

Star of Excellence 2021 Program Status Update

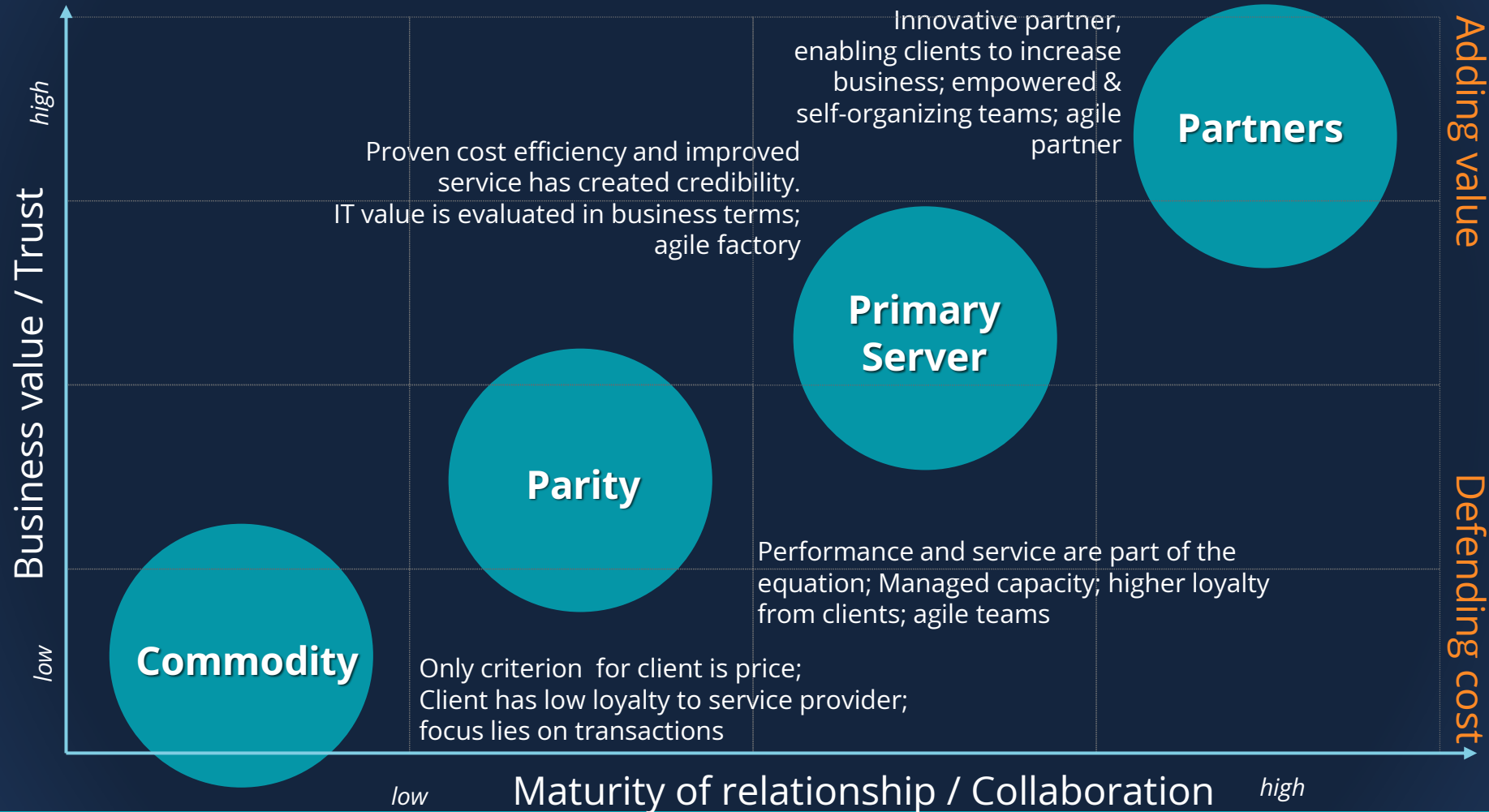
by

Heiko Henkes – Director & Principal Analyst





What defines a good Partnership?





ISG Star of Excellence™



The ISG Star of Excellence™ Program recognizes **exceptional client service** experience.

These results serve as a **benchmark for measuring** client centricity in our industry.

ISG Star of Excellence is **based on direct feedback** from enterprise clients.



Customer Experience Categories



Collaboration &
Transparency



Execution &
Delivery



People and
Cultural fit



Governance &
Compliance



Innovation
& Thought
Leadership



Business
Continuity &
Flexibility



Program Content Overview

Technologies

- Analytics & Big Data
- App Dev & Maintenance
- Cloud Computing
- Contact Center
- Data Center Transformation
- Finance and Accounting
- Future Workplace
- Intelligent Automation
- ITSM/ESM
- Mainframes
- Network

SaaS Partner

- Enterprise Application aaS
 - Amazon Web Services (AWS)
 - Microsoft
 - Salesforce
 - SAP
 - ServiceNow
- Coming soon (as IPL):
- Google
 - Oracle
 - Workday

Emerging Tech

- Artificial Intelligence (AI)
- Digital Business & Blockchain
- Cloud Native & Container
- IoT & Edge Computing
- Cyber Security
- Software Defined Networking
- Next Gen Collaboration



Evaluation Drill-Down



by Region

- North America
- Western Europe
- Eastern Europe
- Middle East
- Africa
- Asia
- Australia / New Zealand
- Central / South America

by Industry

- Utilities & Energy
- Banking
- Insurance
- Manufacturing
- Healthcare
- Life Sciences
- Retail
- Business Services (Procurement)



ISG Research Connection

ISG Research Data Pool
(data becomes anonymous)

IPL Quadrant Reports



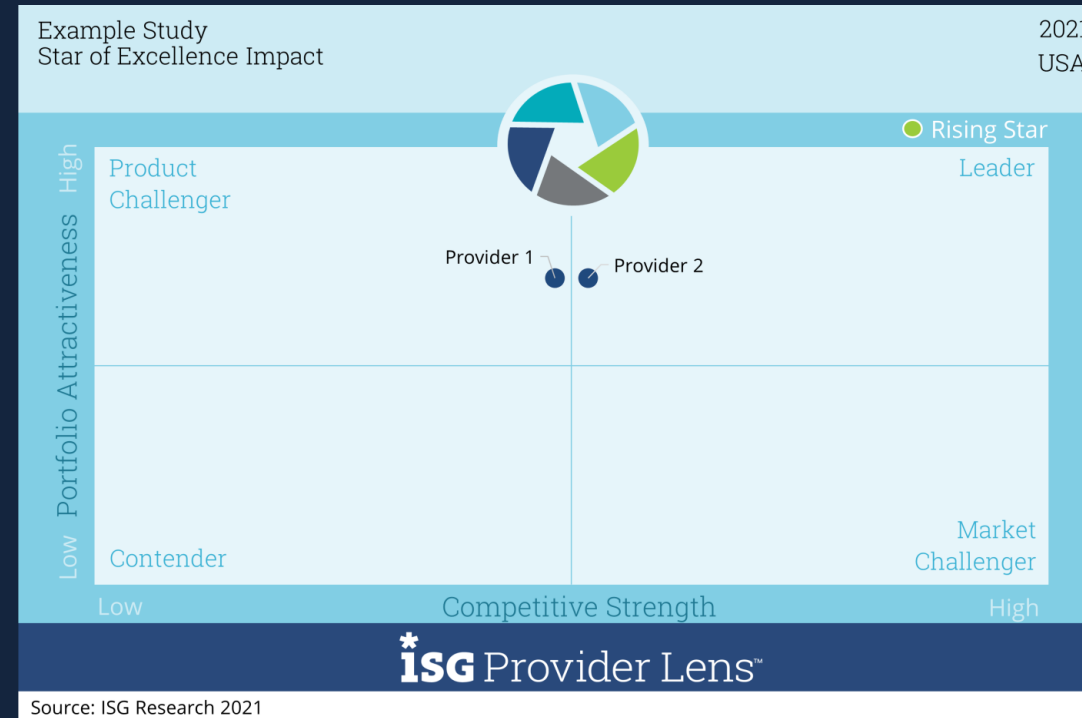
ISG Star of Excellence
Customer Experience





How Data Impacts Your Position

- Strategy & Vision
- Features / Portfolio of Services
- Service Delivery Capabilities
- Innovation & Differentiation

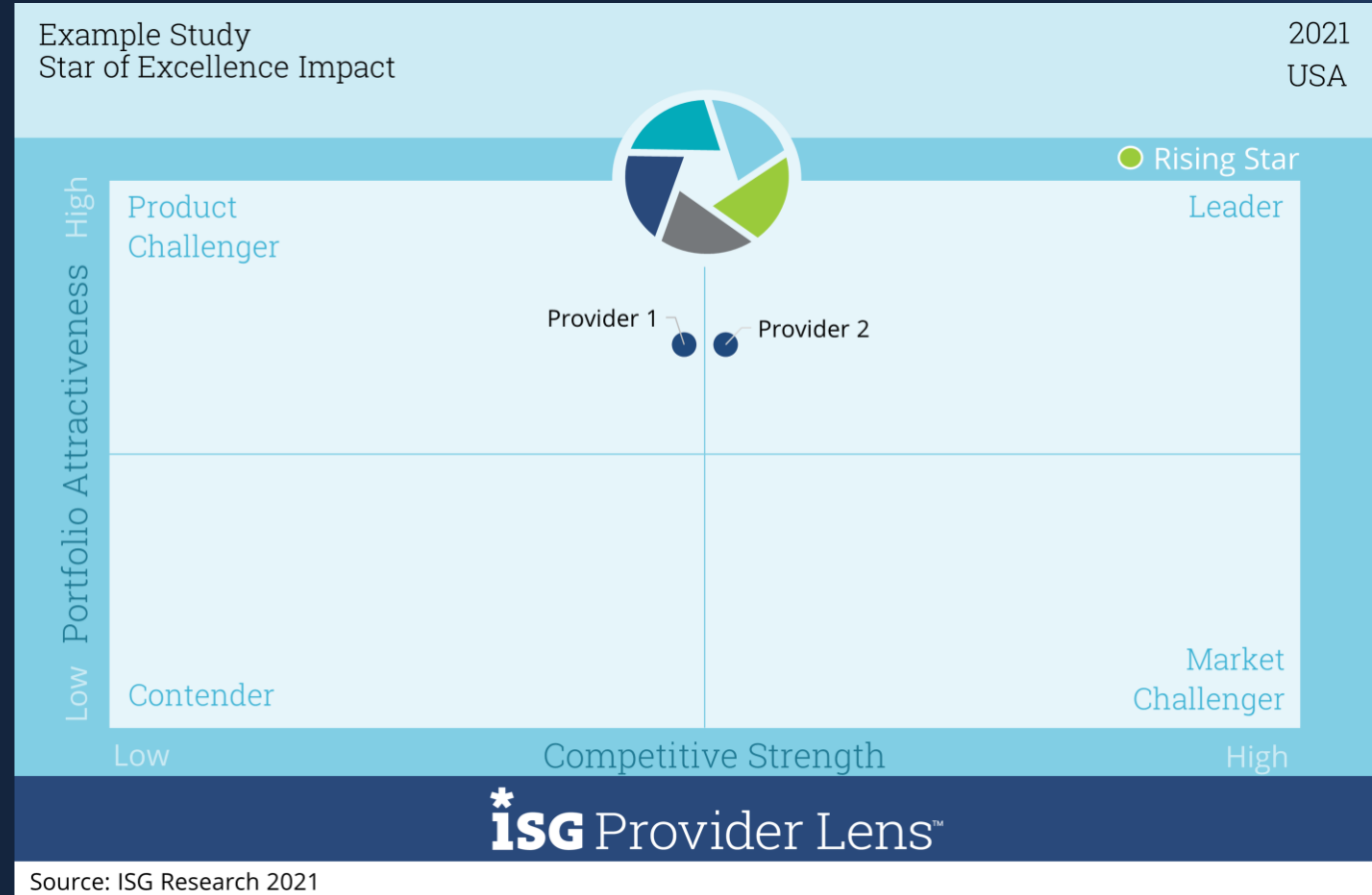


- Sales & Marketing
- Presence & Reach
- Partner Ecosystem
- Awareness & Image
- **Customer Experience**
- Financial Stability



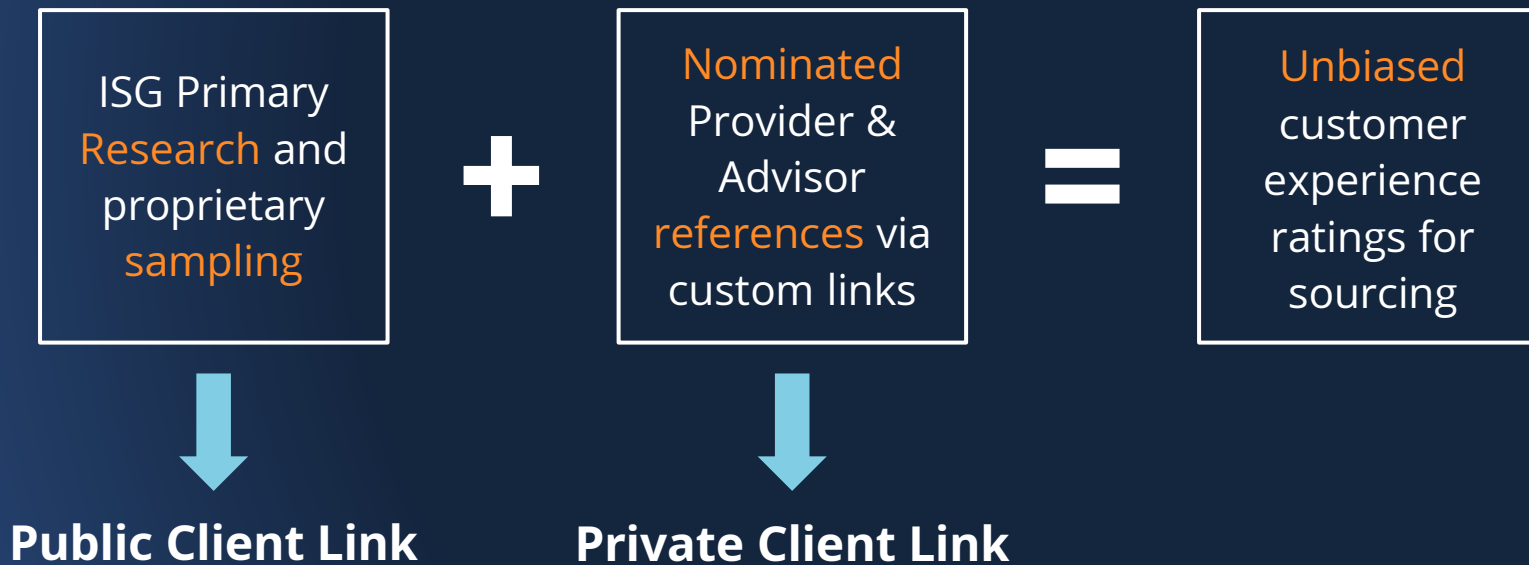
How Data Impacts Your Position

- Provider 1 and Provider 2 are rated exactly the same except for their Star of Excellence score. P1 has a 40%, P2 has a 70%.
- Average impact for providers is 3-5% on the X-axis. Maximum impact is 9%.
- Providers may see their position change within a quadrant, but usually will not change (sub-)quadrants as a result.





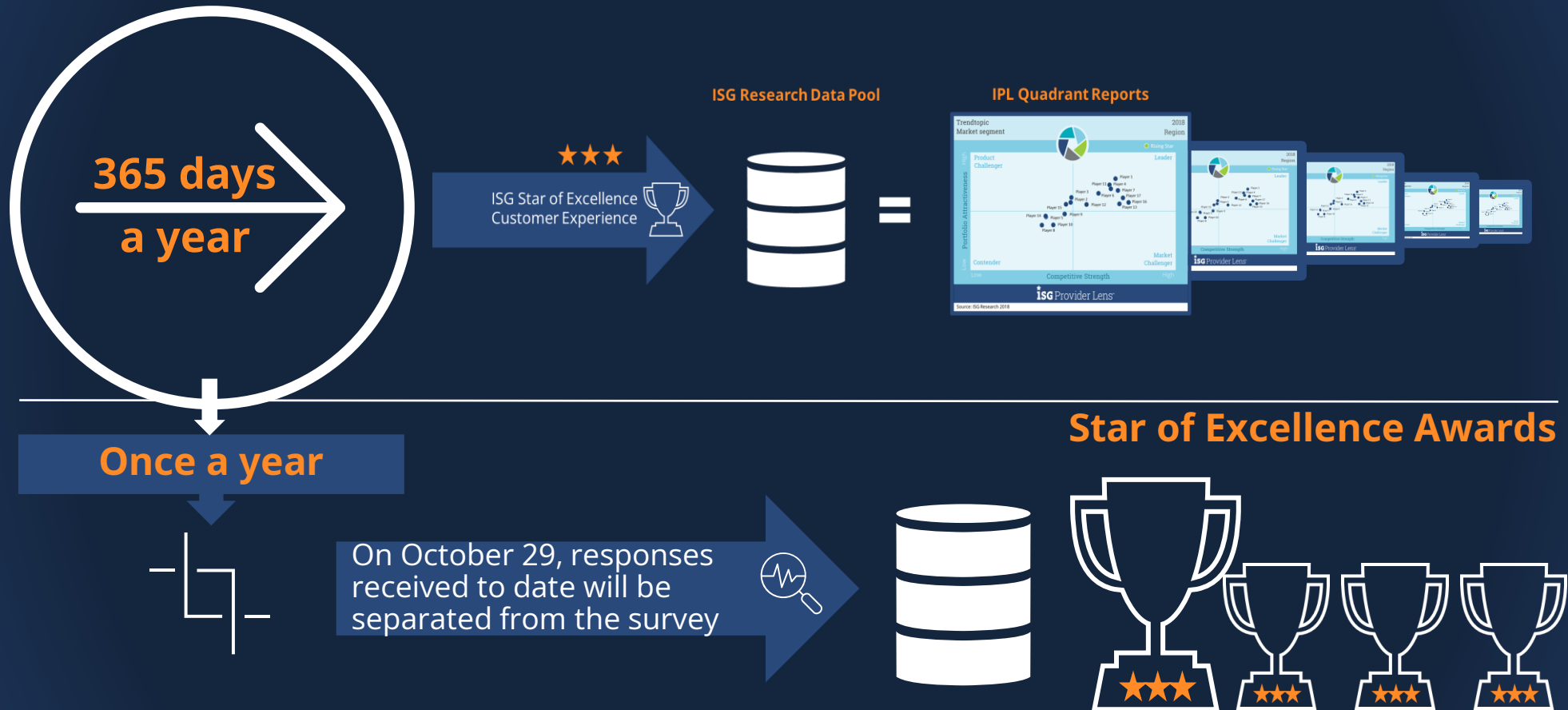
Survey Approach



Scoring methodology:

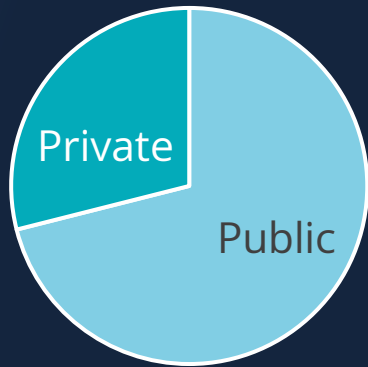
- Providers need minimum 20 unique clients, 30 responses
- Client experience in six categories + recommendation score
- Capabilities specific to emerging and established technical and industry services across regions
- Open-ended question as qualitative component

Never Ending Survey



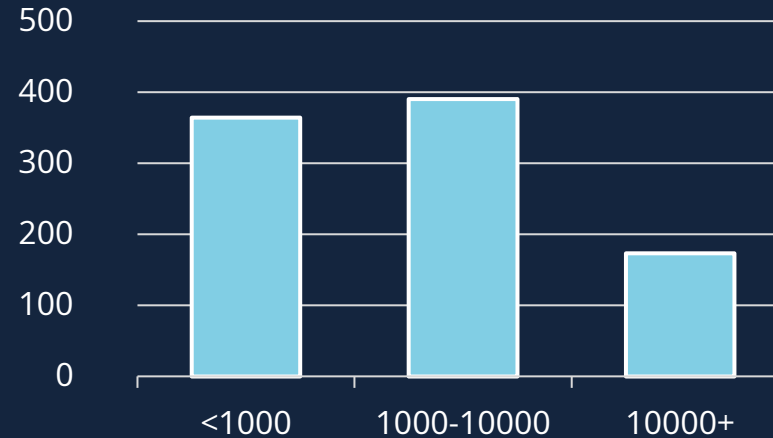
Preliminary Survey Stats

Response types received

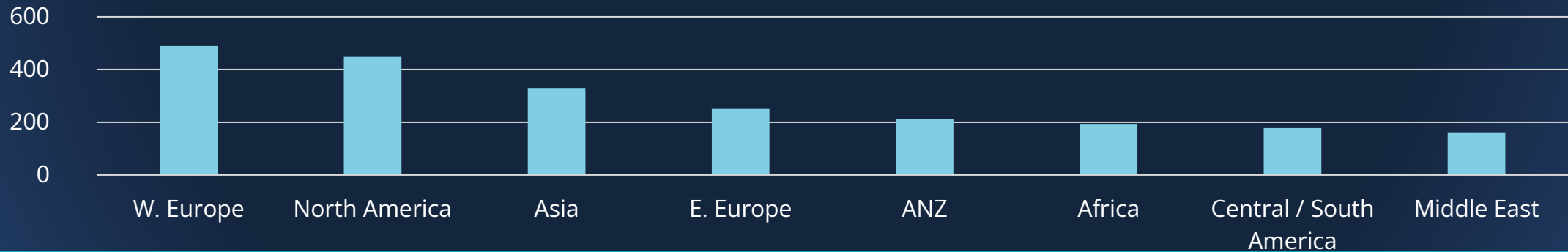


N=933; Source= ISG Research 2021

Employee Count

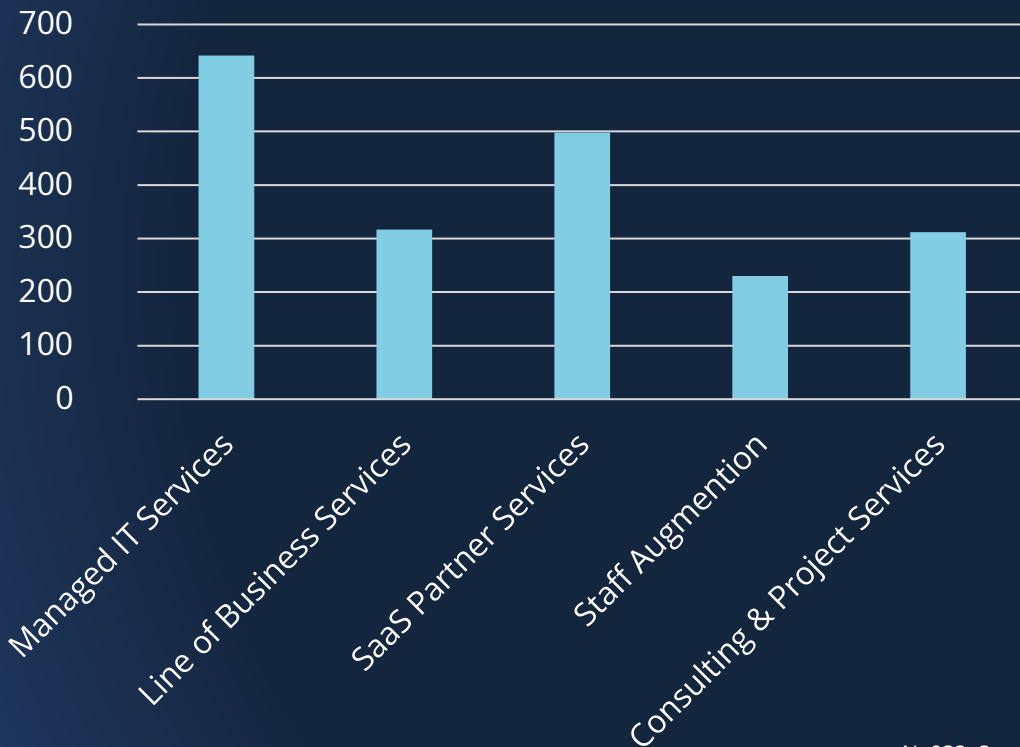


Responses by Region

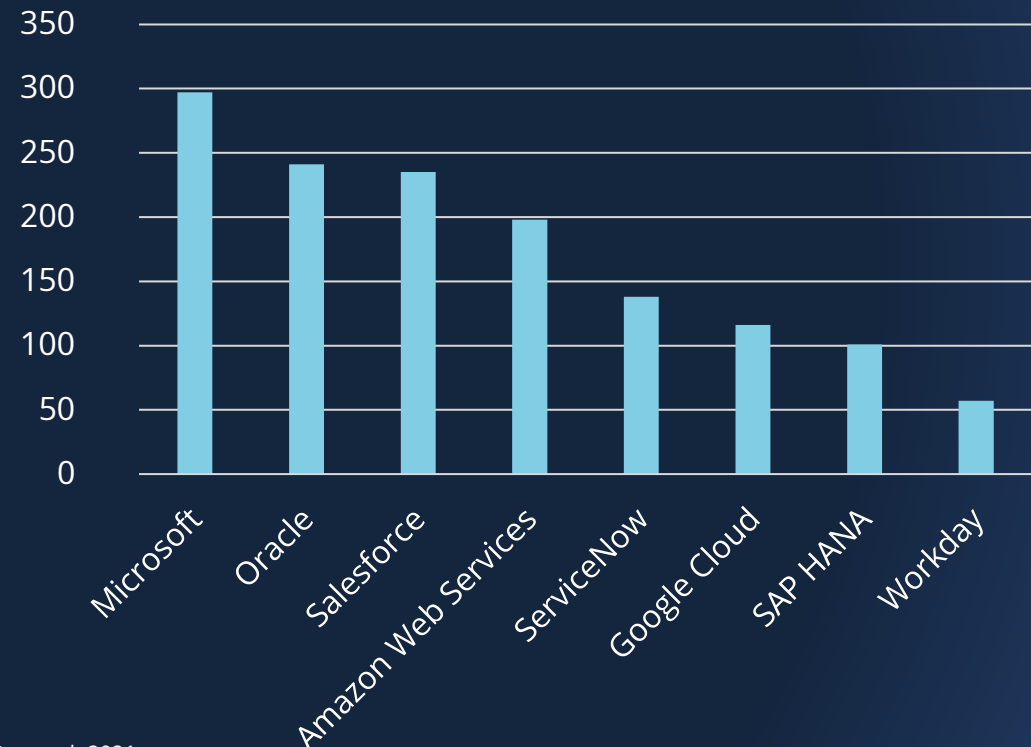


Preliminary Survey Stats

Responses per Service Category



SaaS Partner Services Responses



N=933; Source= ISG Research 2021

Can you keep up?

33%

of providers under
evaluation have
nominated one or
more clients

27%

of nominated clients
have completed the
survey

33

providers have Star of
Excellence survey
responses

This is your opportunity to demonstrate your excellence and ensure the best outcome for your firm.

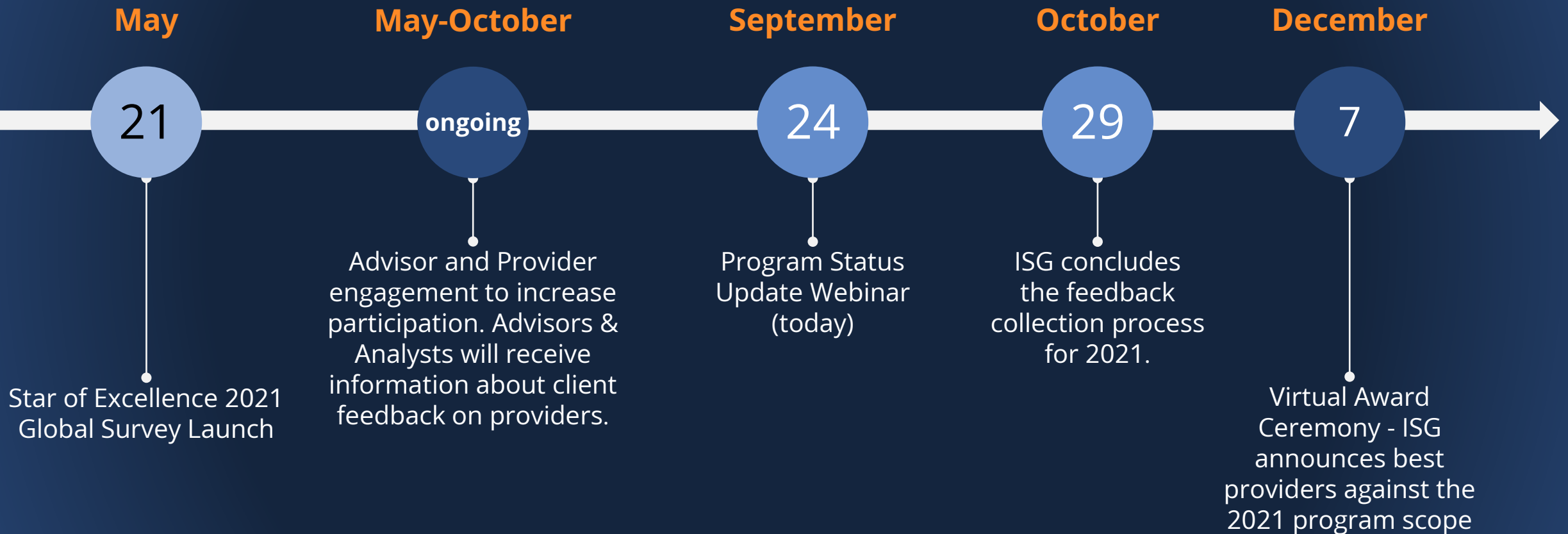
Early Key Findings

Based on data collected as of September 14 – all insights are preliminary.

1. **Specifics matter:** Enterprises are usually less satisfied with the specifics of a provider's delivery (e.g., suggesting concrete opportunities for innovation, accepting constructive criticism well) than their general capabilities.
2. **Talent troubles appear:** Enterprises report that providers across the board are facing challenges providing key resources.
3. **Remote collaboration is challenging:** Enterprises that primarily contract for services delivered remotely are generally less satisfied with their providers' culture fit.



Key Dates





How Does It Work?

1

Nominations

There are **three ways to participate** in the Star of Excellence Program™.

1. Service provider nominates
2. Enterprise clients register
3. ISG nominates

2

Methodology

Customer Excellence is based on feedback collected through an unbiased set of surveys, which are designed and administered by ISG.

ISG will not intervene or have any interpretations of the data collected.

3

Results

The CX feedback results will be **shared in IPL-related sneak previews**.

The final **award winners will be announced in December 2021** in an exclusive virtual event.



Leadership Awards



Star of Excellence - Overall



Technology



Industry



Emerging Tech



Regional



Eligibility Criteria for Awards

Overall

- 30+ total responses
- 20+ clients represented among those responses
- At least 30% of total responses from public client submissions
- Responses covering at least two topic/context areas (ADM, Cloud, etc.)
- Responses from at least two geographies

Technology

- 15+ responses from clients receiving services with the applicable technology
- 10+ clients represented among those responses
- Responses from at least two geographies for the relevant technology area

Industry

- 10+ responses from clients in a given industry
- 7+ clients represented among those responses
- 3+ responses for relevant BPO services in the given industry (where applicable)
- Responses from at least two geographies for the applicable industry

Emerging Tech

- 20+ responses from clients receiving services across the emerging technology categories (AI, Digital Business & Blockchain, Cloud Native & Container, IoT & Edge Computing, Cyber Security, Software Defined Networking, Next Gen Collaboration)
- 15+ clients represented among those responses
- At least three clients for each of at least six of the above 8 subcategories
- The responses above must encompass clients from at least three geographies

Regional

- 10+ responses from clients with the primary delivery location in the relevant region
- 7+ clients represented among those responses
- Responses from the applicable region covering at least two topic/context areas

To be eligible for any award, a provider must meet the overall criteria.

Providers will be scored based on the results of their survey responses and ranked accordingly. The providers with the three highest scores globally will be awarded the overall Star of Excellence awards.

Technology, Industry, Emerging Tech and Regional awards will be given to those providers that rate highest in each division.



Why participate?

- Become recognized as the **worlds most customer-centric** service provider
- Validate your **commitment to client centricity**
- Improve the **positioning inside ISG Provider Lens Quadrant Research**
- Receive an **ISG Star of Excellence Award**

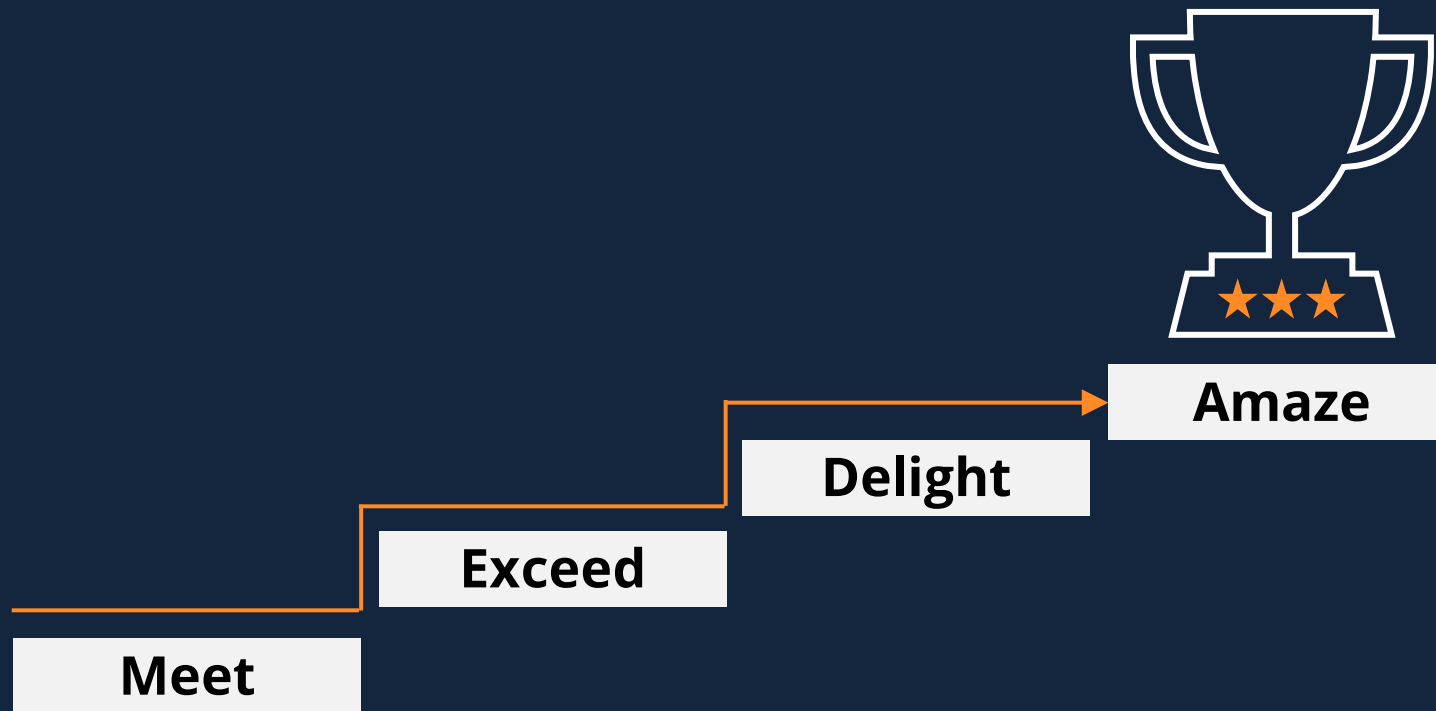
“The Star of Excellence award provided validation of Persistent’s strategic alignment with our clients. It provided valuable third party validation for our capabilities. We have extensively used the Star of Excellence badges in presentations to clients, prospects and financial analysts.”

Ajay Paul – Senior Vice President, Persistent





Questions?



Team

Reach-out

ISG Star of Excellence

lsg.star@isg-one.com / [Weblink](#)

Product Owner

Heiko Henkes

Director & Global IPL ITO Lead

Product Partner

Jan Erik Aase

Partner & Global Head of IPL



ISG (Information Services Group) (Nasdaq: III) is a leading global technology research and advisory firm. A trusted business partner to more than 700 clients, including more than 75 of the top 100 enterprises in the world, ISG is committed to helping corporations, public sector organizations, and service and technology providers achieve operational excellence and faster growth. The firm specializes in digital transformation services, including automation, cloud and data analytics; sourcing advisory; managed governance and risk services; network carrier services; strategy and operations design; change management; market intelligence and technology research and analysis. Founded in 2006, and based in Stamford, Conn., ISG employs more than 1,300 digital-ready professionals operating in more than 20 countries—a global team known for its innovative thinking, market influence, deep industry and technology expertise, and world-class research and analytical capabilities based on the industry's most comprehensive marketplace data.

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