

AI-Centered



ISG has been investing in AI for more than two years now, to better serve our clients and operate more efficiently as a firm.

AI is at the heart of everything we do—from the technology strategies we develop and the partners we recommend to our clients, to the impact of AI on the future of work. We have truly become an *AI-centered firm*.

Research

ISG produced one of the first research reports on AI, in 2023. We followed that up with our [2024 ISG State of Applied Generative AI Market Report](#) and continue to produce detailed AI market research and analysis covering both the software and service provider ecosystems.

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Sourcing

In March 2024, we launched [ISG Tango™](#), our AI-powered, next-gen sourcing solution. ISG Tango now manages more than US \$7 billion of total contract value, representing 16 client industries worldwide, and climbing.

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Advisory

We launched our [Enterprise AI Advisory](#) business in January 2024, and appointed our first Chief AI Officer. To date, we have supported more than 100 clients with AI-focused research and advisory services.

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Governance

We offer AI-powered negotiating and intelligent contracting

People

We have trained and certified more than 1,200 ISG employees in AI

[Read more](#)

Events

We drew the largest in-person audience ever for an ISG event at

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Governance

We offer AI-powered negotiating and intelligent contracting as a core capability of the **ISG GovernX®** platform. This patented capability leverages machine learning technology to suggest the best possible contracts or remediation.

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People

We have trained and certified more than 1,200 ISG employees in AI, including 250 employees who have attained Expert status.

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Events

We drew the largest in-person audience ever for an ISG event at our AI Impact Summit in London last September. We will host five ISG AI Impact Summits in 2025.

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