

Guidewire Services Ecosystem

A research report comparing strengths and competitive advantages of Guidewire service providers



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This ISG Provider Lens® study evaluates service providers that deliver end-to-end Guidewire services to the global P&C insurance industry through a unified, single-quadrant lens. It covers the full lifecycle of Guidewire engagements across core InsuranceSuite modules, including PolicyCenter, BillingCenter and ClaimCenter, as well as the recently introduced PricingCenter and UnderwritingCenter, while also assessing Guidewire Cloud adoption and transformation capabilities.

The study reflects the breadth of services aligned to the Guidewire services blueprint (see figure below), including:

- Consulting and advisory for strategy, roadmap and transformation
- System implementation and integration across complex ecosystems
- Data migration and cloud and platform engineering for Guidewire Cloud Platform (GWCP) enablement
- Managed services, release management, quality assurance and continuous optimization

- Analytics and insights to drive data-led decision-making

It also evaluates cross-cutting capabilities, including digital IP and AI accelerators, change management, training and adoption, and participation in the broader InsurTech and innovation ecosystem.

The study examines providers' expertise in leveraging non-core components, such as Guidewire Jutro, Predict and ProNavigator to enhance digital experience, analytics and intelligent operations. A strong emphasis is placed on configurable Guidewire solutions and accelerators that enable rapid product launches and address complex business challenges.

The report further assesses execution strength across key regions, including North America, the London Market, ANZ and Europe, highlighting providers best positioned to drive agility, innovation and business value through Guidewire.



Guidewire Services Ecosystem 2026

CORNERSTONES

Digital IP and AI Accelerators
Change Management, Training and Adoption
InsurTech and Innovation Ecosystem

QUADRANT

Guidewire Services

AREA COVERED

Consulting and Advisory	System Implementation
System Integration	Cloud and Platform Engineering
Data Migration	Managed Services
Quality Assurance	Analytics and Insights



Key focus areas of the **Guidewire Services Ecosystem** study 2026 include provider capabilities, innovation and best practices.

Simplified Illustration Source: ISG 2026

Guidewire Services

Definition

The ISG Provider Lens® Guidewire Services Ecosystem 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 the global market, with lessons drawn from different geographies

Our study serves as an important basis for decision-making on 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.



Definition

The study assesses providers based on the breadth and depth of their services, expertise and proven experience in implementing and managing Guidewire solutions. It considers capabilities across the full services lifecycle, including consulting, implementation, integration, cloud transformation and managed services.

Providers are evaluated on their ability to support diverse lines of business, meet the needs of insurers of varying sizes, from small and midmarket carriers to large global organizations, and deliver outcomes across key regional markets such as North America, Europe and ANZ. The quadrant also reflects providers' proficiency in leveraging Guidewire's core and extended ecosystem to drive business value.

By combining service capabilities with real-world execution experience, this unified lens offers a comprehensive view of providers best positioned to enable successful Guidewire-driven transformation.

Eligibility Criteria

To qualify for inclusion in this research, a provider must have at least one active client in production across one or more of the following key Guidewire service areas:

1. Offer **strategic consulting** for Guidewire adoption, including **roadmap definition, cloud readiness** and business transformation aligned to P&C insurance needs
2. Provide **system implementation** for one or more Guidewire core modules (PolicyCenter, BillingCenter, ClaimCenter, PricingCenter or UnderwritingCenter) or entire suites (InsuranceSuite or InsuranceNow) and **integrate** them into broader enterprise ecosystems
3. Demonstrate capabilities in **migrating** legacy systems to the **Guidewire Cloud Platform (GWCP)**, including **data migration, DevOps** and **platform engineering**
4. Deliver post-implementation **managed services**, such as **application maintenance, upgrades** and **continuous optimization** in Guidewire environments
5. Exhibit proven experience in **testing** Guidewire deployments, including automation and **regression testing**



Quadrants by Region

As a part of this ISG Provider Lens® quadrant study, we are introducing the following quadrant on the Guidewire Services Ecosystem 2026:

Quadrant	GLOBAL
Guidewire Services	✓



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

Milestones	Beginning	End
Survey Launch	May 7, 2026	
Survey Phase	May 7, 2026	June 19, 2026
Sneak Preview	August 2026	August 2026
Press Release & Publication	October 2026	

Collecting client testimonials via the Star of Excellence® program requires early client referrals (no official reference needed) because CX scores have a direct influence on the provider's position in the IPL quadrant and the awards.

Please refer to the [link](#) to view/download the ISG Provider Lens® 2026 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!

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 Guidewire Services Ecosystem 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 conducting 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 Voice of the Customer concept. ISG has designed the Star of Excellence® program 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 are 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 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.

Our vision for the Star of Excellence® is to become acknowledged 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 "Nominate (for Providers)" 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



The ISG Provider Lens® 2026 – Guidewire Services Ecosystem study analyzes the relevant 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:

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The research and analysis presented in this report includes research 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. The data collected for this report represent information that ISG believes to be current as of May 2026 for providers that actively participated and for providers that did not. ISG recognizes that many mergers and acquisitions may have occurred since then, but this report does not reflect these changes.

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



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ISG Provider Lens® 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 for this study



Ashish
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Lead Analyst



Dennis
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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.

Accenture	FECUND Software Services	PwC
Acini	Fincons	Qualizeal
Alchemy Technology Services (part of NTT Data)	GFT	SBI Technology
Aspire Systems	HCL Tech	Smart IMS Inc
Birlasoft	Hexaware Technologies	Softtek
Capgemini	HTC Global Services	Sollers consulting
CastleBay Companies	IBM	Sopra Steria
Centric Consulting	IKOR	Stratus Technology
CGI	Infosys	TCS
Coforge	ITS	Tech Mahindra
Cognizant	LTIMindtree	TechAhead
Deloitte	Netcompany	ValueMomentum
Endava	Norima Consulting	Wipro
Exavalu	NXT Level Technologies	Xceedance
EY	OpenTeQ	Zensar Technologies



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. 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 and cities) and higher education institutions. Visit: [Public Sector](#).

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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.





MAY, 2026



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