Specialty Analytics and AI Services — Insurance

A research report comparing providers'
competitive differentiators for decision-makers

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The insurance industry is undergoing a profound shift as carriers embed analytics and AI across the value chain to drive precision, resilience and real-time decisioning. As customer expectations rise, risks become more multi-dimensional, and fraud grows more sophisticated, insurers are accelerating AI adoption to improve profitability, optimize operations and strengthen trust.

Across products and actuarial pricing, AI is reshaping product design, demand forecasting and pricing accuracy through granular risk segmentation and dynamic models. In distribution and CX, advanced analytics enable hypertargeted outreach, advisor augmentation, intelligent lead management and personalized digital experiences throughout the customer lifecycle. Underwriting and risk management are being transformed by AI-driven risk scoring, behavioral and third-party data enrichment, and early-warning insights that improve risk portfolio quality.

Within operations and investments, AI enhances process efficiency, cash-flow forecasting, asset allocation and operational risk visibility, helping insurers improve productivity and maintain capital discipline. In claims management and fraud analytics, next-generation models enable faster triage, severity prediction, subrogation optimization and proactive fraud detection across traditional and digital channels.

As insurers expand their digital footprint, specialist analytics providers play a critical role — bringing domain depth, reusable IP and emerging technologies that accelerate value realization. This report outlines what decision-makers should expect as they evaluate partners in this rapidly evolving market.

Insurance Analytics Services

Clusters **Workloads and Use cases** **Enablers**

| Products and Actuarial Pricing | Product Ideation & Design | Capital & Solvency Analytics | Portfolio & Performance Optimization |
| | Pricing & Rating Innovation | Loss Cost & Reserving Analytics | Climate Risk Modeling |

| Distribution and CX | Lead Management & Conversion Optimization | Distribution Channel Performance | Omnichannel Journey Analytics | Conversational AI for Sales and Support |
| | Sales and Growth Analytics | Personalization & Engagement | Persistency, Churn & Retention | Call Center Analytics |

| Underwriting & Risk Management | Risk Assessment and Profiling | Risk-based Pricing Models | Digital Twin-based Underwriting | Reinsurance & Risk Transfer Analytics |
| | Underwriting Decision Support | Risk Portfolio Analytics | Climate, Catastrophe & ESG Risk | Continuous Underwriting Models |

| Operations & Investments | Policy Administration & Servicing | Audit, Compliance & Regulatory Analytics | Workforce and Capacity Analytics | Investment & Asset Management |
| | Workflow Automation & Process Intelligence | Cross-functional Decision Intelligence | Billing & Revenue Operations | MIS/BI Dashboarding |

| Claims Management & Fraud Analytics | Claims Intakes and Processing | Fraud Detection & Investigation | Risk Mitigation |
| | Claims Assessment & Settlement | Post-payment and Leakage Prevention | Behavioral Analytics for Claimants |

Enabler columns: Innovation (IP — Accelerators) · Partnerships (Tiers — Types) · Competency and Talent (Resources — Certifications) · Industry Expertise · Experience and Engagement

The study evaluates **provider capabilities** in using analytics and AI to improve **decision-making** throughout the insurance value chain.

Simplified Illustration Source: ISG 2026

Specialty Analytics and AI Services — Insurance

Definition

The ISG Provider Lens® Specialty Analytics and AI Services — Insurance 2026 study offers the following to business and IT decision-makers:

- Transparency on the strengths and weaknesses of relevant providers
- A differentiated positioning of providers by segments on their competitive strengths and portfolio attractiveness
- Focus on the global market

Our study serves as an important decision-making basis for positioning, key relationships and go-to-market considerations. ISG advisors and enterprise clients also use information from these reports to evaluate their current vendor relationships and potential engagements.

Specialty Analytics and AI Services — Insurance

Definition

In this quadrant, ISG evaluates providers that offer analytics and AI services across the insurance value chain. These providers combine analytics proficiency, domain expertise and execution maturity to help insurers improve pricing precision, strengthen underwriting discipline, enhance customer engagement, optimize operations and accelerate claims outcomes. They have proven experience developing use cases in actuarial modeling, distribution analytics, underwriting automation, portfolio risk insights, operational efficiency, investment intelligence, and claims and fraud detection.

Providers are expected to demonstrate the ability to integrate analytics within complex carrier environments, scale solutions across lines of business and deliver measurable value — improving loss ratios, elevating risk selection, increasing operational productivity and enhancing CX.

This quadrant does not include large IT service providers or platform vendors offering analytics solutions.

Eligibility Criteria

1. Demonstrated capability to deliver **custom analytics and AI solutions** in one or more areas of the insurance value chain, including **actuarial modeling**, pricing optimization, distribution analytics, **underwriting automation**, portfolio risk insights, **claims triage**, severity prediction and **fraud detection**

2. Proven ability to ingest, integrate and model diverse structured and unstructured data, such as **policy and claims data**, agent/broker interactions, telematics and IoT inputs, medical and third-party datasets, investment data, loss histories and **behavioral signals**

3. Experience in developing **predictive, prescriptive and AI models** for key insurance functions, including churn prediction, lapse modeling, underwriting risk scoring, loss forecasting, claims severity estimation, fraud pattern detection and portfolio optimization across **P&C, life and health lines**

4. Evidence of execution maturity, spanning solution design, data engineering, model development, validation, deployment and lifecycle management

5. Ability to **operationalize analytics at enterprise scale** within complex carrier environments

Quadrants by Region

As part of this ISG Provider Lens® quadrant study, we are introducing the following quadrant on Specialty Analytics and AI Services — Insurance 2026:

Quadrant	Global
Specialty Analytics and AI Services — Insurance	✔

The research phase falls in the period between January and April 2026, during which survey, evaluation, analysis and validation will take place. The results will be presented to the media in August 2026.

Milestones	Beginning	End
Survey Launch	January 12th, 2026	
Survey Phase	January 13th, 2026	April 10, 2026
Sneak Preview	June 2026	July 2026
Press Release & Publication	August 2026	

Collecting client testimonials via the Star of Excellence™ Program requires early client referrals (no official reference needed) because CX scores have a direct influence on the provider's position in the IPL quadrant and the awards.

Please refer to the link to view/download the ISG Provider Lens® 2026 research agenda.

Access to Online Portal

You can view/download the questionnaire from here using the credentials you have already created or refer to instructions provided in the invitation email to generate a new password. We look forward to your participation!

Buyers Guide

ISG Software Research, formerly "Ventana Research," offers market insights by evaluating technology providers and products through its Buyers Guides. The findings are drawn from the research-based analysis of product and customer experience categories, ranking and rating software providers and products to help facilitate informed decision-making and selection processes for technology.

In the course of the Specialty Analytics and AI Services — Insurance IPL launch, we want to take advantage of the opportunity to draw your attention to related research and insights that ISG Research will publish in 2026. For more information, refer to the Buyers Guide research schedule.

Research Production Disclaimer:

ISG collects data for the purposes of conducting research and creating provider/vendor profiles. The profiles and supporting data are used by ISG advisors to make recommendations and inform their clients of the experience and qualifications of any applicable provider/vendor for outsourcing the work identified by clients. This data is collected as part of the ISG FutureSource™ process and the Candidate Provider Qualification (CPQ) process. ISG may choose to only utilize this collected data pertaining to certain countries or regions for the education and purposes of its advisors and not produce ISG Provider Lens® reports. These decisions will be made based on the level and completeness of the information received directly from providers/vendors and the availability of experienced analysts for those countries or regions. Submitted information may also be used for individual research projects or for briefing notes that will be written by the lead analysts.

ISG Star of Excellence™ — Call for nominations

The Star of Excellence™ is an independent recognition of excellent service delivery based on the Voice of the Customer concept. ISG has designed the Star of Excellence™ program to collect client feedback about service providers' success in demonstrating the highest standards of client service excellence and customer centricity.

The global survey is all about services that are associated with IPL studies. In consequence, all ISG Analysts are continuously provided with information on the customer experience of all relevant service providers. This information comes on top of existing first-hand advisor feedback that IPL leverages in its practitioner-led consulting approach.

Providers are invited to nominate their clients to participate. Once the nomination has been submitted, ISG sends out a mail confirmation to both sides. It is self-evident that ISG anonymizes all customer data and does not share it with third parties.

Our vision for the Star of Excellence™ is to become acknowledged as the leading industry recognition for client service excellence and serve as the benchmark for measuring client sentiments.

To ensure your selected clients complete the feedback for your nominated engagement, please use the "Nominate (for Providers)" section on the Star of Excellence™ website.

We have set up an email where you can direct any questions or provide comments. This email will be checked daily, please allow up to 24 hours for a reply.

Here is the email address:
star@cx.isg-one.com

ISG Star of Excellence

Methodology & Team

The ISG Provider Lens® 2026 – Specialty Analytics and AI Services — Insurance study analyzes the relevant software vendors/service providers in the global market, based on a multi-phased research and analysis process, and positions these providers based on the ISG Research methodology.

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The research and analysis presented in this report includes research from the ISG Provider Lens® program, ongoing ISG Research programs, interviews with ISG advisors, briefings with service providers and analysis of publicly available market information from multiple sources. The data collected for this report represent information that ISG believes to be current as of January 2026 for providers that actively participated and for providers that did not. ISG recognizes that many mergers and acquisitions may have occurred since then, but this report does not reflect these changes.

All revenue references are in U.S. dollars ($US) unless noted otherwise.

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ISG Provider Lens® Advisors Involvement Program

ISG Provider Lens® offers market assessments incorporating practitioner insights, reflecting regional focus and independent research. ISG ensures advisor involvement in each study to cover the appropriate market details aligned to the respective service lines/technology trends, service provider presence and enterprise context.

In each region, ISG has expert thought leaders and respected advisors who know the provider portfolios and offerings as well as enterprise requirements and market trends. On average, three consultant advisors participate as part of each study's quality and consistency review process. The consultant advisors ensure each study reflects ISG advisors' experience in the field, which complements the primary and secondary research the analysts conduct. ISG advisors participate in each study as part of the consultant advisors' group and contribute at different levels depending on their availability and expertise.

The consultant advisors:

- Help define and validate quadrants and questionnaires,
- Advise on service provider inclusion, participate in briefing calls,
- Give their perspectives on service provider ratings and review report drafts.

ISG Advisors for this study

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Hamze

Director

Invited Companies

If your company is listed on this page or you feel your company should be listed, please contact ISG to ensure we have the correct contact person(s) to actively participate in this research.

66 Degrees	Mu Sigma
Addepto	NAVIKENZ
Analytics8	Prowesstics
Anaptyss	Quantiphi
Aptus Data Labs	ReSource Pro
Capco, a Wipro company	SG Analytics
Diceus	Sollers
Evalueserve	STATWORX
Fractal Analytics	Tiger Analytics
Ganit Inc	Transorg Analytics
InData Labs	Tredence
Infocepts	Unit8
Innover Digital	WNS Analytics
Insurance Data Solutions	
LatentView Analytics	

About Our Company & Research

ïsG Provider Lens®

The ISG Provider Lens® Quadrant research series is the only service provider evaluation of its kind to combine empirical, data-driven research and market analysis with the real-world experience and observations of ISG's global advisory team. Enterprises will find a wealth of detailed data and market analysis to help guide their selection of appropriate sourcing partners.
ISG advisors use the reports to validate their own market knowledge and make recommendations to ISG's enterprise clients. The research currently covers providers offering their services across multiple geographies globally.

For more information about
ISG Provider Lens® research,
please visit this webpage.

ïsG Research™

ISG Research™ provides subscription research, advisory consulting and executive event services focused on market trends and disruptive technologies driving change in business computing. ISG Research™ delivers guidance that helps businesses accelerate growth and create more value.

ISG offers research specifically about providers to state and local governments (including counties, cities) as well as higher education institutions. Visit: Public Sector.

For more information about ISG Research™ subscriptions, please email contact@isg-one.com, call +1.203.454.3900, or visit research.isg-one.com.

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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 sourcing 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, in-depth knowledge of provider ecosystems, and the expertise of its 1,600 professionals worldwide working together to help clients maximize the value of their technology investments.

For more information, visit isg-one.com.

ISG Provider Lens®

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