ISG Provider Lens®

Telecom, Media and Entertainment AI-Native Transformation Services

AI-native transformation spanning engineering, operations and monetization in the telecom and media industry

BROCHURE | JUNE 2026 | GLOBAL

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Introduction

Telecom and media enterprises are rapidly evolving toward AI-native, platform-centric and ecosystem-driven operating models that unify engineering, operations, experience and monetization functions. This study evaluates service providers across nine quadrants that collectively define this transformation.

In telecom, providers enable cloud-native, software-defined and API-driven architectures, spanning (AI)-RAN, 5G core, OSS/BSS, devices and telco cloud, while extending connectivity through satellite and non-terrestrial networks (NTN) for sovereign, resilient and hybrid communication environments. They embed GenAI and agentic AI into operations, enabling closed-loop, intent-driven execution across network, IT and business domains. Customer and revenue operations are transformed through AI-driven engagement, personalization and monetization.

In media, providers reengineer content supply chains with AI-led pipelines across ingestion, processing, enrichment and distribution; deliver OTT, streaming and audience experiences via personalization, real-time engagement; and modernize platform engineering layers, including MAM/DAM, streaming/gaming backends and data platforms. Monetization is transformed through adtech ecosystems and AI-driven revenue operations, enabling yield optimization, dynamic pricing and audience value creation.

Across both industries, strategy, monetization and AI-native enablement serve as the control layers, redefining operating models, data foundations and ecosystem strategies. Hence, closing the gap between insight and execution, enabling intelligence to flow seamlessly across networks, platforms, business functions and customer interactions will be crucial.

Blueprint (TME Services 2026)

- AI-native transformation
- Innovation, IP & accelerators
- ESG reporting and governance
- Global delivery and CoEs
- Ecosystem & alliances
- Monetization evolution
- Security & compliance

Strategy Transformation and Ecosystem Services	**Strategic Advisory and Enablement Services**				
	AI-native operating models	GCC transformation	Ecosystem orchestration	Sovereign AI/data strategy	Enterprise context & orchestration layers
Telecom Transformation & Engineering Services	**AI-Led Telco Engineering & Software Services**				
	AI-RAN / O-RAN engineering	OSS/BSS modernization	Open Gateway / CAMARA APIs	Distributed AI orchestration	Telco cloud + DevSecOps
	Satellite & Non-Terrestrial Network (NTN) Services				
	Ground segment engineering	5G/NTN interoperability	Sovereign AI/data readiness	AI-enabled network orchestration	Mission-critical resilience
Telecom Autonomous IT & Business Operations Services	**Autonomous Telecom IT & Business Operations**				
	Enterprise AI operating systems	Context-aware operations	Autonomous execution	AI-native KTLO replacement	Distributed operational intelligence
	AI-Driven Customer and Revenue Operations				
	AI-powered CX operations	CPaaS/UCaaS integration	Revenue assurance & monetization	Real-time personalization	Customer intelligence platforms
Content, Experience & Interactive Services	**AI-Driven Content Operations & Supply Chain Services**				
	AI content pipelines	MAM/DAM modernization	Metadata/localization automation	Real-time content processing	Multi-device content orchestration
	OTT, Streaming & Audience Experience Services				
	OTT experience modernization	AI personalization engines	Playback QoE optimization	Omnichannel audience engagement	Interactive viewing experiences
Monetization & Platform Transformation Services	**Media Cloud & Platform Engineering Services**				
	OTT backend modernization	Cloud-native media platforms	Gaming backend infrastructure	CDN/edge optimization	Platform observability & DevOps
	AI-Driven Monetization, AdTech & Revenue Operations				
	DSP/SSP ecosystem integration	Identity & first-party data	AI-driven AdOps	Yield optimization	FAST/AVOD monetization

The list of capabilities is not exhaustive.

This study examines how **AI is reshaping telecom and media value chains**, from **engineering** and **operations to monetization**.

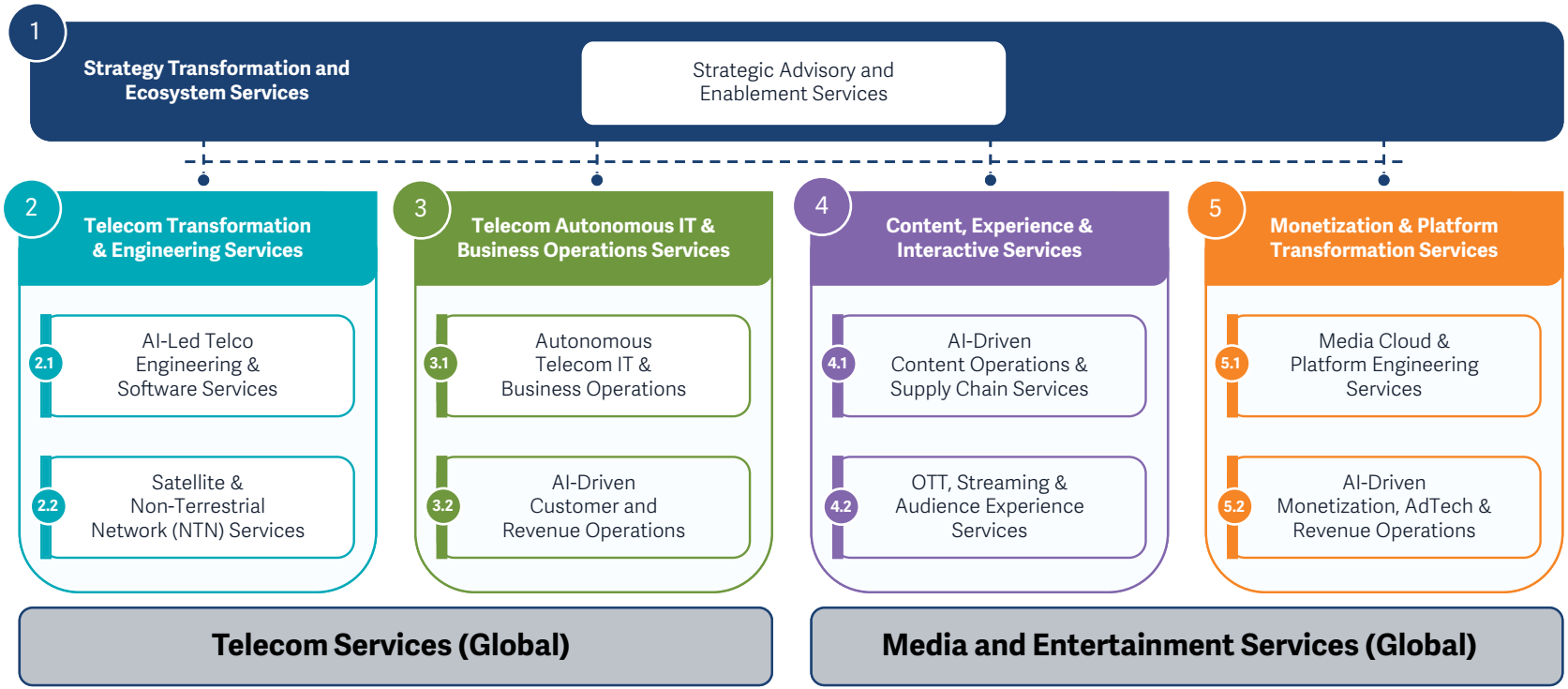
Simplified Illustration Source: ISG 2026

The ISG Provider Lens® Telecom, Media and Entertainment (M&E) AI-Native Transformation Services Transformation Services 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

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.

Telecom, Media & Entertainment AI-Native Transformation Services 2026 – 5 reports and 9 quadrants



Definition

This quadrant evaluates providers delivering strategy, transformation and AI-native enablement for TME enterprises, focused on re-designing business models, operating structures and value chains.

Providers support the transition from siloed operations to AI-native, platform-centric models, creating new revenue streams across connectivity, content, data and engagement. Their capabilities include monetization strategy, platform/IP strategy, data and AI operating models and ecosystem orchestration.

Embedding GenAI and agentic AI into enterprise architecture and decision-making is crucial in enabling organizations to move from insight generation to real-time, execution-oriented operating models. Providers unify OSS, BSS, IT and customer domains through data-driven transformation, governance frameworks and AI-enabled orchestration.

These services are delivered through co-innovation, partnerships and outcome-driven programs, to accelerate revenue growth, cost optimization, CX and operational agility.

Eligibility Criteria

1. Offer end-to-end **strategy and transformation services,** including business model redesign, programmable operating models and monetization strategy
2. Develop **AI-native operating models** by integrating GenAI and agentic AI into enterprise workflows, decision systems and sovereign enterprise intelligence
3. Demonstrate **expertise in monetization strategy**, spanning API ecosystems, platform-led revenue models, D2C/FAST/AVOD and data monetization
4. Design and implement **data and AI foundations, governance, architecture, explainable AI governance and real-time decisioning frameworks**
5. Align with **hyperscaler and data/AI ecosystems** (AWS, Azure, Google Cloud, Databricks and Cloudera) for scalable transformation
6. Offer ecosystem and **partner strategy capabilities**, platform integration, co-innovation and multi-vendor orchestration
7. Have experience addressing **regulatory, policy and sovereignty** requirements, including data privacy, AI governance and regional compliance
8. Design and scale enterprise**-wide transformation programs, GCC strategies, talent transformation and change management**
9. Deliver **outcomes such as revenue growth, cost optimization, improved CX** and enhanced asset utilization
10. Provide **thought leadership** via industry frameworks, POVs, whitepapers and ecosystem engagement

*Excludes providers focused primarily on technology implementation, platform deployment or managed services without significant strategic, transformation and AI-native operating model capabilities

Definition

This quadrant evaluates service providers delivering AI-led engineering and software services to help telecom enterprises design, build and modernize cloud-native, software-defined and API-driven architectures across network, business and IT domains.

Providers transform legacy environments into modular, composable systems spanning RAN/O-RAN, 5G core, devices, telco cloud and OSS/BSS platforms. Their capabilities include software lifecycle engineering, DevSecOps, microservices and open-source frameworks, enabling faster innovation and interoperability.

Integrating GenAI and agentic AI into engineering workflows and enabling automated development, intelligent testing and AI-assisted network function design is crucial. Providers must move beyond model access to deliver AI-native architectures, including orchestration layers, domain models, agent frameworks and integrated data systems, while supporting autonomous networks and API ecosystems (such as Open Gateway and CAMARA) for real-time orchestration and monetization. These services are delivered through engineering- and R&D-led models and partner ecosystems.

Eligibility Criteria

1. Offer **telecom engineering capabilities** across (AI)-RAN, core, OSS/BSS, devices and cloud
2. Show expertise in **next-gen architectures**, including O-RAN, 5G core, telco cloud, network APIs and digital twins
3. Deliver **cloud-native, API-first and orchestration-first engineering** using microservices, containers and CI/CD
4. Integrate **GenAI** and **agentic AI** into development, testing, optimization and AI-assisted infrastructure validation
5. Provide **OSS/BSS engineering** and modernization, including cloud-native architectures, API-driven orchestration, provisioning and charging
6. Align with **open standards** and **ecosystems** (TM Forum, CAMARA, 3GPP and O-RAN) to design AI-native architectures, including orchestration layers, agent frameworks and multi-modal pipelines
7. Integrate **data platforms, vector databases** and **enterprise data** into real-time transactional AI workflows
8. Support **large-scale, global engineering programs** using GCC-led delivery models
9. Demonstrate deployments with improved agility and **time-to-market** through AI/agentic engineering practices
10. **Highlight business outcomes**, such as faster service rollout, reduced development cycles and improved interoperability

*Excludes providers primarily focused on product- or platform-led offerings (hardware, software, SaaS)

Definition

This quadrant evaluates service providers delivering IT, engineering, integration and managed services for satellite and non-terrestrial network ecosystems. They help telecom operators, satellite firms, governments and enterprises design, integrate and operate hybrid terrestrial-satellite architectures across low/medium/geo earth orbit environments.

The quadrant focuses on services across ground systems, satellite operations software, mission control, orchestration, cybersecurity, data platforms and terrestrial integration, supporting multi-orbit ecosystems from providers such as Eutelsat, Viasat, Starlink, AST SpaceMobile and Iridium across various use cases.

Providers are assessed on supporting sovereign, secure and resilient communications, including ground infrastructure modernization, 5G/NTN interoperability, AI-enabled operations and service continuity for mission-critical environments such as space software, satellite communications and ground segment systems (including ESA/NASA programs).

Eligibility Criteria

1. Deliver IT, engineering and integration services for **satellite, ground segment and NTN** environments
2. Experience in **ground systems and operations**, including mission control, network/service management and data platforms
3. Integrate **LEO/MEO/GEO networks** with **terrestrial telecom and enterprise** environments
4. Align with **3GPP NTN** and hybrid **network architectures,** including interoperability with **core, RAN and cloud**
5. Support **sovereign, secure and mission-critical** communications across government, defense, aviation and enterprise use cases
6. Integrate AI, analytics, automation and adaptive operational intelligence into **satellite operations, traffic optimization and service assurance**
7. Establish **partnership** with satellite operators, space agencies and telecom providers *(ESA, Eutelsat, Viasat, Starlink and OneWeb ecosystems)*
8. Demonstrate **business outcomes** such as improved coverage, resilience and satellite-enabled connectivity services

*Excludes pure-play satellite operators/constellation owners, hardware/OEM vendors (satellite terminals, antennas, payloads, modems/spectrum assets) and product-led platform providers without substantial service-led integration, transformation and managed operations capabilities

Definition

This quadrant evaluates providers that embed AI into core telecom workflows, enabling real-time, closed-loop execution across network, IT, business and customer domains, transforming traditional operations into self-optimizing, outcome-driven environments.

Providers modernize and manage OSS/BSS, network operations, service assurance and IT systems, transitioning telcos from reactive to predictive and agentic execution. Their core capabilities span AIOps, closed-loop automation, service orchestration, DevSecOps and intelligent workflows, enabling intent-driven, autonomous operations.

A key focus is scaling GenAI and agentic AI for incident resolution, service assurance, network optimization and business process automation at scale, underpinned by data platforms and observability frameworks to improve SLAs and enhance resilience.

Providers deliver managed, co-managed and GCC-led services backed by hyperscaler ecosystems and domain accelerators to help telcos achieve measurable business outcomes.

Eligibility Criteria

1. Deliver **end-to-end managed IT and business operations**, spanning OSS/BSS, NOC/SOC, service assurance and enterprise IT, with proven AIOps, agentic AI and closed-loop automation across network, IT and business domains. This could include:
   - **OSS/BSS modernization** (order-to-cash, provisioning, billing and revenue assurance)
   - **GenAI-integrated workflows** (ticket automation, incident resolution, decisioning)
   - **Distributed AI-driven service orchestration, observability and data platforms** for SLA improvement
   - Cost optimization and AI integration into revenue management, finance, workforce and supply chain functions
2. Deliver at **scale via GCC-led or industrialized models**, with strong hyperscaler and ecosystem integration enabling cloud-native, digital twin-supported operations
3. **Offer ITSM-integrated governance** with **policy controls, approval gates** and **audit trails** for agentic actions (decision logs and rollback traceability)
4. Demonstrate **agentic AI workflows** with multi-step reasoning, autonomous execution, intent-based operations, governance and **auditable** layers
5. Showcase a **clear path from AI pilot to large-scale production**, evidenced by measurable outcomes, including reduced MTTR, improved SLAs, lower cost-to-serve and higher automation rates

*Excludes providers that are primarily focused on tooling, platforms, OEM/hardware or proprietary software products

Definition

This quadrant evaluates providers delivering AI-driven customer, revenue and engagement operation services for telecoms, transforming front-office functions into data-driven, automated and revenue-generating capabilities.

Providers modernize and manage customer lifecycle processes, including acquisition, onboarding, service, retention and monetization, with AI-native, real-time operational systems/platforms. Their capabilities include contact center transformation, CPaaS/UCaaS-enabled workflows, revenue ops and AI-driven engagement models.

Providers' GenAI and agentic AI capabilities enable real-time personalization, intelligent interactions, automated customer support, sales optimization and dynamic revenue management. They integrate CRM platforms, data and monetization engines to deliver seamless and scalable CX.

These services are delivered through managed and outcome-based models, enabling telcos to improve CX, revenue, reduce churn and optimize conversion across digital channels.

Eligibility Criteria

1. Offer end-to-end **customer and revenue operations** across acquisition, onboarding, service, retention and monetization
2. Drive **AI-native customer engagement and CX transformation**, including contact center modernization, and **CPaaS, UCaaS and UC&C** integration
3. Enable real-time customer orchestration and optimization through **AI-driven decisioning, autonomous customer resolution and contextual revenue orchestration**
4. Manage customer lifecycle, spanning **personalization, churn reduction, upsell and cross-sell optimization**
5. Integrate **GenAI and agentic AI into customer interactions**: virtual agents, real-time assistance and intelligence
6. Integrate **communication platforms, CRM, billing and monetization systems** for unified customer and revenue operations
7. Offer **customer insights, segmentation, campaign optimization and revenue growth** through data platforms and analytics
8. Deliver **large-scale, global CX and revenue operations** through managed services and GCC-led models
9. Establish **strong hyperscaler partnerships and co-innovation**, with domain-specific AI models and workflows tailored to telecom and customer operations
10. Proven **deployments with measurable outcomes**: increased ARPU, improved conversion, reduced churn and higher customer satisfaction

*Excludes pure-play CPaaS, UCaaS or UC&C platform SaaS providers without substantial services-led transformation capabilities

Definition

This quadrant evaluates providers delivering AI-led transformation and optimization of content operations and supply chain workflows across studios, broadcasters, publishers, sports and OTT ecosystems. They support the content lifecycle from ingestion and processing to enrichment, localization, rights operations and multi-platform distribution through AI, automation, cloud, DAM/MAM integration and workflow orchestration.

Services include metadata enrichment, catalog operations, localization support, rights management, and managed workflows, supported by GenAI and agentic AI for adaptive operations. They also address data governance, security, privacy, DRM and anti-piracy within content workflows. With demand for personalized, real-time experiences, they improve speed-to-market, monetization, cost efficiency and audience engagement.

Eligibility Criteria

1. Demonstrate **AI, GenAI and agentic AI expertise** in content operations, metadata enrichment, tagging, localization, summarization, content generation and adaptive workflows
2. Offer **MAM/DAM integration, content supply chain orchestration, workflow automation** and **managed content operations**
3. Provide **technology enablement** for content platforms, including **APIs, microservices, DevSecOps, CI/CD, data platforms and cloud workflow modernization**
4. Support **BPS-led operations** such as **metadata, catalog, localization coordination, quality checks, rights operations** and **workflow management**
5. Enable **AI-led content enrichment, versioning, packaging and distribution readiness** across media supply chains
6. Support **multi-format** content preparation and delivery enablement for OTT, broadcast, mobile, smart TV and emerging platforms
7. Provide **rights management, DRM, anti-piracy, compliance, governance** and **data privacy** within content workflows
8. Demonstrate **delivery across hyperscalers, CDNs and edge** for low-latency content processing and orchestration
9. Show **outcomes** such as faster turnaround, improved quality, lower costs, monetization and scalability

*Excludes product-led content platform, media SaaS and video infrastructure vendors lacking services-led transformation, integration or managed operations.

Definition

This quadrant evaluates service providers delivering OTT, streaming and audience experience services that enable media enterprises to design, deliver and optimize consumer-facing digital experiences across platforms.

They support OTT and streaming experience design, including content discovery, playback, and engagement layers. Capabilities include experience engineering, personalization, recommendation systems, audience analytics, and real-time engagement across devices.

A key focus is the integration of AI, GenAI and data-driven intelligence, including adaptive delivery, targeted user journeys, QoE analytics, FAST channel support and interactive/live experiences, to deliver hyper-personalized, context-aware viewing. Delivered through experience-led and platform-integrated models, these services help improve engagement, retention, satisfaction, and audience value across OTT, mobile, web, and connected TV.

Eligibility Criteria

1. Deliver **end-to-end OTT and streaming experience** services, including **content aggregation**, playback, distribution and user engagement
2. Demonstrate expertise in **streaming experience engineering**, including player development, latency optimization, adaptive bitrate streaming and QoE optimization
3. Showcase experience in **content aggregation** and **multi-platform distribution**, including OTT, FAST, mobile, web and connected TV environments
4. Deliver **AI-driven personalization and recommendation** systems, improving content discovery and audience engagement
5. Integrate **GenAI** and **data-driven intelligence** into user journeys, including contextual targeting, dynamic content surfacing and real-time experience optimization
6. Use audience analytics and measurement platforms to **drive engagement, retention and performance insights**
7. Engineer and integrate **multi-device** and **multi-channel experiences**, including smart TVs, mobile apps, set-top boxes, gaming platforms and interactive interfaces
8. Support **content security, DRM** and **anti-piracy** frameworks, ensuring secure and compliant content delivery
9. Deliver **large-scale, global experience platforms**, including managed services and real-time performance optimization

*Excludes OTT platform vendors, video SaaS providers, and streaming technology OEMs.

Definition

This quadrant evaluates service providers delivering cloud, platform engineering and integration services for M&E enterprises, including broadcasters, studios, streamers, sports organizations and publishers. Providers modernize OTT backends, MAM/DAM environments, game backend or LiveOps/data platforms and streaming infrastructure, while supporting content aggregation, multi-platform distributionand anti-piracy.

The quadrant focuses on cloud-native media operations: platform modernization, multicloud architecture, content processing, transcoding, live streaming, CDN optimization, DRM, device certification, observability, DevOps and FinOps. Hyperscalers and platform providers shape the technology ecosystem. This quadrant evaluates IT service providers that integrate, customize, operate and modernize cloud, AI, FAST, DAI/SSAI, and multi-CDN environments.

Providers are assessed on delivering scalable, secure, resilient media platforms that optimize performance, costs and global speed-to-market.

Eligibility Criteria

1. Deliver **media cloud and platform engineering** across OTT, streaming, broadcast, publishing and digital media environments
2. Modernize **MAM/DAM, CMS, video platforms, streaming backends, data platforms** and **media workflows**
3. Engineer and **integrate cloud-native architectures** using microservices, APIs, containers, DevOps and observability
4. Support **video processing and delivery**, including ingest, transcoding, packaging, DRM, CDN optimization and live/linear streaming
5. Enable **device ecosystems across smart TVs, mobile apps, set-top boxes, gaming consoles and connected devices**
6. Integrate **hyperscaler and media technology ecosystems**, including AWS, Google Cloud, Azure, Harmonic, MediaKind, Amdocs and other relevant platforms
7. Use **AI, automation and analytics for platform operations, quality engineering, metadata enrichment, performance monitoring** and **cost optimization**
8. Deliver secure, resilient and compliant platforms, including **content security, IP protection, privacy and regional compliance**
9. Support **global platform programs**, including cloud migration, modernization, **managed engineering and GCC-led delivery** with reference cases
10. Demonstrate **outcomes** such as faster launch, improved reliability, lower media ops cost, broader device coverage and better streaming quality

*Excludes hyperscalers, media platform vendors, SaaS providers and video infrastructure OEMs.

Definition

This quadrant evaluates providers delivering AI-driven monetization, adtech and revenue ops for M&E enterprises, spanning advertising, subscriptions, monetization and engagement.

Providers design, integrate and operate end-to-end monetization architectures across buy side, sell side and data layers, including DSPs, SSPs, exchanges, identity frameworks, and programmatic platforms, enabling data-driven, privacy-first monetization across fragmented media.

A key focus is industrializing GenAI and agentic AI across monetization workflows: dynamic pricing, automated campaigns, audience targeting, yield management and real-time personalization. Providers integrate adtech stacks, data platforms, CRM and content ecosystems into unified, scalable revenue engines.

These services are delivered through managed, co-managed and outcome-based models, enabling enterprises to improve yield, ARPU, fill rates and audience value while adapting to evolving identity frameworks, regulations and multi-channel distribution.

Eligibility Criteria

1. Offer end-to-end **monetization and revenue operations** across advertising, subscriptions and digital content ecosystems
2. Integrate **adtech across buy-side and sell-side platforms**: DSPs, SSPs, ad servers, exchanges and programmatic ecosystems
3. Demonstrate **experience in identity resolution and first-party data strategies**, including cookie-less monetization frameworks (for example, Unified ID)
4. Integrate and **operationalize adtech platforms** (FreeWheel, The Trade Desk, Magnite and AppLovin) within enterprise architectures
5. Integrate **GenAI and agentic AI into monetization workflows, campaign optimization, pricing, targeting, forecasting and revenue intelligence**
6. **Implement data platforms, analytics and attribution models** for yield optimization, audience segmentation and performance measurement
7. Integrate **adtech, martech, CRM, identity/data platforms, billing and content systems** into unified/interoperable monetization ecosystems
8. Offer **managed AdOps and revenue operations services** covering campaign execution, trafficking, optimization and reporting
9. Provide **multi-channel monetization** across OTT, FAST, AVOD, SVOD, gaming, mobile and emerging digital platforms
10. Increase **CPM/ARPU, improve fill rates, achieve higher conversion and reduce acquisition cost**

*Excludes adtech platforms, DSP/SSP providers, identity vendors and monetization SaaS solutions

Reports by Region

As a part of this ISG Provider Lens® study, we are introducing the following five reports in the Telecom, Media and Entertainment AI-Native Transformation Services 2026 study with five global reports:

Reports	Global
Strategy Transformation and Ecosystem Services	✔
Telecom Transformation and Engineering Services	✔
Telecom Autonomous IT and Business Operations Services	✔
Content, Experience and Interactive Services	✔
Monetization and Platform Transformation Services	✔

Schedule

The research phase falls in the period between June and August 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	June 4, 2026	
Survey Phase	June 4, 2026	July 2, 2026
Sneak Preview	September 15, 2026	October 15, 2026
Press Release & Publication	28 October, 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 Telecom, Media and Entertainment AI-Native Transformation 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 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 – Telecom, Media and Entertainment AI-Native Transformation Services study analyzes the relevant 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.

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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

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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.

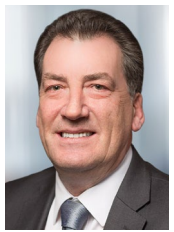
The consultant advisors:

- 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

Shriram Natarajan

Director

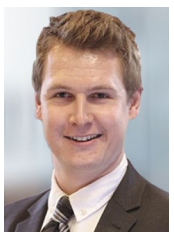


Jon Harrod

Partner

Susanta Dey

Director



Sam Barringer

Service Line Director

Geoff Wahl

Partner

David Locke

Business Development Executive

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

Accenture*
Aduna
Agilisium
Akkodis
AlixPartners
Altman Solon*
Alvarez & Marsal
Amdocs*
Arthur D Little*
Arvato Systems*
Atos*
Bain & Company*
BCG*
BDO*
BearingPoint*
Birlasoft
Brattle Group*
Brillio*
Capgemini*
Capita*
CGI*
CI&T*
Cognizant*
Concentrix
Cyient
Deloitte*
DXC Technology*
eInfochips
Endava
EPAM Systems*
EXL
EY*
Forvis Mazars*
FPT Software
FTI Consulting*
Genpact*
Glide
Globant*
Grant Thornton*
Happiest Minds
HARMAN*
HCLTech*
Hexaware
Hitachi Digital Services*
IBM*
Infosys*
Innova Solutions*
Kearney*
KPIT
KPMG
Kyndryl*
LTIMindtree*
LTM
LTTS*
McKinsey & Company*
mLogica*
Mphasis
Nagarro
NTT DATA*
Omnicom Group*

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

PCCW Global*
Perficient
Persistent Systems*
Prodapt*
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