ISG Provider Lens®

Agentic AI Services – Specialists

A comparative analysis of service providers assessing innovation, scale and governance in agentic AI services

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VERSION 1

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Specialists are evolving from AI implementers into orchestrators of autonomous enterprise workflows

The ISG Provider Lens® Agentic AI Services 2026 study evaluates specialist AI providers delivering agentic AI development and deployment services globally. The agentic AI services market is progressing from isolated task agents toward multi-step workflows and increasingly orchestrated enterprise operations. Context-rich enterprise knowledge, workflow integration, interoperable agent ecosystems and governed execution are becoming critical foundations for scaling adoption and realizing measurable value.

Market Context:

Forces reshaping AI execution

The agentic AI services market is undergoing a fundamental transition as intelligence becomes increasingly embedded within operational workflows. The convergence of reasoning, operational system integration and workflow orchestration is creating a broader market opportunity around decision-making and execution.

Automation frontier is expanding beyond repetitive tasks to workflow orchestration

The automation landscape is expanding beyond deterministic rules-based task execution toward the coordination of multi-step workflows across enterprise systems. Advances in AI reasoning, tool use and contextual understanding are enabling agents to determine next-best actions and manage execution within defined boundaries. This progression is broadening the opportunity from optimizing isolated process steps toward orchestrating actions across end-to-end workflows.

AI value is increasingly shifting from assistance to execution

The rapid adoption of GenAI has demonstrated the potential of AI-based assistance, while also drawing greater attention to the gap between generating

Agentic AI links **reasoning, context and intelligence** into **coordinated, adaptive business execution**.

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insights and translating decisions into operational actions. The market is shifting from tools that recommend, summarize or generate to ones that can initiate and complete authorized actions. In other words, it is moving beyond a passive system of record toward proactive systems of action. The ISG Market Lens™ AI value 2026 study indicates that the share of fully autonomous tasks is expected to almost double from 6.8 percent in 2026 to 13 percent by the end of 2027.

Operational complexities are driving a shift toward adaptive AI systems

Operating environments are becoming more dynamic, with changing conditions and exceptions that cannot be fully anticipated or encoded through pre-defined rules. This creates demand for AI systems that can interpret objectives, evaluate the current situation and adapt their approach as conditions evolve. These systems combine planning, contextual reasoning and feedback-driven adaptation to pursue operational goals within clearly defined constraints and boundaries.

Enterprise Priorities

Establishing organizational readiness for AI autonomy

Enterprises are positioning agentic AI investments around practical business relevance, responsible autonomy and sustained value creation. ISG Research™ identifies seven critical priorities that are shaping how enterprises prepare for, operationalize and govern agentic AI to support business transformation and operational value.

Evolution toward multi-step workflow transformation

Enterprises are assessing the role of AI within the operating model, moving beyond process automation toward multi-step workflow transformation. They are prioritizing workflows with identifiable outcomes, repeatable decision structures and manageable risk rather than deploying generic agents without a clear operating purpose.

Grounding AI with enterprise knowledge and semantic interoperability

Agent effectiveness depends on agents' understanding of where they operate and how it relates to business entities, processes, policies, systems and decision rights. Enterprises are prioritizing the connection of AI with proprietary knowledge, business systems, ontologies and data relationships. Semantic interoperability is becoming important as multiple agents interpret and exchange information across applications and organizational domains.

Building an integrated and interoperable foundation for agentic execution

Enterprises are increasingly shifting from standalone agents toward an integrated foundation that enables them to operate across core systems, processes and technology environments. This requires embedding agents directly into operational platforms such as ERP, CRM and supply chain management (SCM), coordinating activities across workflows and executing authorized actions within core systems. Enterprises are also seeking interoperable agent ecosystems in which agents can discover capabilities, exchange context, delegate tasks and collaborate across platforms, functions and business units.

Managing the unit economics of autonomous work and agent execution

Workflow orchestration can generate variable costs as a single outcome may involve repeated reasoning cycles, model calls, retrieval operations, tool interactions and agent-to-agent exchanges. Enterprises are tightening scrutiny of autonomous execution, demanding cost transparency at the task, workflow and outcome level, not just infrastructure metrics.

Establishing agent governance frameworks and production-grade monitoring

The proliferation of agents across enterprise environments increases the need for governance spanning platform-native agents, provider-developed agents and agents embedded in business intelligence (BI) tools and enterprise systems. Enterprises need to establish ownership, purpose, permissions, dependencies, risk classification and lifecycle status for every agent and emphasize the need to observe agent reasoning paths.

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Balancing trust and autonomy by embedding human oversight into autonomous operations

Enterprises are treating human oversight as a core requirement for responsible autonomy, particularly where agent decisions carry financial, regulatory and operational implications. They seek to establish risk-adjusted boundaries for autonomous execution and human approval based on the risk and process criticality of decisions. This is making human-in-the-loop controls an integral part of the architecture and operating model, supported by defined escalation thresholds, approval criteria, rollback mechanisms and exception-handling processes.

Addressing sovereign considerations and control over agent data, actions and execution environments

As agents gain access to sensitive information and operate across multiple systems, data sovereignty becomes important. Enterprises are evaluating data and model residency and agent operating locations and cross-jurisdictional governance of agent actions. Control over agent identities, execution environments, data access and decision trails is becoming important, particularly across regulated industries and geographically distributed operations.

Provider Dynamics

Advancing agent engineering, orchestration and operational control

Specialist AI providers are evolving their portfolios beyond standalone agent development. They are building integrated capabilities across engineering, workflow transformation and ongoing operations to move agentic AI from experimentation into accountable business execution.

Outcome-oriented execution discipline

Specialist AI providers are organizing agentic AI engagements around a structured progression that establishes the necessary foundations, builds and orchestrates agents, and subsequently scales and governs production environments. This delivery model combines architecture, data and integration readiness with agent engineering, orchestration and operational controls. They are also introducing value-realization frameworks that connect agentic AI investments to measurable business outcomes, helping clients prioritize workflows based on economic potential, execution feasibility and risk.

Advancing agent intelligence through hypothesis-led, domain-aware model engineering

Specialist AI providers are moving beyond model selection and prompt engineering toward more deliberate model engineering that aligns reasoning capabilities with specific business and industry contexts. They are developing and testing hypotheses about operational decisions and the contextual requirements that shape them. They are also evaluating model behavior, refining model and reasoning architectures for optimizing targeted workflows and outcomes. They are combining frontier models with domain-adapted reasoning models based on workflow complexity, performance requirements and risk. They are also developing specialized knowledge structures, reasoning patterns and evaluation datasets to improve contextual relevance as agents support increasingly complex enterprise decisions and actions.

Reimagining workflows through multi-agent orchestration

Specialist AI providers are shifting from augmenting existing tasks toward reimagining end-to-end workflows through agentic AI. They are utilizing multi-agent orchestration to break down complex processes into interconnected reasoning, decision and execution activities using specialized agents. They are combining industry expertise to transform conventional workflows into verticalized agent architectures tailored to specific functions and sectors.

Converging enterprise systems, data and AI into unified operational platforms

Specialist AI providers are bringing enterprise applications, contextual data, knowledge environments and AI capabilities into unified operational architectures. Specialists are developing integration layers that connect agent orchestration to APIs, data platforms, knowledge sources and transaction systems. These layers enable agents to retrieve relevant information, interpret events and execute authorized actions across ERP, CRM, supply chain, analytics and other business

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platforms. Additionally, specialist AI providers are emphasizing partnership integration as central to agentic adoption. They are deepening relationships with hyperscalers, AI ISVs and foundational model providers and are establishing dedicated CoEs to assess new technologies, validate their relevance and convert innovation into repeatable delivery patterns.

Industrializing agent development through reusable assets

Specialist AI providers are industrializing delivery through reusable agent libraries and simulation environments, reducing the effort required to implement agentic systems independently and maintaining consistency across deployments.

Agentic engineering and simulation environments

Specialist AI providers are developing agentic engineering workbenches that provide integrated environments across the agent development lifecycle. Their simulation capabilities allow these providers to evaluate reasoning paths, agent interactions, tool invocation and failure scenarios before agents receive production-level authority.

Agent registries, marketplaces and reusable capability catalogs

They are complementing these engineering environments with agent registries, marketplaces and reusable capability catalogs that feature pre-built industry libraries, workflow components and data models tailored to specific verticals and business functions. This industrialized approach accelerates agent development while retaining the flexibility to configure agents to meet individual enterprise requirements.

I. **Operating agentic control planes for governance, observability and trust**
   Specialist AI providers are embedding governance controls throughout the agent lifecycle rather than treating governance as a checkpoint. They are developing runtime agentic control planes and control towers for distributed agent environments, agent evaluation, observability, policy enforcement, security and responsible AI controls to provide visibility into how agents reason, interact and execute actions in production. Specialist AI providers are extending monitoring beyond traditional application performance to include agent behavior, task completion, model responses, tool usage, policy adherence, hallucinations, drift and other indicators of agent health.

II. **Establishing human-AI operating models**
   Specialist AI providers are broadening their focus from technology deployment to human-AI operating-model transformation. They define responsibilities, decision rights, escalation mechanisms and human-in-the-loop controls across autonomous and semi-autonomous workflows, helping enterprises determine the activities that can be delegated to agents. They are emphasizing workforce transformation through AI literacy programs, role-based training, adoption programs and change management to prepare employees to supervise, collaborate with and manage AI agents.

Outlook

As agentic AI matures, interoperability, orchestration and enterprise integration will become stronger differentiators than the autonomy of individual agents. ISG foresees three transformative developments reshaping the agentic AI services landscape over the next 18-24 months:

Adaptive, self-learning and fully autonomous action agents

Agentic AI will increasingly move toward adaptive execution, initially in environments where operational and regulatory risks can be tightly controlled. Enterprises should scale autonomy gradually, using evaluation, observability and measurable thresholds to decide when agents can operate with less human intervention.

Journey toward complete enterprise orchestration

The market will progressively move toward enterprise-wide orchestration across business units and functions as enterprises seek architectures that can coordinate agents, knowledge and workflows across the organization. Agents supporting finance, operations, customer service, procurement and supply chains will need to exchange

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context, coordinate decisions and manage interdependent actions.

Enabling cross-functional and cross-platform agent collaboration

The next stage of development will center on collaboration among agents operating across multiple platforms, functions and technology environments. Shared contextual foundations and clearly defined decision rights will gain more prominence as enterprises connect agents operating across ERP, CRM, SCM and industry-specific systems.

As enterprises progress from experimentation toward autonomous execution, agentic AI will increasingly become embedded within core business workflows. Enterprises that prioritize contextual grounding, interoperability and governed autonomy will be better positioned to translate agentic capabilities into sustained operational and strategic outcomes.

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Provider Positioning

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	Agentic AI Development and Deployment - Specialists Providers
66degrees	Leader
Aays	Product Challenger
Alexander Thamm	Product Challenger
C5i	Product Challenger
Factspan	Contender
Fractal Analytics	Leader
InData Labs	Contender
Innover Digital	Product Challenger
Lingaro	Leader
Mu Sigma	Product Challenger
Narwal.ai	Contender

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Provider Positioning

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	Agentic AI Development and Deployment - Specialists Providers
Network Science	Leader
N-iX	Contender
Quantiphi	Leader
Sagility	Product Challenger
Sigmoid	Rising Star ★
Straive	Leader
Tiger Analytics	Leader
Tredence	Leader
UAI Labs	Contender
Version 1	Leader

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The study analyzes market trends, provider capabilities and competitive dynamics shaping **agentic AI and autonomous systems'** evolution.

Simplified Illustration Source: ISG 2026

Agentic AI Development and Deployment Services — Specialists Providers

Definition

Agentic AI is the ability to take autonomous actions across multiple processes or systems based on an understanding of the environment and desired outcomes. In 2026, agentic AI is rapidly evolving from experimental pilots to enterprise-priority initiatives and a foundational layer for next-generation digital and autonomous operations. Unlike traditional AI systems that follow pre-defined workflows, agentic AI can autonomously plan, reason, orchestrate tools and collaborate across systems to achieve complex objectives with minimal human intervention.

Enterprises are moving beyond isolated PoCs to use cases that support multi-agent ecosystems, process orchestration and adaptive workflow automation. Advances in long-context models, multimodal capabilities and distributed agent architectures are enabling scalable deployment across customer operations, IT, finance, supply chain and knowledge-intensive functions.

Meanwhile, organizations are prioritizing production-grade readiness, focusing on observability, governance, security, cost optimization and integration with legacy systems. In the future, as agent autonomy increases, so will the need for explainability, accountability frameworks and human-in-the-loop controls to ensure compliance and risk mitigation.

Leading service providers are differentiating through robust orchestration frameworks, scalable memory architectures, FinOps optimization and industry-specific accelerators that translate experimentation into measurable outcomes. This study evaluates how providers enable enterprises to operationalize agentic AI responsibly, scale autonomously across distributed environments and drive sustainable competitive advantage.

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Scope of the Report

This ISG Provider Lens® quadrant report covers the following one quadrant for services: Agentic AI Development and Deployment Services — Specialists Providers.

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 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 midmarket 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).

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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.

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Agentic AI Development and Deployment Services – Specialists Providers

This report is valuable for specialist service providers offering agentic AI development and deployment services globally to understand their market position and for enterprises looking to evaluate these providers. The report highlights how specialist providers deliver niche AI agents tailored to targeted, high-value use cases, accelerating agentic AI adoption across focused industry verticals. It highlights how these providers enable organizations to embed specialized AI capabilities that enhance operational efficiency, domain-specific decisioning and value creation within targeted business functions.

Chief information and compliance officers

Should read this report to understand how providers design and deploy autonomous agents aligned with business goals. The report highlights providers' capabilities in orchestrating multi-agent systems across technology, customer service, finance and compliance. It also shows how these solutions drive autonomous automation and real-time decision-making at enterprise scale.

Chief data and AI officers

Should read this report to identify providers that operationalize governance and observability for autonomous agents. The report outlines how providers build control towers, monitoring dashboards and audit trails that track agent decisions and actions, ensuring transparency, explainability and compliance across complex, multi-agent enterprise deployments.

Line-of-business managers

Should read this report to identify providers that ensure seamless deployment of agentic AI, with a focus on interoperability across cloud, legacy and enterprise systems. The report highlights how providers architect secure, scalable agent infrastructure that maintains data integrity, performance and regulatory alignment across sovereign and hybrid enterprise environments.

Strategy professionals

Should read this report to understand how providers help enterprises translate agentic AI investments into long-term competitive advantage. The report outlines how providers combine orchestration expertise, lifecycle management and hyperscaler partnerships to build resilient, scalable, agentic platforms that are responsive to evolving market dynamics.

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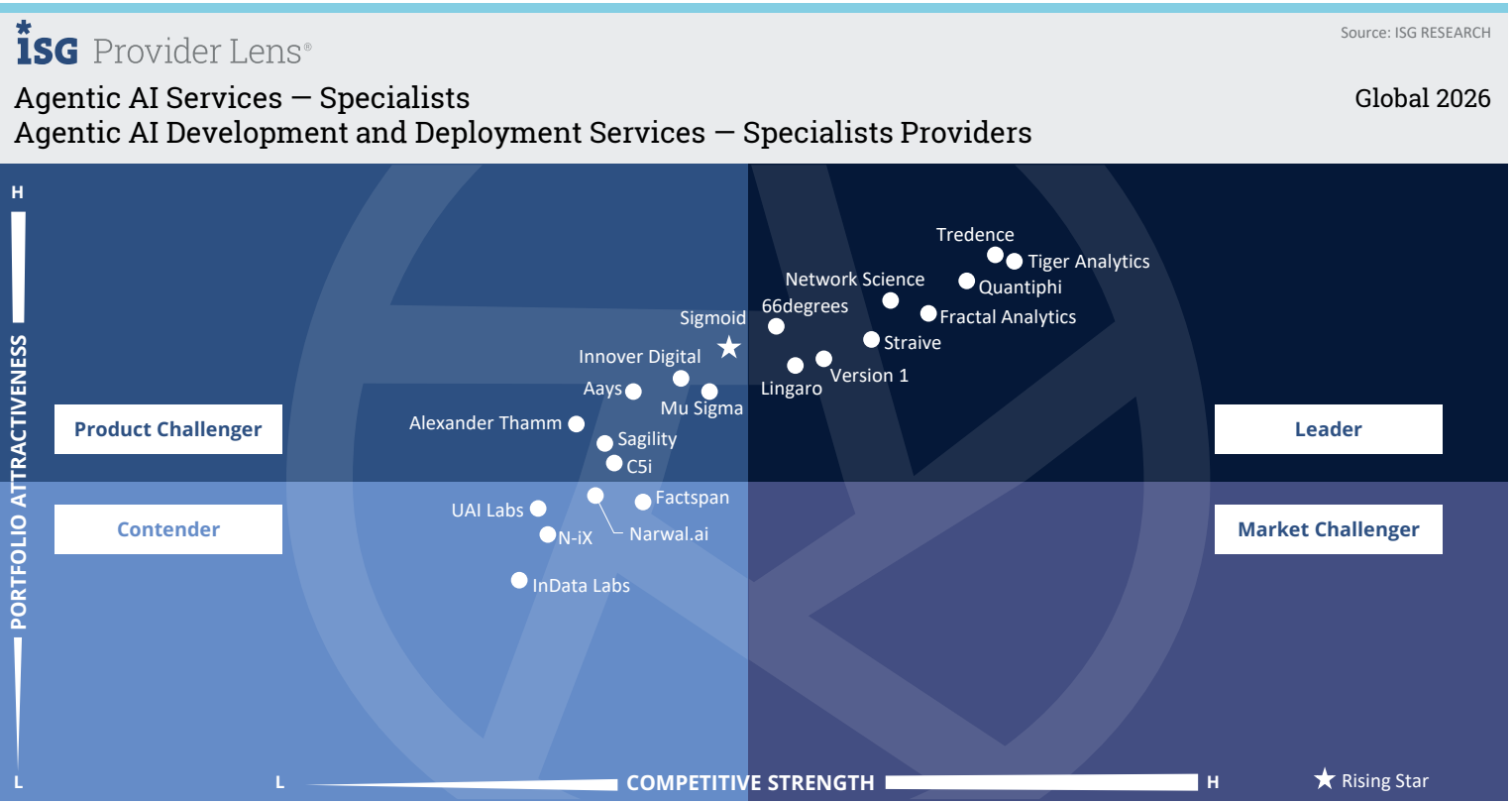

This quadrant assesses specialist providers that enable **agentic AI adoption** through **strategic frameworks**, emphasizing **trust, human-AI collaboration and governance** while delivering measurable value across **enterprise functions**.

Gowtham Kumar Sampath and Saravanan MS

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Definition

This quadrant evaluates providers of agentic AI solutions that autonomously plan, execute and optimize complex multistep tasks with minimal human intervention. These solutions transcend rule-based automation to enable goal-driven, enterprise-wide orchestration using advanced reasoning, contextual memory and multimodal intelligence.

Agentic AI systems use multi-agent coordination, distributed execution and persistent memory to manage end-to-end processes. They interpret objectives, decompose tasks, invoke enterprise tools and APIs, collaborate with humans or other agents and adapt in real time based on feedback. Providers use long-context processing, retrieval-augmented generation (RAG) frameworks and reinforcement learning to enhance reliability and scalability.

Providers use governance frameworks, guardrails, observability and human-in-the-loop controls to address risk, compliance and cost optimization. By merging autonomy with enterprise-wide oversight, agentic AI enables scalable, outcome-driven transformation.

Eligibility Criteria

1. Demonstrate the ability to **architect and operationalize** enterprise-grade agentic AI solutions
2. Showcase **production-ready deployments** (beyond PoCs) featuring **multi-agent orchestration, tool and API integration, autonomous planning and adaptive workflows**
3. Exhibit **scalable agent architectures** with distributed execution, **long-context memory and secure tool and API integration**
4. Implement **secure tool use and access controls**, including permissions, auditability and safe execution boundaries
5. Embed **human-in-the-loop oversight, approval checkpoints, real-time monitoring, explainability and policy-based controls** for decision-making
6. Establish **robust governance frameworks**, covering bias mitigation, transparency, auditability, security and regulatory compliance
7. Adopt **LLMOps and AgentOps practices**, including model evaluation, guardrails, observability, prompt and version management and FinOps
8. Integrate **multimodal, structured and unstructured data** using RAG, knowledge graphs, state and memory strategy and contextual memory frameworks
9. Exhibit **industry-specific accelerators, frameworks** and **client case studies** across functions
10. Showcase **partner ecosystem coverage** with hyperscalers, model providers, ISVs and others to drive innovation and scale

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Observations

Specialist providers are establishing a differentiated position in the agentic AI services market by combining autonomous AI capabilities with deep industry and domain expertise. They are adopting agent operating models that build governance, security, control and domain intelligence into the core. Their focus is on developing agent ecosystems that can be replicated across industry-specific use cases while operating within defined business, regulatory and operational boundaries.

A defining characteristic of specialists is their emphasis on domain-centric multi-agent architectures that combine enterprise data, business rules and AI reasoning to support decision-making and workflow automation across functions and platforms. Specialists are developing agent workbenches, orchestration frameworks and integration layers that support the agentic lifecycle. They are also building reusable agent libraries, repositories and industry-specific blueprints that accelerate deployment while preserving consistency and control.

The market is also witnessing a shift from insight generation to action-oriented execution, with providers enabling agents to move beyond dashboard-driven recommendations toward semi-autonomous, adaptive task execution.

The key trends observed in the market include the following:

- Emergence of agent control planes integrating monitoring, governance, security, observability and lifecycle management
- Increased adoption of industry-specific ontologies to enhance agent decision-making
- Growing adoption of multi-agent command centers for cross-functional and cross-platform orchestration

From the 111 companies assessed for this study, 21 qualified for this quadrant, with nine being Leaders and one a Rising Star.

66degrees

66degrees has developed dedicated agentic assets, such as Agent Landing Zone, Agent Development Framework, industry agent libraries and orchestration patterns, to accelerate the deployment of governed multi-agentic environments.

fractal

Fractal Analytics' enterprise-grade Cogentiq platform unifies agent construction, registries, evaluation, explainability, observability, interoperability and governance, reinforcing its direction toward a standardized production layer for heterogeneous agent environments.

lingaro

Lingaro integrates agentic workflow automation with enterprise systems, facilitating agents to interact directly with systems, execute real-time actions and continuously learn and optimize processes across business functions.

Network Science

Network Science's Enterprise Brain architecture and domain bees framework enable enterprises to deploy context-aware agent ecosystems that support autonomous execution, institutional knowledge utilization and governed automation.

quantiphi
Solving What Matters

Quantiphi delivers scalable agentic AI solutions that integrate orchestration, observability and enterprise system integration, enabling intelligent workflow execution and scalable decision automation across enterprise ecosystems.

Straive

Straive extends its AI operationalization model into coordinated agent workflows, combining modular engineering, runtime controls, observability and human oversight to move agentic AI from task assistance toward governed execution.

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Tiger Analytics enables enterprises to re-orient business operations through agentic AI solutions that orchestrate intelligent workflows and automate complex business processes, enhancing productivity and operational agility.

Tredence combines context-aware reasoning, intelligent orchestration and governance to build multi-agentic systems that autonomously think, plan, execute and optimize business decisions, ensuring adaptability across business environments.

Version 1 enables enterprise adoption of agentic AI by integrating structured orchestration layers, domain-aware execution agents and contextual intelligence, supporting scalable, governed and autonomous operations embedded within business workflows.

Sigmoid (Rising Star) develops and deploys agentic AI solutions through a foundation of domain expertise, knowledge graphs, memory frameworks, multi-agent orchestration and responsible AI controls, emphasizing business process integration and operational governance.

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Leader

"Version 1 builds agentic ecosystems that enable dynamic task execution and continuous optimization across enterprise workflows, delivering adaptive operations while maintaining trust and control through human-in-the-loop governance."

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Version 1

Overview

Version 1 is headquartered in Dublin, Ireland. It has over 4,200 employees across multiple offices in Ireland, the U.K., the U.S., Spain, Australia and India. Version 1 offers agentic AI services through its delivery framework and multi-agent orchestration model that enable autonomous execution of complex workflows across enterprise environments. With centralized telemetry, contextual memory and knowledge repositories, it enables agents to continuously learn and improve performance, driving scalable automation, higher productivity and adaptive, outcome-driven operations.

Strengths

Multi-agent coordination framework: Version 1 supports collaboration among multiple specialized agents, each handling specific tasks within a larger workflow. This coordinated approach decomposes complex processes and executes tasks in parallel to enhance efficiency, scalability and overall performance.

Context-aware memory architecture: Version 1 incorporates memory systems that allow agents to retain contextual information across sessions, enabling more informed decision-making and reducing redundancy in task execution. Agents leverage historical data and prior interactions to improve accuracy and efficiency in handling complex workflows that require continuity and contextual understanding.

Governed autonomy framework: Version 1 incorporates control mechanisms that ensure agentic systems operate within defined governance boundaries, including oversight checkpoints and policy enforcement to ensure compliance and risk mitigation. By balancing autonomy with control, enterprises can deploy agentic solutions confidently while maintaining oversight of critical decision-making processes.

Caution

Version 1 should continue to expand its focus on advanced evaluation and validation frameworks for agentic systems, including performance benchmarking and scenario-based testing, to ensure reliable and predictable behavior of autonomous workflows in production environments.

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Appendix

The ISG Provider Lens® 2026 – Agentic 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.

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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 Agentic 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

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Gowtham Sampath serves as an Assistant Director and Principal Analyst at ISG Research, where he leads research on Data and Artificial Intelligence-driven transformation and the evolution of intelligence ecosystems. He is accountable for ISG Provider Lens® quadrant reports in the Data and AI domain, including Advanced Analytics and AI Services, Generative AI Services and Agentic AI Services. He also contributes to niche AI ecosystem studies covering platform-centric providers such as Palantir, Databricks and other AI infrastructure enablers.

Gowtham's research focuses on tracking AI market shifts, provider strategy evolution and the challenges of operationalizing intelligent systems. His role includes supporting enterprise-facing advisors with research insights on AI adoption, scalability and innovation maturity across industries.

Lead Author

Saravanan M S
Senior Lead Analyst

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

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

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

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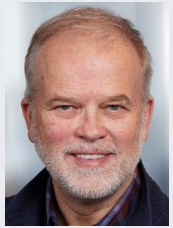
Study Sponsor

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.

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OCTOBER, 2026

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