



Service Description- ISG Research Services

G-CLOUD 15. LOT 3: CLOUD SUPPORT

ISG is a leader in subscription research, advisory and strategy consulting services for senior business and IT executives, technology and software vendors and business / IT services providers. Our mission is to help our clients make better business decisions and create new business value through trusted and objective insights into the key market trends and emerging technologies driving real change.



ISG Market Lens

isg-one.com

ISG Market Lens is the premier market intelligence program for the **IT & business services industry**.



Buyer behavior studies covering the most important topics, like AI, applications, cloud and industry-specific services



Market activity indicators including changes in demand, large deal activity, hiring trends and pricing changes

Research program that brings together ...

The Buyer's Perspective:

Findings about enterprise spending, changing priorities, and drivers of new purchasing based on a comprehensive portfolio of primary research studies and executive interviews



The Marketplace View:

A fact-based analysis of market health and growth based on ISG's proprietary intelligence and data, and vantage position from advising \$XB of annual technology buying

... to understand the market for business and IT services.

Get to value quickly. Ask a question, have an analyst present to you or use self service.

Education & Validation

Buyer Behavior Briefing: 90-minute analyst-led session covering results from a buyer behavior study, with intensive Q&A. No restrictions on attendees.

Market Activity Briefing: 60-minute analyst-led session covering key changes in recent market activity, with intensive Q&A. No restrictions on attendees.

Analyst Validation: 90-minute client-led call to discuss a strategic decision; analysts provide feedback based on Market Lens data and intelligence.

Inquiry & Analysis

Analyst Inquiry: Ask a question about a Market Lens topic, get a written response or a 45-minute call to answer your question.

Data Inquiry: Ask a question about a Market Lens topic, get a data-backed response in an email, chart, spreadsheet.

Speaker Bureau: Analyst-led presentation to large group, either internal or external, based on a Market Lens topic of your choice.

Data & Research

Data Platform: Use our data platform to get the answers you need for planning, sales or client delivery.

Buyer Behavior Snapshots: One-page summaries of key changes in enterprise buying behavior patterns.

Market Activity Briefs: Quarterly deep dives in to deal activity by service line, geography and industry.

Research Usage: Select or request research chart or fact to use in your sales, delivery or marketing efforts.

How to Use ISG Market Lens™

This program can help you make better informed long-term strategic choices; and support any urgent or immediate activities with market insights.

You get:
Regular cadence of
ISG-initiated briefings

To inform your:

+ Opportunity to get answers to specific questions through provider-initiated inquiry.

Strategy and Planning

Understand enterprise customers to prioritize your work based on enterprise demand.

Proposal Support

Use ISG data and impactful visuals to show credibility and alignment with client needs.

Thought Leadership and Marketing

Contextualise your capabilities in the language of customers by using ISG data in your marketing.

New Product Development

Refine solutions, drive change and innovate new offerings centered on real client challenges.

ISG Market Lens: Subscription Options.

Individual

For **one named user** (and optional staff user); with restrictions on the number of analyst interactions across briefings and inquiries,

Additional fees for more users, interactions, and other services.

Team

For a team of up to **ten named users**; with a regular cadence of analyst interactions across briefings and inquiries.

Additional fees for speaking engagements, and external citations.

Company

For **company-wide use**, using a combination of named users and the flexibility to extend access to occasional users and to support stakeholders across the company with briefings or inquiries.

Includes a fixed number of speaking engagements and external citations.



ISG Provider Lens™

isg-one.com

ISG Provider Lens™

ISG Provider Lens™ Research Coverage

2500+

Service providers
and technology
companies analyzed

40+

Service lines
and technology
topics covered

500+

Research reports
published by
geography

12

Geographies
covered

460+

Quadrant
reports

30+

Archetype
reports

2200+

Individual quadrants
and archetypes
published

6

Months intense
research cycle

12

Months annual
publication

Why ISG Provider Lens™ ?

ISG Provider Lens™ is uniquely positioned to deliver a well-rounded research, leveraging a vast ecosystem of multiple stakeholders to gather intelligence and provide insights. Adopting a 360-degree approach, ISG Provider Lens™ gives several reasons for your company to participate in our research.



Growing pool of well-connected and industry leading analysts



800+ ISG advisors bring practitioners' views and insights to complement our findings



Country level research to help enterprises establish local partnerships and identify localized capabilities



Reports are extensively leveraged by ISG advisors to support client engagements



Vast coverage of topics spanning IT, BPO and industry verticals that helps highlight niche capabilities



Create lasting impressions with our corporate marketing social presence that has 30k+ connections



Our new 'Star of the Excellence'™ program integrates with ISG Provider Lens™ and feeds our research with enterprise client insights and feedback



Research leverages ISG's proprietary databases for provider evaluation and analysis

To view ISG's research agenda for 2023, click [here](#)

ISG Provider Lens™ Quadrant and Archetype Reports

Insightful intelligence of services/technology strengths and weaknesses with provider positions relative to market peers.

ISG Provider Lens™ Quadrant Reports



- Each report consists of a set of quadrants or market segments, specific to an IT topic such as Managed Services for Public Cloud.
- Reports are regionally focused and there is a global report.
- Vendors are evaluated according to their quadrant match that represents ISG Analyst and Advisor definition of a topic.
- Quadrant reports are value-based, Vendors are evaluated and positioned in (sub-) quadrants, based on a transparent methodology that follows the market definition and criteria.

ISG Provider Lens™ Archetype Reports

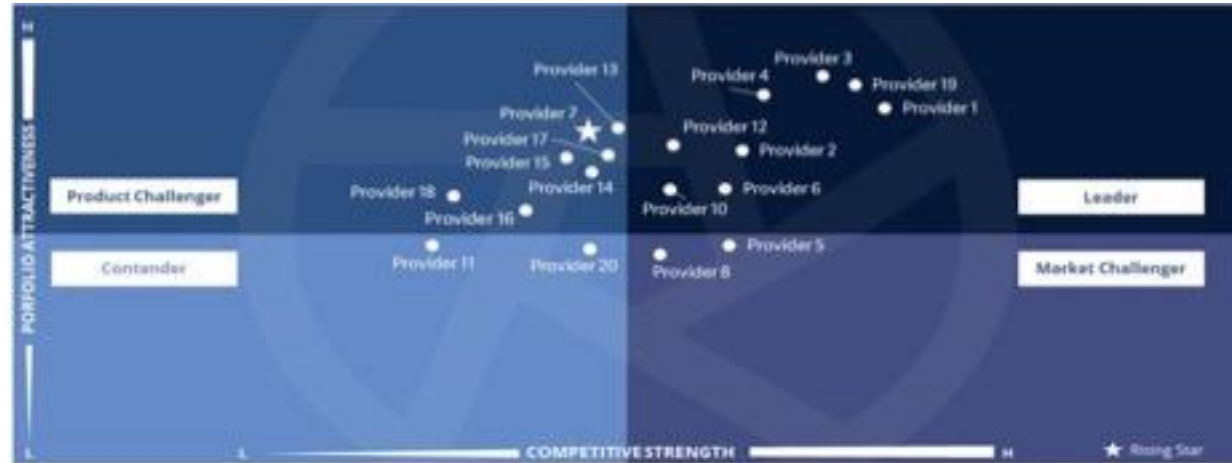


- Each report identifies a set (usually 3-6) archetypes that represent buyer characteristics/ buying requirements for IT or BPO service lines.
- Reports are globally focused.
- Vendors are evaluated according to their archetype match that represents ISG Advisor perception of client buying patterns.
- Archetype reports are not prescriptive, nor rank-based: It helps align buy-side needs with provider-side capabilities to reduce costs for both sides.

ISG Provider Lens™ – Quadrants

Y axis = Portfolio attractiveness

- Scope of portfolio (breadth & depth of offering)
- Portfolio quality (technology/skills, USP and security)
- Strategy & vision (product roadmap, thought leadership and investments)
- Local characteristics (product support and infrastructure)

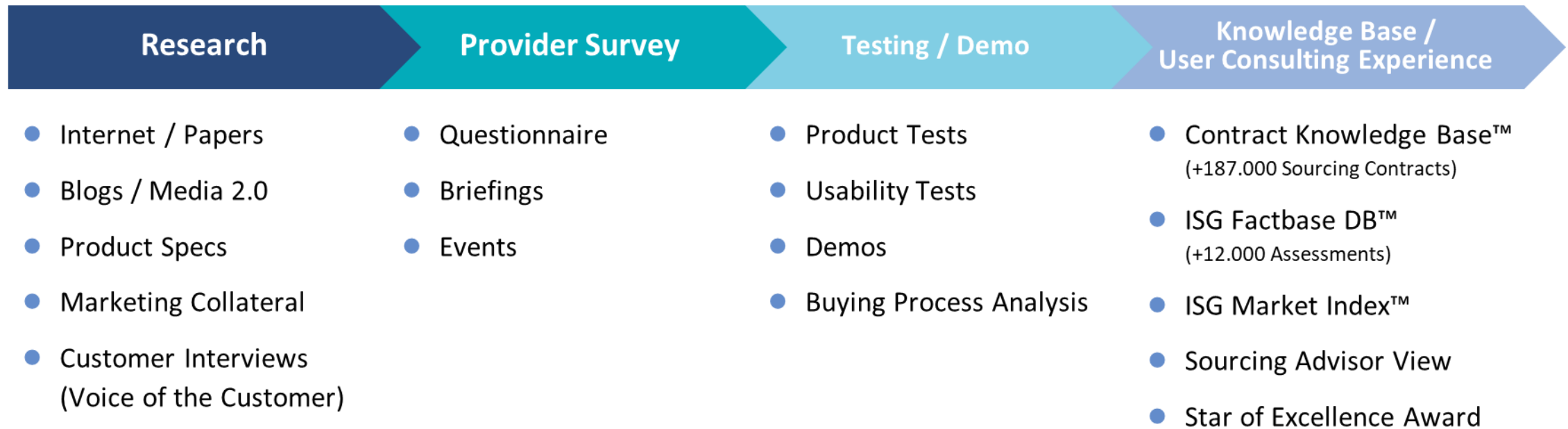


X axis = Competitive strength

- Market position (revenues, client, FTE & growth, contracts, recent deals won and delivery locations).
- Brand reputation (awareness, website, social media presence, awards and accolades, advisor inputs and customer experience).
- Core competencies (innovative power, stability, ecosystem, business model and case studies).
- Go to market (sales, sales channel, marketing, partnerships and M&A)

ISG Provider Lens™ – Research Approach

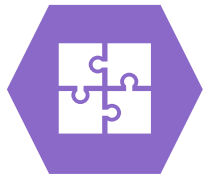
The majority of the **positioning** of providers is based **on quantitative data** and is comprised of survey data collected directly from providers, ISG internal or thorough secondary research. **ISG Analysts' estimation** also plays an important role



Star of Excellence Program – Voice of the Customer

The Star of Excellence (SoE) survey aims at understanding client experience with their outsourcing service provider across six categories. The collected information feeds in and is part of IPL provider positioning evaluation. The survey is open 365 days a year.

Customer Experience Categories



Collaboration
and
Transparency



Execution
and
Delivery



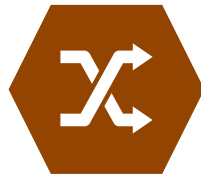
People
and
Cultural Fit



Governance
and
Compliance



Innovation and
Thought
Leadership



Business
Continuity
and Flexibility



How to Engage with ISG for SoE?

- In addition to a public survey link to participate in the survey, ISG also sends private link to clients nominated by service providers.
- Providers can nominate their clients through the [nomination](#) website by submitting client details.
- A customized mail invitation for the [survey](#) (~18 questions) will be sent out to the clients with a private link.
- If a provider nominates 20+ unique clients to let ISG obtain 30+ responses, the provider will be eligible for SOE award trophy.



Benefits of Participation

- The SoE feedback is now a part of the IPL research process, and with rich client participation, IPL analysts are better informed to evaluate and position providers
- With rich client participation in SoE, providers can ensure that ISG advisors are well-informed about their client-centricity and customer service excellence approach.



Star of Excellence Award Trophy

- Once a year, data collected till date is analysed to honor best performing service providers with SoE awards.
- Separate SoE leadership trophies will be awarded for following four categories – Technology, Industry, Emerging Tech and for each Region.

Star of Excellence -Unbiased Methodology



This independent survey (~18 questions/15 minutes) of enterprise users provides detailed insight into provider/ vendor delivery capabilities and the respective customer experience. Cumulative vendor ratings representing capabilities in six customer experience (CX) categories, as well as an overall customer recommendation (NPS) rating.



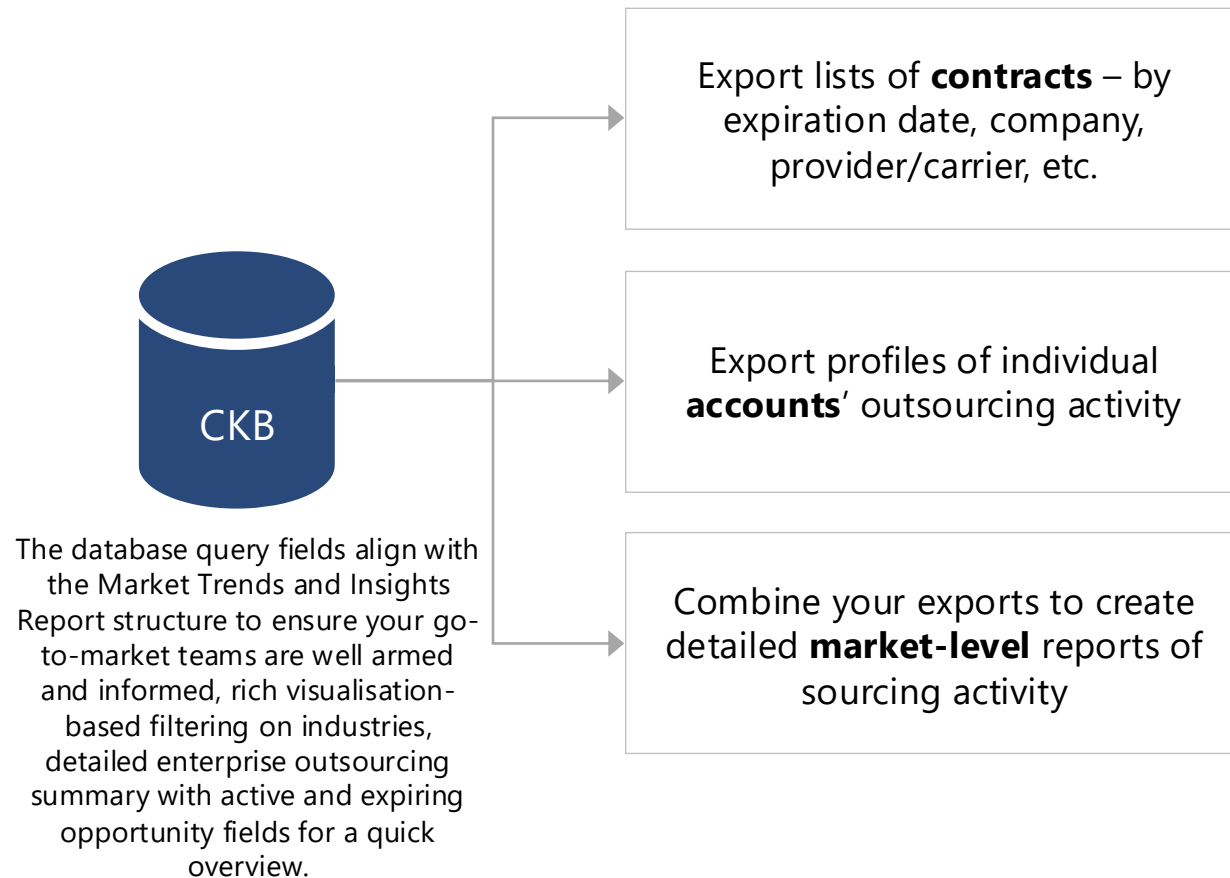


ISG Contract KnowledgeBase™

isg-one.com

ISG Contract KnowledgeBase™

The ISG Contract KnowledgeBase™ includes **88,000+** outsourcing contracts and provides actionable contract – and account-level insights.



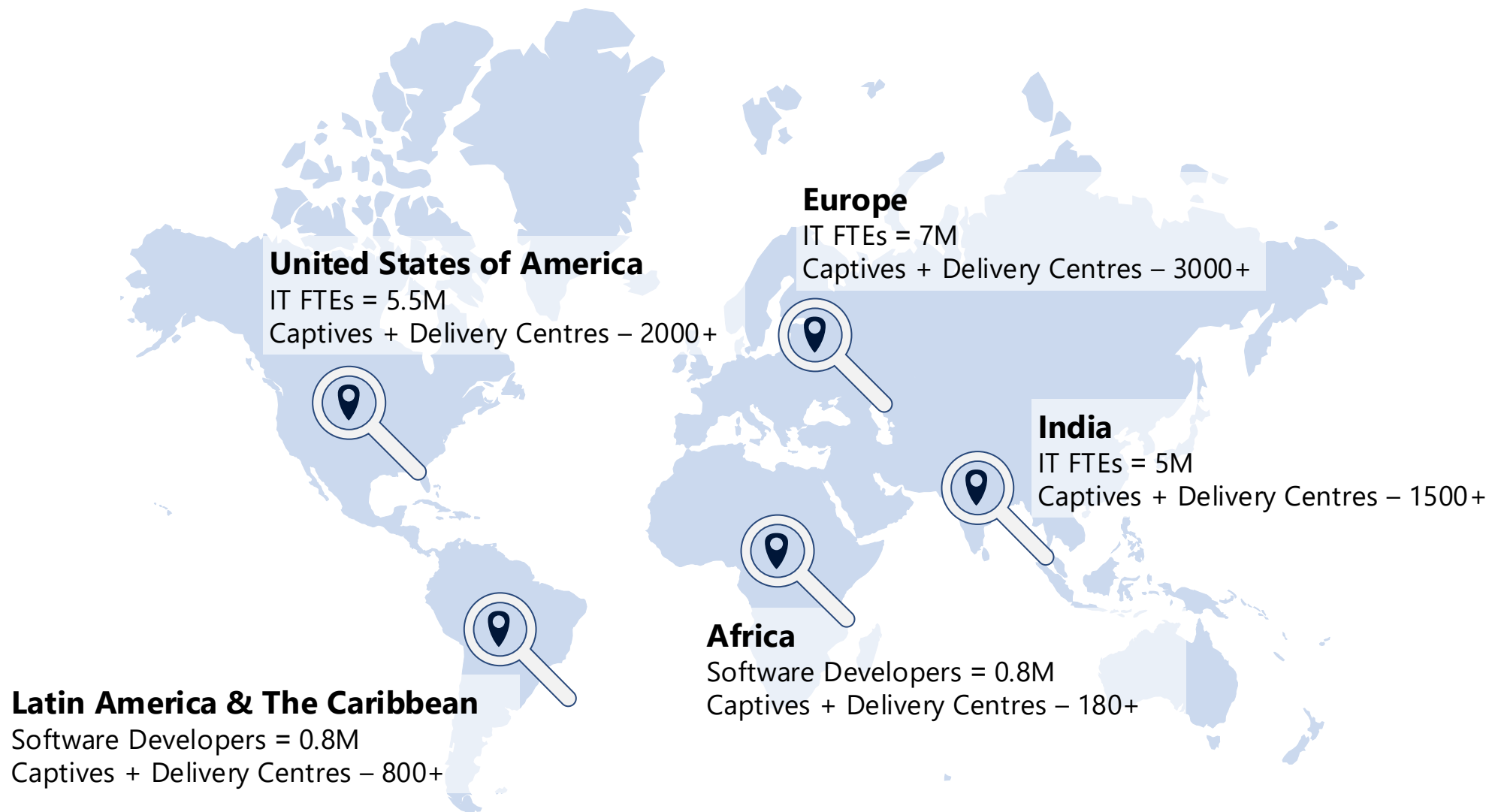
- **Description**
- As part of the Momentum Market Intelligence Suite, the ISG Contract KnowledgeBase™ is a great complement to the Market Trends and Insights Reports as well as Ad Hoc advisor inquiry.
- The ISG Contract KnowledgeBase™ (CKB) is developed through three primary sources –
 - Deep secondary research of publicly available information,
 - Data exchange with ~100 service providers, and
 - ISG advised deals (CKB only includes publicly available information)
- Database is refreshed weekly
- **Relevant to**
- Advisor Relations
- Sales and marketing
- Competitive/market intelligence



ISG Location Assessment Framework

isg-one.com

ISG Location Research Overview



8+ Years

35+
Location Projects

100+
Parameters

170+
Delivery locations covered

Why Clients Ask for Location Research?

Various scenarios under which client demands a location engagement



Design
global talent
sourcing strategy



Build and transform
back-office functions into
Global Business Services



Moving beyond cost arbitrage
to skills or intellectual
arbitrage



Diversify to
reduce risk of
operational disruption

Drive digital
transformation agenda



Inclusion and
cultural diversity



Leverage an ecosystem
of local service providers and
startups



Insourcing

Pillars of Location Research



Human capital pool and availability

Understand the talent
landscape in each location



Global Capability Center Ecosystem

Assess and evaluate overall capabilities
available



Provider Ecosystem

Map number and scale
of technology vendors



IT and Business Infrastructure

Evaluate existing
business infrastructure



Local operating costs

Outline local operating costs
for lower and higher range



Economical, Political, Social & Regulatory Environment

Understand local socio-political
and economic environment



Government Initiatives

Learn about government
incentives, regulations and policies



Risk Resilience

Measure the state of
healthcare systems, cyber safety
and government preparedness

Phased Research Approach



Objectives

- Understand client requirement, co-develop indicative locations, help drill down to a ranked list of potential locations based on detailed evaluation of client's specific priorities
- Delivery timeline to be scoped



Sources

The location model is an ISG's assessment based on

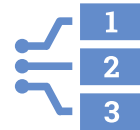
- ISG's proprietary data
- Expert views
- Survey data



Long list countries/cities that are most feasible for sourcing talent/setting up Global Business Centers based on client's priorities



Phase 1 – High level assessment of long listed cities/countries
Collaborate with client to develop filters to refine the target locations



Phase 2 - City ranking based on evaluation criteria, develop detailed location insights



Final Readout

- Discuss location ranking, pros and cons of each location based on client priorities
- Client will receive the location insights reports

Indicative Timeline for Location Research

Project Work Streams

1

Kick-off and sign-off weightages for the model

Kickoff

Set Up

- Conduct kick-off Session with Client.
- Understand client scenario and location preferences

2

Score/rank cities. Recommend Top cities and agree on shortlist

Conduct Detailed Research & Analysis

- Data validation for XX cities.
- Finalise model results based on Client suggested parameters.
- Prepare data model based on XX cities with recommendation.
- Discuss with Client to finalise top XX cities.

3

Deep Dive Analysis of short-listed cities

- ISG to create deep dive profiles for XX cities
- Share interim. Presentation with Client for feedback.

Conduct Deep Dive

4

Prepare final report, Presentation and recommendations

Final Results

Month 1

Month 2

Week 1

Week 2

Week 3

Week 4

Week 5

Week 6

Milestones

Alignment on proceeding with the Project – Finalisation of model weightages

Discuss longlist, apply client specific filters and agree on the shortlist

Deep dive on the shortlist, produce readout material and the report

Readout and delivery



ISG Software Research

isg-one.com

ISG Software Research



VENTANA
RESEARCH

- Software Industry value: **\$800B**
- Unique Research & Insights
- Tailored Client Experience
- Enterprise Guidance
- Understand Software Providers
- Assess & Elect providers/products

20+

Years Strong



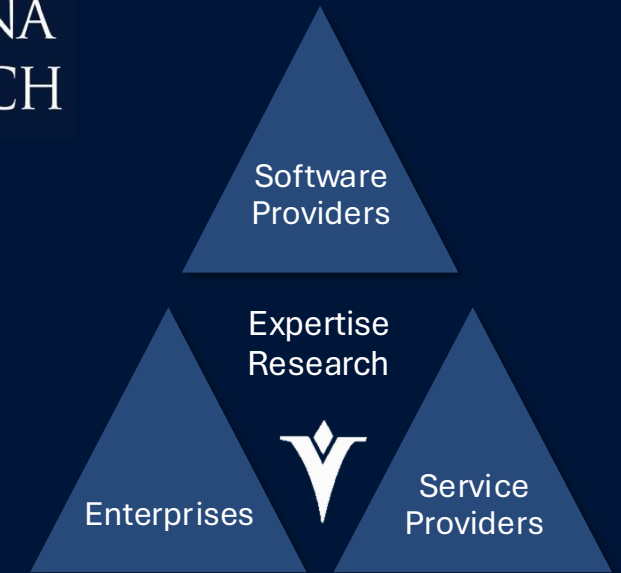
2,500+

Software Providers Tracked



100K

Community Members



ISG Software CARE

Maximize software investment value across business and IT.

Consulting

Strategy & Planning



Advisory

Decisions & Guidance



Research

Facts & Observations



Education

Insights & Knowledge



ISG Software Research Expertise

Vertical Industry

Automotive	Banking	Consumer Products	Financial Services
Food & Beverage	Healthcare	Hospitality	Insurance
Manufacturing	Media & Entertainment	Public Sector	Retail

Business-focused

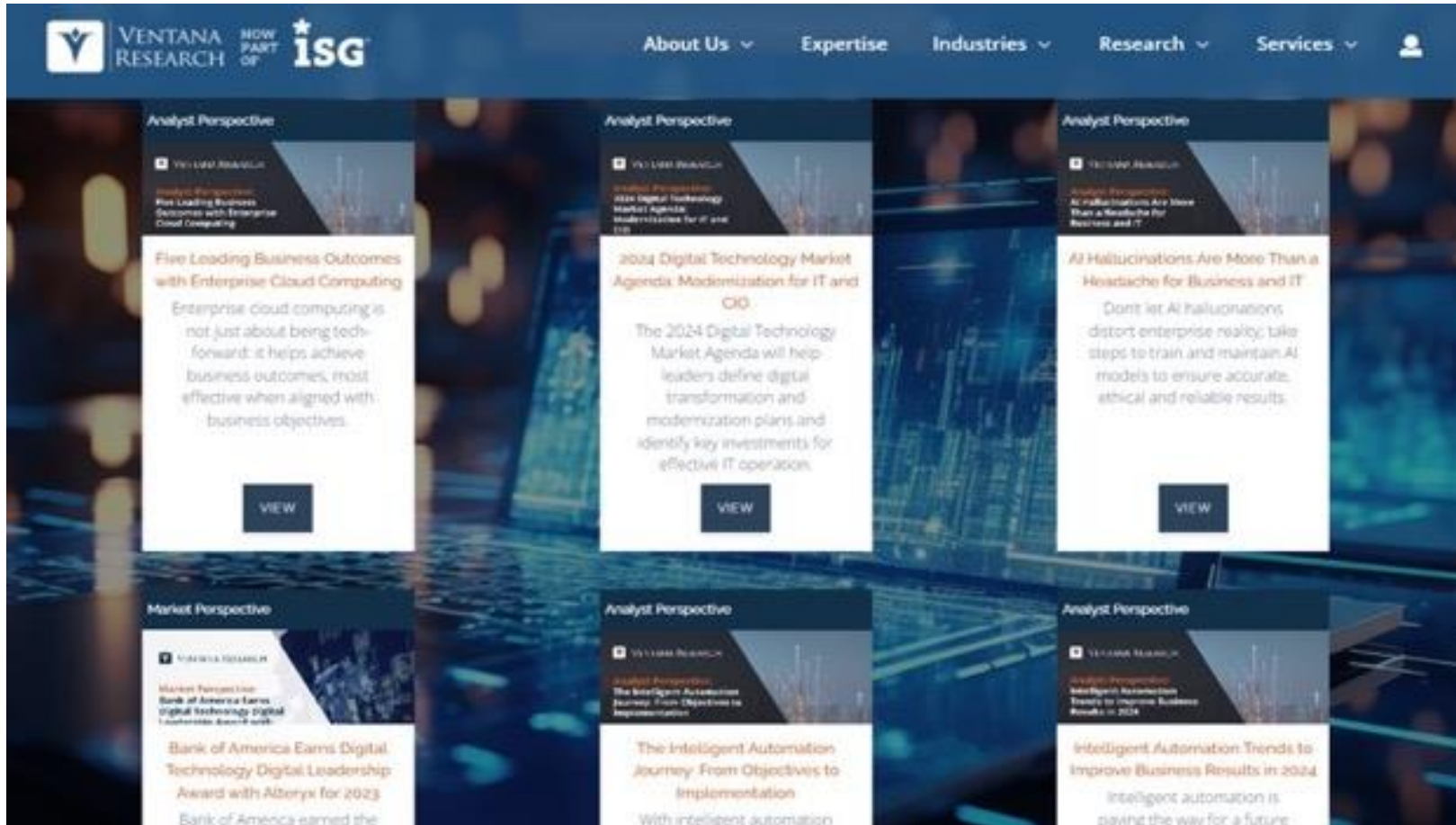
Customers (CX)	Marketing	Finance (ERP)
Revenue (CRM)	Employees (HCM)	Supply Chain (SCM)

IT & Technology-focused

AI	Digital Business	Analytics & Data	Digital Technology
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Software Research: Everyone Must Make Software Decisions

2,000+ software solutions tracked in detail



Customer Experience

Market Assertion

By 2028, automated systems will contain two-thirds of customer interactions within self-service, helping minimize the cost impacts of increasing volume.

Keith Dawson
Director of Research, Customer Experience



AI and Machine Learning

Market Assertion

Through 2026, model governance will remain a significant concern for more than one-half of enterprises, limiting the deployment, and therefore the realized value, of AI and ML models.

Matt Aslett
Director of Research, Analytics and Data





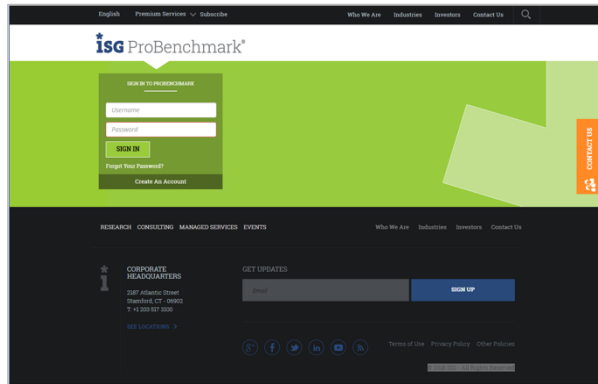
ISG ProBenchmark®

isg-one.com

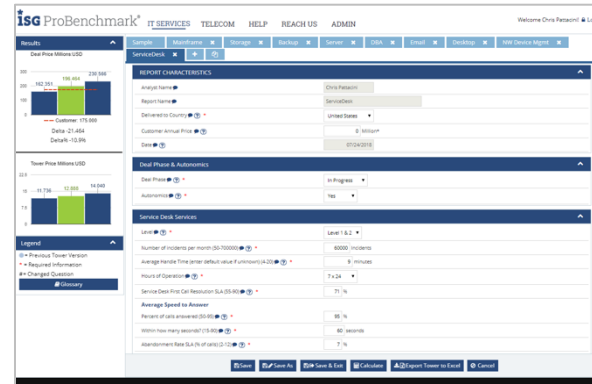
ISG ProBenchmark® Competitive Market Pricing Intelligence

ISG ProBenchmark® has a user-friendly interface that delivers impactful results in minutes.

Online SaaS Portal



Data Entry Tool



Details

- ISG ProBenchmark® calibrates its predictive models using pricing data from ISG led transactions, including newly signed deals, recent benchmark projects and contracts under management.
- ISG ProBenchmark® compares three key market values: the target market price, the market High (highest 10%) and low (lowest 10%).
- Input parameters include scope, volumes, service levels, geography and complexity, ensuring apples to apples comparisons.
- Users can easily run multiple “what if” scenarios to see the effect of changing the parameters/environment on market pricing.
- ISG ProBenchmark® is updated quarterly to ensure market price results are current and accurate.
- Initial configurations are set up by ISGs benchmark experts, to ensure results are apples to apples to the underlying service configuration.

ProBenchmark® Competitive Market Pricing Intelligence

ISG ProBenchmark® is the only patented SaaS benchmark tool in the industry that can deliver accurate market price benchmarks for IT, carrier and Business Services.



Infrastructure Services

- Mainframe
- Servers
- Storage
- Backup
- Cloud
- DBA
- Cyber Security



Application Services

- Development
- Maintenance
- Quality Assurance
- Testing and Support
- SAP



Labour Rates

- Finance & Accounting
- Procurement
- ADM
- Infrastructure



Workplace

- Desktop
- Email
- Service Desk



Network

- Network Device Mgt
- Telecoms MPLS
- Access
- DIA

Details

- Market leading SaaS benchmark tool for price benchmarking contracts.
- Data covers major delivery regions (North America, EMEA, Asia Pacific, and Latin America).
- Database of >3,000,000 data points from over 2,000 tower contracts from last two years.
 - New deals, mid-term, and end of term deals to ensure all price points represented.

Relevant for:

- CIO/CFOs and IT Managers
- Vendor Management and Governance Teams
- IT Finance Executives
- IT Procurement Executives

Using Market Price Intelligence



- 1 Understand whether your contract pricing is market aligned at any point in its lifecycle.
- 2 Provide price level justification to internal stakeholders.
- 3 Track market price movement without an RFP or RFI.
- 4 Perform trend analysis for budget planning and to take early corrective action.
- 5 Help determine timing and strategy for more formal project benchmarks, contract renewal, renegotiation or recompetete.
- 6 Determine price competitiveness for new in-scope services.
- 7 Perform what-if analysis to understand the impacts of service configuration changes (increased volumes, service level changes).

Proactively Learn When your Contract becomes Uncompetitive

Avoid contract value leakage with access to real-time market price intelligence.

1

At-a-glance dashboard visibility to contract price competitiveness against the market.

2

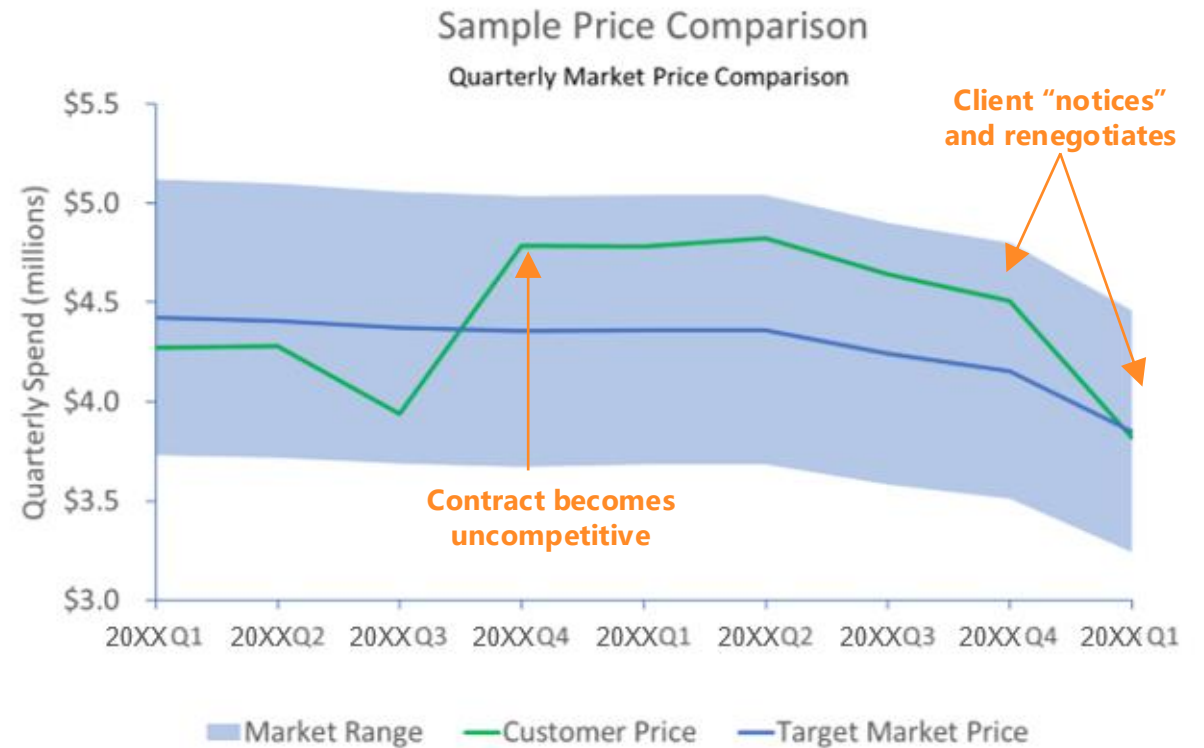
Level the playing field when it comes to price intelligence.

3

Timely, accurate and actionable results.

4

Missed Savings of \$2M over 12 Months



Renegotiating a \$20M (ACV) contract six months earlier could result in an additional \$1M in savings*

*Assumes a 10% savings opportunity

ISG ProBenchmark® Price Monitoring Service

The ISG ProBenchmark® Price Monitoring Service allows enterprise clients to see up-to-date price competitiveness of their outsourcing transactions.

Real Time Price Intelligence

Infrastructure Services

- Cloud/Hosting
- Desktop/E-Mail
- Service Desk
- Data Center



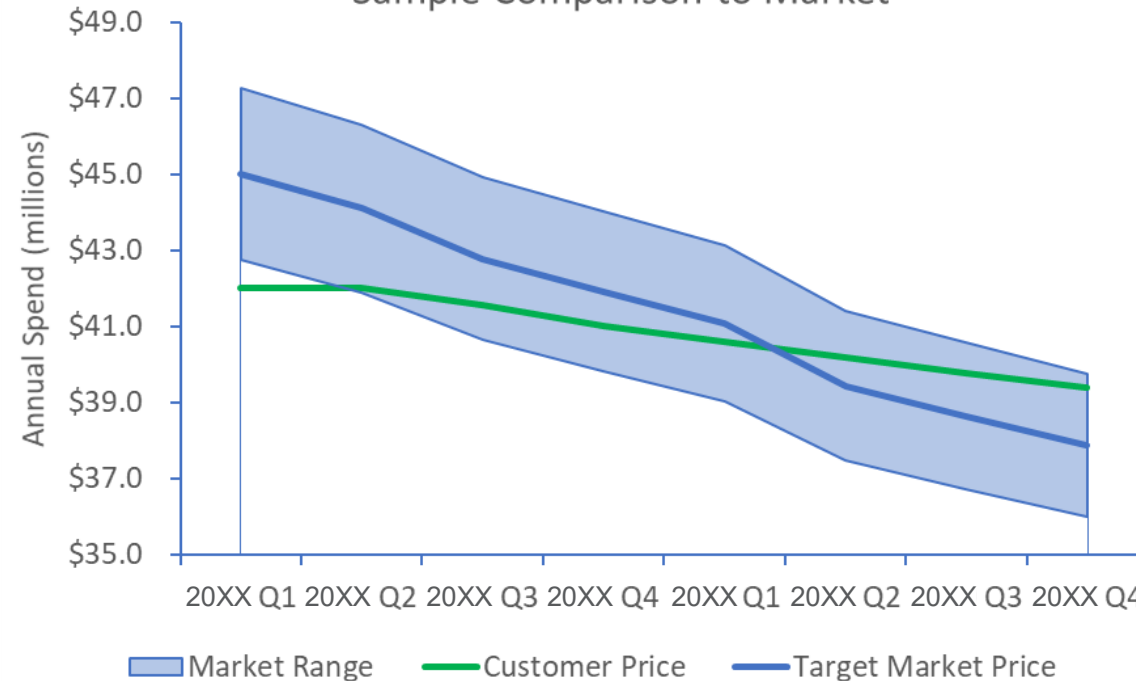
Application Services

- Development
- Maintenance
- Quality Assurance
- Testing and Support



Contracts get "out of market" over time. Proactively ensure your contract is price competitive throughout the entire term, not just when it's time to benchmark, or renegotiate.

Sample Comparison to Market



Proactively see exactly when your contract goes out of market, and by how much

Obtain monthly trend reports automatically as part of your subscription, work with a benchmark advisor on next steps, optionally access labor rate benchmarks

Renegotiating a \$20M (ACV) contract six months earlier could result in an additional \$1M in savings*

*Assumes a 10% savings opportunity



ISG Partnership Experience Assessment

isg-one.com

What Is a Partnership Experience Assessment?



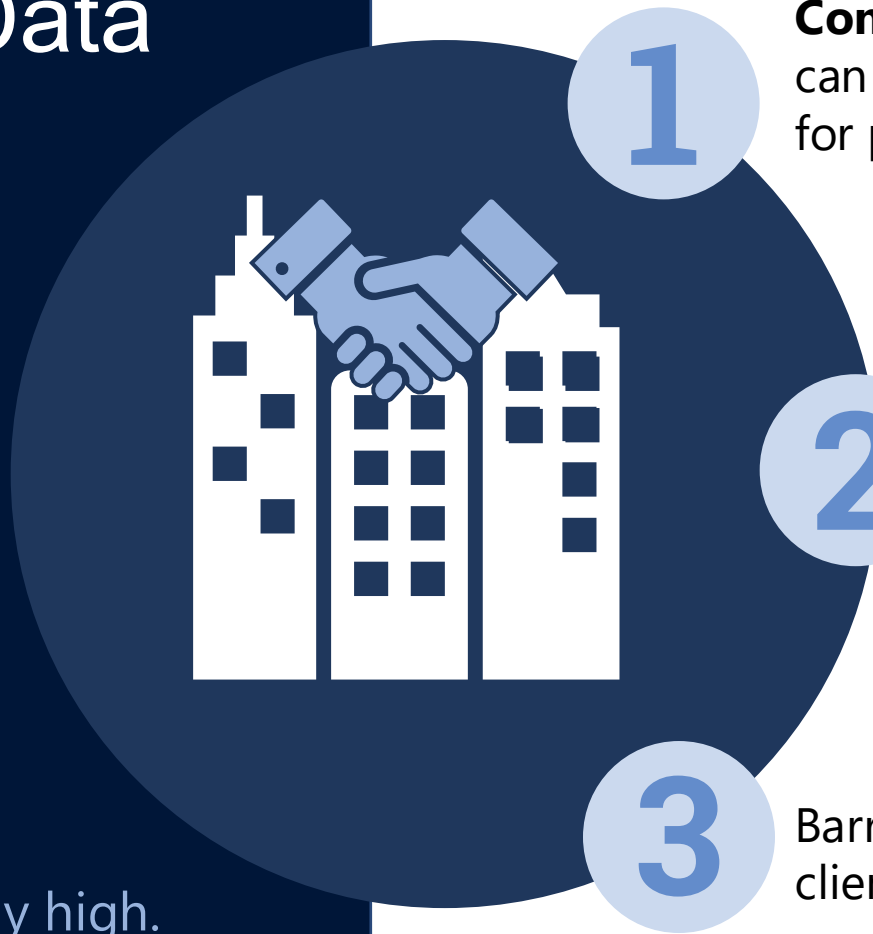
PARTNERSHIP Experience Assessment

This offering **evaluates the relationships clients have with their providers or other key partners** to find areas of strength, weakness and opportunity to get the most out of the partnership.

- What's going right and wrong
- Benchmarking against other companies' experience with similar providers
- Real recommendations for improvement
- Significant data leading up to renewal considerations
- Ability to focus on specific areas of relationship health (such as operational excellence, governance, working together and meeting business needs)

Why Is This Relationship Data Important for Enterprises?

The cost and disruption associated with changing providers can be extremely high.



1

Competitive rebidding process alone can range from \$1.5M to more than \$6M for participants

2

Return to former productivity can involve years and temporary revenue loss

3

Barring a fix of issues that led to the switch, clients are likely to have a **future repeat**

Key Features

ISG offers an objective and proven approach to understanding the health of client-provider relationships and workforce experience.



Standardised quantitative questions that diagnose common problems



Recommendations from ISG on best practices derived from broader industry experience



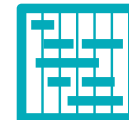
Thematic analysis of qualitative feedback, including pain points and change needs



Targeted focus on how to address challenges



Baseline of performance to help measure impact of OCM activities and operational improvements



Identification of next steps prioritised to drive improvements and position relationships for success

What Are the Outcomes?

Here are some of the benefits of this type of assessment:

- ✓ The ISG Partnership Experience Assessment reliably **improves** the **enterprise/provider partnership**.
- ✓ The ISG Partnership Experience Assessment **calls out behaviour** (client and provider) that is **limiting success** in the relationship.
- ✓ The ISG Partnership Experience Assessment identifies **pockets of resistance** to **partnership** within the **organisation**.
- ✓ The ISG Partnership Experience Assessment **aligns enterprises internally**, so they can engage with their **providers consistently** across different layers of the organization.

How Does This Assessment Work?

ISG Partnership Experience Assessment

Purpose

360° assessment of current state of the relationship – Identify steps for building a next-generation engagement.

Audience

- ✓ Senior executives from both organisations
- ✓ Service delivery personnel from both organisations

Methodology

- ✓ Online survey for breadth of feedback
- ✓ Senior leadership interviews for depth

Outcomes

- ✓ Strategies to recalibrate and reignite collaborative relationships
- ✓ A sense of relativity to others through external benchmarking
- ✓ Analysis and data to highlight what a great relationship looks like
- ✓ ISG's action governance to drive ongoing change and accountability

Areas Assessed



Project Plan

An ISG Partnership Experience Assessment can be completed within 6 to 7 weeks.
ISG takes full responsibility for end-to-end project management and preparation of deliverables.

	Design	Field	Analysis & Reporting	Presentation & Workshop
Time	1-2 weeks	2 weeks	2 weeks	1 week
ISG Activities	- Kickoff/admin - Conduct business briefing (Client/provider share information on current state) - Conduct design workshop - Finalize questions - Code and test URL	- Launch survey - Send reminders - Conduct interviews, if any - Provide progress updates - Close survey - Cleanse data	- Analyze qualitative feedback - Analyze quantitative metrics - Benchmark metrics - Prepare and deliver report - Prepare results presentation - Prepare ISG-facilitated workshop	- Present results - Provide base recommendations - Facilitate workshop to develop joint improvement plan
Client Activities	- Participate in business briefing - Participate in design workshop - Provide participant list to ISG	- Launch teaser - Complete survey - Participate in interviews	Participate in preparation of workshop	- Participate in presentation of results - Participate in ISG-led workshop
Provider Activities	Provide participant list	- Launch teaser (optional) - Complete survey - Participate in interviews		Participate in ISG-led workshop

Example Deliverables

Assessment deliverables are created to be able to easily socialise findings and recommendations, an ISG-facilitated workshop to roadmap actions with both parties is also optional.



Appendices

- Detailed analysis of qualitative feedback with supporting quotes
- Dashboard analysis showing results by segments, including seniority, business unit, geographic area, etc.



Report and Results Walkthrough

- Detailed assessment of the health of the relationship
- Recommendations on how to improve the engagement
- Benchmarks of client and provider responses
- Highlighting of gaps as client and provider feedback are presented side by side



Joint Workshop

- Outlines the situation today
- Defines the ideal state for the future of the engagement
- Focuses on the actions required by each to enhance the engagement



About ISG

isg-one.com

ISG is the partner to help you: answer the critical questions, find the right providers, get the most out of your digital transformation and navigate major industry-defining trends.



ISG is a global technology research and advisory firm.

1,600 employees

In more than 20 countries

900 clients

Including 75 of the world's top 100 enterprises

We are technology advisors and researchers **who help your enterprise:**



Determine a future vision.

Evaluate, establish and prioritize your most critical long-term business objectives.



Find the right partners.

Source, evaluate and help you get the most from technology service providers, without conflict or compromise.



Lead rapid change.

Redesign your operating model, using technology to drive faster and positive change across your organization.



Realize value at scale.

Provide data and tools to optimize cost, governance organizational change, vendor management, and more.

What matters most to your business?

Our advisory is focused on it.



Automation

Leverage robotic process and cognitive automation technologies.



Cognitive and Analytics

Accumulate data capital and monetize it effectively.



Digital Engineering

Move into a differentiated position in a secured, intelligent and connected economy.



Networks

Create an optimal, right-fit network services strategy that adds significant value to your business.



Sourcing

Find the right partners and make the best deals.



Benchmarking

Track and meet your cost, performance and quality objectives.



Cost Optimization

Drive greater value for your enterprise and get the most efficient and effective business operations and technology.



Future of Work

Integrate the best of digital, physical and human solutions.



Organizational Change Management

Empower your people to realize benefits faster and increase productivity through technology usage.



Cloud Advisory

From strategy to implementation to managed services, we help you to define your Cloud journey.



Business Operations

Transform general and administrative processes to deliver new efficiencies and unleash superior business value.



Cybersecurity

Transform your existing information security into an agile and vigilant operation to protect your enterprise.



HR Technology and Transformation

Engage the workforce of tomorrow and deliver value to the business in a new way.



Software

Optimize your strategic software suppliers and ecosystems.



Technology Modernization

Architect your organization's infrastructure and applications for success.

Our data-driven research can help ground your buying decisions in objective and balanced evaluations.

Access the authoritative source
for the latest data and trends
in the global IT and business
services industry with

ISG Index™

Track, compare and benchmark
cost, quality and productivity
across all functional areas of
business and IT with

ISG ProBenchmark®

Monitor, understand and improve
your partner relationships with

**ISG Experience
Assessment Center**

Gain intelligence and insight
on technology providers with

ISG Provider Lens™

Fuel your learning
and networking with

ISG Events™



Our SaaS platforms help you

benchmark your entire IT landscape,
drive operational excellence,
govern your third-party relationships
and make strategic decisions.

ISG GovernX®

turns your third-party risk management complexity into clarity.

ISG ProBenchmark®

provides IT price benchmarking to ensure your outsourcing contract is price competitive.

ISG Inform™

is the only IT benchmarking solution that goes beyond cost and combines service quality and personnel productivity to provide a complete picture of your IT landscape.

ISG Executive Insights™

is an integrated data analytics platform that addresses the challenges of supplier proliferation and enables you to gather real-time insights to make strategic decisions.

But what really sets us apart?

Our data put us in a league of our own. It's data from:

\$485

billion in sourcing deals

32,000

total engagements

**This results in insights,
perspective and
experience
that no one else can deliver**



Thank You

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