

Digital Business Innovation Services

Analysis of service providers that help
accelerate business via advanced digital
capabilities and innovation



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Digital transformation services encompass a set of solutions that enable companies of all sizes to use emerging technologies to address business challenges, modernize processes and create ways to generate value. For large organizations, these services help scale complex operations, integrate legacy systems and strengthen governance. For small and midsize businesses (SMBs), they unlock previously inaccessible capabilities, enabling rapid gains in efficiency and competitiveness.

Digital transformation covers everything from modernizing applications and adopting cloud-based architectures to using automation tools, advanced analytics, AI and GenAI. With these capabilities, companies can respond quickly to market changes, adapt operating models and accelerate product and service innovation.

The customer journey is central to transformation process, spanning every interaction from initial contact to after-sales support. Services focused on this journey analyze customer needs, expectations

and behaviors using methodologies such as design thinking, customer journey mapping, omnichannel strategies and CRM solutions to deliver seamless, personalized and efficient experiences.

By combining digital transformation and an in-depth focus on the customer journey, enterprises of all sizes can improve results, reduce friction, strengthen relationships and develop solutions that are better aligned with client needs.



Key focus areas for **Digital Business Innovation Services 2026** study.

Simplified Illustration Source: ISG 2025

Digital Transformation Services

Customer Journey Services

The ISG Provider Lens® Digital Business Innovation Services 2026 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 Brazilian market

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.



Digital Transformation Services

Definition

This quadrant evaluates digital transformation service providers that can redesign business models, modernize operations and create integrated journeys for customers and employees. By combining strategy, technology and management, these providers help organizations efficiently use their data, accelerate decisions and identify new opportunities in an increasingly competitive market.

These services support the adoption of advanced automation, analytics and process restructuring practices, ensuring efficiency gains and increased capacity for innovation. CX design, in turn, transforms marketing, sales, delivery and after-sales, promoting a truly customer-centric approach and aligning the entire organization around this vision.

Participating companies must be able to support their customers throughout the digital journey, from strategic conception to execution, ensuring consistent organizational change, technology adoption, continuous improvement and tangible results across various sectors.

Eligibility Criteria

1. Offer **consulting** and **innovation** services throughout the entire **digital transformation journey**, supporting organizations from strategy to implementation
2. Demonstrate the ability to advise clients across various areas such as **technology, data, processes, operations** and **organizational change**
3. Help clients **formulate short- and long-term digital roadmaps**
4. Support clients in overcoming **business challenges** by developing **digital solutions, applications** and **capabilities** that drive growth and competitiveness
5. Demonstrate strong **thought leadership** capabilities, influencing strategic **decisions** and guiding clients on best market practices
6. Showcase **technical maturity** and **experience**, evidenced by specialized resources, R&D initiatives and participation in partner ecosystems, including hardware and software vendors
7. Deliver **measurable results**, demonstrating solid **technical execution, strategic value** creation, proven **ROI** and tangible **business impact**



Customer Journey Services

Definition

This quadrant assesses providers' ability to support enterprises in creating, optimizing and integrating end-consumer journeys within a clearly defined B2B2C model. These providers offer customer journey services that help enterprises redesign interactions, eliminate friction, personalize experiences and connect digital touchpoints for their end customers.

These services include research and experience mapping practices, analytics applied to consumer behavior, automation, AI and process restructuring that directly impact the end-user journey. Experience design redefines how marketing, sales, customer service and after-sales work together to deliver seamless, consistent and customer-centric interactions.

Providers must demonstrate the ability to offer end-to-end support to corporate clients, from strategy to execution, enabling consistent organizational change, technology adoption and continuous improvement that enhances end-customer experiences.

Eligibility Criteria

1. Offer **consulting, integration and managed services** that help enterprises **improve the end-customer experience** by enabling seamless, personalized and consistent journeys
2. Demonstrate **the ability to adapt and optimize the end-customer journey** based on the specific needs of corporate clients
3. **Deliver end-to-end customer journeys** leveraging advanced technologies such as AI, ML, IoT, automation and data analytics
4. Showcase competence in **personalization and hyperpersonalization** by tailoring content, offerings and purchasing processes to the preferences and behaviors of clients and their end-users based on the context and sector
5. Offer **high-quality support** that enable client organizations to quickly resolve problems, update journeys, personalize services and optimize interactions that impact their end customers
6. **Demonstrate a CX governance structure** capable of supporting continuous decisions to improve the end-customer experience throughout the entire journey



Quadrants by Region

As part of this ISG Provider Lens® quadrant study, we present the following three quadrants in Digital Business Innovation Services 2026:

Quadrants	Brazil
Digital Transformation Services	✓
Customer Journey Services	✓



The research phase falls in the period between December 2 and December 2025 and January 9 2026, during which survey, evaluation, analysis and validation will take place. The results will be presented to the media in March 23, 2026.

Milestones	Beginning	End
Launch	December 8, 2025	
Research Phase	December 8, 2025	January 9, 2026
Preview	February 11, 2026	
Press Release & Publication	March 23, 2026	

Please refer to the [ISG Provider Lens® 2026](#) research agenda to view and download the list of other studies conducted by ISG Provider Lens.

Access to Online Portal

You can view/download the questionnaire from [here](#) using the credentials you have already created or refer to instructions provided 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 Digital Business Innovation 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 2026. For more information, refer to the [Buyers Guide research schedule](#).

Research Production Disclaimer:

ISG collects data for the purposes of writing 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 concept of “Voice of the Customer.”

The Star of Excellence™ is a program, designed by ISG, 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 will be 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 context of 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.

It is our vision that the Star of Excellence™ will be recognized 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 Client nomination 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:
star@cx.isg-one.com



ISG Star of Excellence



Methodology & Team

The ISG Provider Lens® 2026 – Digital Business Innovation Services research study analyzes the relevant software vendors/service providers in the Brazil market, based on a multi-phased research and analysis process, and positions these providers based on the ISG Research methodology.

Lead Author:

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The research and analysis presented in this study will include data 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. ISG recognizes the time lapse and possible market developments between research and publishing, in terms of mergers and acquisitions, and acknowledges that those changes will not reflect in the reports for this study.

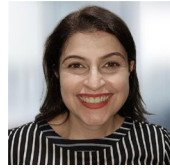
All revenue references are in U.S. dollars (\$US) unless noted.



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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 advisors participate as part of each study's quality and consistency review team (QCRT). The QCRT ensures 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 QCRT group and contribute at different levels depending on their availability and expertise.

The QCRT 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.



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.

* Rated in previous iteration

Accenture *	Brassoftware	dataRain	Everymind
Act Digital *	Brivia *	DB1	Extreme Group
ADSPLAY	BRLink	DBACorp	Falconi *
AI/R Company *	BRQ *	Deal *	Fcamara *
AlfaPeople	Builders	Dedalus *	Fênix Sistemas
Atile *	Cadastra *	Delfia	Flex Interativa
Atos	Capgemini *	Deloitte Digital *	G&P
Avivatec	Cast Group	DP6	Gentrop
AX4B	Choveu	Driven.CX	GFT
BeeCloud	CI&T *	DXC Technology *	GhFly *
Best.Projects	Claranet	Eclipse	Globant *
Beyondsoft	Claro empresas	e-Core	Guiropa
Birlasoft *	Cloud Target *	Enext	HRocks
Bizapp	Cognizant	Engineering	Hvar Consulting
BlueShift	Compass UOL	Enkel IT	IBM



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* Rated in previous iteration

Ilegra *	Kyndryl *	Solo Network *
Impeto	Logicalis *	Spassu *
Indra	MadeInWeb *	ST IT Cloud *
Infosys	Meta *	Stefanini *
Infracommerce	MRM *	TCS *
Inmetrics *	Nação Digital *	TIVIT *
Innvo	NTT DATA *	T-Systems *
IPNET by Vivo *	Platform Builders *	V8.Tech *
IPsense	PwC *	Valcann
ISmartBlue *	Qualiserve *	Valtech
ITCore	Quality Digital *	Vitrio
Jellyfish	Sauter Digital *	
JFOX	Sinqia *	
Jussi	Skyone *	
Kumulus *	Smart Consulting *	



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](#).

Research™

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

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

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

ISG (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.

For more information, visit isg-one.com.





DECEMBER, 2025

BROCHURE: DIGITAL BUSINESS INNOVATION SERVICES