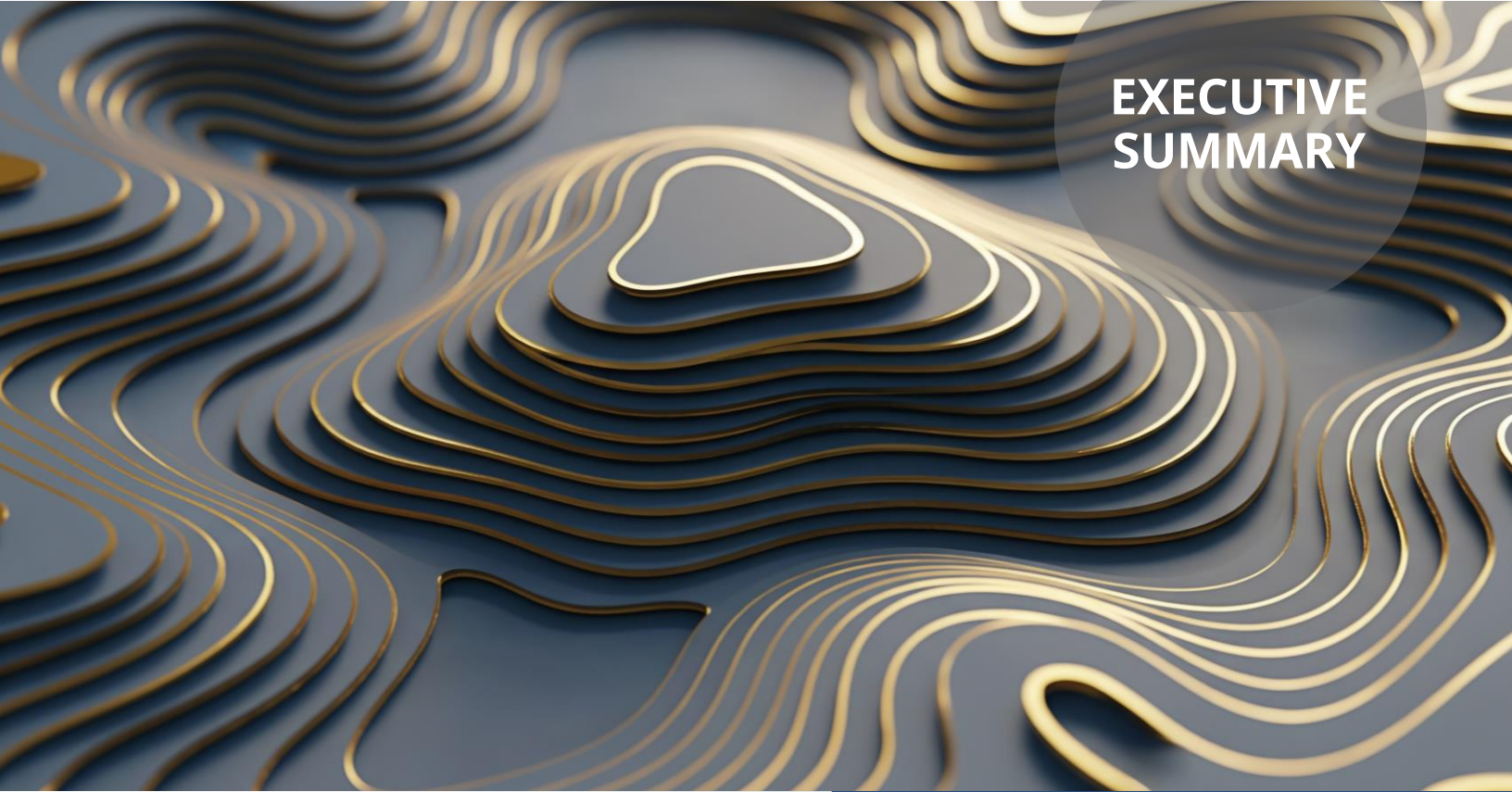


Analytics Emerging Providers Buyers Guide

Software Provider and Product Assessment



EXECUTIVE
SUMMARY

***iSG** Research



Key Takeaways

Analytics emerging providers are expanding the analytics market by delivering differentiated capabilities, AI-driven innovation and flexible deployment options that complement established enterprise platforms. These providers are often quicker to introduce advances in agentic AI, conversational analytics and embedded decision support while addressing specialized use cases and industry requirements. As analytics continues to evolve toward intelligent, automated decision-making, emerging providers play an increasingly important role in accelerating innovation and expanding enterprise choice.

Software Provider Summary

The ISG Buyers Guide™ for Analytics Emerging Providers evaluates 12 software providers offering products that support AI-enhanced analytics, decision intelligence and specialized analytics capabilities. The research ranked the top three overall leaders as Kyvos, Sigma and Hex. Providers were classified using weighted performance in Product Experience and Customer Experience for ISG quadrant placement. Hex, Kyvos and Sigma were rated Exemplary, with Aera Technology, Incorta and Klipfolio rated Innovative. Cube, Phocas and Toucan were rated Assurance, and GoodData, Kyligence and OWOX were rated Merit.

Product Experience Insights

Product Experience, representing 80% of the evaluation, focuses on Capability (50%) and Platform (30%), including adaptability, manageability, reliability and usability. Kyvos, Sigma and Aera Technology achieved the highest performance as Leaders in this category, supported by analytics capabilities, including integration, governance, calculations, query methods and specialized industry support. Leaders demonstrated enterprise-grade platform capabilities across varied analytics, AI-assisted decision-making and operational reporting contexts.

Customer Experience Value

Customer Experience, representing 20% of the evaluation, focuses on validation and TCO/ROI. Kyvos, Sigma and Hex were the Leaders in this category, demonstrating strong customer commitment and clear dedication to customer needs. Providers with lower performance often lacked sufficient information to demonstrate customer success, articulate commitment to customer experience or communicate measurable value through TCO/ROI.

Strategic Recommendations

Organizations should evaluate emerging analytics providers based on how effectively the software complements existing analytics ecosystems while introducing differentiated AI and decision intelligence capabilities. Assessment should prioritize governance, data preparation, embedded analytics, conversational interfaces, industry specialization and integration flexibility. Enterprises should also evaluate provider roadmaps for agentic AI, automated insights and operational decision support that can accelerate adoption while maintaining consistency, transparency and trust.



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 Kyvos atop the list, followed by Sigma and Hex. Providers that place in the top three of a category earn the designation of Leader. Kyvos and Sigma have done so in five categories, Hex in three and Aera Technology in two categories.

Analytics Emerging Provider

Overall

Providers	Grade	Performance
Kyvos	B+	Leader 72.6%
Sigma	B	Leader 68.5%
Hex	B	Leader 64.7%
Aera Technology	B	63.2%
Incorta	B-	61.6%
Klipfolio	B-	61.1%
Phocas	B-	60.4%
Toucan	B-	59.3%
Cube	B-	58.7%
GoodData	B-	56.9%
OWOX	C++	51.8%
Kyligence	C+	46.9%



Source: ISG Research
Analytics Emerging Providers Buyers Guide
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[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.

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David Menninger leads the overall team for software research and advisory, 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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Mawish Rahman supports the analyst team in software research with a focus on AI, analytics and products software research. This includes contributing to the firm's Market Perspectives and Buyers Guide products. She works closely with the revenue, products and client success teams to deliver valuable insights to the market.