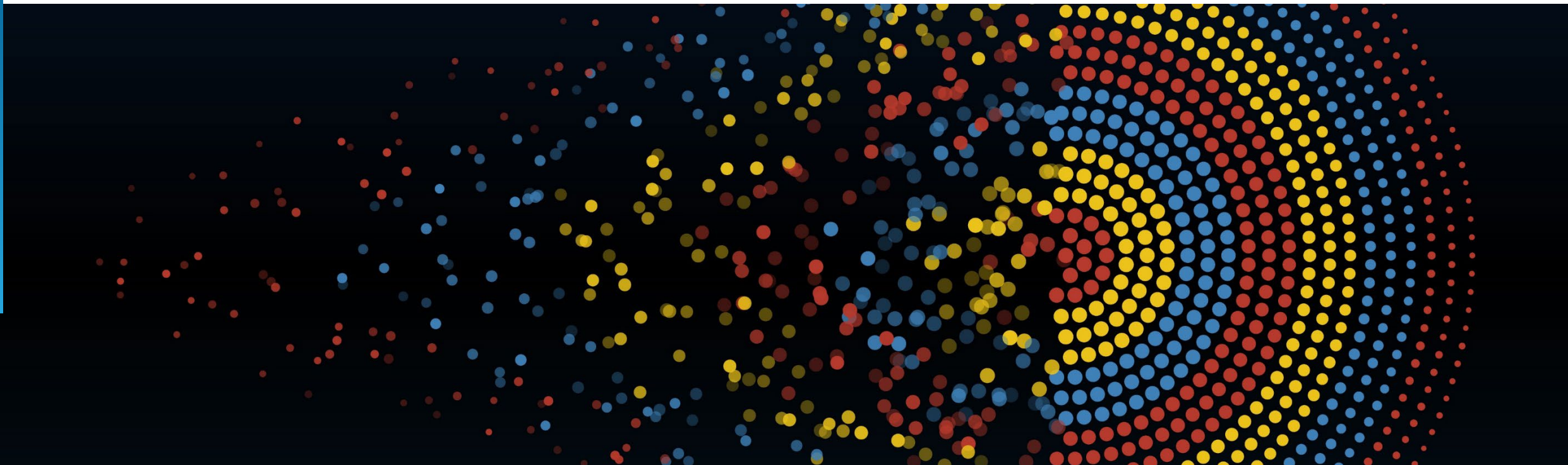


Analytics and Artificial Intelligence (AI) Services Specialists PEAK Matrix® Assessment 2024

March 2024: Complimentary Abstract / Table of Contents



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This report is included in the following research program(s):

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- ▶ Application Services
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- ▶ Mortgage Operations
- ▶ Multi-country Payroll
- ▶ Network Services and 5G
- ▶ Oracle Services
- ▶ Outsourcing Excellence
- ▶ Payer and Provider Business Process
- ▶ Payer and Provider Information Technology
- ▶ Price Genius – AMS Solution and Pricing Tool
- ▶ Pricing Analytics as-a-Service
- ▶ Process Intelligence
- ▶ Process Orchestration
- ▶ Procurement and Supply Chain
- ▶ Recruitment
- ▶ Retail and CPG IT Services
- ▶ 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
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Background of this research

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 2022 and 2023 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.

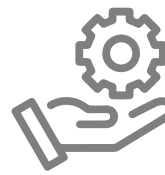
This report includes the profiles of the following 22 leading analytics and AI service providers featured on the Analytics and AI Services Specialists PEAK Matrix:

- **Leaders:** EXL, Fractal Analytics, Quantiphi, SDG Group, and Tiger Analytics
- **Major Contenders:** Affine, Centific, Course5 Intelligence, DataArt, Factspan Analytics, Infocepts, Innover Digital, LatentView Analytics, Lingaro, MathCo, Mu Sigma, Straive, Sigmoid, and Tredence
- **Aspirants:** Aptus Data Labs, BizAcuity, Ganit, Polestar, Quantzig, SG Analytics, and USEReady

Scope of this report



Geography
Global



Providers
27 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:

DAL services market overview

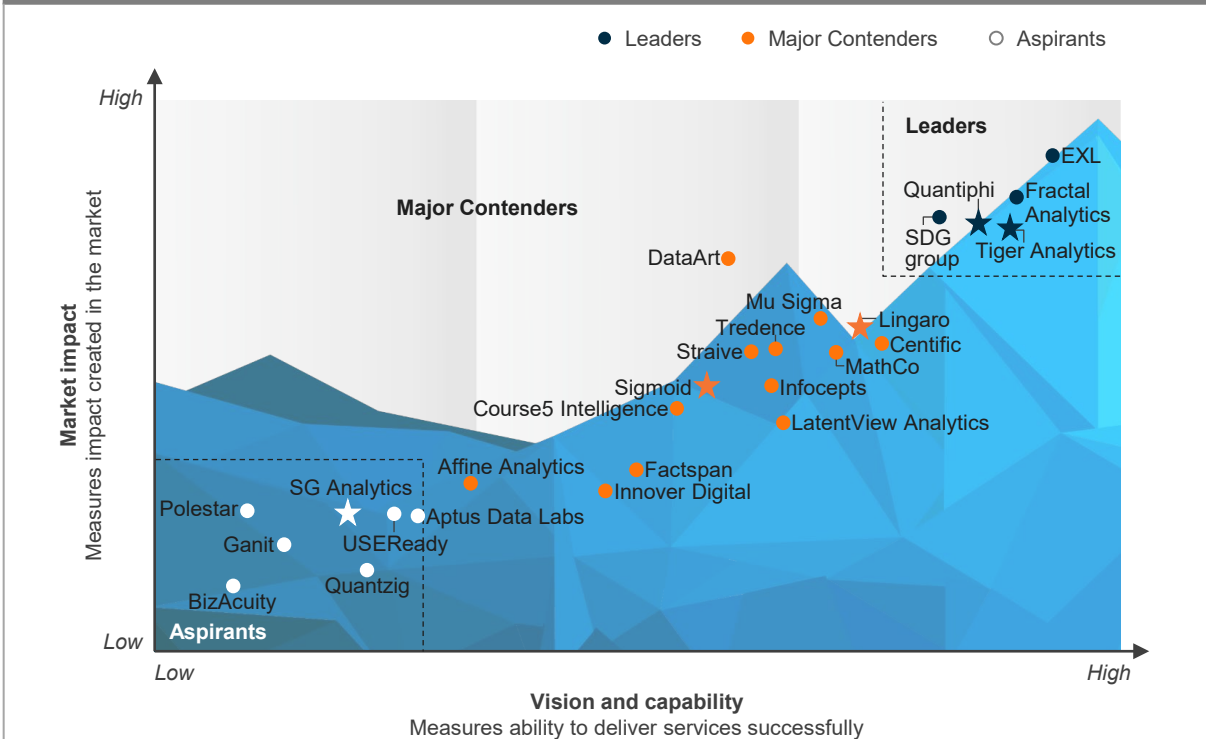
- Enterprises are focusing on experience in analytics and AI as well as industry expertise while selecting a specialist provider
- Enterprises are focusing on analytics and AI investments to drive direct business outcomes such as cost & operational optimization and revenue growth
- As enterprises aim to scale AI implementations, talent has emerged as a key area of investment with focus on new recruitment policies and retention of talent

Service provider characteristics

- EXL, Fractal Analytics, Quantiphi, SDG Group, and Tiger Analytics are the current leaders in the market, with several other specialists emerging as major contenders and aspirants
- Leaders have interdisciplinary capabilities across areas including design thinking, behavioral sciences, data science, and data engineering. They take a holistic approach to problem-solving through their in-depth domain expertise and focus on acquiring and developing talent
- These providers are steadily building their data engineering and cloud capabilities. Some of them have also started investing in niche areas such as MLOps and conversational AI 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 four distinct chapters providing a deep dive into key aspects of analytics and AI market; below are three charts to illustrate the depth of the report

Everest Group Analytics and AI Services Specialists PEAK Matrix® Assessment 2024^{1,2}



1 Assessments for Affine, BizAcuity, Mu Sigma, Quantzig, and Tredence excludes provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, provider public disclosures, and Everest Group's interactions with buyers. For these companies, Everest Group's data for assessment may be less complete
 2 Aptus Data Labs, DataArt, EXL, Polestar, SDG Group, Straive, and USEReady are new entrants on the Analytics and AI Services Specialists PEAK Matrix and have therefore not been considered for Star Performer title
 Source: Everest Group (2024)

Capability assessment *Illustrative example*

Measure of capability: 🕒 Low 🟢 High

Providers	Market impact				Vision and capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Provider 1	🟢	🟢	🟢	🟢	🕒	🟢	🟢	🟢	🟢
Provider 2	🕒	🟢	🟢	🟢	🕒	🟢	🟢	🟢	🟢
Provider 3	🟢	🕒	🟢	🟢	🕒	🟢	🟢	🟢	🟢
Provider 4	🕒	🕒	🟢	🟢	🕒	🟢	🟢	🟢	🟢
Provider 5	🕒	🕒	🟢	🟢	🕒	🟢	🟢	🟢	🟢
Provider 6	🟢	🟢	🟢	🟢	🕒	🟢	🟢	🟢	🟢
Provider 7	🟢	🕒	🟢	🟢	🕒	🟢	🟢	🟢	🟢
Provider 8	🕒	🕒	🟢	🟢	🕒	🟢	🟢	🟢	🟢

Everest Group's remarks on providers *Illustrative example*

Measure of capability: 🕒 Low 🟢 High

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

Strengths

- Provider 1 offers a host of capabilities in digital experience, automation, and insights generation
- It has also strengthened its data engineering and cloud capabilities through partnering with Azure, GCP, etc.

Limitations

- While Provider 1 has been able to build solid ground in the analytics space, it is weak in advisory practice
- Some of the referenced buyers cited that it has limitations to timely availability of onshore resources

Research calendar

Artificial Intelligence (AI)

■ Published
 ■ Planned
 ■ Current release

Reports title	Release date
Generative AI – Revolutionizing the Creative Design and Development Process	April 2023
Artificial Intelligence (AI) in the Pharmaceutical Industry	May 2023
High-quality Curated Data: Scaling Up AI Using a Data-centric Approach	July 2023
Unleashing the Potential of Gen AI (GAI): A Game-changer for Property and Casualty (P&C) Insurance Claims	August 2023
Generative AI: the Next Chapter of Artificial Intelligence	September 2023
Webinar Deck: Untangling the Risks of Generative AI: Solutions to Your Safety Concerns	October 2023
AI Top 50	November 2023
Innovate or Stagnate: the Generative AI Imperative	November 2023
Artificial Intelligence (AI) Services PEAK Matrix® Assessment 2023	December 2023
Data Annotation and Labelling (DAL) Solutions for AI/ML PEAK Matrix® Assessment 2024	February 2024
Analytics and Artificial Intelligence (AI) Services Specialists PEAK Matrix® Assessment 2024	March 2024
Artificial Intelligence (AI) Services – Provider Compendium 2024	Q1 2024
The Role of Synthetic Data in Scaling AI	Q1 2024
Artificial Intelligence (AI) Services PEAK Matrix® Assessment 2024	Q3 2024
Enterprise Artificial Intelligence Platform Technology Provider PEAK Matrix® Assessment 2024	Q4 2024

Note: [Click](#) to see a list of all of our published Artificial intelligence (AI) reports

Research calendar

Data and Analytics

Published
 Planned
 Current release

Reports title	Release date
Analytics and AI Services Specialists PEAK Matrix® Assessment 2022	December 2022
Advanced Analytics and Insights (AA&I) Services PEAK Matrix® Assessment 2023	February 2023
The Success Formula In A Maturing BFS D&A Market – A Guide To How BFS Firms Are Building Data-driven Intelligent Operations	May 2023
Data and Analytics (D&A) Services PEAK Matrix® Assessment 2023	September 2023
Data Observability: Unleashing the True Potential of Data	September 2023
The Dichotomy in the D&A Market: Finding the Balance Between Value Realization and Experimentation	September 2023
Data and Analytics (D&A) Services – Provider Compendium 2023 – Update	November 2023
Data and Analytics (D&A) Services for Mid-market Enterprises PEAK Matrix® Assessment 2023	November 2023
Data Modernization: Enable Real-time Data-driven Decisions at a Faster Speed	November 2023
Data & Analytics (D&A) Services for Mid-Market Enterprises – Provider Compendium 2023	December 2023
Analytics and Artificial Intelligence (AI) Services Specialists PEAK Matrix® Assessment 2024	March 2024
Data Observability Technology Provider PEAK Matrix® Assessment 2024	Q1 2024
Analytics and AI Services Specialist – Provider Compendium 2024	Q2 2024
Data and Analytics (D&A) Services PEAK Matrix® Assessment 2024	Q3 2024
Data and Analytics (D&A): State of the Market 2024	Q3 2024

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