ISG Provider Lens®

Generative AI Services — Specialists

A research report comparing provider strengths, challenges and competitive differentiators

Customized report courtesy of:

VERSION 1

QUADRANT REPORT | OCTOBER 2025 | GLOBAL

Table of Contents

Report Author: Arjun Das V, Gowtham Kumar Sampath

Specialists accelerate GenAI adoption by aligning precision with measurable outcomes

Generative AI (GenAI) has moved beyond its experimental phase into structured adoption, with specialist providers playing a distinct role in this evolution. Initially dominated by PoCs and hype, the era is now transitioning to production deployments, where enterprises expect clear outcomes, resilient operations and embedded governance. The focus has shifted from questioning whether GenAI will be significant to understanding how it can be trusted, scaled and integrated into existing business environments.

From a specialist perspective, the market in 2025 is characterized more by intensity of focus than by global scale. Specialists focus on a narrow set of domains or technical capabilities where they can offer genuine differentiation and effective paths to value. For enterprises, this approach implies that engaging with specialists can deliver effective outcomes when targeting key issues, while necessitating careful calibration of expectations about scale and long-term integration.

Specialists enhance their presence through vertical knowledge, targeted accelerators and rapid experimentation in modalities such as multimodal orchestration or domain-led workflows. These attributes make them valuable to enterprises looking for partners who can cocreate in specific functions or industries, even though their scalability is measured. In this context, the global GenAI market is shifting focus from merely experimenting swiftly to transforming experimentation into repeatable, production-ready outcomes. Specialists are demonstrating their capability to play a decisive role in that journey.

Key market challenges

For enterprises, the main challenges in adopting GenAI are less about the availability of technology and more about applying it with precision, trust and measurable impact. While scaling broadly can create complexity and fragile deployments, focusing too narrowly

Specialists guide enterprises to **targeted GenAI adoption**, where **outcomes and trust converge**

risks missing opportunities. The challenge lies in finding solutions that balance reliability at scale while adapting to specific business needs, making specialists increasingly relevant in this context.

Large providers offer infrastructure and breadth, but their solutions can be difficult to adapt swiftly to nuanced enterprise needs. Midsize firms bring agility but frequently rely on integration-heavy approaches. Specialists can serve as effective partners to enterprises facing challenges that require contextual depth, rapid iteration and domain-specific adaptation.

Some of the key areas where specialists deliver value include:

- Data readiness: Fragmented datasets, legacy taxonomies and regulatory constraints can stall GenAI programs before they begin. Large providers may address this through multiyear modernization initiatives, but specialists can harmonize data within a single workflow or functional area, enabling tangible progress while broader modernization efforts run in parallel.
- Governance: Enterprises must ensure AI decisions are explainable, compliant and secure. Although platformwide governance solutions from large firms are valuable, they can be difficult to operationalize at the point of use. Specialists embed trust frameworks directly into specific business-critical workflows such as regulated reporting, customer engagement or compliance-heavy operations, providing enterprises pragmatic guardrails that are easy to audit and adopt.
- Proving ROI and scaling: Many enterprises see innovation efforts stall when experiments fail to transition into production impact. Specialists mitigate this risk by scoping narrowly and designing specific business metrics from the outset. Their ability to demonstrate results quickly in targeted areas builds the confidence enterprises need to scale their investments.
- Talent scarcity and gaps: Enterprises often lack technical AI expertise and domain-specific knowledge to identify and deliver meaningful use cases. Specialists bridge this gap by offering focused teams that collaborate closely with enterprise stakeholders. While they may not supply massive-scale delivery, their expertise drives progress in areas where large or more generalized providers may lack the required depth.

In practice, the challenges enterprises face in scaling GenAI are not simply addressed by scale alone. They require precision, contextual adaptability and the capability to embed trust and ROI into specific, yet critical areas of the business. These qualities define the role of specialists and explain why enterprises are increasingly involving them as key partners in their adoption journeys.

Trends and strategic shifts

Specialists are dynamic participants in the GenAI ecosystem. Over the past year, they have evolved strategies and refined priorities to match both enterprise demand and market realities. One significant trend is the shift toward packaging niche capabilities into reusable toolkits or mini platforms. While they may not rival enterprisewide platforms, specialists are increasingly creating assets that industrialize their niche expertise. This shift allows enterprises to adopt solutions as repeatable components of a broad transformation journey. For service providers, this evolution signals that credibility increasingly stems from evidence of reuse rather than one-time demonstrations.

Agentic workflows are another area where specialists have made rapid advancements. They have been pioneers in deploying compact orchestration frameworks that embed three to five agents with clearly defined roles such as triage, validation or summarization. These frameworks are easier for enterprises to test and monitor, building confidence that solutions can function reliably in production environments. For specialists, the ability to offer agentic orchestration that is explainable and resilient has become a hallmark of maturity.

Hybrid model strategies are also emerging as a practical approach for specialists who often use small, fine-tuned models for tasks that demand cost control, explainability or regulatory compliance while reserving larger models for complex reasoning. Enterprises appreciate this pragmatism because it aligns with actual business needs. For service providers, this shift reflects a willingness to move away from one-size-fits-all architectures to solutions optimized for specific contexts.

Multimodality is approached with discipline rather than as a marketing differentiator. Specialists selectively combine modalities such as text with vision for quality assurance, text with structured data for compliance or voice with text for customer service, only where there is a clear and measurable benefit. This pragmatic approach ensures enterprises gain value in high-impact scenarios without being overwhelmed by unproven complexity.

Governance as part of strategy is increasingly embedded in specialist offerings. Enterprises are cautious about scaling GenAI without assurances of trust, risk management and compliance. Specialists who integrate governance principles into their advisory and delivery practices are gaining credibility, while those who treat it as an afterthought are struggling to progress beyond pilot stages.

Partnerships remain vital for specialists, who often deepen ties with one or two technology ecosystems. This approach allows them to leverage both technical support and go-to-market collaboration. Enterprises should expect specialist engagements to include dependencies on large ecosystems, which can be beneficial if managed proactively.

Talent investment remains a priority. Although small in scale, specialists are building internal communities of practice, offering training in orchestration and evaluation, and embedding GenAI into their own operations. These efforts strengthen delivery capability and position them as incubators of emerging skills that enterprises value.

In summary, the specialist market is evolving not by expanding breadth but by refining depth. Enterprises engaging with these providers should seek evidence of reusable assets, pragmatic orchestration, disciplined adoption of modalities and embedded governance as indicators of maturity.

Embedding reliability into operations

While strategy sets direction, execution determines credibility. Specialists increasingly understand that enterprises are not impressed by pilots alone but instead expect delivery models capable of sustaining real workloads and withstanding operational pressures.

Some of the key differentiators of specialist providers include:

- Orchestration maturity: Specialists are adept at building lightweight orchestration stacks that deliver value in specific contexts. Enterprises benefit because such systems are easier to test, adapt and explain. However, industrialization often requires integration with broader enterprise systems, and specialists may need to work alongside large partners to achieve full operational scale.

- Evaluation and lifecycle management: Specialists are experimenting with evaluation pipelines, prompt scoring and manual ground truthing, but automated retraining and rollback mechanisms are still relatively uncommon. For enterprises, this situation necessitates additional oversight to ensure sustained performance. For service providers, it underscores the importance of embedding evaluation maturity into future delivery practices.

- Cost efficiency: Enterprises are increasingly aware of the compute and operational costs associated with GenAI. Specialists delivering lean architectures using smaller models, optimized data handling or targeted retrieval present more attractive propositions. For providers, this means cost optimization must be integral to the delivery story, not an afterthought.

- Integration capabilities: While specialists embed solutions into specific functions, achieving seamless interoperability across enterprise estates requires more effort. Enterprises must prepare for integration work and set realistic expectations, while specialists must ensure their solutions are designed with modularity and API-driven flexibility to minimize friction.

In a nutshell, execution among specialists is defined by resilience rather than scale. Enterprises are beginning to assess providers based on their ability to demonstrate reliability, rather than merely functionality. Specialists who can prove resilience in specific contexts will earn trust, even if their delivery models are narrower.

Focus on targeted innovation

Looking ahead, the specialist segment of the GenAI market will continue to play a crucial role. Its significance stems from the ability to transform innovation into production within well-defined boundaries. Specialists will remain the partners of choice for enterprises seeking rapid experimentation, targeted production deployments or tailored capabilities in specific industries. Several forces shape this trajectory. For instance, the rise of multimodal and agentic workflows will push specialists to refine orchestration frameworks and demonstrate reliability in production contexts. Evaluation maturity will become a decisive differentiator, with enterprises favoring providers that embed testing and governance into their delivery models. Cost efficiency will continue to drive architectural choices, rewarding providers that can optimize compute and model usage.

Simultaneously, democratization pressures will increase as enterprises will seek to expand GenAI beyond technical teams to business functions, requiring simplified orchestration layers and user-friendly interfaces. Specialists who can deliver these will accelerate adoption and broaden their relevance. For enterprises, the key is to engage with specialists purposefully. Although they are not substitutes for large-scale transformation partners, specialists serve as accelerators of innovation and as cocreators in specific domains. For service providers, the message is clear: claims of depth, repeatability and resilience will weigh more significantly than claims of breadth.

In 2025, the GenAI market will be defined not by the number of pilots launched but by the quality and repeatability of production deployments. Specialists are positioned to shape this phase by ensuring adoption is about efficiency, creativity and differentiation. In doing so, they will continue to drive focused innovation, balancing enterprise demand for trust and repeatability with the agility and experimentation that set them apart.

Scaling GenAI involves more than size and infrastructure; it requires aligning technology with enterprise context. Specialists address challenges of data readiness, trust and ROI by delivering targeted solutions where precision is paramount. Their focus on business-critical workflows and contextual governance enables enterprises to generate significant impact while maintaining adaptability and control.

Provider Positioning

	Strategy and Consulting Services — Specialists	Development and Deployment Services — Specialists
66degrees	Product Challenger	Product Challenger
Aays Insight	Product Challenger	Product Challenger
Alexander Thamm	Product Challenger	Product Challenger
Analytics8	Contender	Contender
Factspan	Product Challenger	Product Challenger
Fractal	Leader	Leader
Impetus	Product Challenger	Product Challenger
InData Labs	Contender	Contender
Innover Digital	Contender	Product Challenger

Provider Positioning

	Strategy and Consulting Services — Specialists	Development and Deployment Services — Specialists
Lingaro Group	Leader	Leader
MathCo	Leader	Leader
Navikenz	Contender	Contender
Network Science	Leader	Leader
N-iX	Product Challenger	Product Challenger
Quantiphi	Leader	Leader
Sagility	Product Challenger	Product Challenger
SG Analytics	Product Challenger	Product Challenger
Sigmoid	Rising Star ★	Rising Star ★

Provider Positioning

Page 3 of 3

	Strategy and Consulting Services — Specialists	Development and Deployment Services — Specialists
Straive	Leader	Leader
Telana	Product Challenger	Product Challenger
Tiger Analytics	Leader	Leader
Tredence	Leader	Leader
Version 1	Leader	Leader
WNS Analytics	Leader	Leader

The study provides insights into evolving market trends and competitive dynamics among providers of **GenAI services**.

Strategy and Consulting Services — Specialists

Development and Deployment Services — Specialists

Simplified Illustration Source: ISG 2025

Definition

Generative AI (GenAI) has emerged as a pivotal technology in 2025, transforming how industries operate, innovate and deliver value. It goes beyond content creation, spanning realistic images, engaging videos, sophisticated code and personalized text, to redefine business processes, accelerate innovation and unlock unprecedented growth opportunities.

Key trends driving GenAI investments in 2025 include:

- Large language models (LLMs) continue to push boundaries with their ability to generate nuanced, context-aware content across diverse domains, while small language models (SLMs) are gaining traction for their precision in niche applications.
- With advancements in multimodal GenAI, businesses can combine text, image, video and audio processing, enabling enhanced decision-making and a hyperpersonalized CX.
- Automation through agentic systems and LLMOps accelerates content generation, analytics and operations, improving efficiency and time to market.
- Increasing focus on adopting responsible AI practices, emphasizing transparency, bias mitigation and regulatory compliance ensures ethical deployment while safeguarding user trust.
- GenAI democratizes innovation by powering applications, including personalized CXs (recommendations and chatbots), enterprise workflows (code generation, software testing and compliance automation), and advancements in fields like drug discovery and materials design, enabling businesses of all sizes to harness its potential.

While GenAI's potential is extensive, businesses must address scalability, cost and strategic alignment. Collaborating with experienced providers ensures tailored, production-ready solutions for comprehensive deployment and sustained success.

Scope of the Report

This ISG Provider Lens® quadrant report covers the following two quadrants for services/solutions: Strategy and Consulting Services — Specialists, Development and Deployment Services — Specialists.

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

- Transparency on the strengths and weaknesses of relevant providers/software vendors
- 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:

- **Large Providers:** Are those with revenues exceeding $4 billion and a workforce of over 100,000 employees. They cater to multiple verticals, often spreading their resources across a broad range of industries. Their primary focus lies in serving large enterprises, often engaging in large transformation projects that require deep expertise, extensive resources, and the ability to manage complex, enterprise-wide innovations. Their deep industry experience, broad service capabilities, and strategic partnerships with technology giants position them as key players in the global digital services landscape.
- **Mid-size Providers:** On the other hand, generate less than $4 billion in revenue and typically specialize in 3-4 verticals where they hold strong capabilities and significant revenue share. With a leaner workforce of under 75,000 employees, these providers adopt an agile and flexible approach, making them well-suited to serve both large enterprises and mid-market clients with tailored, industry-specific solutions. They also have strong inherent capabilities and heritage in Digital Engineering services. This combination of domain expertise, flexibility, and a strong focus on innovation positions them as effective partners for businesses seeking to implement cuttingedge technologies with a faster, more agile approach.
- **Specialists:** Are service providers uniquely positioned due to their niche capabilities, which are either deeply embedded in specific verticals (e.g., healthcare, financial services) or concentrated on specialized service areas like AI and analytics. Typically, these providers focus intensely on 2-3 verticals where they hold a significant market share and expertise, allowing them to deliver highly tailored and innovative solutions. With a workforce of fewer than 10,000 employees, specialists leverage their agility and flexibility to serve both large and mid-market enterprises. Their approach emphasizes solution-based problem-solving, making them highly responsive to the specific needs of their clients.

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.

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.

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.

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.

Strategy and Consulting Services — Specialists

Who Should Read This Section

This report is valuable for providers offering strategy and consulting services globally to understand their market position and for enterprises looking to evaluate these providers.

Specialist providers take a problem-solving approach by closely collaborating with clients to identify the root causes of business challenges, offering highly relevant actionable insights. Their hands-on experience in specific verticals equips them with deep knowledge of nuances, regulations and pain points.

Chief information and compliance officers

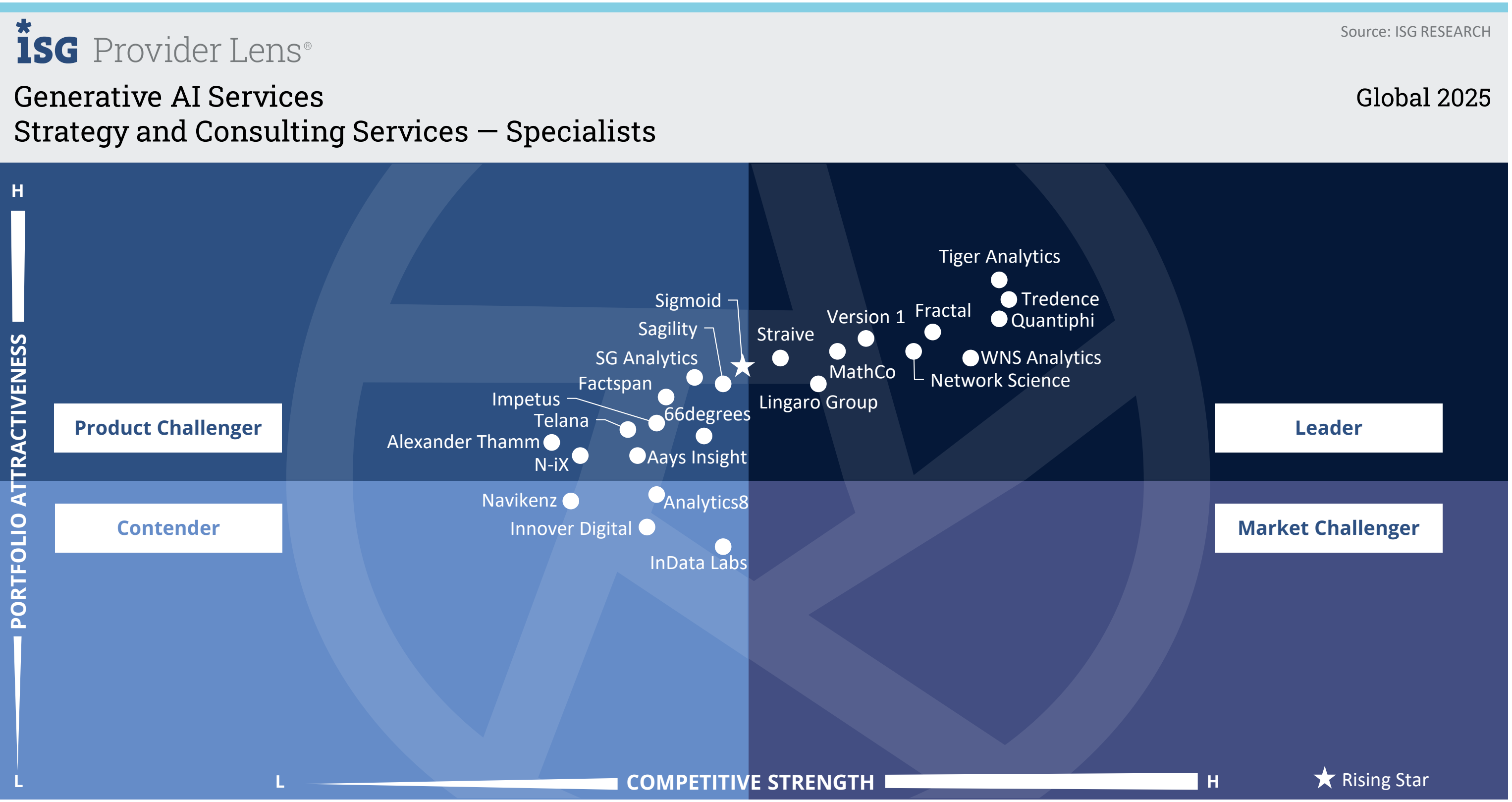
Should read this to identify providers that ensure seamless GenAI adoption, with a focus on improving data integrity and scalability in their information systems. It also provides insights on providers that embed risk mitigation and governance frameworks into GenAI deployments, ensuring alignment with regulatory and security standards.

Chief data and AI officers

Should read this to identify providers that can help build the right data governance strategies for implementing GenAI solutions. These strategies ensure data is accurate, secure and used responsibly throughout the AI lifecycle. They also help establish clear policies for data access, quality control and compliance.

Line-of-business managers

Should read this to improve CX, drive innovation, and maintain a competitive edge in their respective markets by using GenAI. They can get insights into how service providers enable enhanced personalization, automate customer interactions and optimize service delivery with GenAI solutions. The report also provides insights into how providers are helping businesses leverage AI to drive innovation, develop tailored offerings and stay ahead of market trends.



This quadrant assesses providers delivering **strategy and consulting services** that help enterprises explore, **develop strategies**, **ensure governance**, and create solutions **aligned with business objectives** for optimal results.

Arjun Das V,
Gowtham Kumar sampath

Definition

In this quadrant, ISG evaluates providers offering strategy and consulting services to help enterprises succeed with their GenAI initiatives. These services for GenAI equip business leaders with the knowledge and tools needed to make investments and informed decisions.

Strategic services assess use cases to identify those with high ROI potential and business value, aligning them with enterprise goals. Consultants evaluate LLMs, considering factors such as model size, training data, desired outputs and cloud infrastructure selection to optimize computing resources. They also aid in developing governance frameworks, implementing fairness checks and establishing monitoring systems to address bias in AI models. Providers offer strategic guidance on developing training programs, establishing clear communication channels and incorporating best practices aligned with evolving needs and industry standards.

By bridging gaps, these services empower enterprises to navigate GenAI's complexities and achieve sustainable success.

Eligibility Criteria

1. Demonstrate **domain-specific experience** to deploy **tailored strategy and consulting offerings** to businesses
2. Provide references for **use cases and PoC** implementations with ideation, value creation, and ROI measurement frameworks and approach details
3. Exhibit **proven knowledge of LLMs**, **cloud platforms**, **data science** and best practices for **model training**, **deployment and integration**
4. Showcase use cases and PoC that have transitioned from strategy and consulting to implementation
5. Possess a team with strong business and industry acumen
6. Demonstrate **partnerships** with technology providers, academia and startup ecosystems
7. Showcase investments in **intellectual property accelerators, tools, frameworks and platforms**
8. **Develop and implement ethical frameworks for responsible AI use**, prioritizing data quality, **fairness, transparency and accountability while mitigating bias and hallucination**
9. Facilitate **human-in-the-loop strategies** and ethical standards **Guide enterprises** and internal teams through GenAI adoption with **effective communication, training and ongoing support**

Observations

Specialist IT service providers are reshaping the GenAI consulting landscape by delivering contextualized, transformation-focused engagements. Their approach is based on systemic AI thinking, viewing GenAI not just as a tool for automation but as a means to holistically reimagine enterprise workflows. This perspective is closely tied to their deep vertical expertise, enabling them to design GenAI strategies across various business layers with precision.

A defining feature of these firms is their use of domain-specific consulting pods, which embed industry experts directly into advisory teams. This approach allows them to tailor GenAI strategies to suit the operational realities of sectors such as pharma, BFSI and CPG, which is rarely matched by generalized IT providers.

To bridge conceptual understanding and execution, specialists are educating clients on agent-based orchestration and how GenAI agents can transform decision-making and process flows. This niche offering reflects their commitment to innovation-led consulting.

These providers excel in use case prioritization with business impact modeling, selecting GenAI initiatives based on ROI, transformation potential and operational fit. Their granular understanding of business processes enables them to identify high-value opportunities that align with strategic goals. Together, these capabilities position specialists as strategic partners in enterprisewide GenAI reinvention.

From the 111 companies assessed for this study, 24 qualified for this quadrant, with 10 being Leaders and one Rising Star

Fractal combines proprietary GenAI platforms with holistic, responsible solutioning to deliver scalable, end-to-end frameworks that enable enterprises to innovate while ensuring compliance and sustainable transformation.

Lingaro Group delivers business-centric GenAI solutions through deep customization and data-driven enablement. This approach ensures tailored strategies that align with enterprise goals and unlock transformative value across industries.

MathCo empowers organizations through modular agentic architecture and robust strategic partnerships, enabling scalable, adaptive GenAI solutions that seamlessly integrate into enterprise ecosystems for sustainable innovation and growth.

Network Science

Network Science delivers accelerated implementation road maps and leverages cross-vertical expertise to design scalable GenAI solutions, enabling businesses to achieve rapid adoption and measurable impact across diverse industries.

Quantiphi delivers industry-specific customization and seamless integration of GenAI solutions, leveraging advanced technical capabilities and strategic innovation to help enterprises achieve scalable, domain-aligned transformation across diverse sectors.

Straive

Straive combines governance and ethical deployment frameworks with rapid prototyping to deliver responsible, scalable GenAI solutions, enabling enterprises to innovate while maintaining compliance and trust across industries.

Tiger Analytics delivers business-aligned AI road maps and embraces cloud and framework agnosticism, enabling enterprises to adopt GenAI seamlessly across ecosystems while ensuring flexibility, scalability and long-term value realization.

Tredence

Tredence combines cross-industry strategy expertise with advisory-led frameworks to deliver scalable GenAI solutions, enabling organizations to accelerate adoption, align stakeholders and achieve sustainable business transformation.

VERSION 1

Version 1 combines regulatory and governance expertise with business-focused frameworks to deliver responsible, scalable GenAI solutions. This approach enables enterprises to innovate confidently while maintaining compliance and operational excellence.

WNS

WNS Analytics combines coinnovation through AI lab prototyping with end-to-end service capabilities, delivering scalable GenAI solutions that drive rapid adoption and sustainable value across industries.

SIGMOID

Sigmoid (Rising Star) leverages its proven track record and industry recognition alongside robust governance frameworks to deliver tailored GenAI solutions, ensuring compliance, scalability and measurable business impact across diverse sectors.

Leader

"Version 1 drives GenAI adoption through business-centric frameworks and robust change management, ensuring seamless transformation aligned with organizational goals."

Arjun Das V

Version 1

Overview

Version 1 is headquartered in Dublin, Ireland. It has over 3,400 employees across multiple offices in Ireland, the U.K., the U.S., Spain and India. The company provides a range of services, including Application Modernization and Integration, ASPIRE Managed Services, Cloud Transformation, Data x AI, Enterprise Applications, Experience Design and Development and the Evolve Business Transformation Framework. Version 1 leverages partnerships with major cloud providers to deliver structured consulting engagements that help enterprises identify significant GenAI use cases and integrate them into broader digital strategies.

Strengths

Business-centric framework: Version 1 uses its Evolve methodology to guide GenAI strategy through cocreation workshops focused on business value. By mapping organizational challenges to AI opportunities, the framework enables prioritization of actionable use cases. This structured approach improves relevance, stakeholder alignment and success rates in enterprise AI adoption.

Change management and enablement: Version 1 embeds AI coaches and applies established frameworks such as the ADKAR model (which includes awareness, desire, knowledge, ability and reinforcement) to guide organizational change. Training, enablement and advisory support are integrated into each engagement, ensuring stakeholder alignment and sustained adoption. This structured approach helps clients realize long-term value from AI investments while minimizing resistance and disruption.

Regulatory and governance expertise: Version 1 offers structured guidance on AI governance, compliance and risk management, tailored to jurisdictional requirements. Through partnerships such as Credo AI, it supports both rapid assessments and long-term governance setup, enabling responsible and scalable AI adoption aligned with regulatory standards and enterprise risk frameworks.

Caution

Version 1 could enhance its services by expanding support for future planning and scenario thinking. This initiative would help clients prepare for evolving GenAI trends and make more confident decisions about long-term strategy and innovation.

Development and Deployment Services — Specialists

This report is valuable for providers offering development and deployment services globally to understand their market position and for enterprises looking to evaluate these providers.

Specialist providers offer niche, high-impact GenAI solutions tailored to specific, high-value business needs. They are well suited for midmarket firms or unique verticals, delivering ready-to-deploy solutions and leveraging optimal infrastructure for seamless data integration and faster GenAI adoption.

Line-of-business managers

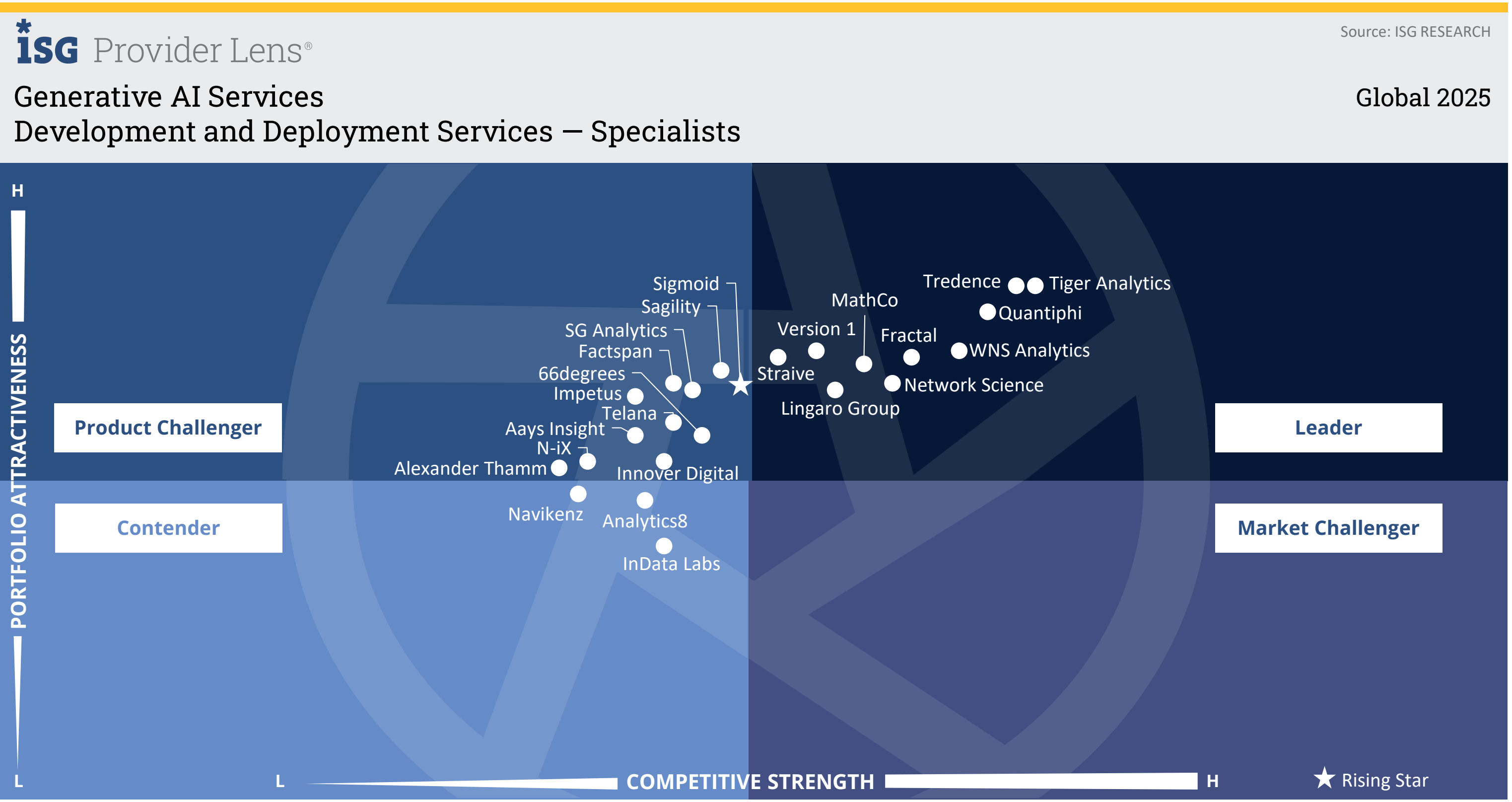
Should read this report to gain insights into providers that can assist in managing GenAI solutions and aligning them with business goals and customer needs. The report offers insights into providers' capabilities in selecting the right GenAI technologies and strategies for smooth integration into existing workflows. It also highlights how these solutions can drive efficiency, improve decision-making and enhance customer engagement.

Chief data and AI officers

Should read this to identify providers that can help build the right data governance strategies for implementing GenAI solutions. The report outlines how providers ensure data quality, security and compliance throughout the AI lifecycle. It also highlights how providers can assist in creating scalable, transparent frameworks for managing data across GenAI applications.

Chief information officers

Should read this to identify providers that ensure seamless GenAI adoption, focusing on improving data integrity and scalability in their information systems. The report provides insights on how providers optimize system architecture to support GenAI solutions at scale. It also provides insights into provider capabilities to ensure data accuracy and consistency while maintaining performance and security standards.



This quadrant assesses GenAI **development and deployment** providers who deliver secure, compliant model integration for enterprises, enabling **seamless implementation** and **measurable value** through robust, adaptable AI ecosystems.

Arjun Das V,
Gowtham Kumar sampath

Definition

In this quadrant, ISG evaluates providers offering development and deployment services to help enterprises in the entire process, from creating PoCs to producing GenAI solutions while providing monitoring and management support. Providers should assist in implementing cost-effective cloud infrastructure tailored to industry-specific needs to optimize resource allocation for efficient model training and deployment while minimizing time and costs. They play a crucial role in selecting the right platforms and tools for data preprocessing, model training and experimentation. They should also offer support for finetuning pretrained models and facilitating their integration and deployment for specific use cases. Establishing LLMOps practices for monitoring and retraining models is vital for optimizing performance. In addition, providers must implement security protocols encompassing encryption, access control and compliance with industry-specific data privacy regulations. By partnering with providers to reduce costs and management efforts, enterprises can focus on core business while leveraging GenAI's potentials.

Eligibility Criteria

1. Demonstrate a deep **understanding of cloud platforms** and **resource allocation** for **training and running models** based on use cases
2. **Optimize training** for utilizing **compute resources efficiently** in **minimal time**
3. **Finetune pretrained models and SLMs** for industry-specific requirements and understand the nuances of domain data
4. **Build a robust data science team** with expertise in GenAI specific **data cleaning, feature engineering and model finetuning**
5. Follow definitive **LLMOps practices for continuous monitoring, model retraining and optimizing the performance** of finetuned models
6. **Have a deep understanding of infrastructure** requirements for deploying GenAI models, including **containerization and scalable server** setups
7. **Establish strong security practices for model deployment, data transmission and access controls**
8. **Showcase advanced, impactful use cases and solution demonstrations** that highlight expertise in developing and deploying GenAI solutions aligned with enterprise objectives
9. Showcase capability and use cases in **building and deploying multimodal applications**

Observations

Specialist IT service providers are driving a distinct evolution in the GenAI market, characterized by deep domain-centric customization and strategic alignment with business outcomes. Unlike diversified IT firms, these providers focus on embedding GenAI within industry-specific workflows, enabling tailored solutions that address nuanced operational challenges.

A key differentiator is the use of proprietary platforms and accelerators designed for modularity and accelerated deployment. These assets facilitate rapid customization across verticals, reducing time to value while ensuring scalability and compliance. Agentic AI is emerging as a transformative force, with multiagent systems being deployed to automate decision-making and orchestrate complex enterprise workflows.

Specialist IT service providers also emphasize cross-functional integration and scaling, ensuring that GenAI solutions go beyond isolated use cases to impact multiple business units. Their approach is guided by frameworks that align AI capabilities with strategic KPIs rather than technology-first experimentation.

With mature LLMOps, observability and governance practices, specialist providers are delivering production-grade GenAI systems that are secure, adaptable and performance-optimized. By doing so, specialist providers are designing intelligent transformation platforms that redefine how enterprises operate and compete.

From the 111 companies assessed for this study, 24 qualified for this quadrant, with 10 being Leaders and one Rising Star.

Fractal combines full lifecycle delivery with proprietary GenAI platforms and accelerators, supported by robust MLOps practices, to deliver scalable, continuously optimized solutions that drive measurable business impact across industries.

Lingaro Group delivers end-to-end development automation and modular accelerators, enabling enterprises to deploy GenAI solutions efficiently while ensuring flexibility, scalability and rapid time to value across diverse business environments.

MathCo integrates GenAI across service lines and leverages structured readiness frameworks, ensuring scalable, future-ready solutions that deliver measurable business impact across diverse industries.

Network Science

Network Science leverages ecosystem-driven differentiation and a metric-backward approach to design scalable GenAI solutions, enabling enterprises to achieve targeted business outcomes with precision and cross-industry adaptability.

Quantiphi combines accelerated application modernization with modular, scalable architectures to deliver future-ready GenAI solutions, ensuring seamless integration, adaptability and rapid value realization across diverse enterprise ecosystems.

Straive

Straive combines end-to-end operationalization with an accelerator-driven approach to deliver scalable GenAI solutions, enabling organizations to achieve swift deployment, enhanced productivity and sustainable transformation across industries.

Tiger Analytics

Tiger Analytics combines scalable insight automation with robust operational AI governance, delivering enterprise-ready GenAI solutions that ensure compliance, adaptability and measurable business impact across diverse industries.

Tredence

Tredence combines enterprise-grade agentic AI deployment with advanced accelerators to deliver scalable GenAI solutions. By leveraging deep research and innovation, the company ensures rapid adoption and sustainable business outcomes across industries.

VERSION 1

Version 1 combines deep industry partnerships with rigorous qualification frameworks and agentic innovation to deliver responsible, scalable GenAI solutions, enabling enterprises to innovate while ensuring compliance and adaptability.

WNS

WNS Analytics combines multi-LLM and multicloud deployment expertise with strong data engineering capabilities, enabling enterprises to implement flexible, scalable GenAI solutions that ensure compliance, adaptability and measurable business outcomes

SIGMOID

Sigmoid (Rising Star) combines proven execution capability in GenAI deployment with multiagent automation and flexible multicloud strategies, enabling organizations to achieve rapid adoption, operational efficiency and sustainable transformation across industries.

Leader

"Version 1 delivers scalable GenAI solutions through rigorous qualification processes and agentic innovation, ensuring enterprise-ready deployments that drive measurable business outcomes."

Arjun Das V

Version 1

Overview

Version 1 is headquartered in Dublin, Ireland. It has over 3,400 employees across multiple offices in Ireland, the U.K., the U.S., Spain and India. The company provides a range of services, including Application Modernization and Integration, ASPIRE Managed Services, Cloud Transformation, Data x AI, Enterprise Applications, Experience Design and Development and the Evolve Business Transformation Framework. Version 1's portfolio spans intelligent document processing and predictive analytics, which allow organizations to embed GenAI capabilities into core processes and achieve measurable efficiency gains across various business functions.

Strengths

Rigorous qualification for scalable AI deployment: Version 1 implements a structured qualification process to ensure only viable AI use cases advance to deployment. By aligning technical readiness with business relevance, this approach minimizes resource waste and improves transition rates from pilot to production, delivering consistent value across enterprise AI initiatives.

Deep industry partnerships and ecosystem: Version 1 has strong alliances with major tech providers such as Microsoft, Amazon and Oracle, alongside niche partners in regulated sectors. This ecosystem facilitates the selection of suitable models and tools for each client's needs. It also supports rapid scaling and integration of AI into legacy and cloud systems.

Agentic and multimodal innovation: Version 1 develops advanced AI solutions that integrate multimodal inputs, enabling autonomous actions beyond basic chatbot functionality. Through platforms such as Agent One Marketplace and custom copilots, these multimodal systems support complex use cases in regulated environments, enhancing operational intelligence and cross-channel automation.

Caution

Version 1 can elevate its GenAI services by enhancing coordination across teams and supporting ongoing solution updates. This initiative would help meet changing business needs and make AI adoption more effective across various enterprise setups.

Appendix

The ISG Provider Lens® 2025 – Generative AI Services — Specialists study analyzes the relevant software vendors/service 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 Darshan

Lead Author:
Arjun Das V and Gowtham Kumar Sampath

Editor:
Padma K Mohapatra

Research Analyst:
Arjun Das V

Data Analyst:
Aishwarya Pateriya

Consultant Advisors:
Loren Absher, Olga Kupriyanova and Ryan Hamze

Project Manager:
Sukanya Nair and Sibin Varghese

Information Services Group Inc. is solely responsible for the content of this report. Unless otherwise cited, all content, including illustrations, research, conclusions, assertions and positions contained in this report were developed by, and are the sole property of, Information Services Group Inc.

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 October 2025 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 Generative AI Services – Specialists 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

Lead Author and Research Analyst

Arjun Das V
Assistant Manager and Lead Research Specialist

Arjun Das is an Assistant Manager & Lead Research Specialist with ISG and is responsible for supporting and co-authoring Provider Lens® studies on Enterprise Service Management, ServiceNow Ecosystem, and Generative AI. He supports the lead analysts in the research process and authors the global summary report. Arjun also develops content from an enterprise perspective and collaborates with advisors and enterprise clients on ad-hoc research assignments as well.

Arjun has helmed his current role since 2020. Prior to this role, he has worked across several syndicated market research firms and has more than ten years of experience across research and consulting, with major areas of focus in collecting, analysing and presenting quantitative and qualitative data. His area of expertise lies across various technologies like IoT, Gen AI, and blockchain.

Lead Author

Gowtham Kumar Sampath
Assistant Director and Principal Analyst

Gowtham Sampath is a Senior Manager with ISG Research, responsible for authoring ISG Provider Lens® quadrant reports for Banking Technology/Platforms, Digital Banking Services, Cybersecurity and Analytics Solutions & Services market. With 15 years of market research experience, Gowtham works on analyzing and bridging the gap between data analytics providers and businesses, addressing market opportunities and best practices. In his role, he also works with advisors in addressing enterprise clients' requests for ad-hoc research requirements within the IT services sector, across industries.

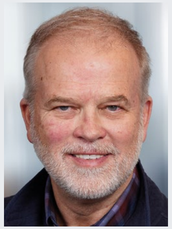
He is also authoring thought leadership research, whitepapers, articles on emerging technologies within the banking sector in the areas of automation, DX and UX experience as well as the impact of data analytics across different industry verticals.

Study Sponsor

Namratha Darshan
Chief Business Leader

As a Chief Business Leader at ISG, Namratha Dharshan spearheads the BPO, AI and Analytics arm of the ISG Provider Lens® program, contributing to more than 20 reports. Under the aegis of this program, where she heads a team of analysts, Namratha manages the delivery of research findings on service provider intelligence. As a part of her role in the Senior Leadership Council, Namratha is the designated representative of the ISG India Research team, comprising more than 100 dynamic research professionals. In addition, Namratha is a speaker in ISG's flagship quarterly call, ISG Index™.

As a principal industry analyst and thought leader, Namratha is well recognized for her contributions to service provider intelligence and her understanding of the customer experience landscape, particularly the area of contact center services. She has also authored reports on other horizontal service lines such as finance and accounting and penned vertical focused reports for insurance.



IPL Product Owner

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

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 research director, principal analyst 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.

ISG 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.

ISG Research™

ISG Research™ provides subscription research, advisory consulting and executive event services focused on market trends and disruptive technologies driving change in business computing. ISG Research™ delivers guidance that helps businesses accelerate growth and create more value.

ISG offers research specifically about providers to state and local governments (including counties, cities) as well as higher education institutions. Visit: Public Sector.

For more information about ISG Research™ subscriptions, please email contact@isg-one.com, call +1.203.454.3900, or visit research.isg-one.com.

ISG

ISG (Information Services Group) (Nasdaq: III) is a leading global AI-centered technology research and advisory firm. A trusted partner to more than 900 clients, including 75 of the world's top 100 enterprises, ISG is a long-time leader in technology and business services sourcing that is now at the forefront of leveraging AI to help organizations achieve operational excellence and faster growth.

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.

OCTOBER, 2025

REPORT: GENERATIVE AI SERVICES — SPECIALISTS