



***ISG** Provider Lens™

2022

Analytics
Platforms 2022

imagine your future®

ISG (Information Services Group) (Nasdaq: III) is a leading global technology research and advisory firm. A trusted business partner to more than 800 clients, including more than 75 of the world's top 100 enterprises, ISG is committed to helping corporations, public sector organizations, and service and technology providers achieve operational excellence and faster growth. The firm specializes in digital transformation services, including automation, cloud and data analytics; sourcing advisory; managed governance and risk services; network carrier services; strategy and operations design; change management; market intelligence and technology research and analysis. Founded in 2006, and based in Stamford, Conn., ISG employs more than 1,300 digital-ready professionals operating in more than 20 countries—a global team known for its innovative thinking, market influence, deep industry and technology expertise, and world-class research and analytical capabilities based on the industry's most comprehensive marketplace data. For more information, visit www.isg-one.com.



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Introduction

Enterprises have realized the potential of data and the relevance of analytics solutions to drive business value and growth. In the current digital economy, data is the new oil — enterprises and business leaders are continuously facing the challenge of maximizing value and thereby business impact from available data. Analytics solutions have evolved with enhanced features and functionalities to address these challenges. Until a few years ago, deriving business intelligence was complicated, requiring multiple complex solutions that were predominantly descriptive and highlighted performances in lieu of key indicators. At present, analytics solutions comprise a broad set of solutions, with embedded business analytics integrated with large data warehouses. The exponential growth of data volumes among enterprises has created a greater demand for specialized data platforms and solutions.

The number of easy-to-integrate and self-service oriented platforms is on the rise, with several organizations investing in these platforms. Vendors also are incorporating emerging technologies to enhance the capabilities and increase the scope of these solutions.

The 2022 edition of the annual ISG Provider Lens™ Analytics – Solutions Partners report has expanded its scope. From the solutions perspective, ISG has analyzed embedded analytics and business analytics platforms and data governance platforms.

The Data Governance Platforms quadrant is a new market category defined by ISG for 2022. Data governance includes solutions and platforms for efficient data preparation and integration — which are both major bottlenecks in the data analysis process. The platforms within the scope of this study have qualified on the basis of their suitability to non-technical staff in the line of business and also personnel focused on improving processes and the overall enterprise using data and analytics solutions.

This ISG Provider Lens™ study offers the following to IT and business decision makers:

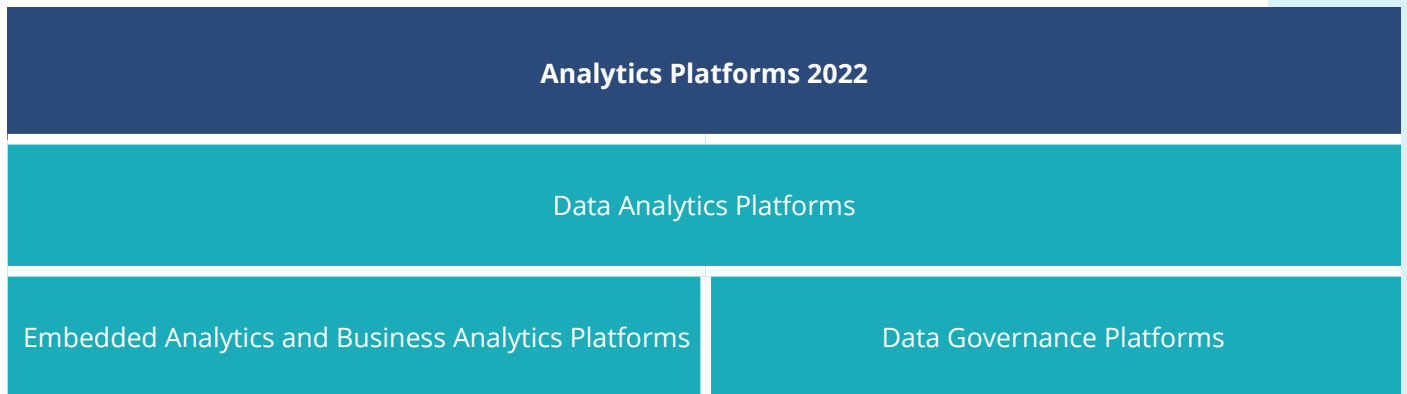
- Transparency on the strengths and weaknesses of relevant providers
- A differentiated positioning of providers by segments
- Perspective on different markets, including Germany, Brazil, U.K. and the U.S

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.

Quadrant Research

As part of this ISG Provider Lens™ quadrant study, we are introducing the following two quadrants on analytics solutions:

Simplified illustration



Source: ISG 2022

Embedded Analytics and Business Analytics Platforms

This quadrant assesses players with the capability to push data across a company's various departments and make data available for quick analysis by concerned personnel, including business managers. The software vendors and solution providers analyzed in this quadrant offer commercially available, off-the-shelf embedded analytics and business analytics platforms to enterprises for their reporting and visualization requirements.

With the emergence of advanced IT systems and architectures capable of storing large volumes of data, analytics platforms have also evolved beyond descriptive analytics and are increasingly being used for diagnostic, predictive and prescriptive analytics. These include modular solutions that involve complex analysis of large volumes of multi-structured data, but with the ease of use required by non-technical employees. These solutions also offer a user simple querying capabilities, an enhanced user interface (UI) and visual dashboards.

Eligibility criteria:

- Offer **multiple access to different databases and file types**, including CSV data, text, Excel and XML
- Ability to **provide embedded analytics** as a part of the solution
- Capability to generate relevant **analyses, trend forecasts and correlations, without needing additional programming or statistical** knowledge
- Provide an **intuitive UI** for expert users without a technological background
- Offer diverse presentation options for data-analysis in the form of **diagrams, graphs or representation of geographical distribution**
- **Bespoke or custom solutions** offered as a part of other projects and instances of extended analytics reporting or visualization capabilities are **not considered** under this category

Data Governance Platforms

This quadrant assesses software vendors and solution providers offering readily available platforms designed to support enterprises in collecting, ingesting, collating, preparing, transforming and integrating data across a variety of enterprise applications and systems, business units, partners and customers. This includes managing regulatory requirements and aspects of business continuity and data recovery, plus governance of data exchange within peer groups and partner ecosystems. Data governance extends the basic tasks of big data management by way of regulatory measures and last, but not least, by maintaining data integrity across multiple enterprise applications that might modify data or create new information out of the managed data. Enterprises expect platform and solution vendors to have the expertise in handling heterogeneous data, prebuilt connectors for critical applications, data discovery, tagging and intelligence-driven data preparation capabilities.

Eligibility criteria:

- Offer a platform with the **ability to handle data from several sources and formats**
- Should have a **(cloud) platform for supporting data maintenance** activities, including deletion of data (even after expiration date) and self-service capabilities
- Offer resources and **expertise in the storage, management and maintenance of data** in a cloud environment in respective regional markets
- Offer a suitable **approach, methodology and solution portfolio depth**
- Ability to **provide independent consultation** and choice of deployment methods

Quadrants by Region

Quadrant	U.S.	Germany	U.K.	Brazil
Embedded Analytics and Business Analytics Platforms	✓	✓	✓	✓
Data Governance Platforms	✓	✓	✓	✓

Schedule

The research phase falls in the period between **August and September 2022**, during which survey, evaluation, analysis and validation will take place. The results will be presented to the media in **December 2022**.

Milestones	Beginning	End
Launch	August 01, 2022	
Survey phase	August 01, 2022	August 25, 2022
Sneak previews	October, 2022	
Press release	December, 2022	

Please refer to the [link](#) to view/download the ISG Provider Lens™ 2022 research agenda:

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!

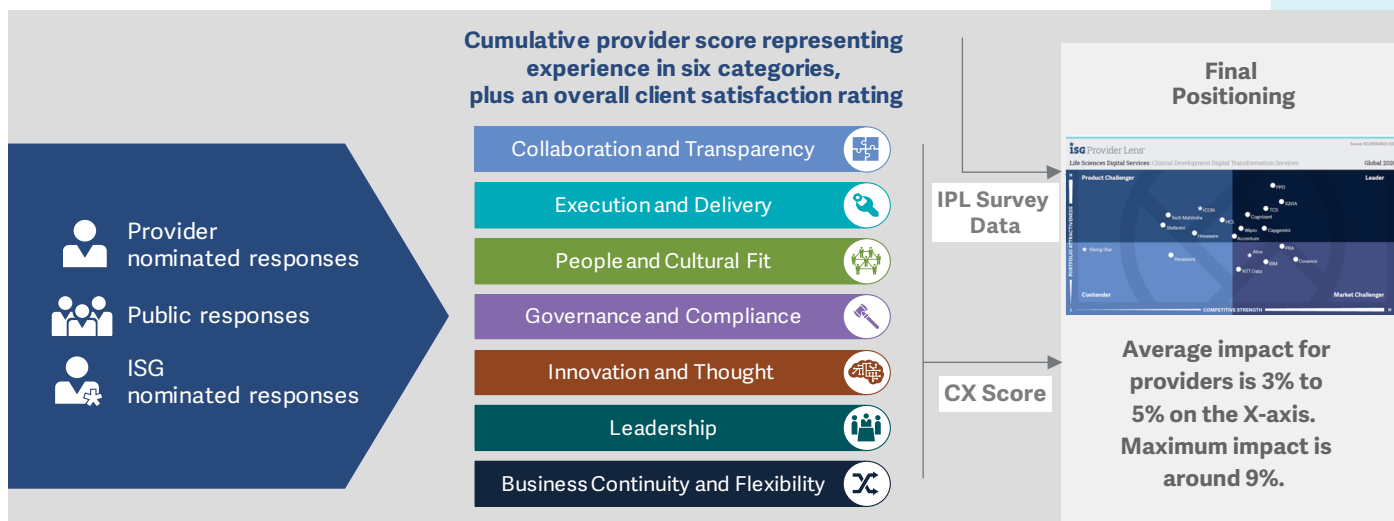
Research Production Disclaimer:

ISG collects data for the purposes of writing 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 work identified by the 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 to produce ISG Provider Lens™ reports. These decisions will be made based on the level and completeness of 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. The Star of Excellence is a program, designed by ISG, 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 will be 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 the context of 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.

It is our vision that the Star of Excellence will be recognized as the leading industry recognition for client service excellence and will serve as the benchmark for measuring client sentiments.

To ensure your selected clients complete the feedback for your nominated engagement please use the Client nomination 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@isg-one.com

Partial list of companies being invited for the survey

Are you in the list or do you see your company as relevant provider that is missing in the list?

Then feel free to contact us to ensure your active participation in the research phase.

*um (The unbelievable Machine Company)	Collibra	GoodData
1010Data	Convergytics	Google
Action	Course5 intelligence	Hevo Data
Adeptia	Cubeware	Hitachi Vantara
Adobe	CYS	IBM
Affine	D2 - Analytics	Impact Analytics
Alation	Databricks	InfoCepts
Algonomy	Datamatics	Infor Birst
Altair	Datameer	Informatica
Alteryx	datapine	insightsoftware
ASG Technologies	Datawatch	Integrately
Assesso	Dell Boomi	iTAC
Astera	Denodo	Jitterbit
Avo	Digibee	KNIME
AWS	Domo	Liaison
Board International	Dun & Bradstreet	Lingaro
Boldbi	Dundas	Looker
Bosch	ELEKS	Lyftrondata
Buxtonco	ELO	Martini
Celigo	Emerton Data	Matillion
Claravine	eoda	Melissa
Cleo	erwin by Quest	Merilytics
Cloudera	Exalate	Microsoft
CloverDX	EXL	MicroStrategy
	Fivetran	Mine (Mine privacyOps)

Partial list of companies being invited for the survey

Are you in the list or do you see your company as relevant provider that is missing in the list?

Then feel free to contact us to ensure your active participation in the research phase.

MobiDev	Salesforce	Talend
Mphasis	SAP	TEG Analytics
Mulesoft	SAS	Teradata
Netwrix Corporation	ScienceSoft	The Apache Software Foundation
Notion	SDG Group	ThoughtSpot
ObservePoint	Securiti	TIBCO
Odaseva	Semantix	Tiger Analytics
OpenText	Simplifier	Transcend
Oracle	Sisense	Tray.io
Palantir	Sitel	Triscal
Pentaho	Skyvia	UST Global
pmOne	SnapLogic	Viking Analytics
Precisely	Snowflake	Workato
proALPHA Business Solutions	Software AG	Xplenty
PTC	Splunk	Yellowfin
Qlik	Starburst	Zensar
Quantiphi	Stone Age	Zoho Analytics
Quantium	Tableau	

Contacts for this study



Gowtham Kumar Sampath
Lead Analyst, US and UK



Maharshi Pandya
Enterprise Content and Global
Overview Analyst



Holm Landrock
Lead Analyst, Germany



Vartika Rai
Enterprise Content and Global
Overview Analyst



Marcio Tabach
Lead Analyst, Brazil



Ankur Taneja
Global Project Manager

Do you need any further information?

If you have any questions, please do not hesitate to contact us at isglens@isg-one.com.

ISG Provider Lens™ QCRT Program Description

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 advisors participate as part of each study's Quality & Consistency Review Team (QCRT). The QCRT ensures 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 QCRT group and contribute at different levels depending on their availability and expertise.

The QCRT advisors:

- Help define and validate quadrants and questionnaires,
- Advise on service providers inclusion, participate in briefing calls,
- Give their perspectives on service provider ratings and review report drafts.

The ISG Provider Lens™ QCRT program helps round out the research process, supporting comprehensive research-focused studies.

Quality & Consistency Review Team for This Study



Sush Apshankar
Principal Consultant



Stephen Coward
Principal Consultant



Olga Kupriyanova
Principal Consultant



Dries Ballerstedt
Principal Consultant

Do you need any further information?

If you have any questions, please do not hesitate to contact us at isglens@isg-one.com.