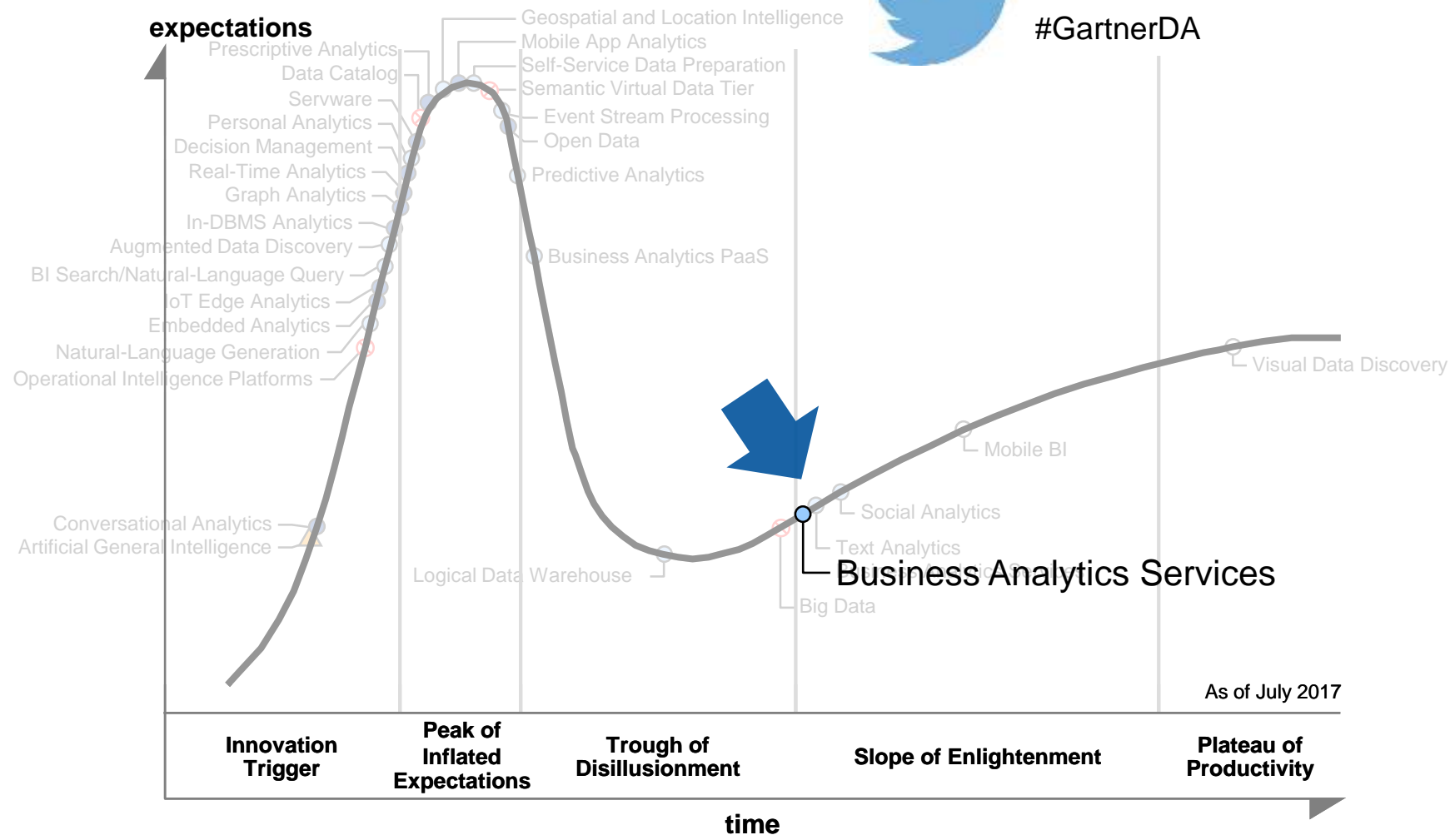# Magic Quadrant:
Data and Analytics Service Providers

Jorgen Heizenberg

Analytics Services Market Is Moving Toward Maturity
#GartnerDA

expectations

Prescriptive Analytics
Data Catalog
Servware
Personal Analytics
Decision Management
Real-Time Analytics
Graph Analytics
In-DBMS Analytics
Augmented Data Discovery
BI Search/Natural-Language Query
IoT Edge Analytics
Embedded Analytics
Natural-Language Generation
Operational Intelligence Platforms

Geospatial and Location Intelligence
Mobile App Analytics
Self-Service Data Preparation
Semantic Virtual Data Tier
Event Stream Processing
Open Data

Predictive Analytics

Business Analytics PaaS

Visual Data Discovery

Mobile BI

Social Analytics

Conversational Analytics
Artificial General Intelligence

Text Analytics

Business Analytics Services

Logical Data Warehouse

Big Data

As of July 2017

| Innovation Trigger | Peak of Inflated Expectations | Trough of Disillusionment | Slope of Enlightenment | Plateau of Productivity |

time

Years to mainstream adoption:

○ less than 2 years   ◔ 2 to 5 years   ● 5 to 10 years   △ more than 10 years   obsolete ⊗ before plateau

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Data and Analytics Services
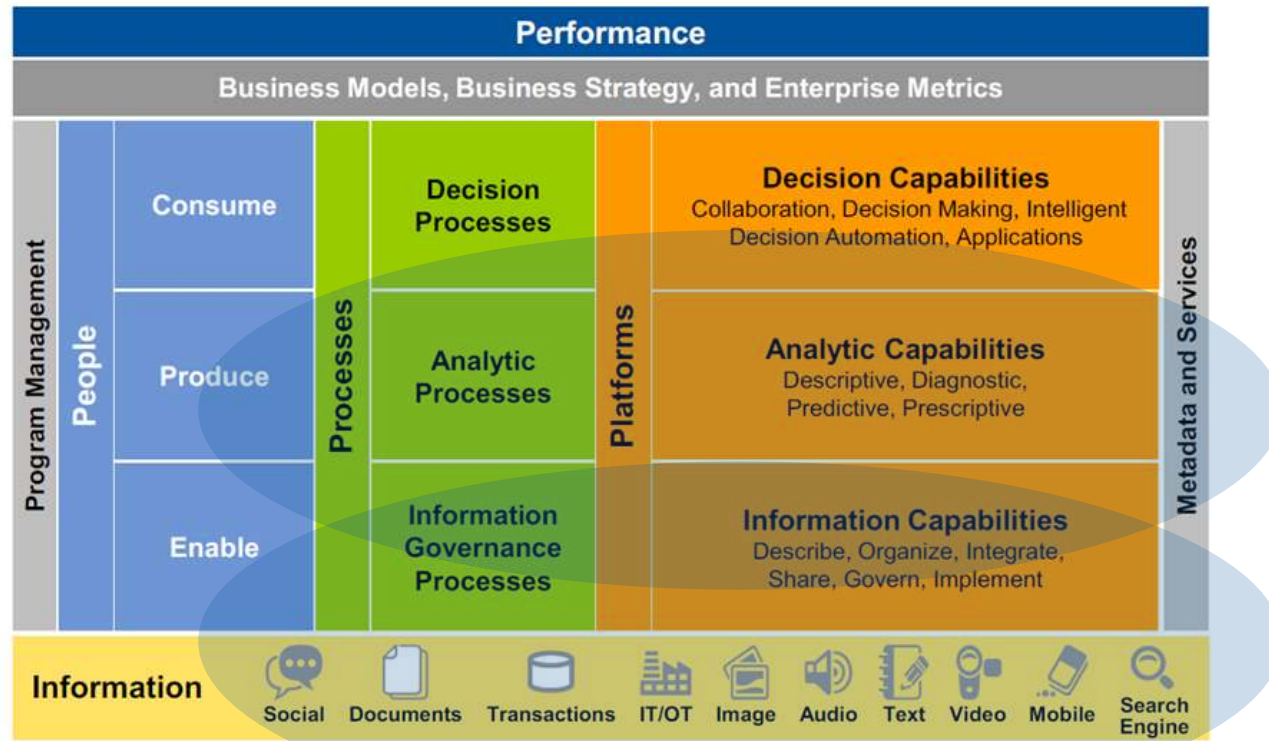
- 18 **global** service providers.

- **Inclusion criteria** — revenue, geographic presence, etc.

- Strategic, implementation and managed services:

  – D&A supporting digital business.

  – Fill skill or resource gaps.

  – Fill solution gaps.

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Consulting Organizations and System Integrators

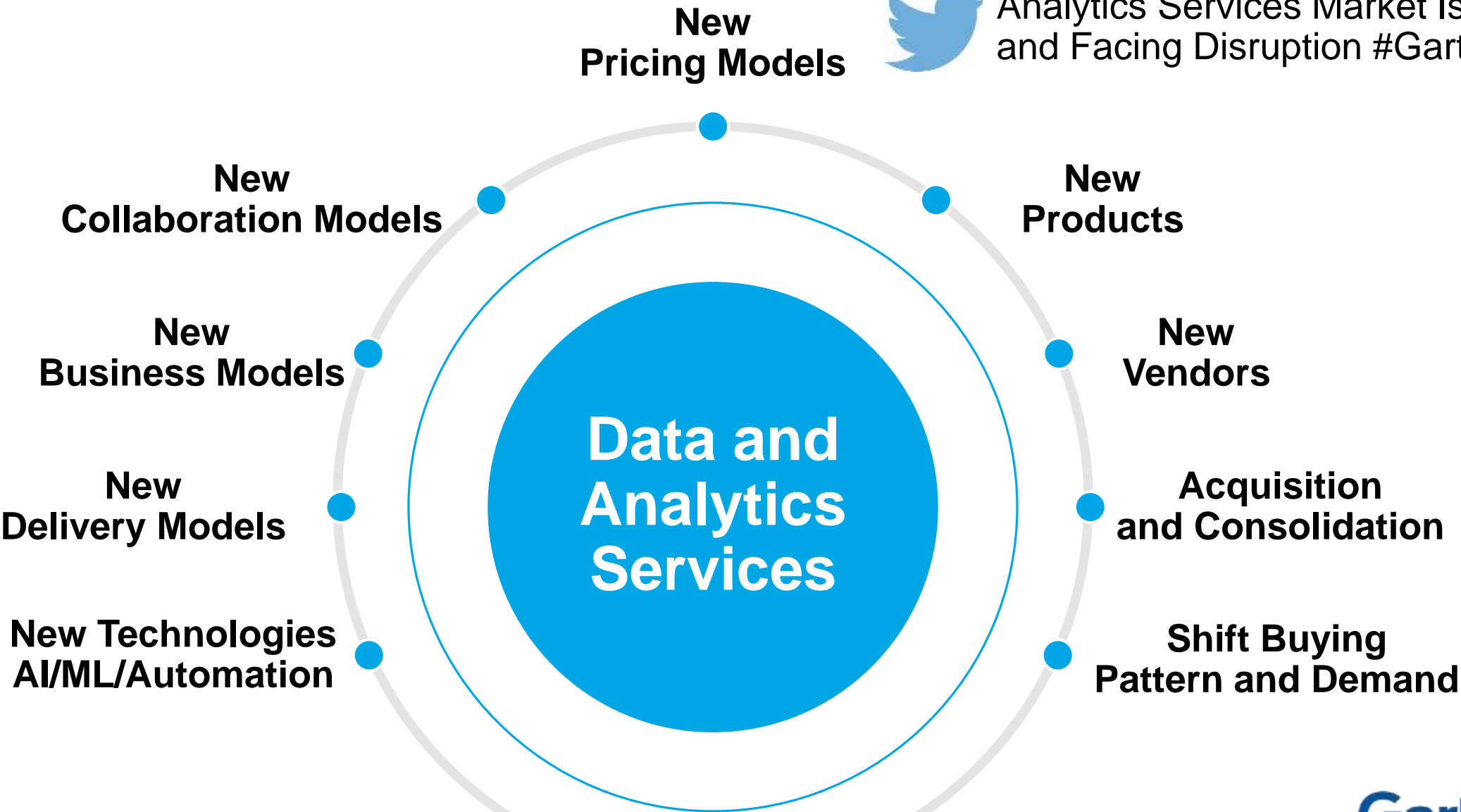# Weighting Across Criteria

Completeness of Vision

| Sales

Business Model | Marketing

Product

Geographic | Industry

Innovation

Market Understanding (M) |
|---|---|---|
| **L** | **M** | **H** |

Ability to Execute

| Product/Service

Market Response

Operation

Customer Experience (L)	**H**
Visibility

Marketing | **M** |
| Sales | **L** |

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Key Trends Impacting the Market

New
Pricing Models

Analytics Services Market Is Mature
and Facing Disruption #GartnerDA

New
Collaboration Models

New
Products

New
Business Models

New
Vendors

New
Delivery Models

**Data and
Analytics
Services**

Acquisition
and Consolidation

New Technologies
AI/ML/Automation

Shift Buying
Pattern and Demand

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Magic Quadrant for Data and Analytics Service Providers, Worldwide

Magic Quadrant for Data and Analytics Service Providers, Worldwide

Magic Quadrant for Data and Analytics Service Providers, Worldwide

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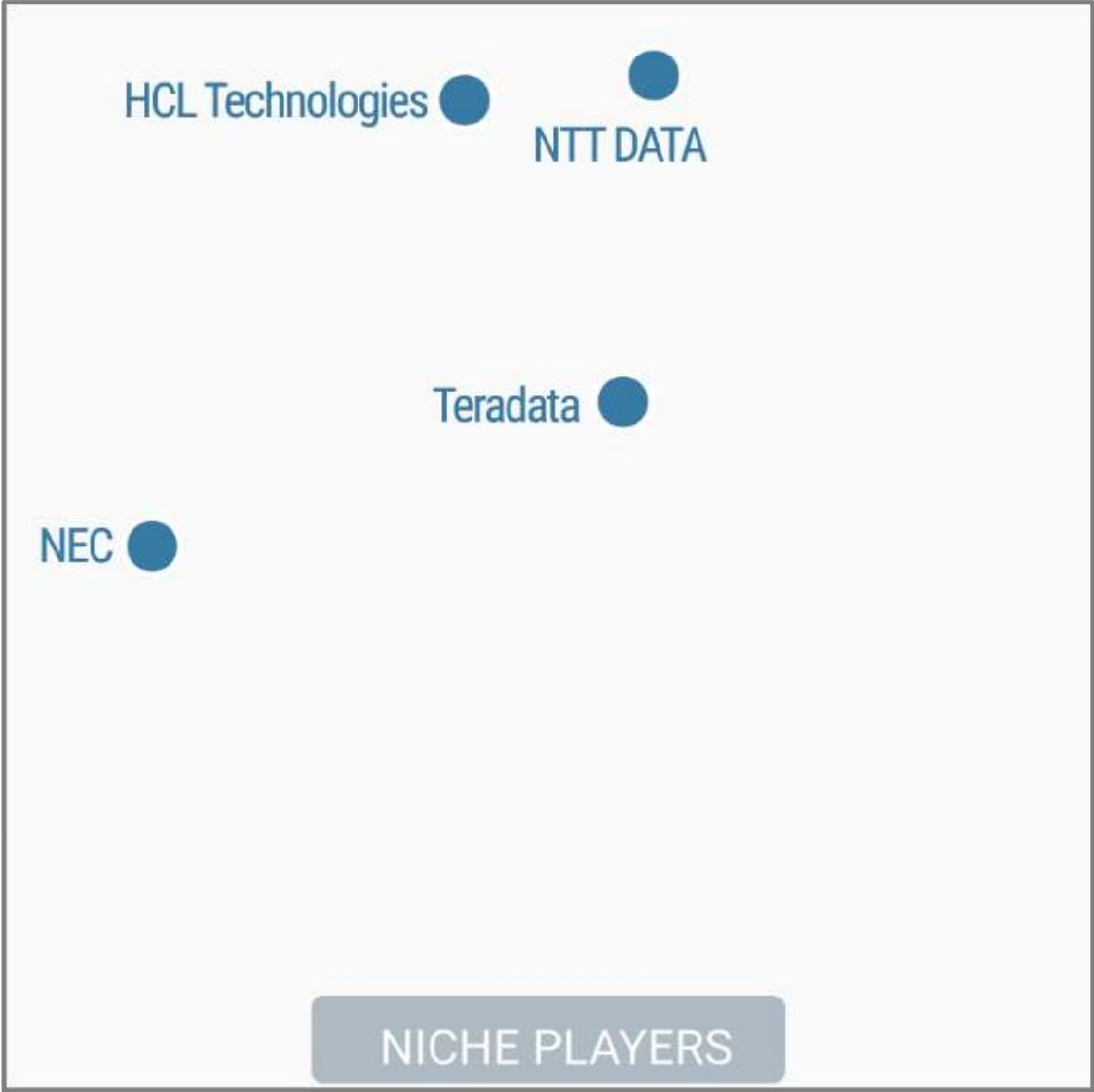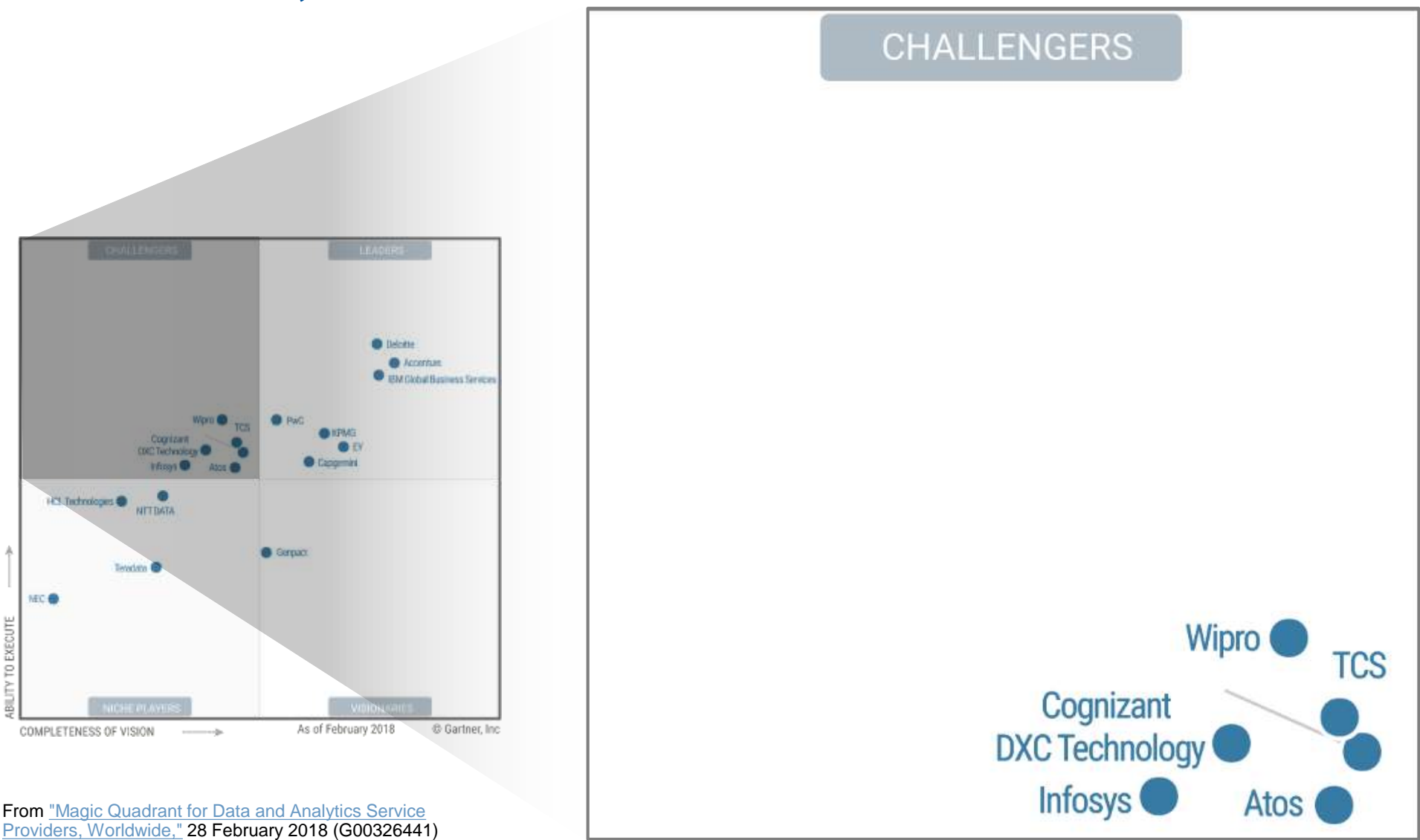# Magic Quadrant for Data and Analytics Service Providers, 2018

CHALLENGERS | LEADERS

- Deloitte
- Accenture
- IBM Global Business Services
- Wipro
- TCS
- PwG
- Cognizant
- KPMG
- CXC Technology
- EY
- Infosys
- Atos
- Capgemini

HCL Technologies
NTT DATA

Genpact

Teradata

NEC

ABILITY TO EXECUTE

COMPLETENESS OF VISION

NICHE PLAYERS | VISIONARIES

As of February 2018   © Gartner, Inc

● Genpact

VISIONARIES

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Magic Quadrant for Data and Analytics Service Providers, 2018

From "Magic Quadrant for Data and Analytics Service Providers, Worldwide," 28 February 2018 (G00326441)

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Magic Quadrant for Data and Analytics Service Providers, 2018

Magic Quadrant for Data and Analytics Service Providers, 2018

LEADERS

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Magic Quadrant for Data and Analytics Service Providers, Worldwide

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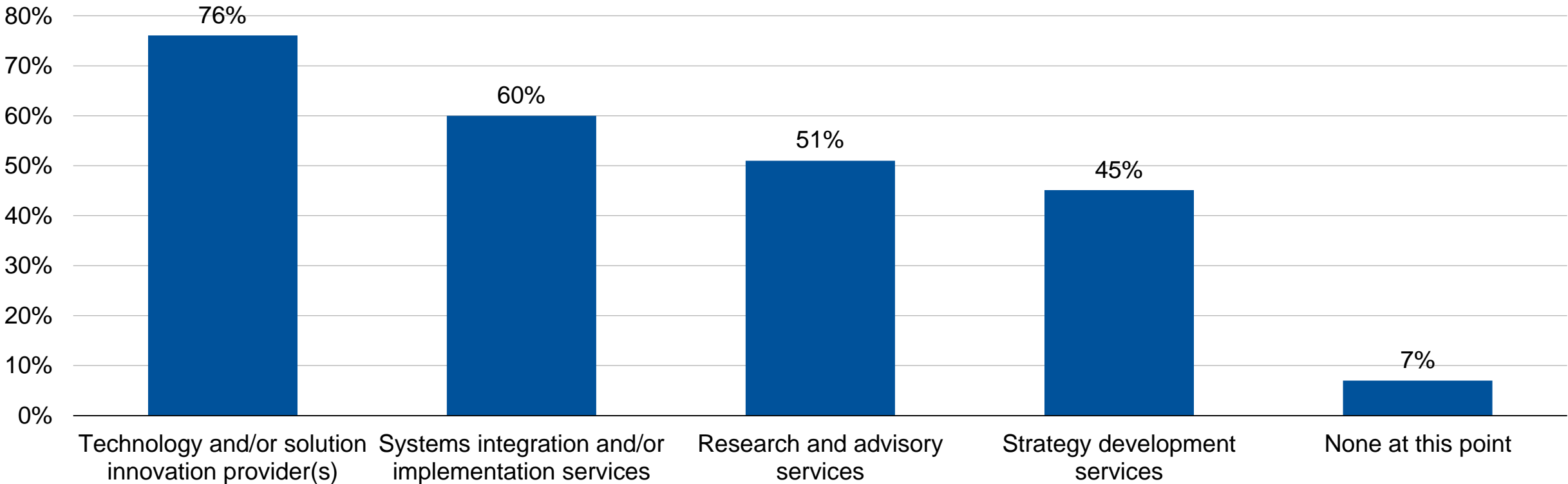
CDO Survey: Over 90% Is Using External Partners

Use of External Partners by Office of CDO

Over 90% of CDO's Are Using External Data and Analytics Partners #GartnerDA

Percentage of Respondents

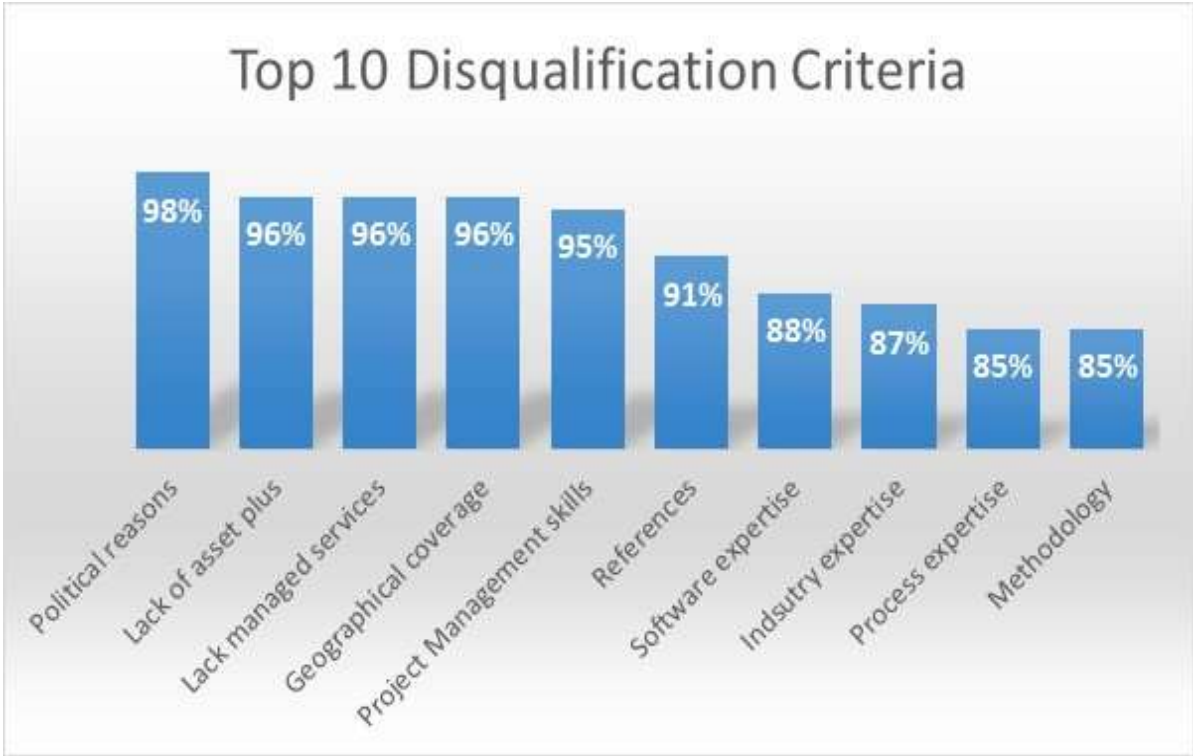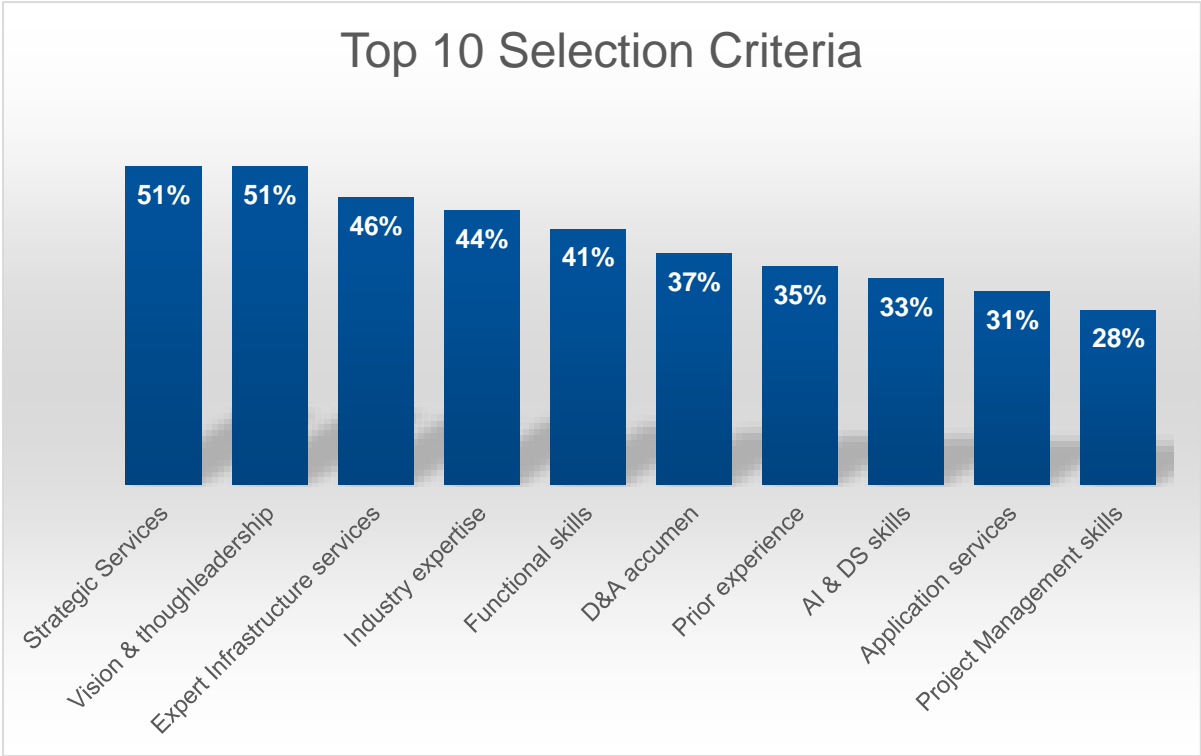| Category	Percentage
Technology and/or solution innovation provider(s)	76%
Systems integration and/or implementation services	60%
Research and advisory services	51%
Strategy development services	45%
None at this point	7%

Base: Full/Partial office of CDO, Excluding Unsure, n = 156
NQ1A. Which of the following external partners and/or services, if any, does the office of the CDO leverage?
Multiple responses allowed
Source: "Survey Analysis: Third Gartner CDO Survey — How Chief Data Officers Are Driving Business Impact" (G00332689)

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Top Selection and Disqualification Criteria Are Often Not Technology Related

Top 10 Selection Criteria

- Strategic Services — 51%
- Vision & thoughleadership — 51%
- Expert Infrastructure services — 46%
- Industry expertise — 44%
- Functional skills — 41%
- D&A accumen — 37%
- Prior experience — 35%
- AI & DS skills — 33%
- Application services — 31%
- Project Management skills — 28%

Top 10 Disqualification Criteria

- Political reasons — 98%
- Lack of asset plus — 96%
- Lack managed services — 96%
- Geographical coverage — 96%
- Project Management skills — 95%
- References — 91%
- Software expertise — 88%
- Indsutry expertise — 87%
- Process expertise — 85%
- Methodology — 85%

Multiple answers — Answers ranked No. 1

Strategic Services, Vision and Thought Leadership Are Top Selection Criteria for D&A Services #GartnerDA

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~~Recommendations~~

3 Questions

✓ Are your analytics still the same or are they also being disrupted?

✓ Is your service provider still the right fit or do you need a different or an additional one?

✓ Are you ready to do something completely different?

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Recommended Gartner Research

▶ **Magic Quadrant for Data and Analytics Service Providers, Worldwide**
Jorgen Heizenberg, Twiggy Lo and Neil Chandler (G00326441)

▶ **Market Guide for Data Science and Machine Learning Service Providers**
Jorgen Heizenberg, Alexander Linden and Others (G00325164)

▶ **Choose Analytics Services by Focusing on Capabilities to Drive Key Business Initiatives**
Jorgen Heizenberg, Alan D. Duncan and Douglas Laney (G00338232)

▶ **Take Advantage of the Disruptive Convergence of Analytic Services and Software**
Jorgen Heizenberg and Svetlana Sicular (G00324309)

▶ **How to Engage Business Analytics Services Providers**
Alan D. Duncan and Neil Chandler (G00270857)

For information, please contact your Gartner representative.

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