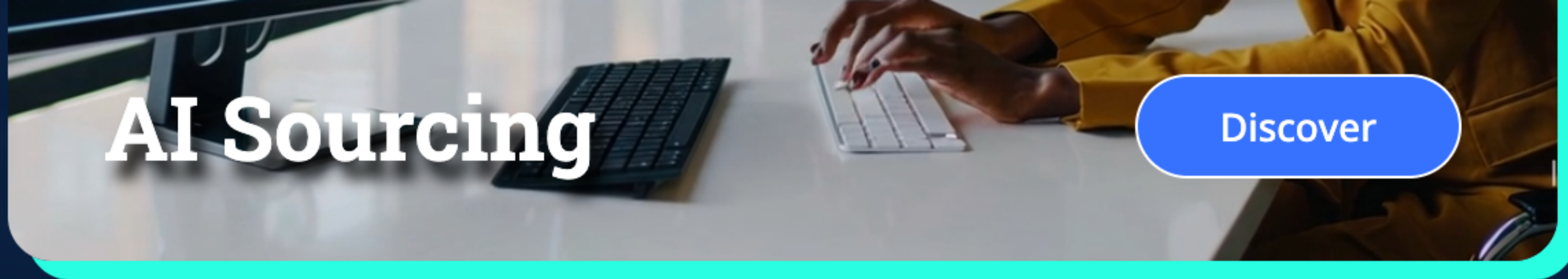


The Future of AI. Now.

Here's a look at some of the ways ISG is helping clients shape their AI future.





AI Sourcing

Discover



AI Applications

Discover



AI Governance

Discover



AIOps

Discover



AI Sourcing

ISG helps a hospitality company and their provider optimize an AI-driven customer profile database

A global hospitality company sought to channel data from across its business lines into unified customer profiles that could power immersive, personalized experiences.

Drawing on the strength of relationships and past experience with ISG, the client sought the firm's guidance on how to achieve the full potential of the process, strengthen their existing provider relationship, break down data silos and build on its customer information.

ISG evaluated the provider partnership to ensure it could achieve the client's business objectives, defined and implemented quality assurance and key performance indicators to measure for contract success, then built a strategic roadmap to enable the organization to adopt and scale the new AI-enabled solution to deliver personalized marketing, optimize operations and drive strategic outcomes.

“ ISG partnered with the client to build a provider partnership, organizational structure and governance that enables long-term stability, security and sustainability for the client's customer data. Only ISG can offer the unique blend of advisory services, technological expertise, sourcing guidance and contract management that was key to the success of this engagement. ”

Olga Kupriyanova
Principal Consultant





AI Applications

ISG uses AI to power the migration of thousands of applications to the cloud

A new pension and employee health and benefits specialist, created as a carveout from a global insurance company, engaged ISG to help transition their entire data, application and technology portfolio to a cloud-based infrastructure.

ISG set out to drive a fast, thorough assessment and selection process for provider partners with strong cloud migration credentials that could leverage automation and AI to accelerate the transition, ensure compliance, information security and IT controls and maintain the cloud environment post-migration.

To meet the strict regulatory timeline, ISG co-solutioned the use of AI-powered tools to first understand the overall ecosystem architecture and application hosting landscape and determine each application's purpose, version, hosting location, licensing and data migration requirements and integration points. GenAI-powered testing covered the complex applications and diverse IT landscapes and significantly reduced the costs and time required for applications testing, leading to faster delivery cycles and higher productivity.

“ Arriving at a risk-mitigated cloud migration approach for over a thousand applications was a daunting task. AI-powered tools and GenAI-powered testing accelerated our timeline for creating a reliable and scalable technology environment for our client, ensuring a seamless transition with minimal disruption to the business and the user experience. ”

Suresh Payapulli

Director





AI Governance

ISG writes the GenAI governance playbook for a U.S. state

A U.S. state engaged ISG to create guiding principles, policies and procedures for the safe, transparent, ethical and secure use of generative AI (GenAI) by the state and its agencies.

With no AI governance guidelines in place, ISG conducted extensive research across U.S. and foreign municipalities to understand the legal, policy and regulatory landscape governing GenAI and to find best practices the state could adopt into their comprehensive usage policy for mapping, measuring, monitoring and managing use of GenAI.

The ISG-created playbook details acceptable GenAI use, potential risks and specific precautions, approved tools and use cases, guiding and ethical principles, a training plan for employees and a submission process for new GenAI requests that is easy to use and understand.

“ Good governance, and a process that works for all, was critical to this client. The GenAI playbook we created provides the state with a basis for adapting to new developments and challenges, ensuring that AI and GenAI remain a positive force in their state government. ”

Wayne Butterfield

Partner



AIOps



ISG helps a life insurance company optimize AIOps savings in its provider relationships

A life insurance company turned to ISG for an independent benchmark of their core IT provider to achieve better service levels and drive down costs by maximizing the strategic use of AI for IT Operations (AIOps).

ISG explored recent and contemporary IT contract data and models to assess the client's partners, scope, operating model, contract and pricing structure and recommended specific ways the client's providers could optimize operations, improve outcomes and pass on savings achieved with AI.

ISG's agile sourcing approach leveraged unique accelerators, tools and templates that streamline the sourcing process and highlight the impact of AI on sourcing contracts, ensuring the client could future-proof its agreements and drive significant price savings.

“ AIOps is a fundamental shift for managed services deals. Providers can use AIOps to make managed services more efficient and deliver cost savings between 30 and 60 percent. ISG uses our unique position as an independent advisor to ensure providers are including AIOps to the greatest possible extent and are passing those savings on to the client. ”

Mike Rose

Director