

Agentic AI Services

A comparative analysis of service providers enabling autonomous intelligence and maximizing the potential of Agentic AI



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ISG defines Agentic AI as the ability to take autonomous actions, involving multiple processes or systems, based on understanding of the environment and the goals that should be achieved. Agentic AI is an emerging yet transformative force in 2025, redefining how enterprises automate, optimize and scale operations. Unlike traditional AI, which relies on predefined workflows, agentic AI autonomously plans, executes and adapts to tasks with minimal human intervention. By integrating reasoning, memory and tool use, it enhances decision-making, streamlines processes and accelerates enterprise innovation.

- Agentic AI systems enable complex and multistep task execution across business functions, reducing reliance on manual inputs and improving efficiency.
- Memory-driven AI and contextual learning enhance adaptability, allowing agentic AI systems to recall past interactions, refine responses and continuously improve performance.

- Integration of multimodal AI capabilities fosters intelligent automation, driving personalized and data-driven insights.
- Agentic AI is reshaping enterprise workflows, from automated customer support and AI-driven analytics to self-optimizing operations in industries such as finance, healthcare and domains such as supply chain, HR, and security.
- Responsible AI practices and governance frameworks ensure ethical, transparent and regulatory-compliant AI behavior, mitigating risks such as bias and unintended automation failures.

While agentic AI unlocks new frontiers in autonomous problem-solving and intelligent task execution, businesses must navigate challenges such as scalability, decision transparency and seamless integration with legacy systems. Collaborating with leading providers ensures strategic adoption, enabling enterprises to harness goal-driven and self-learning AI systems for sustained innovation and competitive advantage.



Agentic AI Services

Service Segments							Cornerstones
Design (Assessment – Use case Identification)		Development & Deployment (Engineering – Accelerate – Operationalize – Scale – Interoperability)					Edge/Cloud Integration Tech Stack/ Talent Upskilling Data Trust & Security Partner Collaboration & Co-innovation Change Management
Strategy & Roadmap	Agent/Multi-Agent Development		Agent/AI Observability, Performance Monitoring				
Blueprinting & Architecture	Simulation Environments		Feedback & Retraining				
Business Experience & UX	Agent Orchestration & Collaboration		Autonomous Decisioning Systems				
Industry & Domain Expertise	Pre-trained Customizable Models & Accelerators		Workflow & Process Automation				
Governance, Responsible AI	Platforms, IP Solutions, APIs & Templates		Partner Ecosystem				
Data Foundation, Context & Knowledge Management							
Data Engineering & Operations	Foundational Models & LLMs	Context Awareness; Reasoning & Planning	Hyper personalization	Human-in-the-Loop	Proactive Learning & Adaptation	Memory Management	



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

Simplified Illustration Source: ISG 2025

**Agentic AI Development
and Deployment Services**

Definition

The ISG Provider Lens™ Agentic AI study offers the following to business and IT decision-makers:

- Transparency on the strengths and weaknesses of relevant providers
- A differentiated positioning of providers by segments on their competitive strengths and portfolio attractiveness
- Focus on the global markets, covering regional nuances

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



Definition

In this quadrant, ISG evaluates service providers offering agentic AI solutions and services that autonomously plan, execute and refine task with minimal human input. These solutions enhance enterprise efficiency by integrating reasoning, adaptive learning and multimodal interactions for intelligent decision-making.

Agentic AI systems use task orchestration, memory management and self-correction mechanisms to optimize workflows and automate processes. AI agents can assess objectives, interact with external tools and collaborate with other agents or humans. Providers incorporate LLM evaluation, multimodal processing and reinforcement learning to enhance adaptability and performance.

To ensure responsible AI, providers implement governance frameworks, ethical safeguards and transparency measures to mitigate bias and align AI with enterprise policies.

By bridging automation with intelligence, agentic AI enables scalable and goal-driven automation, helping enterprises achieve outcomes with productivity and precision.

Eligibility Criteria

1. Showcase ability to **design agentic AI solution from ideation, value creation, roadmap and strategic business alignment**.
2. Showcase POCs of agentic AI systems that are capable of (not limited to) **autonomous planning, execution and self-improvement** across enterprise workflows.
3. Develop agentic AI solutions integrating **seamless human intervention, ensuring AI oversight, real-time corrections and adaptive decision control** in critical workflows.
4. Develop AI ecosystems where **multiple agents can communicate, delegate tasks and share insights, mimicking human-like teamwork**.
5. Establish **bias mitigation, transparency, ethical AI safeguards and compliance frameworks** to ensure accountability and fairness.
6. Implement **LLM evaluation, fine-tuning and reinforcement learning** to enhance AI responsiveness and accuracy.
7. Build and deploy solutions that integrate **multi-modal, structured and unstructured data** to support complex and real-world decision-making.
8. Demonstration on variety of industry specific and functional **agentic AI applications, with solution demonstrations and success stories**.
9. Showcase how **agentic AI solutions delivered business outcomes** such as improved efficiency, reduced costs, accelerated decision-making and driving tangible business outcomes.
10. Demonstrate **ecosystem partnerships** with hyperscalers, technology providers, academia and startup ecosystems.



Quadrants by Region

As a part of this ISG Provider Lens™ quadrant study, we are introducing the following One quadrant on Agentic AI Services 2025:

Quadrant	Global
Agentic AI Development and Deployment Services	✓



The research phase falls in the period between March and July 2025, during which survey, evaluation, analysis and validation will take place. The results will be presented to the media in November 2025.

Milestones	Beginning	End
Survey Launch	March 5, 2025	
Survey Phase	March 5, 2025	July 18, 2025
Sneak Previews	September 2025	October 2025
Press Release & Publication	November 2025	

Collecting client testimonials via the Star of Excellence Program requires early client referrals (no official reference needed) because CX scores have a direct influence on the provider’s position in the IPL quadrant and the awards.

Please refer to the [link](#) to view/download the ISG Provider Lens™ 2025 research agenda.

Access to Online Portal

You can view/download the questionnaire from [here](#) using the credentials you have already created or refer to the instructions in the invitation email to generate a new password. We look forward to your participation!

Buyers Guide

ISG Software Research, formerly “Ventana Research,” offers market insights by evaluating technology providers and products through its Buyers Guides. The findings are drawn from the research-based analysis of product and customer experience categories, ranking and rating software providers and products to help facilitate informed decision-making and selection processes for technology.

In the course of the Agentic AI Services IPL launch, we want to take advantage of the opportunity to draw your attention to related research and insights that ISG Research will publish in 2025. For more information, refer to the [Buyers Guide research schedule](#).

Research Production Disclaimer:

ISG collects data for the purposes of conducting research and creating provider/vendor profiles. The profiles and supporting data are used by ISG advisors to make recommendations and inform their clients of the experience and qualifications of any applicable provider/vendor for outsourcing the work identified by clients. This data is collected as part of the ISG FutureSource™ process and the Candidate Provider Qualification (CPQ) process. ISG may choose to only utilize this collected data pertaining to certain countries or regions for the education and purposes of its advisors and not produce ISG Provider Lens™ reports. These decisions will be made based on the level and completeness of the information received directly from providers/vendors and the availability of experienced analysts for those countries or regions. Submitted information may also be used for individual research projects or for briefing notes that will be written by the lead analysts.



ISG Star of Excellence™ – Call for nominations

The Star of Excellence™ is an independent recognition of excellent service delivery based on the Voice of the Customer concept. ISG has designed the Star of Excellence program to collect client feedback about service providers' success in demonstrating the highest standards of client service excellence and customer centricity.

The global survey is all about services that are associated with IPL studies. In consequence, all ISG Analysts are continuously provided with information on the customer experience of all relevant service providers. This information comes on top of existing first-hand advisor feedback that IPL leverages in its practitioner-led consulting approach.

Providers are invited to [nominate](#) their clients to participate. Once the nomination has been submitted, ISG sends out a mail confirmation to both sides. It is self-evident that ISG anonymizes all customer data and does not share it with third parties.

Our vision for the Star of Excellence™ is to become acknowledged as the leading industry recognition for client service excellence and serve as the benchmark for measuring client sentiments.

To ensure your selected clients complete the feedback for your nominated engagement, please use the "Nominate (for Providers)" section on the Star of Excellence [website](#).

We have set up an email where you can direct any questions or provide comments. This email will be checked daily. Please allow up to 24 hours for a reply.

Here is the email address:
ISG.star@isg-one.com



ISG Star of Excellence



The ISG Provider Lens 2025 – Agenitic AI Services research 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 services providers and analysis of publicly available market information from multiple sources. The data collected for this report represents information that ISG believes to be current as of March 2025, for providers who actively participated as well as for providers who did not. ISG recognizes that many mergers and acquisitions have taken place since that time, but those changes are not reflected in this report.

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



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ISG Provider Lens™ Advisors Involvement Program

ISG Provider Lens offers market assessments incorporating practitioner insights, reflecting regional focus and independent research. ISG ensures advisor involvement in each study to cover the appropriate market details aligned to the respective service lines/technology trends, service provider presence and enterprise context.

In each region, ISG has expert thought leaders and respected advisors who know the provider portfolios and offerings as well as enterprise requirements and market trends. On average, three consultant advisors participate as part of each study's quality and consistency review process. The consultant advisors ensure each study reflects ISG advisors' experience in the field, which complements the primary and secondary research the analysts conduct. ISG advisors participate in each study as part of the consultant advisors' group and contribute at different levels depending on their availability and expertise.

The consultant advisors:

- Help define and validate quadrants and questionnaires,
- Advise on service provider inclusion, participate in briefing calls,
- Give their perspectives on service provider ratings and review report drafts.

ISG Advisors to this study



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**Director, Americas,
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Invited Companies

If your company is listed on this page or you feel your company should be listed, please contact ISG to ensure we have the correct contact person(s) to actively participate in this research.

Accelirate	Firstsource	LTIMindtree	UST
Accenture	Fujitsu	Leeway Hertz	Virtusa
Apexon	Genpact	Movate	Wipro
Ascendion	GlobalLogic	Mphasis	Zensar Technologies
Birlasoft	Grazitti Interactive	NTT DATA	
Brillio	Happiest Minds	Orange Business	
Capgemini	HARMAN Digital Transformation Solutions	Persistent Systems	
CGI	HCLTech	PwC	
Coforge	Hexaware	Rackspace Technology	
Cognizant	Hitachi Digital Services	SLK Group	
Deloitte	IBM	TCS	
DXC Technology	Infosys	Tech Mahindra	
Encora	ITC Infotech	Trigent	
EXL	KPMG	T-Systems	
EY	Kyndryl	Unisys	



ISG Provider Lens™

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

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

ISG Research™

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

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

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ISG

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

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





MARCH, 2025



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