

Analytics and AI Services Specialists PEAK Matrix® Assessment 2021

November 2021: Complimentary Abstract / Table of Contents



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Background of the research

Enterprise adoption of outcomes-based advanced analytics and AI initiatives is rapidly rising. However, organizations are still unable to achieve the full benefit of these initiatives due to data-related challenges, shortage of analytics and AI talent in the market, and lack of organizational readiness to adopt new technologies. They are looking for service providers that have good domain knowledge and expertise in advanced technologies. Analytics and AI services specialists are well-positioned to help enterprises adopt and scale initiatives due to their proactive investments in data engineering capabilities, in-depth experience in catering to domain- or industry-specific analytics requirements, and investments in acquiring and upskilling advanced analytics and AI talent.

In this research, we present an assessment and detailed profiles of analytics and AI services specialists featured on the Analytics and AI services specialists PEAK Matrix®. Each service provider deep dive provides a comprehensive picture of its services focus through a snapshot of its key strengths and limitations, as assessed by Everest Group. The assessment is based on Everest Group's annual RFI process for calendar year 2020 and 2021 H1 (January-June), interactions with leading analytics and AI services specialists, client reference checks, and an ongoing analysis of the analytics and AI services market.

This report includes the profiles of the following 15 leading analytics and AI specialists featured on the Analytics and AI services specialists PEAK Matrix®:

- **Leaders:** Fractal Analytics and Mu Sigma
- **Major Contenders:** Affine Analytics, Atria, BRIDGEi2i, Course5 Intelligence, LatentView Analytics, Quantphi, Quantum, TheMathCompany, Tiger Analytics, and Tredence
- **Aspirants:** Convergitycs, Merilytics, and Quantzig

Scope of this report:



Geography
Global



Service providers
15 analytics and AI services specialists



Services
Analytics and AI services
(refer to page 10 for scope of the research)

Overview and abbreviated summary of key messages

This report examines the global Analytics and AI services market and evaluates the positioning of Analytics and AI services specialists on the Everest Group PEAK Matrix®. It provides insights into the changing market dynamics, specialists' delivery capabilities, and Everest Group's remarks on specialists' key strengths and limitations.

Some of the findings in this report, among others, are:

Analytics and AI Services market characteristics

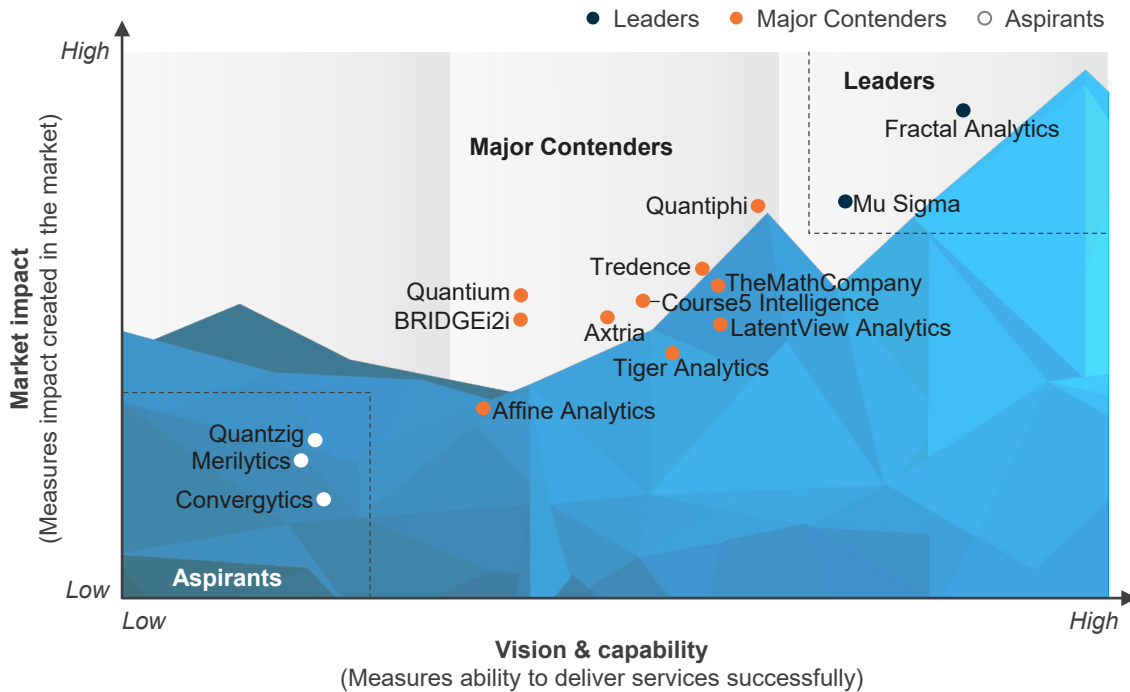
- The pandemic triggered a rise in technology investments as enterprises aim to create a digital operating model and build business resilience
- Enterprises are focusing on analytics and AI investments to drive direct business outcomes such as cost & operational optimization and revenue growth
- As enterprises aim to scale AI implementations, MLOps is emerging as a key investment area to enable faster development & deployment and better management of ML models

Analytics and AI Services specialists characteristics

- Fractal Analytics and Mu Sigma are the current leaders in the market, with several other specialists emerging as major contenders and aspirants
- Leaders have inter-disciplinary capabilities across areas including design thinking, behavioral sciences, data science, and data engineering. They have actively focused on sustained investments to bridge the portfolio gaps and achieve end-to-end analytics and AI services play
- Major Contenders are steadily building their data engineering and cloud capabilities. Some of them have also started investing in niche areas such as MLOps to help enterprises scale their AI initiatives
- Aspirants have strengthened their capabilities in key analytics and AI focus areas and domains. Most of their investments are directed toward upgrading and improving the features of their flagship analytics solutions to drive analytics and AI engagements

This study offers three distinct chapters providing a deep dive into key aspects of the Analytics and AI Services market; below are three charts to illustrate the depth of the report

Everest Group Analytics & AI Services Specialists PEAK Matrix® Assessment 2021^{1,2,3}



1 Assessments for Affine Analytics, Axtria, Convergitycs, LatentView Analytics, Merilytics, Quantum, Quantzig, Tiger Analytics, and Tredence exclude service provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, service provider public disclosures, and Everest Group's interactions with buyers. For these companies, Everest Group's data for assessment may be less complete.
 2 Assessment based on data collected for CY2020 and 2021 H1
 3 BRIDGEi2i is assessed based on data collected for CY2020 and 2021 H1. Accenture has completed acquisition of BRIDGEi2i as of November 2021

Source: Everest Group (2021)

Capability assessment

Illustrative example

Measure of capability: ☐ Low ● High

Service provider	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Service provider 1	☐	☐	☐	☐	☐	☐	☐	☐	☐
Service provider 2	☐	☐	☐	☐	☐	☐	☐	☐	☐
Service provider 3	☐	☐	☐	☐	☐	☐	☐	☐	☐
Service provider 4	☐	☐	☐	☐	●	☐	☐	☐	☐
Service provider 5	☐	☐	☐	☐	☐	☐	☐	☐	☐
Service provider 6	☐	☐	☐	☐	☐	☐	☐	☐	☐
Service provider 7	☐	☐	☐	☐	☐	☐	●	☐	☐
Service provider 8	☐	☐	☐	☐	☐	☐	☐	☐	☐
Service provider 9	☐	☐	☐	☐	☐	☐	☐	☐	☐

Everest Group's remarks on service providers

Illustrative example

Measure of capability: ☐ Low ● High

Market impact				Vision & capability				
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
☐	☐	●	☐	●	☐	☐	☐	☐

Strengths

- Specialist 1 is an analytics and advisory services firm with presence across multiple geographies. It offers a broad set of analytics solutions across various domains including sales, marketing, customer, HR, and supply chain & operations
- It has invested in providing focused BI, reporting, and advanced analytics solutions across multiple industries

Areas of improvement

- Specialist 1 predominantly offers descriptive analytics solutions. It has limited focus on offering highly complex advanced analytics and emerging AI technologies
- It has limited partnerships with technology vendors to strengthen its analytics and AI solutions portfolio or leverage trainings and resources to upskill the in-house talent pool

Research calendar

Data & Analytics

■ Published
 ■ Planned
 ■ Current release

Flagship reports

	Release date
Artificial Intelligence (AI) Services – State of the Market Report 2021 Scale the AI Summit Through Democratization	January 2021
Data and Analytics (D&A) Services PEAK Matrix® Assessment 2021	July 2021
Data and Analytics (D&A) Service Provider Compendium 2021 – Update	September 2021
Analytics and AI Services Specialists PEAK Matrix® Assessment 2021	November 2021
Analytics and AI Services Specialists Compendium 2022	Q4 2021
Advanced Analytics & Insights (AA&I) Services PEAK Matrix® Assessment 2022	Q4 2021
Data and Analytics (D&A) Services State of the Market Report 2022	Q4 2021

Thematic reports

	Release date
Recalibrating for Resiliency – 2021 Key Issues in Global Sourcing – Enterprise IT Perspective	January 2021
From Dissatisfaction to Delight: Sustaining Client Satisfaction in the Post-pandemic World	March 2021
Customer Data Platform Trailblazers: Top 15 Startups Redefining Hyper-personalization	March 2021
Analytics Accelerating Industry 4.0: The Quest for Operational Resilience and Agility in Manufacturing	May 2021
Data Modernization – The Backbone of a Future-ready Enterprise	July 2021
Augmented Data Management: Leveraging the Power of Artificial Intelligence to Handle the Data Deluge	October 2021
Driving Enterprise Business Transformation with Next-generation Data Management	Q4 2021

Note: For a list of all of our published D&A reports, please refer to our [website page](#)



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