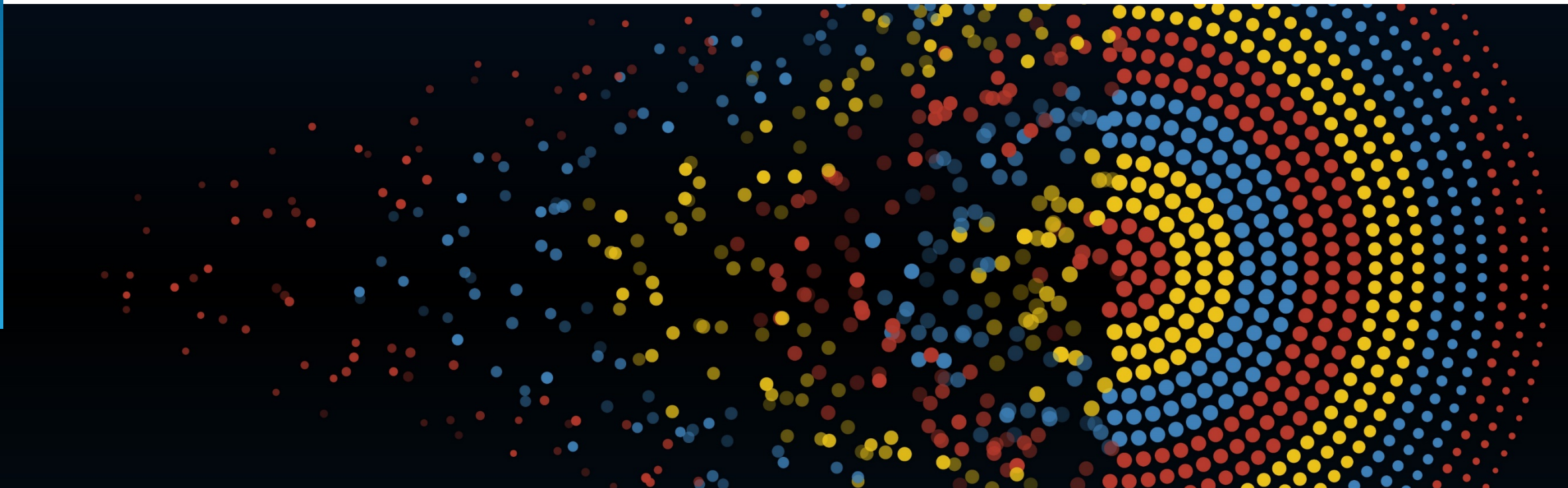# Analytics and AI Services Specialists Provider Compendium 2023

February 2023: Complimentary Abstract / Table of Contents

# Our research offerings

This report is included in the following research program(s):
Data and Analytics, Artificial Intelligence (AI)

- Amazon Web Services (AWS)
- Application Services
- Artificial Intelligence (AI)
- Asset and Wealth Management
- Banking and Financial Services Business Process
- Banking and Financial Services Information Technology
- Catalyst™
- Clinical Development Technology
- Cloud and Infrastructure
- Contingent Staffing
- Contingent Workforce Management
- Customer Experience Management Services
- CX Excellence
- CXM Technology
- Cybersecurity
- Data and Analytics
- Digital Adoption Platforms
- Digital Engineering Services
- Digital Services
- Digital Workplace
- Employee Experience Management (EXM) Platforms
- Employer of Record (EOR)
- Engineering Services
- Enterprise Platform Services
- Exponential Technologies

- Finance and Accounting
- Financial Services Technology (FinTech)
- GBS Talent Excellence
- Global Business Services
- Google Cloud
- Healthcare Business Process
- Healthcare Information Technology
- Human Resources
- Insurance Business Process
- Insurance Information Technology
- Insurance Technology (InsurTech)
- Insurance Third-Party Administration (TPA) Services
- Intelligent Document Processing
- Interactive Experience (IX) Services
- IT Services Excellence
- IT Services Executive Insights™
- IT Talent Excellence
- Life Sciences Business Process
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- Life Sciences Information Technology
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- Market Vista™
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- Modern Application Development (MAD)

- Mortgage Operations
- Multi-country Payroll
- Network Services and 5G
- Oracle Services
- Outsourcing Excellence
- Pricing Analytics as a Service
- Process Mining
- Process Orchestration
- Procurement and Supply Chain
- Recruitment
- Retail and CPG Information Technology
- Retirement Technologies
- Revenue Cycle Management
- Rewards and Recognition
- SAP Services
- Service Optimization Technologies
- Software Product Engineering Services
- Supply Chain Management (SCM) Services
- Sustainability Technology and Services
- Technology Skills and Talent
- Trust and Safety
- Value and Quality Assurance (VQA)
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Tracking: providers, locations, risk, technologies

Locations: costs, skills, sustainability, portfolios

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# Contents

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# Contents

# Introduction

With the emergence of domain- and function-specific analytics and AI initiatives, enterprises are finding it difficult to implement such projects at scale due to data-related challenges, inability to acquire skilled talent, advanced IP, and lack of AI and cloud capabilities. They are looking for service providers with such capabilities catering to their specific needs. Analytics and AI specialist service providers have built such capabilities through investments in talent, products and platforms, partnership, industry expertise, and AI-based solutions designed to serve specific client needs.

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 provider profile presents a comprehensive picture of its service focus, key Intellectual Property (IP) / solutions, domain investments, and case studies. The assessment is based on Everest Group's annual RFI process for calendar year 2021 and 2022 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 22 leading analytics and AI service providers featured on the** Analytics and AI Services Specialists PEAK Matrix® Assessment 2022:

- **Leaders:** Fractal, Quantiphi, and Tiger Analytics
- **Major Contenders:** Affine, Course5 Intelligence, Factspan Analytics, InfoCepts, Innover Digital, LatentView Analytics, Lingaro, Mu Sigma, Pactera EDGE, Sigmoid, TekLink, TheMathCompany, and Tredence
- **Aspirants:** BizAcuity, Convergytics, Ganit, Merilytics, Quantzig and SG Analytics

**Scope of this report**

**Geography**
Global

**Providers**
22 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 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 PEAK Matrix characteristics**

- Provides the comprehensive methodology of the PEAK matrix assessment
- The PEAK matrix has helped identify the Leaders, Major contenders and Aspirants with key characteristics of each assessed
- It also provides a summary on the star performers and the summary of enterprise feedback on the providers and the specialists space

**Analytics and AI Services specialists characteristics**

- Fractal Analytics, Quantiphi and Tiger Analytics 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

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# The Analytics and AI Services Specialists Provider Compendium 2023 has 22 provider profiles

**Provider 1 | Analytics and AI services profile** (page 1 of 5)
Overview

**Company overview**
Provider 1 offers advanced analytics and BI solutions that provide clients with insights and enhance business performance. The company provides solutions to pharma, HLS, telecom, manufacturing, utilities, transportation and logistics, and automobile industries

| Key leaders | Headquarters: |
| --- | --- |
| • **Leader 1,** Senior Vice President | Website: |
| • **Leader 2,** Director | |
| • **Leader 3,** Vice President of Global Sales and Client Success | |

**Analytics and AI services revenue**

| <US$10 million | US$10-20 million | US$20-30 million |
| --- | --- | --- |

**Analytics and AI offerings**
- Provider 1's scope of services includes supply chain analytics, customer analytics, sales analytics, big data analytics, digital analytics, e-commerce analytics, manufacturing data merchandizing analytics, pricing analytics, real-world evidence analytics, HR analytics
- The company recently launched its BI and reporting services portfolio, which includes data visualization, data management and reporting automation, data extraction, transform

**Provider 1 | Analytics and AI services profile** (page 3 of 5)
IP and partnerships

**IP overview**
Provider 1 offers various advanced analytics-enabled and BI solutions, specific to different decisions.

**Analytics and AI services IP** (representative list)

| Solution | Details |
| --- | --- |
| Solutions for the pharma and life sciences industry | Some of these solutions include patient journey Evidence (RWE) analytics. |
| Solutions for the retail and CPG industry | It offers actionable insights by analyzing multiple |
| Solutions for the telecommunication industry | It provides customer analytics, marketing and |
| Solutions for the oil and gas industry | It provides solutions such as exploration and |
| Solutions for the manufacturing industry | It provides planning and operations, supply manufacturing. |
| Solutions for the transportation and logistics industry | It provides fuel cost optimization, network op logistics industry. |
| Solutions for the utilities industry | It provides marketing analytics, customer and |

**Partnerships** (representative list)

| Partner name | Details |
| --- | --- |

**Provider 1 | Analytics and AI services profile** (page 4 of 5)
Client engagements and recent investments

**Recent analytics and AI engagements** (non-exhaustive)

| Client | Year of signing | Geography | Engagement details |
| --- | --- | --- | --- |
| A leading pharma player | Not disclosed | Europe | The client wanted to impr customer loyalty analysis developed clustering and |
| A dietary fiber foods supplier | Not disclosed | Not disclosed | The client wanted to deve techniques to help predic |
| A telecommunication provider | Not disclosed | Not disclosed | The client was facing diffi pricing insights to make |
| An alcoholic beverages manufacturer | Not disclosed | Not disclosed | The client wanted to bett and sales and improved |
| A warehouse logistics client | Not disclosed | Not disclosed | The client wanted to iden suitable models that help recurring revenue, and 1 |

**Partnerships** (representative list)

| Investment | Details |
| --- | --- |
| Solution | Provider 1 launched its new portfolio of BI an business analytics to turn data into actionable |

**Provider 1 | Analytics and AI services profile** (page 5 of 5)
Everest Group assessment – Aspirant

Measure of capability: ◐ Low ● High

| Market impact | | | | Vision & capability | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Market adoption | Portfolio mix | Value delivered | Overall | Vision and strategy | Scope of services | Innovation and investments | Delivery footprint | Overall |
| ◔ | ◑ | ◕ | ◑ | ◔ | ◕ | ◔ | ◕ | ◕ |

**Strengths**
- Provider 1 is an analytics and advisory firm that focuses on providing BI and advanced analytics solutions across various geographies
- It offers analytics solutions for a variety of industries, including retail and CPG, healthcare, telecommunications, life sciences, food and beverage, and oil and gas
- It has a strong focus on leveraging its custom-made offerings in customer analytics, pricing analytics, supply chain analytics, and marketing and sales analytics to solve enterprise problems across business functions

**Limitations**
- Provider 1's capabilities are limited in the areas of data engineering and data integration
- It has limited technology partnerships with technology providers across data, cloud, and AI/ML
- Limited evidence is available for investments in talent initiatives such as academic collaboration and workforce upskilling
- It has a limited focus on building proprietary IP/products/accelerators that can accelerate its clients' time-to-market

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# Research calendar
## Data and Analytics

| Reports title | Release date |
|---|---|
| Harnessing the Power of Analytics and AI in Medicine: Life Sciences Enterprises Revamping Processes to Improve Patient Outcomes | May 2022 |
| Unleashing the Power of AI for Business Transformation | May 2022 |
| The Growing Need for Inclusive Talent Models: Learning from Impact Sourcing Specialists | May 2022 |
| Technology as a Strategic Differentiator in an Organization's Growth | June 2022 |
| Impact Sourcing Specialist Profiles 2022 | June 2022 |
| Enterprise Pulse 2022: Solving the Talent Conundrum around Availability, Attrition, and Reskilling of the Workforce | June 2022 |
| Data and Analytics (D&A) Services PEAK Matrix® Assessment 2022 | August 2022 |
| Reimagining Data Sourcing and Consumption to Maximize Business Value | October 2022 |
| The Era of Multi-Cloud and Associated Data Challenges | November 2022 |
| The War for Talent in Data, Analytics, and AI (DAAI): Finding the Ideal Operating Model for Organizations | November 2022 |
| Analytics and AI Services Specialists PEAK Matrix® Assessment 2022 | December 2022 |
| **Analytics and AI Services Specialists Provider Compendium 2023** | **February 2023** |
| Advanced Analytics & Insights – PEAK Matrix® for Services Assessment 2023 | Q1 2023 |
| Data Fabric and Mesh: New Paradigms in Enterprise Data Management | Q2 2023 |
| Data and Sustainability - May 2023 | Q2 2023 |

Note:   Click to see a list of all of our published Data and Analytics reports

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