ISG Provider Lens™

BROCHURE | 2024

Custom Research Offerings

ISG Provider Lens™ Custom Research

The program is designed to meet the unique research needs of enterprise and provider clients. Clients benefit from access to our experienced, market-focused analysts who assist in achieving objectives such as gaining market and industry insights, product/service validation, thought leadership, competitive intelligence, market surveys and joint point-of-view (POV) research.

The standard offerings within the Custom Research program include joint webinars and podcasts, research papers, briefing notes, competitive and strategy workshops and survey-based thought leadership papers.

Welcome to ISG

In a world where technology is evolving at an unprecedented pace, staying ahead means continuously innovating and pushing the boundaries of what's possible. At ISG, we understand that as vendors adapt to this fast-changing landscape, it's crucial to keep the market and customers informed about the latest advancements, successes, and the cutting-edge products being developed.

Our solutions are designed to help you thrive in this era of rapid innovation by meeting your diverse information needs. Whether you're looking for survey-driven insights, deep analyses of customer maturity, or understanding buyer behaviors across the spectrum, we have you covered. We offer the tools, expertise, and support necessary to turn data into actionable strategies, ensuring that you effectively communicate your achievements and the unique value you bring to the market.

By showcasing your innovations and sharing compelling stories of success, we empower you to strengthen customer relationships, enhance your market position, and drive growth. Let's work together to spotlight your achievements and keep your audience engaged with insights that matter most.

We help you navigate today's technology landscape while anticipating the trends that will define tomorrow.

Connect with us today!

What is ISG Custom Research

A unique and comprehensive solution tailored specifically to your organization's needs and objectives.

12
Different Offerings

Ranging from buyer demand analysis to strategy assessment and evaluation

100+
Esteemed Clients Served

20+
industries catered to

1600+
Research & Advisory Experts

Connecting you with your enterprise clients with market-leading data and actionable insights

Outcome

Informed decisions-making
Improved profitability
Enhanced market share

Meet Our Esteemed Clients

wipro

HCLTech

Computacenter

aws

vmware

kyndryl

PLAT4MATION

COMCAST

rackspace technology

Hi.

DXC

genpact

CGI

HARMAN A SAMSUNG COMPANY

apromore

accenture

IONOS

Hitachi Digital Services

TiViT

GTT

D.

TATA COMMUNICATIONS

averiSource

GoTo

NTT DaTa

birlasoft

unisys

Capgemini

LTIMindtree

dynatrace

vericode

TREDENCE Beyond Possible

BCG

isolved

l²labs

Briefing Notes

What?

A detailed document providing an analyst's independent evaluation of the sponsor's capabilities, accompanied by infographics that showcase the vendor's or service provider's key differentiators and their relevance to enterprises.

Why?

Briefing Notes are an impactful tool for boosting the visibility of your product by highlighting its core strengths in marketing and promotional campaigns. They also deliver an external analyst's unbiased assessment, offering credibility and strategic insights into your capabilities.

Critical Success Attributes

- Amplifies marketing efforts
- Drives lead generation and engagement
- Demonstrates Capabilities to key Decision-Makers
- Ensures Rapid Turnaround
- Delivers Targeted and Focused Messaging
- Identifies Ideal Buyer Behaviors and Preferences

Examples

Zensar: Demonstrating Comprehensive Capabilities in Cards and Payment Modernization

Kyndryl Launches Recovery Retainer Services to Deliver Exceptional Cyber Resilience

birlasoft   TREDENCE Beyond Possible   apromore   GTT
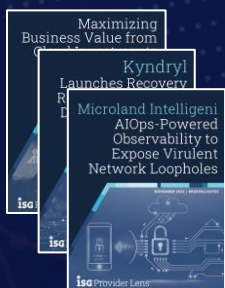
Thought Leadership Paper with Survey

What?

A detailed document analyzing the current and future landscape of the relevant domain, featuring vendor capabilities and market success. It equips industry leaders with insights into emerging technologies and market dynamics for informed decision-making. Additionally, we can survey senior leaders to gather real-world challenges and insights, providing a practical market overview.

Why?

A Thought Leadership Paper educates clients on industry trends, opportunities, and challenges while serving as a marketing tool that showcases client offerings. It highlights successful solutions to client problems, demonstrating replicable impact and enhancing credibility and trust.

Critical Success Attributes

- Covers industry trends, product features, functionality, and client success stories from end-to-end.
- Drives lead generation and boosts customer engagement.
- Offers deep insights into market dynamics, highlighting industry shifts and provider capabilities.
- Supports strategic business decision-making
- Enables more targeted marketing by identifying buyer behavior.
- Helps identify untapped opportunities and areas for innovation.

Examples

Digital Frontier of Business Process – Redefining Excellence

Key Considerations for Modernizing Mainframes to Improve IT Services in Support of Business Success

LzLabs NTT DATA IONOS TATA COMMUNICATIONS UNISYS HCLTech wipro

Webinar

What?

A co-branded live discussion between an ISG subject matter expert and service provider leaders on a disruptive, emerging topic. The session includes a live Q&A, offering the chance to engage with industry experts, discover innovative solutions, and gain practical strategies for achieving business success.

Why?

Webinars and podcasts offer a dynamic platform for clients to promote their Leader badge, products, or market positioning on social media. These formats are perfect for debating mega and micro trends in the tech sector and provide opportunities to engage with leading industry and thought leaders. Delivered in a conversational style, they offer practical advice and insights while fostering lively discussions on emerging themes.

Critical Success Attributes

- Engages the audience with interactive Q&A sessions, polls, and live chats.
- Features knowledgeable speakers providing valuable insights.
- Focuses on timely and relevant topics for the target audience.
- Recorded for on-demand access, expanding reach beyond the live event.
- Provides actionable insights and practical takeaways for immediate application.

Examples

Balancing velocity and stability in application development and maintenance

Connectivity — the key to helping you go further

Hitachi Digital Services   TATA COMMUNICATIONS   dynatrace   HCLTech

Workshop

What?

An interactive session analyzing market trends and benchmarking competitor performance by evaluating providers across key metrics. Participants gain insights into competitor strategies, identifying opportunities and areas for improvement. The workshop provides a clear analysis of provider standings, equipping attendees with insights to enhance their competitive edge.

Why?

A competitive workshop helps clients understand their market position relative to competitors. Through a detailed SWOT analysis, it uncovers risks, identifies untapped opportunities, and provides actionable insights for growth. This empowers clients to make informed, strategic decisions for long-term success.

Critical Success Attributes

- Clarifies market position relative to competitors.
- Identifies risks and untapped opportunities through SWOT analysis.
- Provides actionable insights for competitive advantage.
- Offers expert insights for deeper market understanding.
- Provides feedback on current strategies to enhance effectiveness
- Delivers practical takeaways for immediate application.

Examples

An interactive workshop on next-gen ADM for a big hyperscaler.

A strategy workshop for a ServiceNow provider to understand the competitive landscape.

accenture   aws   DXC   PLAT4MATION   Computacenter

Case Study

What?

A case study provides an in-depth analysis of challenges, solutions, and measurable outcomes. It includes qualitative feedback from key stakeholders via interviews and a quantitative evaluation using metrics like ROI, cost savings, and revenue growth.

Why?

A case study review offers a detailed analysis of an engagement, outlining challenges, solutions and metric driven results. As a powerful marketing tool, the case study showcases real-world success to attract new leads and business opportunities.

Critical Success Attributes

- Demonstrated Impact and Results
- Actionable Best Practices
- Performance Benchmarking
- Insightful Real-World Examples
- Independent analyst assessment to add to the credibility of the engagement

Examples

Maximizing Business Value from SAP Migrations to a major hyperscaler

Fireside Chat

What?

A fireside chat offers clients a unique chance to engage in insightful, in-depth discussions with analysts and advisors. These conversations explore key topics such as industry trends, market dynamics, digital transformation, and leadership.

Why?

Fireside chats with ISG are a powerful platform for organizations to dive deep into key trends and innovations. These discussions not only highlight the organization's thought leadership but also solidify its reputation as a trailblazer and trusted source of knowledge.

Critical Success Attributes

- Showcasing Thought Leadership:
- Stronger Connection with the Audience:
- Differentiating from Competitors
- Promoting New Solutions and Offerings
- Showcasing Client Success Stories
- Engaging in Market Conversations

Examples

- Modernizing Mainframes for Tomorrow's Enterprise
- Unlocking the Future of Customer Engagement with Contact Center as a Service (CcaaS)

HEIRLOOM COMPUTING

TATA COMMUNICATIONS

Channel Strategy

What?

An analysis of relevant technology and ecosystem dynamics, a compatibility assessment of potential ISV partners, and defines the scope of partnerships, such as technology integration or co-marketing.

Why?

Assists enterprise clients to identify the ideal transformation partner by evaluating factors such as budget, geography, technology needs and existing infrastructure. This approach ensures clients connect with the best fit for their unique needs, facilitating a streamlined and effective transformation process.

Critical Success Attributes

- Broader Market Penetration
- Improved Solution Portfolio
- Accelerated Innovation and Market Readiness
- Revenue Growth and Diversification
- Stronger Ecosystem and Brand Positioning

Examples

Identification of container management and security platform

Brochure/ Byte sized Insights

What?

Along with highlighting USPs, the Brochure outlines key market trends, offering insights into the current and future landscape. Boosted by a quote from a respected industry analyst, this positions the service provider as industry leader.

Why?

A Brochure is a powerful asset designed to quickly engage potential clients and partners by delivering a clear, compelling message about the service provider's value and relevance in the market. It's an effective way to make a lasting impression and drive interest in the services offered.

Critical Success Attributes

- Quick and Engaging Overview
- Market Trends Insights
- Expert Validation for Credibility
- Elevated Brand Perception
- Trust building tool

Examples

Global Market Insight- Hybrid Cloud and Container Security

kaspersky

Maturity Assessments

What

A maturity assessment evaluates an organization's digital capabilities and readiness, identifying gaps and opportunities to enhance technology adoption and achieve strategic business objectives.

Why

Conducting a strategic maturity assessment helps organizations accelerate growth by assessing their digital readiness, benchmarking against industry peers, and discovering pathways to optimize digital adoption. Thought leadership content can be leveraged to raise awareness and showcase how these efforts drive critical business outcomes and foster sustainable growth.

Key Attributes

Gap Identification: Pinpoint gaps in customers' digital capabilities, enabling you to tailor solutions that address their specific needs and guide them toward digital transformation.

Innovation Opportunities: Uncover new areas for innovation, allowing you to proactively address emerging needs and stay ahead in a competitive market.

Strategic Alignment: Gain deeper insights into customer challenges, position yourself as a strategic partner, and drive business growth by aligning your offerings with their digital goals.

Regional and Vertical Focus: Conduct assessments at a regional or industry-specific level, allowing you to deliver customized insights and solutions that address local market dynamics or industry-specific challenges.

Advisory Role: Establish your organization as a trusted partner in your customers' digitization and modernization journeys, providing valuable guidance along the way.

IPL Insights Report

What

ISG IPL Insights Reports are a vast expansion of the old archetype reports. Addressing the requirements of both enterprises and service providers, the new report acts like a two-way mirror. It brings together ISG's research sources and provides readers with key insights on the topic in one place. Further, the report allows providers to understand enterprises' needs across the market and align their capabilities accordingly. It also enables enterprises to understand which providers are best suited to their needs. The online capabilities of this report are accessible through Executive Insights™.

Why

By addressing the needs of enterprises, the report brings vitality to the topic and broadens its scope, enabling readers to gain a comprehensive understanding of the market. It encompasses market trends, contractual aspects and buyer behavior and integrates various buyer types into a maturity curve of archetypes commonly observed in the market. Furthermore, the report segments the key components of the topic into a mosaic diagram, upon which the top ten providers are ranked "as recommended by ISG".

Key Attributes

Holistic Research Integration
Combines diverse research sources for a comprehensive view of key topics.

Dual-Perspective Approach: Acting as a two-way mirror, the report bridges the gap between enterprises and service providers, fostering better collaboration and mutual understanding of expectations.

Enhanced Decision-Making: Enterprises can identify the best-fit service providers, helping them make more informed decisions on partnerships that align with their specific goals and operational needs.

Competitive Differentiation: Providers can leverage the report's insights to differentiate their services, showcasing unique strengths that meet evolving enterprise requirements.

Market Demand Alignment: Providers can gain a deeper understanding of enterprise needs, enabling them to fine-tune their offerings to align with market demands and enhance competitiveness.

Star of Excellence™ Insights Workshop

What

ISG offers an opportunity to explore in-depth insights through a CX-focused workshop. During the session, ISG Analyst presents a comprehensive analysis of the provider's CX scores, comparing them against peers and competitors across different categories. The workshop identifies key challenges that clients have highlighted while working with the provider, giving a clear view of areas that need attention.

Based on these insights, the analyst delivers targeted recommendations to enhance client-centric strategies and improve CX scores, helping providers stay competitive and foster stronger client relationships.

Why

An insights workshop equips providers with critical intelligence on their competitive standing, direct client feedback, and strategic recommendations, making it an essential tool for improving client satisfaction and overall business performance.

Key Attributes

Competitive Benchmarking: The workshop offers a detailed comparison of the provider's CX scores against those of its competitors. This allows the provider to understand how they rank in key areas, identifying where they excel and where they lag behind. It gives a clear view of their position in the market.

Client Feedback Analysis: By diving deep into the key challenges expressed by clients, the workshop provides invaluable insights into client pain points. This direct feedback helps the provider understand client perceptions and the specific areas where improvements are needed.
.

Proactive Improvement: Rather than waiting for client dissatisfaction to become a larger issue, the workshop offers a proactive approach to improving customer experience. By acting on insights early, providers can address concerns before they escalate, enhancing both client satisfaction and loyalty.

Strategic Advantage: The insights workshop helps the provider develop a more client-focused strategy by identifying gaps in service delivery and opportunities for improvement. This, in turn, can lead to stronger client relationships, better retention, and a competitive edge in the market

Actionable Recommendations: With the insights gathered, ISG provides tailored suggestions to improve client-centric initiatives. These recommendations are designed to enhance CX scores, helping the provider align its strategies with client expectations and needs.

Technology Ecosystem Analysis

What

A comprehensive exploration of the technology landscape, focusing on startups, investment trends, and industry adoption patterns. This study aims to deliver strategic insights into market size, growth dynamics, and technology investments to support informed decision-making on a global or regional scale, as per clients' requirements.

Why

Conducting this assessment helps organizations understand the dynamic technology ecosystem, identify emerging growth opportunities, and respond to industry-specific demands. It supports strategic positioning by offering insights into competitive landscapes, refining business propositions, and addressing key market challenges.

Key Attributes

Holistic Market Insights: Offers a deep dive into market trends, highlighting growth drivers, technology adoption, and regional dynamics.

Strategic Actionable Insights: Delivers recommendations to inform go-to-market strategies, business development, and innovation priorities.

Investment and Startup Analysis: Identifies funding trends, prominent startups, and the evolving startup landscape across key sectors.

Regional and Vertical Segmentation: Evaluates differences in growth and adoption across countries and sectors, enabling targeted strategies.

Adoption Patterns: Provides insights into how industries such as BFSI, healthcare, retail, and manufacturing are embracing new technologies.

Foresight and Trend Analysis: Identifies future directions for technology investments and emerging opportunities in the technology landscape.

Benchmarking and Competitive Analysis: Includes comparisons to understand the positioning of various market players and areas of potential improvement.

Ancillary Sector Sizing: Evaluates the market potential and growth prospects of related areas such as cloud computing, generative AI, cybersecurity, and data analytics that are impacted by technological advancements.

Important Contacts

Aman Munglani

Senior Director
and Principal Analyst

Aman.Munglani@isg-one.com

Aarushi Gupta

Senior Project Manager

Aarushi.gupta@isg-one.com

In addition, the ISG Provider Lens™ team can collaborate with clients on customized research agendas, including location assessment, provider intelligence, vendor identification and selection and benchmarking exercises.

For any custom enquiry, please contact
ISG_Global_IPLSalesTeam@isg-one.com