

Manufacturing Analytics Buyers Guide

Software Provider and Product Assessment



EXECUTIVE
SUMMARY

***iSG** Research



Key Takeaways

Manufacturing analytics platforms are evolving from traditional reporting and statistical quality tools into AI-enabled operational intelligence environments that support production, supply chain and workforce decision-making. Manufacturers increasingly rely on these platforms to integrate operational and enterprise data, enable predictive maintenance and optimize production performance in real time. AI, GenAI, edge analytics and emerging agentic capabilities are accelerating the transition toward predictive, prescriptive and increasingly automated manufacturing operations.

Software Provider Summary

The ISG Buyers Guide™ for Manufacturing Analytics evaluates 16 software providers offering products that support production, supply chain and workforce analytics. The research ranked the top three overall leaders as Oracle, Microsoft and SAP. Providers were classified using weighted performance in Product Experience and Customer Experience for ISG quadrant placement. Infor, Microsoft, Oracle, SAP and SAS were rated Exemplary, with Epicor, Incorta and QAD rated Innovative. Databricks, Google and OpenText were rated Assurance, and Advantive, Cloud Software Group, dataPARC, Lantek and Sight Machine were rated Merit.

Product Experience Insights

Product Experience, representing 80% of the evaluation, focuses on Capability (65%) and Platform (15%), including adaptability, manageability, reliability and usability. Oracle, Microsoft and QAD achieved the highest performance as Leaders in this category, supported by manufacturing-specific capabilities for accessing and modeling data and performing production, supply chain and workforce analytics. Leaders demonstrated enterprise-grade capabilities across varied production, operational and manufacturing decision-support contexts.

Customer Experience Value

Customer Experience, representing 20% of the evaluation, focuses on validation and TCO/ROI. Oracle, Google and Databricks were the Leaders in this category, showing 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

Manufacturers should evaluate analytics platforms based on their ability to integrate operational technology and enterprise data while supporting production, supply chain and workforce use cases. Assessment should prioritize real-time analytics, predictive maintenance, manufacturing-specific models, data integration, governance and support for mobile and edge deployment. Organizations should also evaluate AI, GenAI and agentic capabilities that improve operational decision-making while maintaining security, transparency and appropriate governance across manufacturing environments.



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 Oracle atop the list, followed by Microsoft and SAP. Providers that place in the top three of a category earn the designation of Leader. Oracle has done so in five categories, Microsoft in four, Databricks and QAD in two and Google and SAP in one category.

Manufacturing Analytics Overall

Providers	Grade	Performance
Oracle	A-	Leader 85.9%
Microsoft	A-	Leader 82.6%
SAP	B++	Leader 75.7%
SAS	B+	74.1%
QAD	B+	73.6%
Infor	B+	70.4%
Epicor	B+	68.8%
Google	B	66.7%
Incorta	B	63.9%
Cloud Software Group	B-	61.4%
Databricks	B-	58.8%
Advantive	B-	57.9%
dataPARC	C++	54.5%
Sight Machine	C++	53.6%
OpenText	C+	49.7%
Lantek	C+	48.2%



Source: ISG Research
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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.