

Specialty Analytics and AI Services — Insurance

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A research report comparing providers' competitive differentiators for decision-makers

Executive Summary	03	Specialty Analytics and AI Services — Insurance	13 - 18
Provider Positioning	08		
Introduction			
Definition	10	Who Should Read This Section	14
Scope of Report	11	Quadrant	15
Provider Classifications	12	Definition & Eligibility Criteria	16
		Observations	17
		Provider Profiles	18
Appendix			
Methodology & Team	20		
Author & Editor Biographies	21		
About Our Company & Research	23		

*Report Authors: Manav Deep Sachdeva
& Saravanan M S*

Specialist providers are enabling insurers to scale AI with greater speed and confidence

The insurance industry is entering a pivotal phase in its analytics and AI transformation journey. What began as targeted investments in predictive analytics, automation and data modernization has evolved into a broader enterprise mandate to embed intelligence directly into business operations. Across P&C, life and annuity, health insurance, reinsurance and specialty lines, insurers are increasingly viewing analytics, GenAI and agentic AI as foundational capabilities for driving growth, improving operational efficiency, managing risk and enhancing CX. Simultaneously, growing volumes of structured and unstructured data, heightened regulatory scrutiny, changing customer expectations and accelerating risk complexity are compelling organizations to rethink traditional operating models.

As the market matures, insurers are moving beyond experimentation and isolated PoCs toward scaled deployment of AI-enabled business processes. Enterprise investments are increasingly focused on enterprise knowledge management and workforce productivity, with use cases proliferating around intelligent underwriting, claims transformation, customer engagement and fraud detection. At the same time, insurers are recognizing that sustainable AI adoption requires modern data ecosystems, governance frameworks, reusable AI components and operating models capable of supporting enterprise-wide deployment.

This shift is creating significant opportunities for specialist analytics and AI providers with deep insurance domain expertise. As a result, providers are responding by developing industry-specific solutions, pre-configured AI agents, underwriting and claims accelerators, data modernization frameworks and governance-led implementation approaches.

As a result, the market is evolving from a technology-led transformation agenda to a business-led intelligence agenda, where

Agentic AI enables autonomous workflows, but human oversight ensures trust and control.



success is measured through measurable outcomes such as underwriting effectiveness, claims efficiency, customer retention, straight-through processing, improved risk selection and enterprise productivity gains.

Market Context

The insurance industry is undergoing a structural shift in how it creates value from data, technology and decision-making. While analytics has long supported underwriting, pricing, claims and actuarial functions, recent advances in cloud computing, GenAI and agentic AI are expanding the role of intelligence across the enterprise. Simultaneously, insurers face increasingly complex risks, fragmented information environments and heightened governance expectations. Together, these forces are reshaping investment priorities and creating demand for a new generation of analytics and AI capabilities. ISG observes the following trends across the global insurance industry:

- **Rising risk complexity is increasing demand for intelligent decision-making:** Insurers are managing increasingly interconnected risks, including climate-related exposures, cyberthreats, geopolitical uncertainty, demographic shifts and evolving customer behaviors. These risks are more dynamic and less predictable, increasing the need to analyze diverse information sources and respond quickly. As a result, insurers are investing in technologies that can synthesize diverse data, identify emerging patterns and support faster and more informed decisions across underwriting, claims, pricing and portfolio management.
- **Data ecosystems are expanding faster than traditional operating models can absorb:** Beyond policy and claims information, insurers increasingly use telematics, geospatial information, IoT signals, medical records, images, documents, broker submissions, customer interactions and third-party risk datasets. While these new data sources create opportunities to improve decision quality, they also expose the limitations of fragmented

legacy architectures and siloed operating models. Consequently, insurers are prioritizing enterprise data modernization and contextualized data environments that support AI-driven decision-making.

- **Advances in AI are redefining enterprise expectations for automation and intelligence:** The emergence of GenAI and agentic AI is expanding enterprise ambitions beyond traditional automation. Insurers are increasingly exploring how AI can interpret information, generate recommendations, orchestrate workflows and augment human decision-making at scale. This evolution is shifting investment conversations from individual use cases toward enterprise AI ecosystems that integrate data, models, workflows and governance mechanisms. AI is increasingly viewed as a foundational business capability rather than a discrete technology initiative.
- **Governance, transparency and trust are becoming prerequisites for AI adoption:** As AI becomes embedded within business-critical insurance processes, regulatory and governance expectations around

transparency, explainability, fairness, auditability, data privacy and model accountability continue to rise. This trend is prompting insurers to invest in governance frameworks, model monitoring, policy controls and responsible AI practices alongside technology deployment. They are increasingly recognizing that sustainable AI adoption depends as much on trust and oversight as on technological innovation.

Enterprise Priorities

In response to these market forces, insurers are moving beyond experimentation and concentrating investments on a defined set of business priorities. They are increasingly seeking scalable initiatives that improve decision effectiveness, strengthen operational performance and enable enterprise-wide AI adoption. While priorities vary by line of business and organizational maturity, several themes are emerging consistently across the insurance sector:



- **Building modern data and AI foundations to support enterprise-scale transformation:**

Many insurers recognize that fragmented data environments remain one of the most significant barriers to scaling analytics and AI investments. Consequently, organizations are prioritizing cloud migration, data modernization, governance frameworks, semantic and ontology layers, knowledge management frameworks and AI-ready architectures. These initiatives create reusable enterprise foundations that support multiple business use cases while improving data quality, accessibility and governance. Increasingly, insurers are approaching data transformation as a strategic business enabler rather than a technology modernization exercise.

- **Modernizing underwriting and risk assessment to improve speed and decision quality:** Underwriting continues to attract the largest share of analytics and AI investment. Insurers are prioritizing capabilities that improve submission intake, accelerate information gathering, strengthen risk evaluation and support more consistent

decision-making. Investments in intelligent document processing, underwriting copilots, recommendation engines, predictive risk models and AI-assisted triage are enabling underwriters to spend less time on administrative activities and more time on complex risk evaluation. Across personal and commercial lines, AI is increasingly viewed as a means to augment, rather than replace, underwriting expertise.

- **Enhancing claims and CX while unlocking growth opportunities:** CX and claims performance remain key differentiators. Insurers are investing in AI-enabled claims triage, claims summarization, fraud detection, conversational intelligence, next-best-action recommendations, customer segmentation and interaction analytics. These capabilities help organizations improve speed, consistency and responsiveness, while simultaneously identifying opportunities for cross-selling, retention and growth in customer lifetime value. As a result, many insurers now view

operational excellence and revenue growth as complementary outcomes of the same AI initiatives.

- **Driving productivity and operational efficiency through AI-enabled workflows:** Cost pressures, talent constraints and margin expectations are prompting insurers to improve productivity. Insurers are deploying generative AI across business and technology functions to streamline actuarial research, reporting, documentation, customer service and other operational activities. More advanced organizations are redesigning end-to-end workflows around human-AI collaboration models. The emphasis is shifting from individual productivity gains to enterprise-wide operating model transformation.
- **Establishing governance and workforce readiness for responsible AI adoption:** As AI adoption expands, insurers are investing in AI operating models, governance structures and workforce transformation initiatives. Organizations are establishing AI CoEs, governance councils, responsible AI programs and

enterprise upskilling initiatives to ensure long-term adoption and value realization. This reflects a growing recognition that technology implementation alone is insufficient; instead, sustained success depends on organizational readiness, talent development and effective governance.

Provider Dynamics

As enterprise priorities evolve, specialist analytics and AI providers are adapting their offerings, delivery models and investments to help insurers achieve these objectives. The market is increasingly seeking providers that combine insurance domain expertise with scalable AI capabilities and can demonstrate measurable business outcomes. Rather than competing solely on technical expertise, specialist providers are differentiating themselves through verticalized solutions, InsurTech ecosystems, enterprise-scale architectures, governance frameworks, and transformation-led engagement models.



ISG attributes the following traits to specialist insurance analytics and AI providers:

- **Providers are helping insurers build scalable data and AI foundations:**

To address enterprise demand for modernization, providers are expanding beyond analytics delivery into data transformation, cloud migration, governance and AI foundation programs. Leading providers are helping insurers build AI-ready architectures by integrating data engineering, knowledge graphs and unified governance models. These foundational capabilities directly support insurers' priorities around scaling AI adoption, reducing data fragmentation, and increasing reuse across multiple business functions.

- **Providers are productizing insurance-specific AI capabilities to accelerate business outcomes:** To support underwriting, claims, pricing, distribution, actuarial and customer experience transformation, providers are investing in pre-built accelerators, reusable AI components, insurance-trained models, industry-specific agents and workflow

solutions. These assets help insurers reduce implementation timelines and accelerate value realization compared with building capabilities from scratch. Leading providers increasingly differentiate through the depth of their insurance domain expertise and the maturity of their industry-specific intellectual property, while less mature providers remain dependent on generic AI toolkits and bespoke implementations.

- **Providers are shifting from use-case deployment to workflow and operating model transformation:** As insurers focus on productivity and efficiency gains, providers are increasingly redesigning end-to-end processes rather than implementing isolated tools. Leading firms are embedding AI directly into underwriting, claims, customer service, actuarial and technology workflows through copilots, intelligent assistants, automation frameworks and orchestration platforms. This allows insurers to modernize operating models, reduce manual effort and drive productivity improvements.

- **Providers are advancing agentic AI to enable greater business process autonomy:**

One of the most significant areas of provider investment is the development of agentic AI frameworks and multi-agent architectures. Providers are creating specialized agents that support underwriting decisions, claims investigations, fraud detection, customer interactions and compliance reviews. Leading providers are distinguishing themselves by combining these capabilities with orchestration frameworks, business rules, human oversight mechanisms and monitoring controls that enable insurers to gradually increase automation across the value chain.

- **Governance-led delivery models are emerging as a key differentiator:** To help insurers scale AI responsibly, leading providers are embedding governance, explainability, observability and risk controls into delivery approaches from the outset. This includes investments in Responsible AI frameworks, model governance capabilities, LLMOps, AgentOps, monitoring platforms, auditability controls and policy-driven

safeguards. Compared with market laggards, leading providers are increasingly positioning governance not as a compliance requirement but as a foundational capability that enables insurers to accelerate AI adoption with greater confidence. As AI moves into production at scale, governance-centric delivery models are becoming a critical factor in provider selection decisions.

As providers continue to strengthen their insurance-specific capabilities, insurers should use this report as a guide to identify partners whose strengths align most closely with their strategic objectives, transformation maturity and operating model requirements. Beyond evaluating technical capabilities, enterprises should assess providers based on their ability to deliver measurable business outcomes, bring deep insurance domain expertise and support long-term transformation goals through scalable, governance-led AI adoption. Selecting the right specialist provider can help insurers accelerate execution, minimize implementation risk and maximize the return on their analytics and AI investments.



Executive Summary

As AI becomes increasingly commoditized, competitive differentiation will shift toward providers that combine deep insurance domain expertise, reusable industry accelerators, trusted governance frameworks and the ability to scale AI from isolated pilots to enterprise-wide transformation, delivering measurable business outcomes, regulatory confidence and long-term operational resilience.





	Specialty Analytics and AI Services
Analytics8	Contender
elitMind	Contender
Fractal Analytics	Leader
Ganit Inc	Product Challenger
Insurance Data Solutions	Contender
Lovelytics	Contender
Mu Sigma	Product Challenger
Prowesstics	Contender





	Specialty Analytics and AI Services
Quantiphi	Leader
ReSource Pro	Leader
Soothsayer Analytics	Product Challenger
STATWORX	Contender
Tiger Analytics	Leader
TransOrg Analytics	Product Challenger
Unit8	Product Challenger
WNS, part of capgemini	Leader



The study evaluates **provider capabilities** in using analytics and AI to improve **decision-making** throughout the insurance value chain.

Specialty Analytics and AI Services — Insurance

Simplified Illustration Source: ISG 2026

Definition

The ISG Provider Lens® Specialty Analytics and AI Services — Insurance 2026 study offers the following to business and IT decision-makers:

- Transparency on the strengths and weaknesses of relevant providers
- A differentiated positioning of providers by segments on their competitive strengths and portfolio attractiveness
- Focus on the global market

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.



Scope of the Report

This ISG Provider Lens® quadrant report covers the following one quadrant for services: Specialty Analytics and AI Services — Insurance.

This ISG Provider Lens® study offers IT-decision makers:

- Transparency on the strengths and weaknesses of relevant providers
- A differentiated positioning of providers by segments (quadrants)
- Focus on the global market

Our study serves as the basis for important decision-making by covering providers' positioning, key relationships and go-to-market considerations. ISG advisors and enterprise clients also use information from these reports to evaluate their existing vendor relationships and potential engagements.

Provider Classifications

The provider position reflects the suitability of providers for a defined market segment (quadrant). Without further additions, the position always applies to all company sizes classes and industries. In case the service requirements from enterprise customers differ and the spectrum of providers operating in the local market is sufficiently wide, a further differentiation of the providers by performance is made according to the target group for products and services. In doing so, ISG either considers the industry requirements or the number of employees, as well as the corporate structures of customers and positions providers according to their focus area. As a result, ISG differentiates them, if necessary, into two client target groups that are defined as follows:

- **Midmarket:** Companies with 100 to 4,999 employees or revenues between \$20 million and \$999 million with central headquarters in the respective country, usually privately owned.

- **Large Accounts:** Multinational companies with more than 5,000 employees or revenue above \$1 billion, with activities worldwide and globally distributed decision-making structures.

The ISG Provider Lens® quadrants are created using an evaluation matrix containing four segments (Leader, Product & Market Challenger and Contender), and the providers are positioned accordingly. Each ISG Provider Lens® quadrant may include a service provider(s) which ISG believes has strong potential to move into the Leader quadrant. This type of provider can be classified as a Rising Star.

- **Number of providers in each quadrant:** ISG rates and positions the most relevant providers according to the scope of the report for each quadrant and limits the maximum of providers per quadrant to 25 (exceptions are possible).





Provider Classifications: Quadrant Key

Product Challengers offer a product and service portfolio that reflect excellent service and technology stacks. These providers and vendors deliver an unmatched broad and deep range of capabilities. They show evidence of investing to enhance their market presence and competitive strengths.

Contenders offer services and products meeting the evaluation criteria that qualifies them to be included in the IPL quadrant. These promising service providers or vendors show evidence of rapidly investing in products/ services and follow sensible market approach with a goal of becoming a Product or Market Challenger within 12 to 18 months.

Leaders have a comprehensive product and service offering, a strong market presence and established competitive position. The product portfolios and competitive strategies of Leaders are strongly positioned to win business in the markets covered by the study. The Leaders also represent innovative strength and competitive stability.

Market Challengers have a strong presence in the market and offer a significant edge over other vendors and providers based on competitive strength. Often, Market Challengers are the established and well-known vendors in the regions or vertical markets covered in the study.

★ **Rising Stars** have promising portfolios or the market experience to become a Leader, including the required roadmap and adequate focus on key market trends and customer requirements. Rising Stars also have excellent management and understanding of the local market in the studied region. These vendors and service providers give evidence of significant progress toward their goals in the last 12 months. ISG expects Rising Stars to reach the Leader quadrant within the next 12 to 24 months if they continue their delivery of above-average market impact and strength of innovation.

Not in means the service provider or vendor was not included in this quadrant. Among the possible reasons for this designation: ISG could not obtain enough information to position the company; the company does not provide the relevant service or solution as defined for each quadrant of a study; or the company did not meet the eligibility criteria for the study quadrant. Omission from the quadrant does not imply that the service provider or vendor does not offer or plan to offer this service or solution.





Specialty Analytics and AI Services — Insurance

Who Should Read This Section

This report is valuable for providers offering insurance analytics and AI services globally to understand their market position and for enterprises looking to evaluate these providers. The report highlights how AI technologies, including GenAI and agentic AI, are becoming integral to insurance value chains spanning underwriting, pricing, claims, fraud detection and risk management, modernizing adaptive decisioning systems and operational execution. It highlights how providers embed AI as the core enabler of resilient and insight driven insurance operations across personal and commercial lines.

Chief data and AI officers

should read this report to explore providers that can assist in building data strategies, ensuring robust data governance, and implementing AI and ML solutions. This report offers insights that can facilitate the integration and accessibility of data across systems and sources and help operationalize AI and ML models across the insurance value chain.

Insurance operations and functional leaders

should read this report to understand how providers support insurance specific AI adoption through deep domain expertise, regulatory awareness and industry best practices. The report offers insights into their capabilities to modernize underwriting, claims, fraud detection and risk management while operationalizing structured and unstructured data through predictive and GenAI models to improve accuracy, speed and outcomes.

Chief risk officers

should read this report to understand how AI can serve as a core capability for identifying, assessing and managing enterprise-wide insurance risks. The report highlights how providers use AI-driven insights to improve forecasting, fraud detection, claims leakage control and portfolio management across lines of business, supporting disciplined, data driven risk governance.

Strategy professionals

should read this report to understand how providers help insurers translate AI investments into long term competitive advantage. The report explains how providers combine insurance domain expertise, AI advisory and engineering capabilities to build future ready, scalable, resilient organizations capable of responding to market and regulatory dynamics.





This quadrant assesses specialist service providers that help insurers **design, deploy and scale** analytics and AI solutions. It evaluates their insurance **domain expertise, execution maturity** and ability to deliver **measurable business outcomes**.

Manav Deep Sachdeva & Saravanan M S



Specialty Analytics and AI Services — Insurance

Definition

In this quadrant, ISG evaluates providers that offer analytics and AI services across the insurance value chain. These providers combine analytics proficiency, domain expertise and execution maturity to help insurers improve pricing precision, strengthen underwriting discipline, enhance customer engagement, optimize operations and accelerate claims outcomes. They have proven experience developing use cases in actuarial modeling, distribution analytics, underwriting automation, portfolio risk insights, operational efficiency, investment intelligence, and claims and fraud detection.

Providers are expected to demonstrate the ability to integrate analytics within complex carrier environments, scale solutions across lines of business and deliver measurable value — improving loss ratios, elevating risk selection, increasing operational productivity and enhancing CX.

This quadrant does not include large IT service providers or platform vendors offering analytics solutions.

Eligibility Criteria

1. Demonstrated capability to deliver **custom analytics and AI solutions** in one or more areas of the insurance value chain, including **actuarial modeling**, pricing optimization, distribution analytics, **underwriting automation**, portfolio risk insights, **claims triage**, severity prediction and **fraud detection**
2. Proven ability to ingest, integrate and model diverse structured and unstructured data, such as **policy and claims data**, agent/broker interactions, telematics and IoT inputs, medical and third-party datasets, investment data, loss histories and **behavioral signals**
3. Experience in developing **predictive, prescriptive and AI models** for key insurance functions, including churn prediction, lapse modeling, underwriting risk scoring, loss forecasting, claims severity estimation, fraud pattern detection and portfolio optimization across **P&C, life and health lines**
4. Evidence of execution maturity, spanning solution design, data engineering, model development, validation, deployment and lifecycle management
5. Ability to **operationalize analytics at enterprise scale** within complex carrier environments



Observations

The Specialty Analytics and AI Services — Insurance market is evolving from traditional analytics engagements to AI-led enterprise transformation. Insurers are increasingly investing in analytics, GenAI and agentic AI to improve underwriting, claims, customer engagement, operational efficiency and enterprise decision-making, while simultaneously modernizing data foundations and strengthening governance.

In response, providers are moving beyond standalone analytics projects and positioning themselves as end-to-end transformation partners. Leading companies are combining deep insurance expertise with reusable industry accelerators, AI-enabled platforms and scalable implementation frameworks. Differentiation increasingly depends on the ability to integrate analytics, GenAI and agentic AI directly into core insurance workflows while operationalizing solutions within complex carrier environments.

ISG observes growing investments across the market in agentic AI architectures, insurance-specific copilots, knowledge management and AI-ready data ecosystems. These developments reflect insurers' shift from experimentation to production-scale AI adoption. As AI initiatives mature, competitive advantage is increasingly determined by providers' ability to balance innovation with governance, explainability, security and regulatory compliance while delivering measurable business outcomes at enterprise scale.

The market is also witnessing increased consolidation as analytics, AI, technology services and insurance operations converge. Recent acquisitions, including Wipro's acquisition of Harman Digital Services and Capgemini's acquisition of WNS Analytics, highlight providers' strategic focus on strengthening domain expertise, expanding AI, cloud and data engineering capabilities. From the 24 companies assessed for this study, 16 qualified for this quadrant, with five being Leaders.



Fractal Analytics enables P&C, life and annuities insurers to redesign core processes, enhance decision-making and scale AI adoption across underwriting, claims and CX functions.



Quantiphi delivers AI-native digital engineering and analytics services to insurers, combining deep domain expertise with a strong portfolio of proprietary accelerators and agentic AI frameworks to transform underwriting, claims and CX.



ReSource Pro delivers AI-enabled insurance operations, combining deep domain expertise with AI and analytics capabilities to transform insurance workflows, enabling scalable, outcome-driven operational intelligence across carriers, MGAs and brokers.



Tiger Analytics differentiates itself as an end-to-end partner, combining strategy and implementation expertise to transform insurance workflows through business-aligned AI initiatives, from roadmap development to deployment across core functions.



WNS, part of Capgemini provides end-to-end insurance AI solutions across underwriting, claims and distribution functions, helping insurers transform operational performance, enhance risk selection and accelerate value-driven AI solutions.





“Tiger Analytics’ value proposition lies in its ability to manage existing brownfield complexities and develop high-impact AI solutions across the insurance value chain, with a strong focus on scalability, governance and persona adoption.”

Manav Deep Sachdeva & Saravanan M S

Tiger Analytics

Overview

Tiger Analytics, headquartered in California, U.S., operates across more than 10 countries worldwide. The company delivers AI-led transformation for insurers by integrating data, models and AI agents across enterprise workflows. It combines data engineering, advanced analytics, and GenAI capabilities to enable scalable solutions across underwriting, claims, marketing and operations. Tiger Analytics emphasizes embedding AI into business processes supported by accelerators, reusable assets and strong domain expertise. Its execution capabilities enable insurers to scale AI adoption, improve decision-making and achieve measurable operational improvements.

Strengths

Underwriting transformation: Tiger Analytics helps insurers embed GenAI and agentic AI into underwriting workflows, enabling agents to synthesize applicant information, external business data, underwriting guidelines and risk signals to create contextual evidence packages and explainable recommendations for underwriters. These solutions pre-fill underwriting application, surface relevant risk factors, retrieve applicable guidelines, summarize complex data and recommend next-best actions while keeping the underwriter in the decision loop.

Claims transformation: Tiger Analytics’ Claims Assist solution leverages GenAI and agentic AI to support claims decisions from FNOL through settlement. At each stage of the claims lifecycle, specialized agents synthesize evidence from internal

claims systems and external data sources to create contextual evidence packages for adjuster review, surface key risk signals and benchmarks, and recommend next-best-action. This approach accelerates claims resolution, improves settlement outcomes and reduces manual effort.

Domain data products: Tiger Analytics helps insurers build domain-specific data products and semantic layers that translate complex insurance data, business logic and metrics into reusable, governed assets. Its experience spans P&C, health and life and annuities, including semantic model development, metric standardization, dimensional modeling and curated data products. These foundations enable consistent KPIs and business definitions across analytics, BI and AI use cases, while supporting scalable self-service analytics and reducing duplication across the enterprise.

Caution

Tiger Analytics should expand its capabilities across climate and catastrophe risk modeling, capital and solvency analytics, and portfolio optimization. Strengthening these areas would enhance its comprehensive risk management portfolio and better address insurers’ evolving risk and regulatory priorities.





Appendix

The ISG Provider Lens® 2026 – Specialty Analytics and AI Services — Insurance study analyzes the relevant providers in the global market, based on a multi-phased research and analysis process, and positions these providers based on the ISG Research methodology.

Study Sponsor:

Namratha Dharshan

Lead Authors:

Manav Deep Sachdeva & Saravanan M S

Editor:

Ritu Sharma

Research Analyst:

Saravanan M S

Data Analyst:

Tishya Selvaraj

Consultant Advisors:

Gowtham Kumar Sampath, Olga Kupriyanova & Ryan Hamze

Project Manager:

Sukanya Nair

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The research and analysis presented in this report includes research from the ISG Provider Lens® program, ongoing ISG Research programs, interviews with ISG advisors, briefings with service providers and analysis of publicly available market information from multiple sources. The data collected for this report represent information that ISG believes to be current as of September 2026 for providers that actively participated and for providers that did not. ISG recognizes that many mergers and acquisitions may have occurred since then, but this report does not reflect these changes.

All revenue references are in U.S. dollars (\$US) unless noted otherwise.

The study was conducted in the following steps:

1. Definition of Life Sciences Digital Services market
2. Use of questionnaire-based surveys of service providers/ vendor across all trend topics
3. Interactive discussions with service providers/vendors on capabilities and use cases
4. Leverage ISG's internal databases and advisor knowledge & experience (wherever applicable)
5. Detailed analysis and evaluation of services and service documentation based on the facts & figures received from providers and other sources.
6. Use of the following key evaluation criteria:
 - * Strategy and vision
 - * Innovation
 - * Brand awareness and presence in the market
 - * Sales and partner landscape
 - * Breadth and depth of portfolio of services offered
 - * Technology advancements



Author and Editor Biographies

Lead Author



Manav Deep Sachdeva
Senior Manager and Principal Analyst

Manav Deep Sachdeva is a Senior Manager and Principal Analyst in ISG's Provider Lens® Research team, with over 14 years of experience across research, consulting, and advisory roles. A former Gartner analyst, Manav has advised CXOs globally on technology strategy, vendor selection, and innovation roadmaps.

He has authored several thought-provoking research reports, including Magic Quadrants, Hype Cycles, and decision-making frameworks that help enterprise leaders evaluate technologies and prioritize investments. His work spans legacy modernization, data analytics, AI, and

automation, with a strong emphasis on translating emerging technologies into measurable business impact.

In his previous role, Manav served as an in-house consultant at an insurance company, partnering closely with IT and business leaders while leading innovation and digital sales initiatives.

Co - Author and Research Analyst



Saravanan M S
Senior Lead Analyst

Saravanan M S is a Senior Lead Analyst at ISG Research, with over 10 years of experience across research and consulting roles. He specializes in market intelligence, competitive benchmarking and provider ecosystem analysis with a strong focus on AI-led transformation, data modernization and ecosystem-driven innovation, shaping perspectives on emerging AI paradigms. He authors ISG provider lens® reports on advanced analytics & AI services, palantir-ecosystem partners and AI-industry intersection reports for retail, CPG, supply chain, life sciences and healthcare.

Saravanan contributes to thought leadership initiatives through whitepapers, articles and capability reports across the data, analytics and AI spectrum, helping organizations translate emerging technologies into actionable strategies.

In his previous role, Saravanan has led several research and consulting engagements, delivering opportunity-identification frameworks and strategic insights to clients.



Author and Editor Biographies

Study Sponsor



Namratha Dharshan
Chief Business Leader

Namratha brings over 19 years of market research experience, leading the ISG Provider Lens® program focused on BPO and AI and Analytics. Namratha also leads the India Research team and is a speaker on ISG's flagship platform, the ISG Index. She leads the ISG Provider Lens BPO charter that includes coverage on AI, GenAI and analytics. The program includes more than 20 different reports. She is also responsible for delivering research on service provider intelligence. As part of her role, she heads a team of analysts and manages the delivery of research reports for the Provider Lens® program.

She is principal analyst and is responsible for authoring thought leadership papers and service provider intelligence report in the areas of BPO focused on customer experience and contact center services. She has also authored other horizontal service line reports like finance and accounting and vertical focused reports for insurance. She is also part of Senior Leadership Council for India Research and represents a team of over 100 research professionals.

IPL Product Owner



Jan Erik Aase
Partner and Global Head – ISG Provider Lens®/ISG Research

Mr. Aase brings extensive experience in the implementation and research of service integration and management of both IT and business processes. With over 35 years of experience, he is highly skilled at analyzing vendor governance trends and methodologies, identifying inefficiencies in current processes, and advising the industry.

Jan Erik has experience on all four sides of the sourcing and vendor governance lifecycle - as a client, an industry analyst, a service provider and an advisor. Now as a partner and global head of ISG Provider Lens®, he is very well positioned to assess and report on the state of the industry and make recommendations for both enterprises and service provider clients.



Provider Lens®

The ISG Provider Lens® Quadrant research series is the only service provider evaluation of its kind to combine empirical, data-driven research and market analysis with the real-world experience and observations of ISG's global advisory team. Enterprises will find a wealth of detailed data and market analysis to help guide their selection of appropriate sourcing partners. ISG advisors use the reports to validate their own market knowledge and make recommendations to ISG's enterprise clients. The research currently covers providers offering their services across multiple geographies globally.

For more information about ISG Provider Lens® research, please visit this [webpage](#).

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The firm, founded in 2006, is known for its proprietary market data, in-depth knowledge of provider ecosystems, and the expertise of its 1,600 professionals worldwide working together to help clients maximize the value of their technology investments.

For more information, visit isg-one.com.





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