

Advanced Analytics and AI Services

A report assessing provider capabilities and
differentiation across analytics and AI services

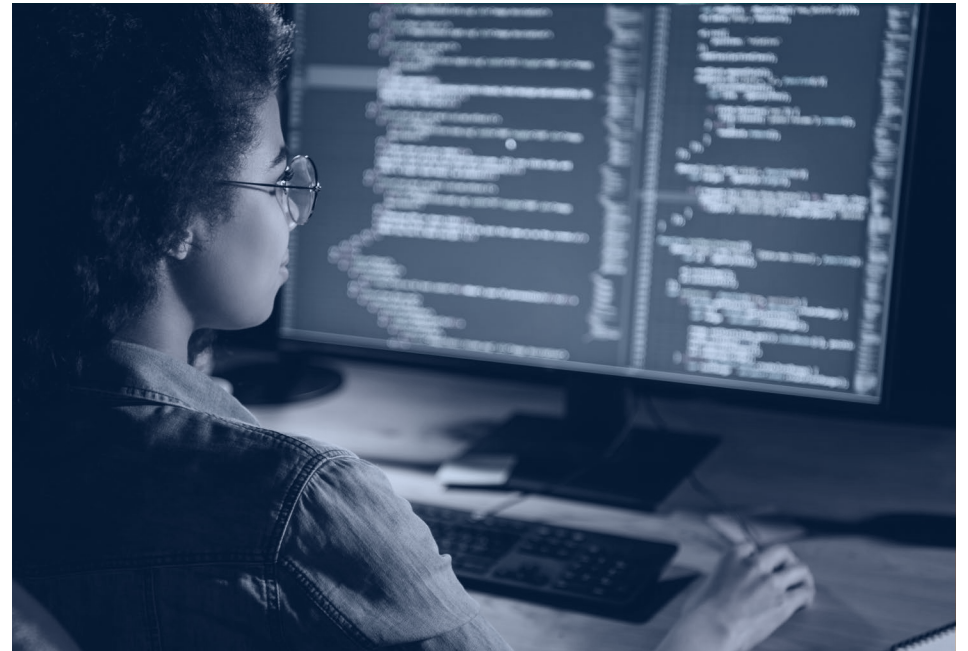


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Enterprises are moving into an AI-led digital transformation phase, where data and AI are integrating to become the core drivers of business strategy, operational resilience and competitive differentiation. They are shifting from pilot to production, embedding AI into decision-making across innovation, CX and operations. This shift is driving the demand for analytics and AI services and for partners that can modernize their data ecosystems, scale analytics deployments and operationalize AI across their value chain.

Modernizing data estates is foundational to this evolution, requiring modern data architectures that can handle large-scale data and analytics workloads. Demand is also rising for advanced data integration and processing capabilities that manage distributed data environments, driven by the growing use of data from IoT, sensor and edge devices for real-time decision intelligence. As AI adoption hinges on model trust and accuracy, the need for high-quality and governed data also increases, driving unified data architectures, consistent semantic knowledge bases and integrated governance.

Enterprises are deploying applied AI, such as computer vision, knowledge graphs and agentic AI, to enable autonomous decision-making. In response, service providers are expanding their portfolios with industry-aligned AI solutions, reusable accelerators and model development frameworks that help enterprises scale AI adoption and accelerate the journey from experimentation to enterprise-wide AI deployment.

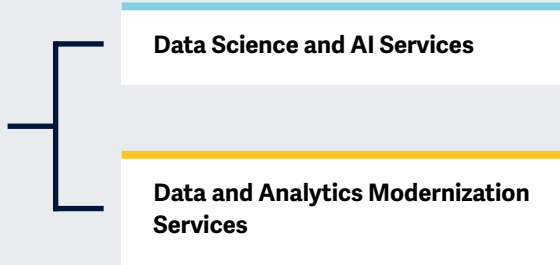


Advanced Analytics and AI Services 2026

Quadrants	Service Segments						Cornerstones
Data Science and AI Services	Strategy and Roadmap (Assess – Guidance – Maturity)		AI and ML Model (Develop – Evaluate – Deploy)		Productization and Management (Accelerate – Operationalize – Democratize)		Tools, Accelerators, Middleware Industry and Domain Expertise Experience and Engagement Governance and Ethics Co-innovation and Collaboration Change Management
	Business Advisory & Readiness Assessment	Data Discovery and Data Mining	Model Development & Optimization	Model Lifecycle Management (Evaluation / Observability)	AI and ML platforms, Operating Model and Lifecycle Governance	Customization, Industry & Functional Solutions	
	Domain/Tech/ Data Alignment	Business Value, KPIs & Metrics	AI Risk Control & Human-in-the-loop	Responsible AI & Trusted AI	CoEs, Workshops & Training	GenAI-enabled BI and Self-service Analytics	
Data and Analytics Modernization Services	Implementation and Integration (Design – Build – Integrate)		Migration and Modernization (Run – Optimize – Scale)		Data Management and Governance (Policy – Regulation – Execution)		
	ETL/ELT, Data Source Integration	Pipeline Automation, BI & Reporting	Hyperscalers, Data Clouds and Data Platforms	DataOps, FinOps & Reliability	Data Catalog, Data Marketplaces	Data Trust, Security, Compliance & Access	
	Data Mesh & Fabric	Data Hub, Real-time/ Event Streaming	Data Lakehouse, EDW Modernization	Edge/Distributed Computing	Data Lineage, Quality & Observability	MDM & Metadata	



The study highlights the evolving market trends and competitive dynamics among **advanced analytics and AI services** providers in 2026.



Simplified Illustration Source: ISG 2026

The ISG Provider Lens® Advanced Analytics and AI Services 2026 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 Brazil, Europe and the U.S.

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 and AI Services

Definition

This quadrant assesses service providers that enable enterprises to design, develop and scale context-aware data science solutions for intelligent decision-making. Providers should support end-to-end AI initiatives, including use case discovery, solution design, model development, deployment, governance and continuous ML lifecycle optimization. Their capabilities should span predictive, prescriptive analytics and deep learning techniques that enable enterprises to embed data-driven intelligence into business processes.

Providers should demonstrate expertise in operationalizing applied AI solutions, such as computer vision, NLP and knowledge graphs, and in delivering industry-aligned AI solutions attuned to sector nuances, regulatory requirements and operational workflows.

GenAI-enabled analytics can be leveraged where it enhances insight generation and decision support, but the quadrant emphasizes applied AI delivery maturity, lifecycle discipline and scalable enterprise adoption.

Eligibility Criteria

1. Adopt a **structured approach** and provide a **service portfolio** that features proprietary offerings, **including industrialized playbooks, AI and ML platforms, accelerators and workbenches**
2. Exhibit end-to-end capabilities in architecting, implementing, deploying and scaling **enterprise-wide AI projects and customizing AI solutions** for specific needs
3. Maintain an experienced **data science and AI expert** team with a **deep understanding of market dynamics, regulatory requirements, AI governance and responsible AI practices**
4. Offer capabilities in **AI operationalization maturity and lifecycle management**, including MLOps, model monitoring and continuous model improvement
5. Demonstrate **expertise in developing industry-specific AI solutions**, using **predictive, prescriptive, statistical and mathematical modeling capabilities**
6. Deliver specialized **advanced analytics** solutions in **federated learning**, including computer vision, audio processing, NLP, natural language generation (NLG), graph databases, agentic AI and **next-gen BI**, such as data storytelling and generative BI
7. **Co-innovate and develop AI solutions, accelerators and domain-specific assets with technology partners**



Definition

This quadrant evaluates service providers that modernize enterprise data and BI ecosystems, transforming legacy estates into scalable analytics-ready data platforms across cloud and hybrid environments. Providers should deliver end-to-end services spanning assessment and architecture, data integration and migration, platform engineering and ongoing lifecycle management to improve data availability, performance and usability across the enterprise.

Providers should establish governed, trusted data foundations with strong data quality, metadata and lineage practices, security controls and governance frameworks that ensure compliance and pipeline transparency. The quadrant also covers modernization of BI and consumption layers, including interactive reporting and decision support, built on resilient data architectures that support advanced analytics and enterprise-wide data-driven decision-making.

Eligibility Criteria

1. Demonstrate **technology and architectural consulting capability** across assessment, strategy, roadmap and **workflow management to modernize data estates**
2. Integrate disparate data sources, cleanse and transform data, manage **complex structures, unify real-time and historical data**, and ensure **data quality**
3. Provide **standardized and customized frameworks and platforms** for data transformation, including data ingestion, integration and modeling
4. **Demonstrate real-time and streaming data integration capability** across IoT systems, operational platforms and edge devices
5. **Design and implement modern data architectures**, such as data mesh, lakehouses, data fabrics and data hubs, to support scalable, modular data ecosystems
6. **Streamline change management** and improve data delivery through **DataOps**
7. Establish **data governance frameworks, metadata management and data stewardship**, and ensure **data quality and security**
8. Track the complete **data lineage** back to its source to ensure integrity and accuracy throughout the data lifecycle
9. **Design and deploy interactive dashboards, reports and visualizations** that translate complex data insights to both technical and non-technical users



Quadrants by Regions

As a part of this ISG Provider Lens® quadrant study, we are introducing the following two quadrants on Advanced Analytics and AI Services 2026:

Quadrant	Brazil	Europe	U.S.
Data Science and AI Services	✓	✓	✓
Data and Analytics Modernization Services	✓	✓	✓



The research phase falls in the period between April and July 2026, during which survey, evaluation, analysis and validation will take place. The results will be presented to the media in December 2026.

Milestones

	Beginning	End
Survey Launch	April 2, 2026	
Survey Phase	April 3, 2026	July 17, 2026
Sneak Preview	September, 2026	October, 2026
Press Release & Publication	December, 2026	

Please refer to the [ISG Provider Lens® 2026 research agenda](#) to view and download the list of other studies conducted by ISG Provider Lens®.

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!

Buyers Guide

ISG Software Research, formerly “Ventana Research,” offers market insights by evaluating technology providers and products through its Buyers Guides. The findings are drawn from the research-based analysis of product and customer experience categories, ranking and rating software providers and products to help facilitate informed decision-making and selection processes for technology.

In the course of the Advanced Analytics and AI Services IPL launch, we want to take advantage of the opportunity to draw your attention to related research and insights that ISG Research will publish in 2026. For more information, refer to the [Buyers Guide research schedule](#).

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:
star@cx.isg-one.com



ISG Star of Excellence



Methodology & Team

The ISG Provider Lens® 2026 – Advanced Analytics and AI Services research study analyzes the relevant software vendors/service providers in the global market, based on a multi-phased research and analysis process, and positions these providers based on the ISG Research methodology.

Study Sponsor:

Namratha Dharshan

Lead Analysts:

Gowtham Kumar Sampath, Marcio Tabach and Saravanan M S

Editor:

Upasana Hembram

Research Analysts:

Rafael Rigotti and Saravanan MS

Data Analyst:

Tishya Selvaraj

Consultant Advisors:

Diwahaar Jawahar, Dorotea Baljevic, Loren Absher, Olga Kupriyanova, Ritwik Dey and Ryan Hamze

Project Manager:

Sukanya Nair and Sibin Varghese

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The research and analysis presented in this study will include data from the ISG Provider Lens® program, ongoing ISG Research programs, interviews with ISG advisors, briefings with service providers and analysis of publicly available market information from multiple sources. ISG recognizes the time lapse and possible market developments between research and publishing, in terms of mergers and acquisitions, and acknowledges that those changes will not reflect in the reports for this study.

All revenue references are in U.S. dollars (\$US) unless noted.



Contacts For This Study

Study Sponsor



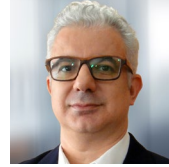
**Namratha
Dharshan**

**Chief Business
Leader**



**Gowtham Kumar
Sampath**

**Assist Director and
Principal Analyst –
U.S.**



**Marcio
Tabach**

**Distinguished
Analyst – Brazil**



Saravanan M S

**Lead Analyst –
Europe**



**Rafael
Rigotti**

Research Analyst



**Tishya
Selvaraj**

Senior Data Analyst



**Sibin
Varghese**

**Senior Program
Manager**



**Sukanya
Nair**

**Senior Project
Manager**



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 consultant advisors participate as part of each study's quality and consistency review process.

The consultant advisors ensure 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 consultant advisors' group and contribute at different levels depending on their availability and expertise.

The consultant 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



Diwahar
Jawahar

Principal Consultant



Dr. Dorotea
Baljević

Director



Loren
Absher

Director



Olga
Kupriyanova

Director



Ritwik
Dey

Assistant Director



Ryan
Hamze

Director



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

2RP Net	Altimetrik	Aventra Group*	C5i
4Strategies	Amazon Informatica	b.telligent*	Cadastra*
66degrees*	Analytics8	BCG Gamma	Capgemini*
A3Data*	AND Digital*	BHS	CBTS
Aays*	Apexon*	BIP*	CGI*
Accenture*	Aptus Data Labs	Birlasoft*	Chetu*
Act Digital	Aquare.la	Bitwise Global	CI&T
Adastra*	Arbit	BJSS	ciklum
Addepto*	Artefact	Blue6ix	CIS Corporate
adesso SE*	Arvato Systems	BlueShift Brasil*	Coforge*
AI/R*	Aspire Systems*	Brasoftware	Cognizant*
Akkodis*	Assesso	Brillio*	Dadoteca*
Alexander Thamm*	Atos*	BRLink	Data Science UA
All for One Group	Avenga*	BRQ*	DataForest.AI*



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* Rated in previous iteration

dataRain*	DXC Technology*	Factspan*	Grupo IN
Datarisk	edvantis	Faculty.AI	Happiest Minds*
Dataside*	Elastacloud	Falconi*	HartB
Datatonic*	element61	FCamara*	HCLTech*
Deal*	Encora*	First Decision	Hexaware*
Dedalus*	Endava	Flexa*	Hitachi Digital Services
Delaware	EPAM Systems*	Foursys	HTC Global Services*
Deloitte*	eraneos	Fractal Analytics*	HVAR
Devoteam	Evalueserve*	Fujitsu*	IBM*
Digitro	Exadel	GAVB	Icaro Tech
doubleSlash*	Exata.IT*	Genpact*	Ignitho Inc.*
DP6*	EXL*	GFT*	IGT Solutions*
DRZ	Expleo	Globant	Ília*
DTI Digital	EY*	Grazitti Interactive*	Impetus Technologies *



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InData Labs	it-novum*	Logicalis*	Minsait (Indra)*
Indicium	JEMS Group*	LTM*	Mouts TI
Indium*	Jump*	Luby	Movate*
Inetum	Keeggo	MadeinWeb*	Mphasis*
Infocepts*	Keyrus*	Magellan Partners	Mu Sigma*
Infogain*	KPMG*	Marlabs*	Nagarro
Infosys*	Kubrick Group	Mastek*	NARWHAL Data Solutions
Inmetrics	Kumulus	MATH Group*	NAVA*
Innova Solutions*	Kyndryl*	Maxxi*	NAVIKENZ*
Innover Digital*	L3	MD2 Consultoria	Neoris
IT Lean	LatentView Analytics	Merkle*	Network Science
IT.Eam	Leega	MG Info	Neurotech
ITC Infotech*	Levva	Microland	Niteo
itmagination	Lingaro*	Micropole	N-iX



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* Rated in previous iteration

NTT DATA*	Quality Digital*	Sedin Technologies/Datakulture*	SysMap
Objective*	Quantiphi*	Semantix	TCS*
Online Applications	QUANTYCA*	SIA Partners	Tech Mahindra*
Oper Data	Rackspace Technology*	Sigmoid*	Tech6
OPITZ CONSULTING*	Randstad Digital*	Softtek*	TechMobius
Orange Business*	Red Innovations	Softweb solutions	TEG Analytics
Orion Innovation*	Reply*	Sonda	Telana*
Peers*	Rox Partner*	Sopra Steria*	Tiger Analytics*
Persistent Systems*	Sagility Health	Spassu	TIVIT*
pmOne*	Santo Digital	ST IT Cloud*	Topmind
Programmers Beyond IT	Sauter Digital*	STATWORX*	TP*
Protiviti	ScienceSoft	Stefanini*	TQI
PwC*	Scigility	Straive*	Tredence*
Qintess	SDG Group*	synechron	Trianz*



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Triggo.AI*	Visionet*
T-Systems*	Vivicta*
UCloud	Wavestone*
UniSoma	Wipro*
Unisys*	WNS Analytics*
Unit8*	Xebia*
UST*	Xoriant*
V8.Tech	YASH Technologies*
Valcon*	YSSY
Valtech	Zensar Technologies*
Venturus	Zoox
Version1*	ZS
Vertigo	
Virtusa*	



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](#).

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](#).

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ISG (Nasdaq: III) is a global AI-centered technology research and advisory firm. A trusted partner to more than 900 clients, including 75 of the world's top 100 enterprises, ISG is a long-time leader in technology and business services sourcing that is now at the forefront of leveraging AI to help organizations achieve operational excellence and faster growth.

The firm, founded in 2006, is known for its proprietary market data, in-depth knowledge of provider ecosystems, and the expertise of its 1,600 professionals worldwide working together to help clients maximize the value of their technology investments.

For more information, visit isg-one.com.





APRIL, 2026

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