analytics** (computer vision, audio, NLP, natural language generation [NLG] and Graph DB)



Data Engineering Services

Definition

In this quadrant, ISG assesses providers in the data engineering services category that are capable of delivering a comprehensive set of services to collect and aggregate structured, partially structured

and unstructured data from several sources, including text, calculations, images and sound. Data is obtained from different systems, contextually processed and made available in a structured manner in accordance with access settings. Service provider offerings include, but are not limited to, developing data pipelines and models, managing file format conversion and undertaking data transformation — cleansing and extract, transform and load (ETL) operations. The offerings also include managed services for applications. Data engineering, in the context of this study, includes building data warehouses and data lakes, empowering clients to leverage big data analytics.

Providers should also showcase expertise and experience in implementing data modernization projects that include capabilities but not limited to cloud migration for hybrid- and multi-cloud environments, data mesh, data fabric and data ecosystems. These offerings should help enterprises to improve operational and business capabilities to drive initiatives across enterprise-wide AI, business intelligence and reporting, and advanced analytics services. Data engineering services should also account for emerging trends such as DataOps, FinOps and DevSecOps to ensure enterprises and business leaders can extract actionable insights, value and data-driven decisions from their data.

Eligibility Criteria

1. Possess **technology know-how and architectural consulting expertise**
2. Display competence in the **approach undertaken, methods applied** and service portfolio depth
3. Offer competence with **several data engineering experts** in respective regional markets
4. Demonstrate **technology expertise, business knowledge and domain competence** with independent consultation and available solution providers
5. Provide **standardized/ customized frameworks and platforms** for data aggregation and cleansing
6. Offer experience in **building data hubs, data fabrics, modular data lakes**, multicloud data integration capabilities and access to partner data ecosystems
7. Offer **support and training services** as standalone offerings, separate from other service contracts



Data Management Services

Definition

In this quadrant, ISG assesses service providers in the data management services category that are capable of managing end-to-end storage, sharing, archiving and data retrieval by adhering to relevant compliance guidelines. Providers should offer consulting capabilities that include, but are not restricted to, assessment, strategy development and roadmap creation. These capabilities should also include assistance for planning, designing and deploying data management services. Providers should help enterprises in organizing and cataloging data from different sources. Offerings from service providers include, but are not limited to, workflow management, data modeling, data integration, master data management, metadata management, data migration and data lineage services as part of the data management services. Providers should also possess the self-service capability to make data available for stakeholders to be consumed in a simple format.

Providers should set data governance strategy to ensure regulatory compliance standards are met. They should also be able to develop and implement data governance systems and policies and procedures for effective and efficient data management. The quadrant encompasses services for ensuring data quality, data security and control, complying with GDPR, and creating and managing data lakes, among others.

Eligibility Criteria

1. Offer **consulting expertise for assessment, strategy and roadmap**, along with **lifecycle and workflow management**
2. Possess the capability to **manage and govern data by establishing trust and adhering to relevant compliance guidelines**
3. Encompass the ability to **develop data architecture and offer data modeling**
4. Offer **data integration, data migration, master data management and metadata management** capabilities as part of data management services
5. Provide **data cataloging** from disparate sources, **data stewardship and business glossaries**, along with **maintaining and controlling data quality** and providing **data security**
6. Track **data lineage** back to the data origin
7. Offer **regulatory compliances** such as GDPR
8. Possess experience in **establishing CoEs** as part of the services offering



Quadrants by Region

As a part of this ISG Provider Lens™ quadrant study, we are introducing the following three quadrants on **Analytics Services 2023**:

Quadrant	Brazil	Europe	U.S.
Data Science Services	✓	✓	✓
Data Engineering Services	✓	✓	✓
Data Management Services	✓	✓	✓



The research phase falls in the month of July 2023, during which survey, evaluation, analysis, and validation will take place. The results will be presented to the media in December 2023.

Milestones	Beginning	End
Survey Launch	July 05, 2023	
Survey Phase	July 05, 2023	July 31, 2023
Sneak Previews	October 2023	November 2023
Press Release & Publication	December 2023	

Please refer to the [link](#) to view/download the ISG Provider Lens™ 2023 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!

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.



ISG Star of Excellence™ – Call for nominations

The Star of Excellence™ is an independent recognition of excellent service delivery based on the concept of “Voice of the Customer.”

The Star of Excellence™ is a program, designed by ISG, 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 will be 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 context of 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.

It is our vision that the Star of Excellence™ will be recognized 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 Client nomination 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:
ISG.star@isg-one.com

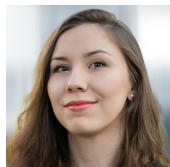


Contacts For This Study



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and Principal Analyst
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**Research Analyst –
Brazil**



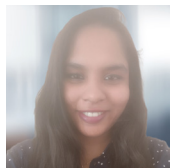
Yeshashwi
Nagarajan C

**Senior Project
Manager**



Marcio
Tabach

Lead Analyst - Brazil



Hema
Gunapati

Data Analyst



Vartika
Rai

**Research Analyst –
U.S. and Europe**



Laxmi Sahebrao
Kadve

Data Analyst



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 advisors participate as part of each study's quality and consistency review team (QCRT). The QCRT ensures 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 QCRT group and contribute at different levels depending on their availability and expertise.

The Consulting 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 to this study



Sush
Apshankar

Principal Consultant



Vishal
Srivastava

Principal Consultant



Olga
Kupriyanova

Principal Consultant



Ritwik
Dey

Principal Consultant



Dries
Ballerstedt

Principal Consultant

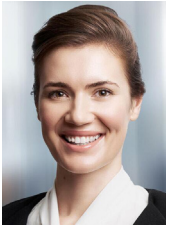


Diwahar
Jawahar

Principal Consultant



ISG Advisors to this study



Dorotea
Baljevic

Principal Consultant



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

2RPNET	Artefact	Cadastra	dataRain*
A3 Data*	Assesso	Capgemini*	Datarisk
Absolutdata*	Atos*	CDW	Dataside
Accenture*	Avanade	CI&T	Deal*
Act Digital	b.telligent*	CIS Corporate	Dedalus*
adastra	BCG	Clearsense	delaplex
Addepto	Beyond Analysis*	Cloud4C	Deloitte*
Alexander Thamm*	BHS*	Coforge	Digibee
Algonomy*	Birlasoft*	Cognizant*	doubleSlash*
Amazon Informatica	BizTechno	Compass UOL*	DTI
amplifi	BJSS*	course5i	Dufrain*
Analytics8	Blueshift*	credera	DXC Technology*
Applied Data Science*	Brillio*	Croud*	Ei Square*
Aquare.la	BRLink*	Data Insights*	elait
Arbit	BRQ*	Datamatics	Elastacloud



Invited Companies

Eleflow	Fujitsu	InData Labs*	Kyndryl
ELEKS	GAVB*	Indicium	LatentView Analytics*
eoda*	Genpact*	Indium Software*	LEEGA*
EPAM	GFT*	Infosys*	Lingaro Group
Evalueserve	Globant	Inmetrics*	Logicalis*
Everis	Grazitti Interactive	Innominds	LTIMindtree*
EWSolutions	Happiest Minds	Insight	Luby*
Exata.it	HCLTech*	IT.Eam	MadeinWeb
EXL Service*	Hexaware*	ITC Infotech*	Marlabs
Exometrics*	HTC Global Services*	Iteris*	Marmeladenbaum*
EY*	HVAR	ITmagination	MASTECH INFOTRELLIS
FCamara	IBM*	It-novum*	Math
first sanfrancisco partners	Icaro Tech	Keyrus*	MD2 Consultoria
FPT	Impact Analytics	KPMG*	MG Info
Fractal*	impetus	Kumulus*	Mphasis*



Invited Companies

Mu Sigma*	Programmers Beyond IT	sigmoid	TekLink
mVISE*	Protiviti	SLK Group	TheMathCompany*
Nava	PwC*	Softek	ThirdEye Data*
Neoris	Qexpert	Softweb solutions	Tiger Analytics*
N-iX*	Qintess*	SONDA*	Tivit
NTT Data	Quantiphi*	Sopra Steria	Tredence*
Online Applications	Rackspace Technology	ST IT Cloud*	Trianz
OpenText	Raking	statworx*	UCloud
Oper Data	Reply*	Stefanini*	UniSoma*
OPITZ*	Rox Partner*	SysMap	UST Global
Orange Business Services*	Santo Digital	Taking	V8. TECH*
Peers	ScienceSoft	TCS*	ValueLabs
Persistent Systems*	Semantix	Tech Mahindra*	Venturus
pmOne*	SG Analytics*	Tech6	Virtusa*
Predyktable	Sigma Data Systems	TEG Analytics	





Invited Companies

Visionet

Wipro*

WNS*

Xebia

YASH Technologies*

Yssy

Zensar*

ZS Associates*



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, while 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.

ISG offers research specifically about providers to state and local governments (including counties, cities) as well as higher education institutions. Visit: [Public Sector](#).

For more information about ISG Research™ subscriptions, please email contact@isg-one.com, call +1.203.454.3900, or visit research.isg-one.com.

iSG

ISG (Information Services Group) (Nasdaq: IIG) is a leading global technology research and advisory firm. A trusted business partner to more than 900 clients, including more than 75 of the world's top 100 enterprises, 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; 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 1,600 digital-ready 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.

For more information, visit isg-one.com.





JULY, 2023

REPORT: ANALYTICS SERVICES