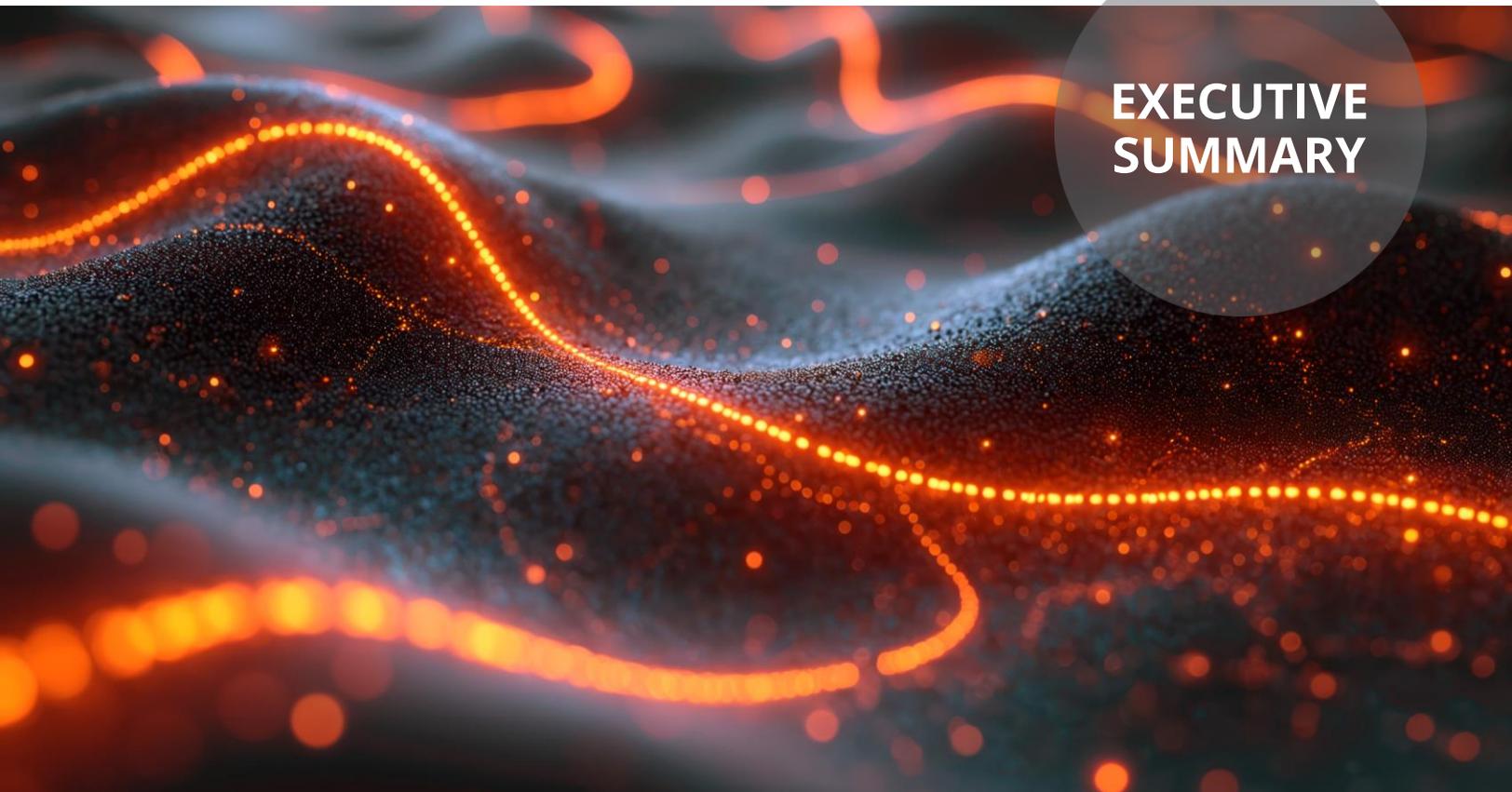


# AI Platforms Emerging Providers Buyers Guide

Software Provider and Product Assessment



EXECUTIVE  
SUMMARY



**iSG** Research



## Key Takeaways

Artificial intelligence (AI) platforms support the full lifecycle of AI development and operations, including data preparation, model training, deployment and ongoing governance. The rapid emergence of generative and agentic AI has accelerated enterprise investment while expanding requirements for monitoring, policy enforcement and lifecycle management. Emerging providers are gaining traction by targeting specific stages of the AI lifecycle or specialized data and governance challenges, positioning their platforms to complement broader enterprise AI environments.

### Software Provider Summary

The ISG Buyers Guide™ for AI Platforms Emerging Providers evaluates 10 software providers offering products supporting the development, deployment and governance of AI and machine learning (ML) models across the lifecycle. The research ranked the top three overall leaders as Domino Data Lab, H2O.ai and Hugging Face. Providers were classified using weighted performance in Product Experience and Customer Experience for ISG quadrant placement. Domino Data Lab and KNIME were rated as Exemplary, with H2O.ai, Hugging Face and Quantexa rated as Innovative. Gravitee, Jitterbit and SnapLogic were rated as Assurance; and Druid AI and Tray.ai were rated as Merit.

### Product Experience

Product Experience, representing 80% of the evaluation, focuses on Capability (50%) and Platform (30%), which includes adaptability, manageability, reliability and usability. H2O.ai, Domino Data Lab and Hugging Face achieved the highest performance as Leaders in this category, supported by broad capabilities spanning AI/ML modeling, AutoML and generative and agentic AI, and strong underlying platform adaptability, manageability, reliability and usability. Leaders demonstrated enterprise-grade platform capabilities supporting deployment and operation across diverse enterprise roles and AI development contexts.

### Customer Experience

Customer Experience, representing 20% of the evaluation, focuses on validation and TCO/ROI. Domino Data Lab, SnapLogic and KNIME were the Leaders in this category, showing strong customer advocacy and clear investment in success outcomes. Providers with lower performance often lacked publicly available customer validation or failed to demonstrate structured ROI measurement and proactive lifecycle engagement.

### Strategic Recommendations

Evaluate AI platforms based on their ability to support the full operational lifecycle, including data preparation, model training, deployment and continuous governance. Prioritize platforms that provide strong integration with enterprise data infrastructure and existing development environments. Ensure governance, monitoring and policy enforcement capabilities are embedded to manage model drift, regulatory requirements and operational risk as AI deployments scale.



# The Findings

The software providers and products evaluated in this research offer product and customer experiences, but not every feature is equally valuable to every enterprise or is needed to support the relevant business processes and use cases. Moreover, having too many product capabilities may be a negative factor for an enterprise if it introduces unnecessary complexity. Nonetheless, you may decide that a more comprehensive set of capabilities is important and meets your enterprise’s requirements.

An effective customer relationship with a software provider is vital to the success of any investment. The overall customer experience and the full lifecycle of engagement play a key role in ensuring satisfaction and long-term success. Providers with dedicated customer leadership, such as chief customer officers, tend to invest more deeply in these relationships and prioritize customer outcomes in line with TCO and ROI expectations. It is equally important that this commitment to customer success is evident throughout the provider’s website, the buying process and the customer journey.

## Overall Scoring of Software Providers Across Categories

The research finds Domino Data Lab atop the list, followed by H2O.ai and Hugging Face. Providers that place in the top three of a category earn the designation of Leader. Domino Data Lab has done so in five categories; Hugging Face and H2O.ai in three; SnapLogic in two; and Gravitee and KNIME in one category.

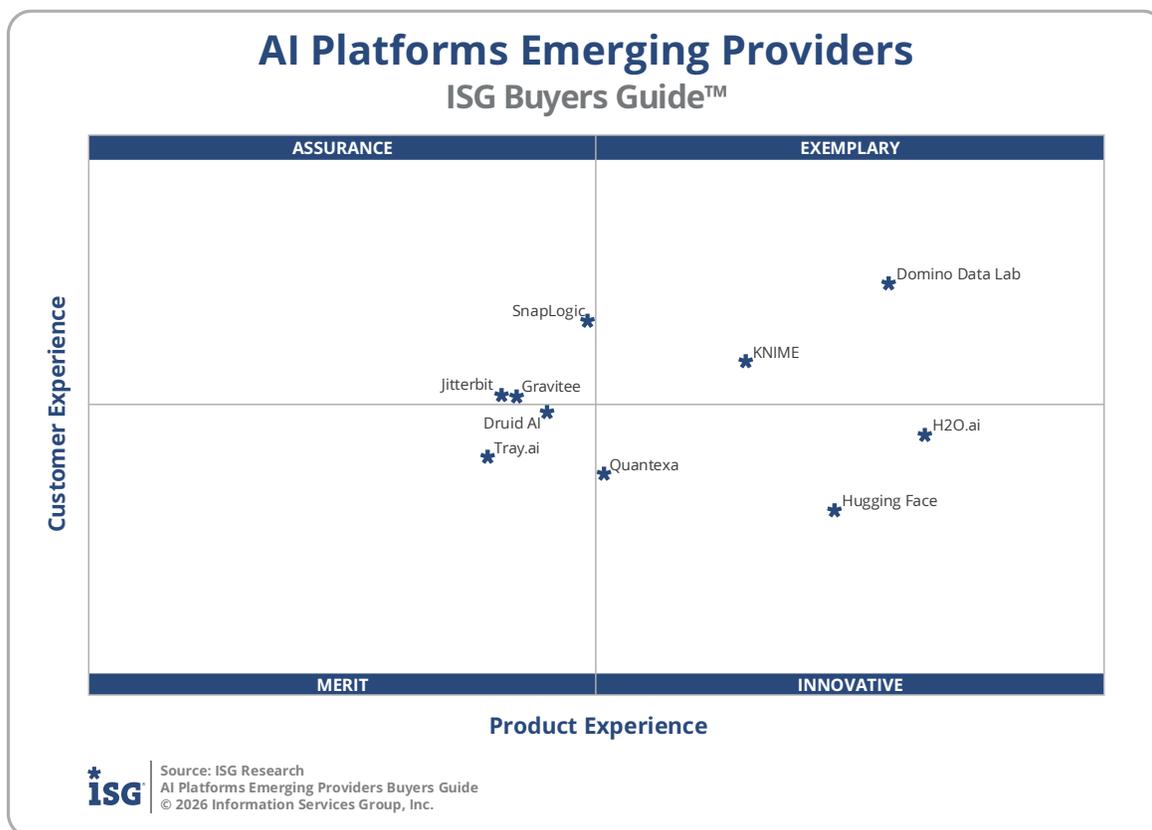
The quadrant chart below presents ratings for Product Experience and Customer Experience on the x- and y-axes, respectively, to visually classify software providers. Those providers whose Product Experience has above-median weighted performance on the axis, in aggregate across the two product categories, place farther to the right. The performance and weighting for the Customer Experience category determine placement on the vertical axis. In short, software providers that place closer to the upper-right on this chart performed better than those closer to the lower-left.

**AI Platforms  
Emerging Providers**  
Overall

Providers	Grade	Performance
Domino Data Lab	B	<b>Leader 68.3%</b>
H2O.ai	B	<b>Leader 64.5%</b>
Hugging Face	B-	<b>Leader 58.6%</b>
KNIME	B-	57.9%
SnapLogic	B-	56.6%
Druid AI	C++	52.5%
Gravitee	C++	51.5%
Jitterbit	C++	50.3%
Quantexa	C+	49.1%
Tray.ai	C+	46.1%

**ISG** | Source: ISG Research  
AI Platforms Emerging Providers Buyers Guide  
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The research categorizes and rates software providers into one of four categories: Assurance, Exemplary, Merit or Innovative. Placement represents the software providers’ weighted performance in meeting the requirements of product and customer experience.



**Exemplary:** This rating (upper right) applies to those providers that performed above the median on Product and Customer Experience requirements. The providers rated Exemplary are: Domino Data Lab and KNIME.

**Innovative:** This rating (lower right) applies to those that performed above median in Product Experience but not in Customer Experience. The providers rated Innovative are: H2O.ai, Hugging Face and Quantexa.

**Assurance:** This rating (upper left) applies to those that performed above median in Customer Experience but not in Product Experience. The providers rated Assurance are: Gravitee, Jitterbit and SnapLogic.

**Merit:** This rating (lower left) applies to those that did not surpass the median in Customer or Product Experience. The providers rated Merit are: Druid AI and Tray.ai.

We advise enterprises to use this research as a supplement to their own evaluations, recognizing that ratings or rankings do not solely represent a provider’s value nor indicate universal suitability of a set of products.



## About ISG Research

ISG Research provides subscription research, advisory, consulting and executive event services focused on market trends and disruptive technologies. ISG Research delivers guidance that helps businesses accelerate growth and create more value. For further information about ISG Research subscriptions, please visit [research.isg-one.com](https://research.isg-one.com).

## About 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 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 and research, in-depth knowledge and governance of provider ecosystems, and the expertise of its 1,500 professionals worldwide working together to help clients maximize the value of their technology investments.

## About the Authors



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David Menninger leads the overall team for software research and advisory for supporting IT and expertise in AI software at ISG. With over three decades of experience in enterprise software, Dave's leadership has advanced digital transformation with information and insights for enterprises around the world.



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Matt Aslett leads software research and advisory for Analytics and Data at ISG. His focus areas of expertise and market coverage include data platforms, data management, data operations and real-time data, as well as analytics and AI, with a focus on the data management requirements for AI use-cases, including generative and agentic AI.