

AWS Ecosystem Partners

A study assessing AWS partners' capabilities to
support evolving business and technology needs

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The potential of the AWS partner ecosystem: balancing innovation and sovereignty

This ISG Provider Lens® study benchmarks providers delivering services across consulting and transformation, managed services, data lifecycle management and AI-powered business transformation. The assessment spans large-enterprise and midmarket segments and evaluates how providers enable companies to migrate to the AWS platform, secure and manage AWS solutions and leverage the benefits of AI.

Market Context

In recent years, the flexibility and cost benefits of cloud solutions have made this deployment model increasingly prevalent for IT applications and infrastructure. Furthermore, crisis-driven inflationary cost pressures and relatively weak economic growth are currently prompting many companies to transform their IT landscapes into architectures that are efficient and cost-flexible.

Cloud-native solutions enable the development and execution of scalable applications in cloud environments. The growth of the cloud-native market provides an ideal environment for cloud-native solution providers in the UK.

Cloud hyperscalers continue to be the biggest beneficiaries of the rising demand for cloud solutions due to their exceptional ability to scale rapidly and operate flexibly. AWS is the world's leading hyperscaler and, together with Microsoft Azure, plays a dominant role in the UK market. AWS is benefiting from the growing cloud-native market in this country. Even with the more critical stance towards US providers since the White House administration change in early 2025, especially on digital and data sovereignty, the dominance of AWS and the other hyperscalers is unlikely to be materially affected for the foreseeable future. Even though a few UK providers have made considerable progress, the advantages of the hyperscalers currently outweigh any potential concerns.

Given its global significance, AWS is an attractive partner for service and technology providers and collaborates with many of these providers through the AWS Partner Network

AWS partners in the
UK that combine
innovation with
sovereignty have
good **opportunities**.



Executive Summary

(APN). The APN is the global programme for AWS partners. It helps them develop AWS-based business opportunities and solutions by providing business, technical, sales and marketing support. As AWS' importance as an IT provider grows rapidly, the AWS partner ecosystem is also becoming increasingly significant. Its partners are, therefore, reaping growing benefits from AWS' increasing success.

Enterprise Priorities

According to ISG's 2025 Market Lens™ study on IT budgets and spending, productivity improvements and cost reductions are the top priorities for companies seeking performance improvements through IT investment. Consequently, demand for cloud-native and AWS solutions is growing rapidly, as these solutions are characterized by efficiency and cost flexibility.

UK companies are increasingly turning to external service providers to design, implement and operate AWS solutions because cloud adoption is becoming more complex, while internal technology teams face growing demands on their time and capabilities.

A key driver is the shortage of specialist AWS expertise. Many organisations have experience with traditional IT infrastructure but lack the depth of skills required to architect cloud environments, modernise applications, implement cloud-native services and operate them efficiently at scale. External providers can bring certified AWS expertise, established methodologies and experience from multiple customer environments, reducing implementation risk and accelerating time to value.

Resource constraints are another important factor. Internal IT teams are often focused on business-critical operations and ongoing transformation programmes, leaving limited capacity for large-scale cloud migrations or continuous optimisation. Service providers can supply additional engineering and operational capacity when required, including 24/7 monitoring, incident management, security operations and platform management.

Companies are also seeking a greater degree of professionalisation and standardisation. As AWS environments grow, informal or project-by-project approaches can lead

to inconsistent architectures, insufficient documentation, uncontrolled costs and operational risks. Experienced providers can introduce governance frameworks, automation, Infrastructure-as-Code, FinOps practices, security controls and standard operating models that make cloud environments more predictable and scalable.

Security and compliance are particularly important in the UK. Customers increasingly expect AWS environments to be securely designed from the outset and continuously monitored during operation. External specialists can provide dedicated security expertise, managed detection and response, compliance frameworks and proven approaches to identity, data protection and resilience.

Finally, the rapid development of AI and GenAI is creating a new capability gap. Many organisations understand the strategic potential of AI but lack the expertise to translate it into practical business transformation.

Increasingly, UK companies are looking for partners that can combine AWS expertise, secure operations, automation, cost

management, data and AI capabilities and take responsibility for measurable business outcomes.

In the UK, there are interesting market segments with specific requirements. Large enterprises currently represent the most important and mature market segment. The financial services market is particularly attractive and in high demand. On the other hand, the financial services sector also places specific demands on security, resilience, regulatory compliance and data sovereignty. When offering services to this sector, cloud providers must clearly demonstrate that they can handle regulated and business-critical workloads. Compared with the EU, the UK public sector is more open to cloud solutions. At the same time, data sovereignty is also gaining importance here.

Provider Dynamics

In a highly dynamic market such as the AWS-based solutions, it will become increasingly important to implement projects promptly. Therefore, automation is becoming central to AWS deployments. Beyond the accelerated implementation of AWS projects, the disruptive



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changes to applications brought about by GenAI and agentic AI are playing a more prominent role. For instance, agentic AI can support the modernisation and transformation of legacy applications. The modernisation of contact centres through the integration of chatbots and GenAI represents a transformative shift in customer service technology. With Amazon Bedrock, Amazon Q, Titan and Nova, AWS provides the tools for developing innovative solutions enabled by agentic AI and GenAI.

AWS partners that can demonstrate extensive expertise and certifications related to AWS' AI tools, therefore, have an advantage. Furthermore, in light of growing cyberthreats, the importance of partners' security expertise is increasing. For example, the AWS MSSP Competency ensures that customers receive the highest level of security for their cloud operations. In the context of discussions driven by geopolitical developments concerning digital and data sovereignty and to strengthen customer trust, AWS' Digital Sovereignty Services Competency is becoming increasingly important, both now and in the future.

AWS professional services: The integration of AWS consulting and migration into a holistic professional services offering enables the seamless implementation of AWS projects. Consequently, the interlinking of these two service components is becoming increasingly prevalent in the market. Providers that offer consulting and migration as standalone services and specifically combine the two areas to create consistent added value for their customers are proving successful.

APN serves a dual purpose. This ecosystem is also a key success factor for AWS itself. The more effectively customers are advised by AWS partners, the better AWS' business will perform. At the same time, these partners can benefit from their customers' successful entry into the AWS ecosystem through follow-on business such as managed services. Service providers that offer support for AWS operations, such as end-to-end services, have strong prospects for success and receive high ratings in this study; this opens up comprehensive development prospects for their AWS solutions.

Technologies are advancing rapidly in the cloud sector as a whole and within the AWS

ecosystem in particular. Given the increasing competitive pressure, it has become important for end-user organisations to execute AWS migrations quickly to realize time-to-value. Consequently, automation, often supported by AI, is being utilised as part of professional services. Accordingly, this analysis indicates that AWS partners capable of leveraging these technologies are positioned to benefit.

AWS managed services: Partners offering end-to-end AWS capabilities backed by references and case studies are particularly well-positioned. Finally, providers offering UK-based operations, especially for data sovereignty, can differentiate themselves. Security is also highly pertinent given the increasing number of cyberattacks.

AWS data lifecycle management services: Leading AWS partners are evolving their traditional data lakes and data warehouses into AI-enabled data ecosystems that combine collection, integration, processing, analysis and archiving. Governance, compliance, metadata management and data sovereignty are increasingly being integrated directly into data platforms.

The growing use of AI and distributed cloud environments is driving the adoption of data lifecycle management services on AWS. This is shifting the focus from pure data management to using data for specific business decisions.

AWS partners that combine data lifecycle management with transparency, compliance and sovereignty can differentiate themselves from the competition and support organisations in developing resilient, compliant and auditable data environments.

AI-powered business transformation with AWS: AI-driven business transformation on AWS is evolving from pilot projects to comprehensive transformation initiatives. In this context, automation, robust data foundations and agent-based AI are becoming increasingly important.

Leading AWS partners are developing agent platforms, multi-agent models and reusable solution building blocks to automate complex business processes and support decision-making. At the same time, governance and compliance are becoming key prerequisites for the scalable deployment of AI.



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AWS partners can set themselves apart by providing AI models and also by rapidly and comprehensively implementing agent-based transformations that take industry requirements, governance and compliance into account.

Outlook

The UK AWS market is gradually shifting from migration-led growth toward AI, data, application modernisation and managed business outcomes. Basic AWS migration and managed services will become increasingly commoditised. Key risks include margin pressure, rapid AI technology cycles and customer concerns around portability and lock-in.

Organisations should prioritise AI-ready data foundations, FinOps, security and application modernisation, while establishing clear approaches to portability, resilience and governance. AWS Marketplace should increasingly become part of strategic procurement and partner-management models.

The biggest provider capability gaps will be production GenAI/agent AI, data engineering,

cybersecurity, FinOps and industry-specific transformation. Providers should also strengthen marketplace capabilities. The key shift is from selling AWS skills and headcount to repeatable IP and measurable business outcomes.

Large global providers that combine AWS scale with strong AI and data capabilities are well-positioned to capture more strategic work. Specialist UK AWS partners, differentiated by proprietary IP, strong client relationships and a deep understanding of UK clients, should also gain a larger share of strategic engagements. Traditional infrastructure/managed services providers reliant on migration factories and commodity managed services face greater differentiation pressure unless they add AI, modernisation, FinOps and automation. AWS' UK partner awards already highlight this movement towards AI, modernisation and marketplace-led propositions.

AWS service providers that ensure secure cloud management and digital sovereignty, while also delivering innovative solutions, are particularly well-positioned. In this context, AI-based approaches are becoming increasingly important, as they enable efficiency, automation and new application scenarios.





Provider Positioning

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	AWS Professional Services	AWS Managed Services	AWS Data Lifecycle Management Services	AI-powered Business Transformation with AWS
Accenture	Leader	Leader	Leader	Leader
Aspire Systems	Not In	Product Challenger	Not In	Not In
Atos	Product Challenger	Product Challenger	Leader	Product Challenger
Birlasoft	Contender	Product Challenger	Not In	Not In
Brillio	Product Challenger	Contender	Rising Star ★	Market Challenger
Capgemini	Leader	Leader	Leader	Leader
CGI (BJSS)	Product Challenger	Product Challenger	Product Challenger	Product Challenger
Coforge	Contender	Product Challenger	Leader	Contender
Cognizant	Leader	Leader	Leader	Leader
Deloitte	Product Challenger	Product Challenger	Product Challenger	Product Challenger





Provider Positioning

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	AWS Professional Services	AWS Managed Services	AWS Data Lifecycle Management Services	AI-powered Business Transformation with AWS
DXC Technology	Leader	Leader	Leader	Leader
Endava	Not In	Not In	Contender	Not In
Fractal Analytics	Not In	Not In	Not In	Product Challenger
Fujitsu	Market Challenger	Contender	Not In	Not In
Genpact	Not In	Not In	Product Challenger	Product Challenger
GFT	Market Challenger	Not In	Product Challenger	Contender
HCLTech	Leader	Leader	Leader	Leader
Hexaware	Leader	Market Challenger	Leader	Not In
Hitachi Digital Services	Product Challenger	Product Challenger	Product Challenger	Product Challenger
Infosys	Market Challenger	Market Challenger	Market Challenger	Market Challenger





Provider Positioning

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	AWS Professional Services	AWS Managed Services	AWS Data Lifecycle Management Services	AI-powered Business Transformation with AWS
ITC Infotech	Product Challenger	Contender	Product Challenger	Not In
Kainos	Product Challenger	Product Challenger	Contender	Contender
Kyndryl	Product Challenger	Product Challenger	Product Challenger	Product Challenger
LTM	Leader	Rising Star ★	Product Challenger	Product Challenger
Mastek	Leader	Not In	Market Challenger	Market Challenger
MHP	Not In	Not In	Not In	Product Challenger
Mphasis	Product Challenger	Contender	Product Challenger	Product Challenger
N-iX	Product Challenger	Not In	Product Challenger	Not In
Noventiq	Not In	Product Challenger	Product Challenger	Product Challenger
NTT DATA	Leader	Leader	Market Challenger	Leader





Provider Positioning

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	AWS Professional Services	AWS Managed Services	AWS Data Lifecycle Management Services	AI-powered Business Transformation with AWS
Persistent Systems	Product Challenger	Product Challenger	Contender	Product Challenger
Presidio (Transact)	Contender	Not In	Not In	Not In
PwC	Product Challenger	Product Challenger	Product Challenger	Product Challenger
Quantiphi	Product Challenger	Not In	Product Challenger	Product Challenger
Rackspace Technology	Product Challenger	Product Challenger	Product Challenger	Product Challenger
Rebura	Product Challenger	Contender	Not In	Not In
Scale Factory	Market Challenger	Not In	Market Challenger	Rising Star ★
Softcat PLC	Contender	Contender	Not In	Not In
TCS	Leader	Leader	Leader	Leader
Tech Mahindra	Product Challenger	Leader	Leader	Leader





Provider Positioning

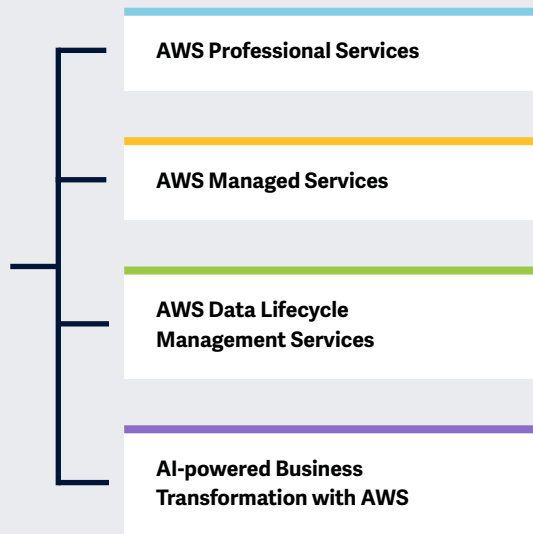
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	AWS Professional Services	AWS Managed Services	AWS Data Lifecycle Management Services	AI-powered Business Transformation with AWS
Version 1	Leader	Leader	Leader	Leader
Virtusa	Not In	Not In	Contender	Contender
Visionet	Not In	Not In	Not In	Contender
Wipro	Leader	Leader	Leader	Leader
YASH Technologies	Not In	Product Challenger	Not In	Not In
Zensar Technologies	Product Challenger	Not In	Product Challenger	Product Challenger



Key focus areas of the **AWS** Ecosystem Partners 2026 study.

Simplified Illustration Source: ISG 2026



Definition

In 2026, the AWS partner ecosystem is entering a decisive maturity phase defined by the operationalization of advanced AI and deeper partner-led innovation. AWS has moved rapidly beyond foundational GenAI toward production-grade agentic AI, enabling partners to design, deploy and operate intelligent systems within clearly defined security, compliance and governance frameworks. As a result, partners are no longer differentiated by innovation alone, but by their ability to implement, assure and optimize AI-enabled enterprise platforms at scale.

Building on the momentum from re:Invent 2025, AWS has expanded its AI and cloud foundation through advances in Amazon Bedrock, Bedrock AgentCore, Nova models, agentic development services, custom silicon and resilient regional infrastructure. These capabilities strengthen the partner opportunity around AI modernization, industry cloud solutions, data platforms, workload transformation and

managed operations. The key shift is from experimentation to governed execution, where transparency, policy enforcement, operational control and measurable outcomes become central to enterprise adoption.

AI governance and digital sovereignty have emerged as critical priorities, with AWS strengthening its focus on helping customers meet stringent regulatory and data residency requirements. Through sovereign cloud initiatives, AWS enables partners to deliver solutions that align with regional compliance mandates. Providers that combine cloud engineering, AI expertise, security, regulatory understanding, industry knowledge and managed services capabilities will be best positioned to support clients in building trusted, scalable and resilient AI-enabled businesses.



Scope of the Report

This ISG Provider Lens® quadrant report covers the following four quadrants for services/solutions: AWS Professional Services, AWS Managed Services, AWS Data Lifecycle Management Services, and AI-powered Business Transformation with AWS.

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) on their competitive strengths and portfolio attractiveness
- Focus on the regional 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.





AWS Professional Services

Who Should Read This Section

This report is valuable for providers offering **AWS professional services** in the **U.K.** to understand their market position and for enterprises looking to evaluate these providers. In this quadrant, ISG showcases providers' current market positioning based on the coverage of their service portfolios and their overall market presence. The report also underscores the fast-paced evolution of the AWS cloud ecosystem, fueled by the growing adoption of cloud-native architectures and highlights the rising demand for expertise in GenAI.

Digital professionals

Digital professionals should read this report to navigate their AWS cloud journeys more effectively. It profiles providers offering end-to-end consulting, migration and modernization services, helping organizations build strong cloud strategies, develop credible business cases and embed governance and ESG considerations while aligning with broader business objectives.

Technology professionals

Technology professionals should read this report to understand how AWS partners deliver advanced, tailored solutions across architecture, security and industry-specific needs. The report highlights software architecture capabilities, DevOps-driven delivery and application migration and modernization, along with expertise in designing and managing scalable, resilient cloud-native environments.

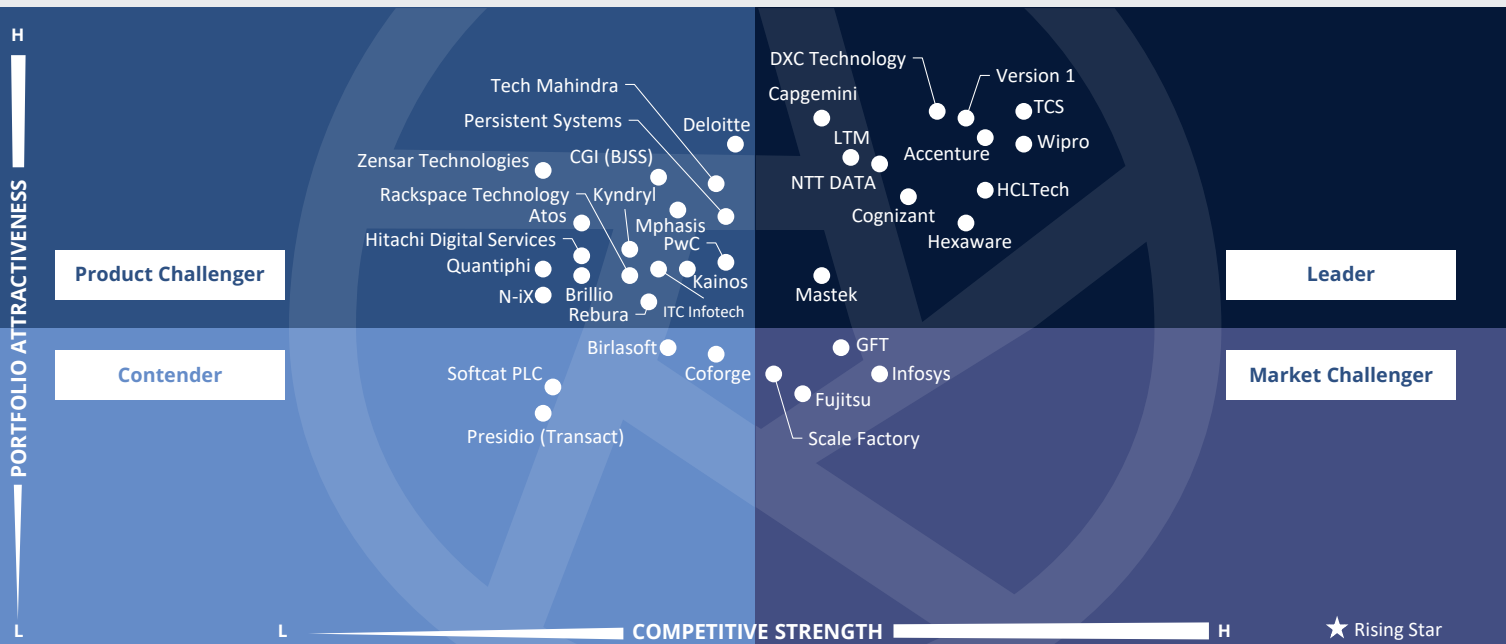
Procurement professionals

Procurement professionals should read this report to assess providers offering comprehensive AWS consulting and migration services. It helps compare capabilities, evaluate potential partners and select vendors that best align with technical, operational and strategic requirements.

Cloud and transformation specialists

Cloud and transformation specialists should read this report to evaluate providers' strengths in planning and executing complex migrations. It outlines best practices in automated testing, detailed planning, deployment strategies and change management to ensure seamless transitions to AWS.





This quadrant evaluates the most **relevant** providers of **AWS professional services** in the UK, focusing on how they use **AI** to help improve the effectiveness and efficiency of consultancy and implementation services.

Frank Heuer



Definition

This quadrant evaluates providers offering a robust suite of consulting and migration services to guide and support businesses through their AWS cloud journeys. These providers deliver a wide range of services tailored to meet diverse business and IT needs, including business and technology consulting, migration and modernisation. The offerings encompass cloud strategy formulation, compelling business case development and support for ESG and GRC needs.

Providers should offer advanced technologies and solutions tailored to architecture, security and specific industry needs. Migration involves automated testing, thorough planning, execution, deployment strategies and change management to ensure smooth transitions. AWS partners possess extensive expertise in software architecture, software development (including DevOps principles), application migration and modernisation, enabling them to architect, deploy and manage scalable, resilient applications and services in the cloud environment.

Eligibility Criteria

1. Offer a wide range of AWS **competencies, service delivery offerings** and related **certifications** with consulting and migration expertise
2. Develop an AWS-focused consulting **roadmap** and innovations (current and planned)
3. Demonstrate value for clients through perceptible **business outcomes** and other measurable improvements, driving business and technology transformation
4. Migrate **business-critical** applications for customers using AWS
5. Design, build and modernise an **integrated cloud architecture** to lead migration and hybrid cloud and multicloud integration
6. Participation in the AWS **Migration Acceleration Program** (MAP) is advantageous
7. Deliver **industry-specific** solutions aligned with AWS Industry Cloud offerings
8. Demonstrate rigorous AWS **security capabilities**, including advanced threat protection and compliance framework implementation
9. Showcase a strong portfolio of **AI- and ML-driven innovations**, including expertise in deploying GenAI and modernising enterprise workloads
10. Offer **TCO management** of multi-agentic business workflows and autonomous solutions for modernisation initiatives
11. Support advisory, architecture and migration for **sovereign** cloud solutions, especially in Europe



Observations

The integration of AWS consulting and AWS migration into a comprehensive range of professional services supports the seamless implementation of AWS projects. As interest in cloud platforms grows, demand for guidance on getting started with AWS is rising. Given the current economic climate, cost savings offered by AWS solutions are a key driver for their adoption. Consultancy is, therefore, critical, and the market for AWS professional services is correspondingly highly competitive.

For AWS itself, the partner network is a key factor for success. The more effectively partners guide and support customers as they get started, the more AWS can grow. At the same time, successful migrations open up follow-on business, for example, through managed services. Providers with expertise in consultancy, migration and operations are, therefore, well-placed to succeed in the market.

In addition to new applications, the focus is particularly on the migration and modernisation of existing applications. Improved business

cases driven by GenAI and agentic AI are becoming increasingly important. AI is also being used increasingly in service automation. At the same time, competitive pressure is increasing the need for rapid and efficient AWS migration implementation.

Brillio, Quantiphi, Zensar Technologies (these are all new Product Challengers) and Scale Factory (new Market Challenger) have made it into the quadrant this year.

From the 46 companies assessed for this study, 37 qualified for this quadrant, with 12 being Leaders.



Accenture stands out as a leading provider of AWS professional services in the UK, offering a broad range of services. Its automation-enabled consultancy is particularly noteworthy.



Capgemini offers comprehensive AWS professional services solutions and benefits from its long-standing partnership with AWS. With its broad technological base, Capgemini can cover a wide range of areas from a single source.



Cognizant is a leading provider of AWS professional services solutions, with its strong business and industry expertise. Its service portfolio covers a wide range of AWS technologies and enables comprehensive services.



DXC Technology offers extensive AWS services, from which businesses benefit particularly in application transformation. Its close collaboration with AWS strengthens its expertise and enables comprehensive support.

HCLTech

HCLTech, with an extensive portfolio and robust resources, is a leading provider of AWS professional services in the UK. The company has grown significantly and is increasingly attracting customers with its professional services strengths.

HEXAWARE

Hexaware is a leading AWS professional services provider in the UK, accelerating transformation through automation. It has grown rapidly and further expanded its already broad AWS services portfolio in recent years.

LTM

LTM is a leading AWS professional services provider in the UK, using AI-powered accelerators to modernise applications and infrastructure rapidly and efficiently. Its services also support clients' sustainability and ESG objectives.



AWS Professional Services

Mastek

Mastek is a leading AWS professional services provider in the UK, specialising in complex migrations and modernisations for the public sector. Its distinctly cloud-native approach supports efficient AWS transformation.



NTT DATA is a leading AWS professional services provider in the UK, combining migration automation with tailored industry solutions. It helps clients address stringent data availability and compliance requirements.



TCS clients benefit from comprehensive AWS professional services and a client-focused pricing model. As a result, it is a leading AWS partner in the UK and has continued to grow rapidly.



Version 1 is a leading AWS professional services provider in the UK, combining a strong local presence, partnerships with leading technology providers and AI-enabled capabilities across its service portfolio.



Wipro, a pioneer in AWS, supports its clients through innovative solutions and has established itself as a leading provider of AWS professional services in the UK. A wide range of tools enables it to meet complex client requirements in a targeted and efficient manner.



Version 1



"Version 1 is a leading AWS professional services provider in the UK, combining strong local presence, broad technology partnerships and AI-enabled capabilities across its service portfolio."

Frank Heuer

Overview

Version 1 is a digital transformation company headquartered in Dublin, Ireland. It is an AWS Premier Tier Services Partner with AWS Competencies in DevOps Consulting, Migration and Modernisation Consulting, AI Services, Oracle Consulting and Government Consulting. It won the AWS EMEA Collaboration Partner of the Year award in 2023 and 2024. The company has a large client base for its AWS professional services and many AWS professionals in the region, including security-vetted government experts.

Strengths

Strong UK market footprint: Version 1 has an established presence across the UK and Ireland. In 2025, it announced a GBP40 million UK investment, including 1,000 new jobs and expanded technology hubs in Belfast, Birmingham, Edinburgh, Manchester and Newcastle. This footprint supports clients with complex local and national regulatory requirements, particularly in public sector domains such as defence and customs. Its AWS Government Consulting Competency further strengthens its public sector credentials.

AI-powered modernisation accelerators:

Version 1 is embedding AI across its migration and modernisation services. For instance, its proprietary Decipher Solution combines GenAI and knowledge graphs to analyse

legacy code and automatically generate technical documentation. This solution helps accelerate transformation while reducing manual efforts.

Collaborative partner ecosystem: Version 1 follows AWS' preferred three-in-a-box model, combining the AWS platform, a leading consulting partner and best-of-breed technology providers to deliver complementary capabilities. Its extensive ecosystem includes partnerships with Databricks, Snowflake, Credo.ai, OutSystems and Anthropic, strengthening its ability to address complex transformation requirements.

Caution

Version 1 has made strong progress in embedding AI across its professional services. It should sustain this investment momentum as emerging technologies such as agentic AI continue to reshape and disrupt the AWS professional services market.





AWS Managed Services

Who Should Read This Section

This report is valuable for providers offering **AWS managed services** in the **U.K.** to understand their market position and for enterprises looking to evaluate these providers. In this quadrant, ISG outlines providers' market positioning based on their service depth and market presence. It also highlights the growing focus on green cloud solutions driven by the need for cost efficiency, sustainability and security in complex hybrid and multicloud environments.

IT professionals

IT professionals should read this report to understand AWS managed service providers' relative strengths and weaknesses in operating, securing and optimizing public and multicloud environments. It assesses the use of CMPs, automation and integration of DataOps, MLOps and AIOps to support efficient cloud operations and scalable digital services.

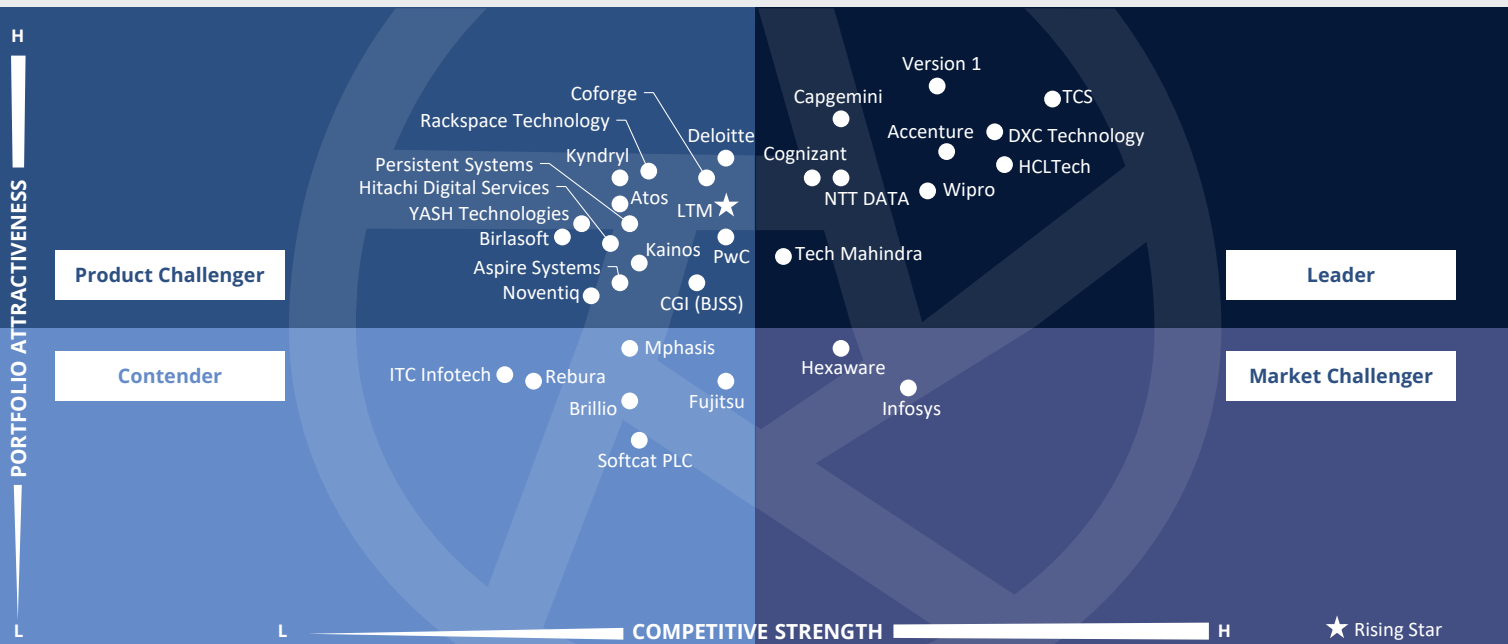
Technology professionals

Technology professionals should read this report to evaluate providers' market positioning and their role in enterprise transformation. It covers capabilities such as AI-driven and autonomous operations, secure multicloud architecture management and expertise in cost optimization, compliance and SRE-based operating models.

Procurement professionals

Procurement professionals should read this report to compare providers based on their automation capabilities, CMP usage and alignment with FinOps and security frameworks. It supports informed decision-making when evaluating service offerings, assessing value and negotiating SLAs for effective and resilient cloud management.





This quadrant evaluates the **most relevant** AWS managed services providers in the UK, focusing on how they help clients simplify day-to-day operations and address **security** and **data sovereignty** requirements.

Frank Heuer



Definition

This quadrant evaluates managed service providers that operate, secure and optimize enterprise clients' AWS-based public cloud and multicloud environment. It focuses on managed IaaS and PaaS services on hyperscale public cloud platforms, delivered by third-party providers, with an emphasis on optimising performance, reducing costs, and ensuring security and compliance. Providers use developed or licensed cloud management platforms (CMPs) and tools to deliver the highest level of automation and transparency in the managed cloud resource pool in terms of capacity utilisation, costs and independent management.

Providers integrate DataOps, MLOps, AIOps and platform reliability engineering (PRE) with FinOps methodologies and automated security frameworks to build resilient, compliant and well-governed cloud environments. Differentiation is increasingly driven by autonomous operations, AI-assisted remediation, AgentOps and LLMOps readiness, AI workload, cost governance and site reliability engineering (SRE)-based operating models.

Eligibility Criteria

1. Hold AWS Managed Service Program **certification**
2. Demonstrate expertise in autonomous **AI-driven** orchestration, configuration and management of platforms and systems, including AgentOps and LLMOps
3. Demonstrate **AI FinOps maturity**, including governance and optimisation of agentic and AI runtime costs, supported by proven delivery best practices
4. Use **AIOps, automation, self-healing, SRE practices and platform engineering** methods to improve reliability, productivity and operational consistency
5. Design, build and manage **public and multicloud** environments
6. Support **big data** and **multiple database** solutions and analytics
7. Engineer **DevOps** and **platform engineering** solutions, incorporating CI/CD and PRE practices
8. Provide **security** resources and services with scope and availability
9. Measure and optimise cloud-related **carbon emissions, sustainability** reporting and **GreenOps** capabilities for AWS is advantageous
10. Apply AWS' **operational best practices**, including those aligned with SRE principles
11. Experience in solutions **architecture** and **cost optimisation** (FinOps)
12. **Migrate servers** and manage resource availability



AWS Managed Services

Observations

As AWS cloud services become increasingly widespread, so is the demand from businesses that lack the in-house expertise or specialist staff required to operate AWS solutions. As a result, the outsourced management of AWS solutions is becoming increasingly important. There is also a need for greater professionalisation, as the operation and management of AWS solutions are complex tasks.

User requirements range from support for hybrid multicloud environments, via cost optimisation and AI-supported ticket management, to security, data protection and efficient operation. Providers that can offer these capabilities from a single source and demonstrate them through robust references and case studies have a distinct advantage. Protection against increasing cyberattacks is a particularly crucial aspect.

Service delivery from the UK also offers differentiation potential, particularly regarding data governance and data protection. This is relevant to companies with stringent

requirements, particularly small and midsize enterprises. SMEs are disproportionately sceptical about operating abroad, yet they constitute one of the fastest-growing market segments. With its Digital Sovereignty Competency, AWS has, since the end of 2024, been offering a specialisation for AWS partners with expertise in helping clients address their digital sovereignty requirements.

From the 46 companies assessed for this study, 33 qualified for this quadrant, with 10 being Leaders and one a Rising Star.

accenture

Accenture is known for its innovative solutions and security expertise. It has established itself as a leading provider of AWS managed services in the UK, with security being a particular strength.

Capgemini

Capgemini is a leading AWS managed services provider distinguished by its deep industry expertise, comprehensive service portfolio and extensive experience, while also enabling an optimal multicloud mix.

cognizant

Cognizant is a leading provider of AWS managed services in the UK, with its broad industry knowledge, extensive service portfolio and comprehensive resources, addressing a wide range of customer requirements.

DXC

DXC Technology offers efficient AWS managed services, focusing on automation, and has global delivery expertise. It offers flexible support for multicloud environments.

HCLTech

HCLTech is a leading provider of AWS managed services in the UK, backed by a wide range of services and extensive resources. It provides comprehensive support even to demanding industries.

NTT DATA

NTT DATA is a leading provider of AWS managed services in the UK, combining deep expertise with highly flexible delivery capabilities. Its well-structured sovereign cloud offering further strengthens its position.

TCS

TCS has established itself as a leading provider of AWS managed services in the UK, with a wide range of services, deep AWS expertise and its close collaboration with AWS. The reliability of its solutions further strengthens this position.



AWS Managed Services



Tech Mahindra is a leading provider of AWS managed services in the UK, combining strong vertical expertise with its highly automated Cloud BlazeTech platform. It offers comprehensive capabilities tailored to industry-specific requirements.



Version 1 is a leading provider of AWS managed services in the UK, combining a vision for next-generation delivery with deep sovereign cloud expertise and a strong commitment to sustainability.



Wipro stands out with its wide range of services, highly qualified staff, and solutions with robust security features. This positions the company as a leading provider of AWS managed services in the UK.



LTM (Rising Star) offers a comprehensive range of AWS managed services and a customer-focused pricing model, which contributes to its dynamic growth and market positioning in the UK.



Version 1



"Version 1 is a leader in AWS managed services in the UK, demonstrating a compelling vision for next-generation managed services delivery, a deep expertise in sovereign cloud and a commitment to sustainability."

Frank Heuer

Overview

Version 1 is a digital transformation company headquartered in Dublin, Ireland. It is an AWS Premier Tier Services Partner and an AWS Managed Service Provider. The company delivers AWS managed services across cloud operations, data platforms, AI transformation and application modernisation, supported by assets such as ASPIRE managed services and the Unified Enterprise Data Platform. Version 1 has a significant presence across the UK public sector, healthcare and financial services industries for its enterprise transformation programmes.

Strengths

Focus on outcome: Version 1 offers Value Level Agreements and GreenOps as service options to increase outcome orientation towards sustainability and business goals.

Focus on digital sovereignty: Version 1's Sovereign by Design offering builds on its track record of creating highly secured and isolated cloud environments for sensitive data workloads for public sector clients in the UK. This capability uses AWS isolated landing zones, service-based encryption and AWS Nitro Enclaves to ensure that sensitive data is stored and processed within the UK, without AWS access. It also offers support for information sharing, advanced analytics and ML applications.

Commitment to sustainability:

Cloud sustainability is an important part of Version 1's AWS practice. Its broad portfolio of solutions helps enterprises measure and manage their environmental impact through capabilities such as carbon measurement across hybrid environments and assessment of the water footprint of cloud services.

Expert in next-generation managed services:

Version 1's ASPIRE managed services platform integrates cloud operations with automation, AI and GenAI to enhance the end-to-end CX and UX in the cloud. The platform offers various features, including process mining and automation, AI operations, real-time dashboards, automated reporting, self-service portals and virtual chatbots.

Caution

Version 1 has not yet attained the AWS Competency in Digital Sovereignty. Gaining this competency would help the company gain increase its appeal to among prospective clients, as sovereignty plays a critical role in managed services.





AWS Data Lifecycle Management Services

Who Should Read This Section

This report is valuable for providers offering **data lifecycle management services** in the **U.K.** to understand their market position and for enterprises looking to evaluate these providers. In this quadrant, ISG highlights the current market positioning of these providers based on the breadth of their data lifecycle and governance capabilities and market presence. It emphasizes how enterprises leverage AWS for end-to-end data management, advanced analytics, AI and ML use cases, while prioritizing data sovereignty, regulatory compliance and responsible AI through robust governance frameworks and AWS-native services.

IT professionals

IT professionals should read this report to understand AWS data service providers' relative strengths and weaknesses in managing the end-to-end data lifecycle. It highlights capabilities in data integration, governance and management of structured and unstructured data, along with expertise in AI-ready pipelines, real-time processing and data quality management to support scalable, compliant data operations.

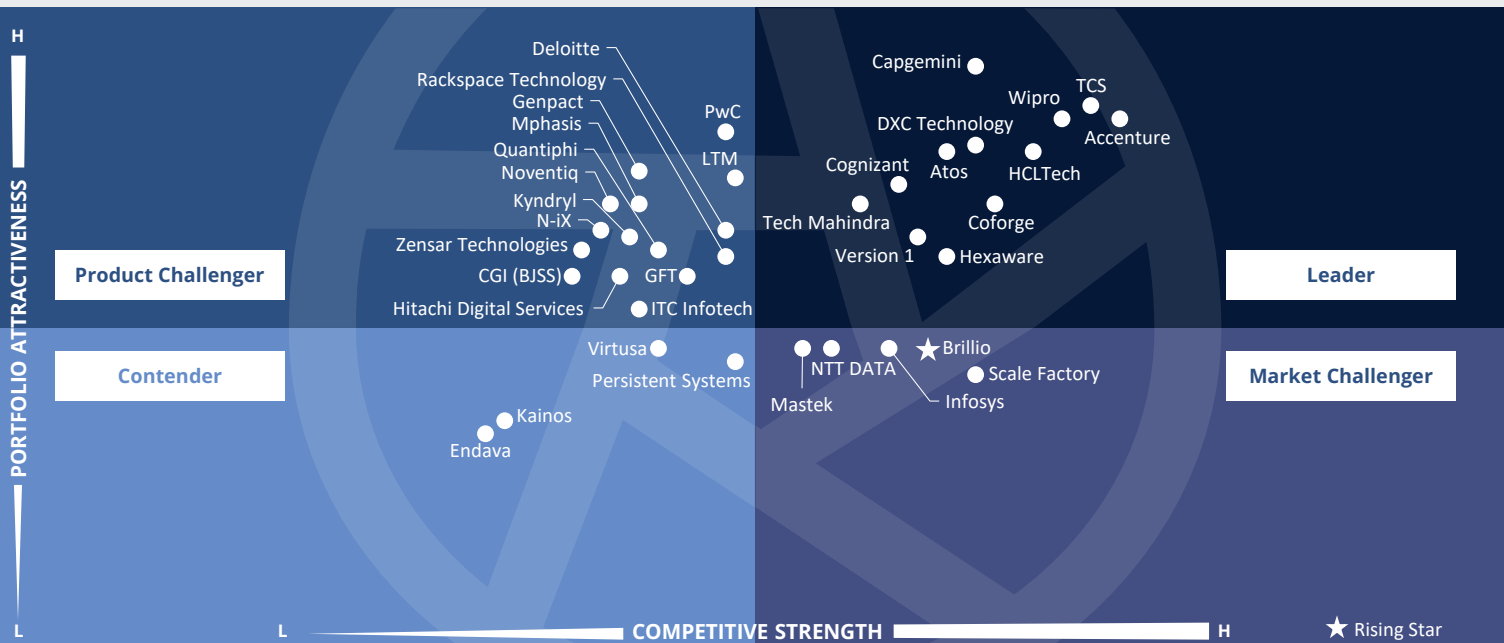
Technology professionals

Technology professionals should read this report to assess providers' market positioning and their ability to enable data-driven transformation. It outlines providers' expertise in AWS-native data architectures, advanced analytics and predictive and prescriptive modeling, as well as capabilities to ensure data sovereignty, regulatory compliance and responsible AI-aligned governance.

Procurement professionals

Procurement professionals should read this report to evaluate providers based on their data governance frameworks, data platforms' scalability and their ability to deliver measurable business outcomes. It supports the comparison of service offerings, the assessment of value propositions and the selection of partners that align with enterprise data strategy and compliance requirements.





This quadrant evaluates the **most relevant** providers offering **AWS-based data lifecycle management** services in the UK. **Sovereignty** considerations are becoming increasingly important in the context of these services.

Frank Heuer



AWS Data Lifecycle Management Services

Definition

This quadrant evaluates AWS ecosystem partners that deliver end-to-end data lifecycle and governance services, enabling organisations to integrate, store, process, govern and derive value from data across its lifecycle on AWS. Providers support data sovereignty and governance through capabilities such as geographic data residency, regulatory compliance and data quality management (DQM) with lineage tracking, ensuring compliant data operations across regions and industries.

Providers enable a scalable enterprise data ecosystem by leveraging AWS-native data management, integration and orchestration capabilities to support the ingestion, processing and governance of structured and unstructured data workloads. Differentiation is driven by AI-ready data pipelines, real-time processing, domain-specific data products, responsible AI-aligned governance and measurable business outcomes. They offer insights and decision-making capabilities through advanced analytics, predictive and prescriptive models and real-time dashboards.

Eligibility Criteria

1. Demonstrate **end-to-end data lifecycle capabilities** across ingestion, storage, processing, governance and archival on AWS
2. Provide **data sovereignty and compliance** solutions
3. Enable **trusted and well-governed data** through capabilities such as metadata management, data cataloguing, lineage visibility, data observability and enterprise governance frameworks
4. Design and implement scalable data platforms **using AWS-native services** such as Redshift, RDS and AWS Glue
5. Implement scalable solutions that optimise data performance for handling **high-volume workloads**
6. Deliver **advanced analytics** capabilities, including predictive and prescriptive insights
7. Provide **real-time dashboards** and decision intelligence solutions
8. Support lifecycle management for **distributed or edge-to-cloud data environments**, including IoT, where relevant
9. Demonstrate measurable business outcomes through **data-driven transformation** initiatives
10. Maintain relevant **AWS DLM competencies** (for example, Data & Analytics Consulting Competency) and certifications (for example, Big Data, Data Engineer)
11. Demonstrate **responsible AI-aligned data governance**, ensuring transparency, auditability and compliance across enterprise data pipelines supporting AI and analytics use cases



AWS Data Lifecycle Management Services

Observations

Leading AWS partners have moved beyond simply building cloud data lakes and data warehouses. They are now developing AI-enabled data systems that integrate the collection, integration, processing, analysis and archiving of structured and unstructured data. The market is increasingly focusing on data lifecycle platforms that integrate governance and compliance directly into data workflows. This reflects the shift away from managing data assets towards operationalising data for analysis.

Leading AWS partners for data lifecycle management integrate metadata management, cataloguing, quality controls, sovereignty requirements and policy-driven governance directly into data platforms. This reflects rising demand for transparent, compliant and auditable data environments, particularly as organisations scale AI and operate in distributed cloud ecosystems.

There is a shift towards AI-enabled data ecosystems, in which lifecycle management is no longer measured by the volume of data

managed, but by the business decisions it enables. AWS partners that drive this development while taking governance, compliance and data sovereignty into account can set themselves apart from the competition.

From the 46 companies assessed for this study, 36 qualified for this quadrant, with 12 being Leaders and one a Rising Star.

accenture

Accenture is known for its end-to-end data lifecycle management capabilities and broad solution expertise, with a strong track record of addressing complex business requirements comprehensively.

Atos

Atos combines a broad service portfolio with strong digital sovereignty capabilities, positioning itself as a leading provider of AWS data lifecycle management services in the UK. Its outcome-based pricing model further strengthens its offering.

Capgemini

Capgemini stands out as a leading provider of AWS data lifecycle management services in the UK, with its consultancy and industry expertise. It offers a comprehensive AWS service portfolio.

Coforge

Coforge is gaining recognition for its high-performance proprietary data management platforms and is emerging as a leading provider of AWS data lifecycle management services in the UK. It has a large team of AWS-certified experts.

cognizant

Cognizant integrates AWS expertise, data modernisation and a strong focus on governance. With its robust toolkit, it helps customers implement AWS solutions efficiently and significantly reduce their time-to-market.

DXC

DXC Technology is a leading provider of AWS data lifecycle management services, offering a broad range of services, expertise in large-scale projects and rapid implementation. It provides integrated, end-to-end data lifecycle management.

HCLTech

HCLTech is a leading provider of AWS data lifecycle management services in the UK, with comprehensive offerings and automation support. It offers outcome-based pricing models.

HEXAWARE

Hexaware leverages a strong technology foundation and high execution efficiency to provide end-to-end AWS data lifecycle management, backed by its growing presence in the UK market.



AWS Data Lifecycle Management Services



TCS leverages a broad service portfolio and customer-focused pricing to position itself as a leading provider of AWS data lifecycle management services in the UK, serving diverse sectors.



Tech Mahindra is a leading provider of AWS data lifecycle management services in the UK, supported by targeted talent investments and its D.A.H.L.I.A. platform. It has a proven track record with blue-chip UK enterprises.



Version 1 is a leading provider of AWS data lifecycle management services in the UK, combining a broad AI-enabled portfolio with extensive experience in complex engagements and strong expertise in regulated industries.



Wipro has established itself as a leading provider of AWS data lifecycle management services in the UK, combining strong AWS expertise with innovative AI applications. Its broad services portfolio covers a wide variety of requirements for AWS-based DLM.

Brillio

Brillio (Rising Star) is driven by consistent AI adoption and resulting efficiency gains. Its comprehensive portfolio supports the full data lifecycle on AWS.





"Version 1 is a leading provider of AWS data lifecycle management in the UK, combining a comprehensive AI-enabled portfolio with extensive experience in complex client engagements."

Frank Heuer

Version 1

Overview

Version 1 is a digital transformation company headquartered in Dublin, Ireland. It is an AWS Premier Tier Services Partner with AWS Competencies in DevOps Consulting, Migration and Modernisation Consulting, AI Services, Oracle Consulting and Government Consulting. The firm won the AWS EMEA Collaboration Partner of the Year award in 2023 and 2024. Version 1 has a large client base for its AWS professional services in the UK, supported by many AWS professionals in the region, including security-vetted government experts.

Strengths

Broad data lifecycle capabilities:

Version 1 provides a comprehensive portfolio that covers the full data lifecycle, from data strategy and discovery through governance, engineering, data science, visualisation and analytics. Its offering extends to specialist data platforms, including solutions designed for low-latency environments. This breadth enables the provider to support customers across diverse data requirements and use cases.

Regulated industry expertise: Version 1 embeds robust data residency and compliance controls into engagements for regulated industries. Its approach to sovereign cloud helps customers design and implement sovereign-by-design architectures that address data residency,

regional controls and evolving regulatory requirements. This capability is particularly valuable for organisations operating in highly regulated environments.

AI-enabled technology foundation:

Version 1 has developed a tailored Data Lifecycle Optimisation Framework that combines deep AWS expertise with AI-driven automation. The framework supports key activities such as data classification, tiering and governance, helping customers improve the efficiency and scalability of their data environments while reducing manual effort.

Caution

Version 1 holds relevant AWS Competencies, but the Digital Sovereignty Competency is not yet among them. Obtaining this capability could strengthen the firm's appeal to prospective clients in the UK.





AI-powered Business Transformation with AWS

Who Should Read This Section

This report is valuable for providers offering **AI-powered business transformation with AWS** in the **U.K.** to understand their market position and for enterprises looking to evaluate these providers. In this quadrant, ISG highlights providers' market positioning based on their AI and GenAI capabilities and market presence. It emphasizes the growing adoption of AWS-powered AI solutions, leveraging services such as Amazon Bedrock and Amazon SageMaker to build scalable, secure and intelligent workflows.

Technology professionals

Technology professionals should read this report to understand AWS AI and GenAI service providers' relative strengths and weaknesses in enabling enterprise-wide transformation. It highlights their expertise in building agentic systems, developing custom ML models and leveraging AWS services such as Bedrock and SageMaker to design scalable, AI-driven workflows and platforms.

AI and data professionals

AI and data professionals should read this report to assess providers' positioning and their ability to operationalize advanced AI solutions. It covers their capabilities in agent-based architectures, AI lifecycle management, optimization using AWS custom silicon and adherence to responsible AI practices for secure, ethical and compliant deployments.

Procurement professionals

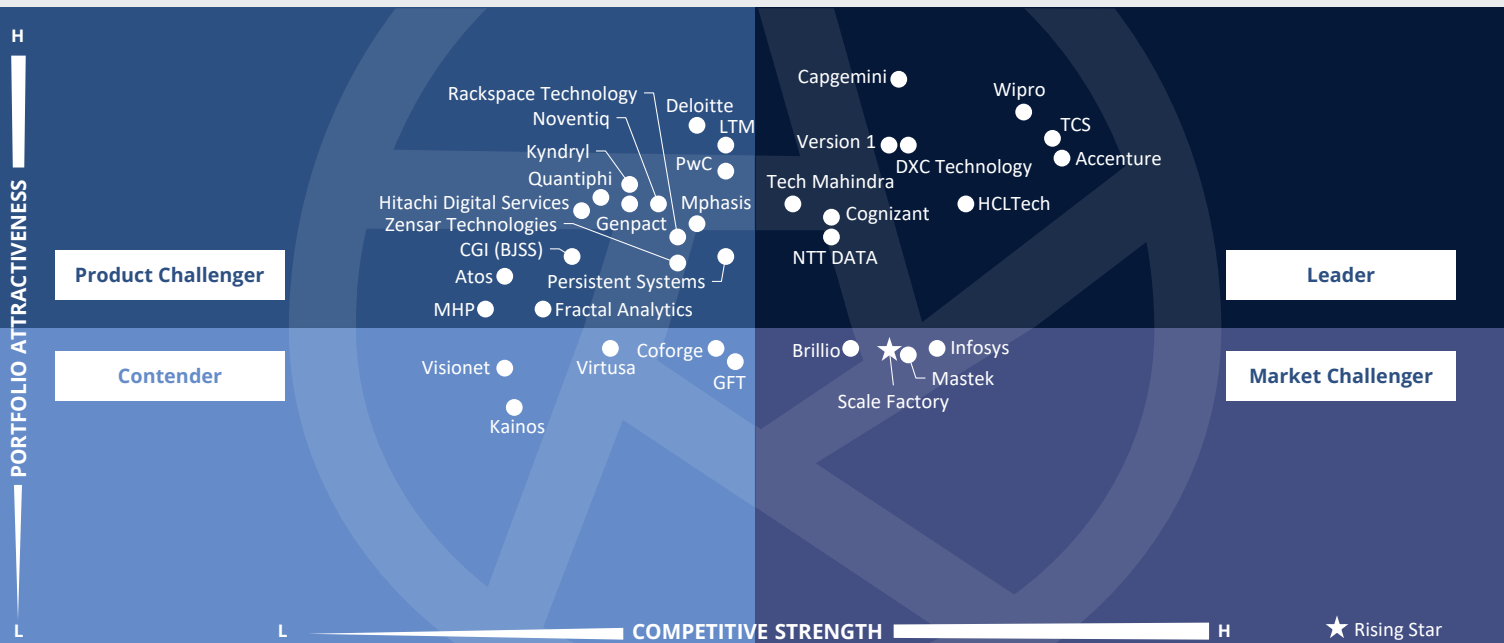
Procurement professionals should read this report to evaluate the current landscape of AWS AI service providers in the U.K. It enables comparison of providers based on their AI capabilities, co-innovation programs, industry-specific solutions and their ability to deliver measurable business outcomes, helping organizations select the right partner for large-scale AI transformations.



AWS Ecosystem Partners

U.K. 2026

AI-Powered Business Transformation with AWS



This quadrant evaluates the **most relevant** providers in the UK that integrate AI into business processes and operating models on AWS. The focus is on services that deliver **measurable transformation outcomes**.

Frank Heuer



AI-powered Business Transformation with AWS

Definition

This quadrant evaluates AWS ecosystem partners that enable enterprise-wide AI-powered transformation by combining advanced GenAI, agentic systems and purpose-built infrastructure. These providers deliver end-to-end services spanning strategy, design, development, deployment and lifecycle management of AI solutions, leveraging AWS-native agentic frameworks and AI suite of services, such as Amazon Bedrock and SageMaker AI, to operationalise intelligent business workflows.

Providers demonstrate strong capabilities in building and managing agent-based systems, developing customised ML models and optimising performance using AWS custom silicon such as Graviton and Inferentia. Their offerings also extend to co-innovation programs, AI factories and enterprise-scale AI platforms tailored to industry-specific needs. A strong emphasis is placed on responsible AI practices, ensuring secure, ethical and compliant deployment of AI solutions aligned with organisational and regulatory requirements.

Eligibility Criteria

1. Demonstrate **end-to-end AI transformation capabilities** across strategy, use case design, solution development, deployment, governance and lifecycle management on AWS
2. Use **AWS-native AI services**, including Amazon Bedrock, Amazon SageMaker, Amazon Q, agentic AI capabilities or equivalent AWS AI and ML services
3. Showcase **expertise in AWS custom silicon** for performance optimisation and cost efficiency
4. Offer customised ML and enterprise LLM solutions **tailored to industry-specific** use cases
5. Establish **AI CoEs, co-innovation labs** and **AI factories** to accelerate enterprise AI adoption
6. Provide **measurable business outcomes** driven by AI-led transformation initiatives
7. Embed **responsible AI frameworks** covering governance, explainability, security and compliance
8. Provide **pre-built accelerators, reusable assets** and agent templates to speed time-to-value
9. Exhibit specialised **expertise in industry verticals** with documented case studies highlighting measurable business outcomes achieved through AWS AI implementations
10. Demonstrate relevant AWS **certifications, competencies** and **partnerships** in the AI and ML domain
11. Demonstrate ongoing **investment in AI innovation**, including roadmaps, CoEs and talent development



AI-powered Business Transformation with AWS

Observations

AI-driven business transformation on AWS is evolving from experimental initiatives into large-scale transformation projects, with automation and enterprise-wide data foundations acting as key enablers. AWS partners are increasingly helping organisations to integrate AI into business processes and decision-making models to achieve measurable results.

A key trend is the rapid development of agent-based AI and multi-agent models. Leading AWS partners are investing in AI orchestration, agent platforms and workflow automation. The focus is shifting beyond productivity gains through GenAI to AI agents that coordinate complex tasks, support decision-making and transform business processes, thereby ensuring governance and compliance.

Enterprise AI platforms, reusable solution-building blocks and industry-specific AI tools are taking centre stage in transformation strategies. Leading AWS partners are bundling agent libraries, blueprints and delivery frameworks to accelerate transformation.

Reliable data foundations, governance frameworks and compliance are becoming increasingly important for AI transformation within organisations. To stand out from the competition, AWS partners deliver faster, highly scalable, agent-driven business transformation, while taking into account industry requirements, governance and compliance standards, rather than simply providing AI models.

From the 46 companies assessed for this study, 35 qualified for this quadrant, with 10 being Leaders and one a Rising Star.

accenture

Accenture combines a holistic agentic AI strategy with innovation and in-depth business understanding. Working closely with AWS, it supports clients in AI-driven business transformation and has established itself as a leader in the UK.

Capgemini

Capgemini stands out as a leading provider of AI-driven business transformations with AWS in the UK, with its comprehensive consultancy and AI expertise. It develops tailored industry solutions.

cognizant

Cognizant integrates productivity gains with a strong understanding of specific industries, establishing itself as a leading provider of AI-driven business transformation services. With a large team of AWS experts, it supports the implementation of complex projects.

DXC

DXC Technology is known for its extensive range of services to support efficient AI-driven business transformation on AWS, making it a leading provider in the UK. Its robust resources and experience enable the transformation of highly complex IT landscapes.

HCLTech

HCLTech combines a comprehensive range of services with substantial resources and a strong customer focus, positioning itself as a leading provider of AWS-based AI-driven business transformation services. Its outcome-based pricing models contribute to this.

NTT DATA

NTT DATA, as a leading AWS partner for AI-driven business transformations in the UK, stands out with a comprehensive, industry-specific, configurable service portfolio and automation-enabled delivery.

TCS TATA CONSULTANCY SERVICES

TCS combines extensive industry expertise with a comprehensive portfolio of AWS-based AI-driven business transformation services, positioning itself as a leading AWS partner in the UK and serving a wide range of sectors.



AI-powered Business Transformation with AWS



Tech Mahindra is a leading AWS partner in the UK for AI-powered business transformation, combining deep expertise with extensive industry knowledge.



Version 1 is a leading provider of AWS-based AI-powered business transformation, combining a broad service portfolio with strong AWS credentials and substantial investments in GenAI and agentic AI.



Wipro combines strong AWS expertise with extensive resources for AI-driven business transformation on AWS. This, combined with outcome-based pricing models, positions the provider as a leader in the UK.

Scale Factory

Scale Factory (Rising Star) combines agile transformation with sovereign solutions. It has extensive experience in supporting regulated industries.





“Version 1 combines an expanded service portfolio with strong AWS credentials, positioning the firm as a leader in AWS-based AI-powered business transformation in the UK.”

Frank Heuer

Version 1

Overview

Version 1 is a digital transformation company headquartered in Dublin, Ireland. The company is an AWS Premier Tier Services Partner with five AWS Competencies, including the AI Services Competency. It won the AWS EMEA Collaboration Partner of the Year award in 2023 and 2024. The company has a large client base for its AWS professional services in the UK and many AWS professionals in the region, including security-vetted government experts. The firm has UK offices in London, Belfast, Birmingham, Edinburgh and Newcastle-upon-Tyne.

Strengths

Strong investment in agentic AI:

Version 1 has made substantial investments in GenAI and agentic AI capabilities. A large proportion of its developers use AI-powered tools in their daily work, reflecting the company's commitment to embedding advanced AI technologies throughout its delivery organisation.

Broad AI service portfolio: Version 1 provides a comprehensive range of AI services covering the entire transformation lifecycle. Its capabilities span strategy and discovery, governance, AI engineering, ML and analytics. This broad, end-to-end capability enables the company to support clients from the initial identification of AI opportunities through implementation and ongoing optimisation.

Robust client track record:

Version 1 has established a solid track record in AI development on AWS, serving clients in the UK and international markets. The company has achieved considerable success in AI-driven business transformation, with its AWS-related AI business growing rapidly. This momentum reflects both the relevance of the firm's capabilities and the rising client demand for AI solutions.

Caution

Version 1 has made strong progress in AI services for AWS. However, to sustain momentum, the company should continue investing in agentic AI capabilities, which are expected to significantly reshape the AI market in the coming years.





Appendix

The ISG Provider Lens® 2026 – AWS Ecosystem Partners study analyses the relevant service providers in the UK market, based on a multi-phased research and analysis process, and positions these providers based on the ISG Research methodology.

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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 AWS Ecosystem Partners 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

Author



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Frank Heuer is Principal Analyst at ISG Germany. His focus is on cybersecurity, cloud computing, digital workspace, communications, and social business & collaboration.

His main areas of responsibility include advising ICT providers on strategic and operational marketing and sales. Mr. Heuer is a speaker at conferences and webcasts on his key topics and a member of the IDG expert network. Mr. Heuer has been active as an analyst and consultant in the IT market since 1999.

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Sandya Kattimani is a senior research analyst at ISG and is responsible for supporting and co-authoring ISG Provider Lens® studies on Contact Center, Life Sciences, Mainframes. Sandya has over 6 years of experience in the technology research industry and in her prior role, she carried out research delivery for both primary and secondary research capabilities. Her area of expertise lies in Competitive Intelligence, Customer Journey Analysis, Battle Cards, Market analysis and digital transformation.

She is responsible for authoring the enterprise content and the global summary report, highlighting regional as well as global market trends and insights. Prior to this role she has worked as technology research analyst, where she was responsible for project work which includes detail technology scouting, competitive intelligence, company analysis, technologies study and other Ad hoc business research assignments.



Author and Editor Biographies

Study Sponsor



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Heiko Henkes serves as Director and Principal Analyst at ISG, overseeing the Global ISG Provider Lens® (IPL) Program for all IT Outsourcing (ITO) studies alongside his pivotal role in the global IPL division as a strategic program manager and thought leader for IPL lead analysts.

Henkes heads Star of Excellence, ISG's global customer experience initiative, steering program design and its integration with IPL and ISG's sourcing practice. His expertise lies in guiding companies through IT-based business model transformations,

leveraging his deep understanding of continuous transformation, IT competencies, sustainable business strategies and change management in a cloud-AI-driven business landscape. Henkes is known for his contributions as a keynote speaker on digital innovation, sharing insights on using technology for business growth and transformation.

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.



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.

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OCTOBER, 2026

REPORT: AWS ECOSYSTEM PARTNERS