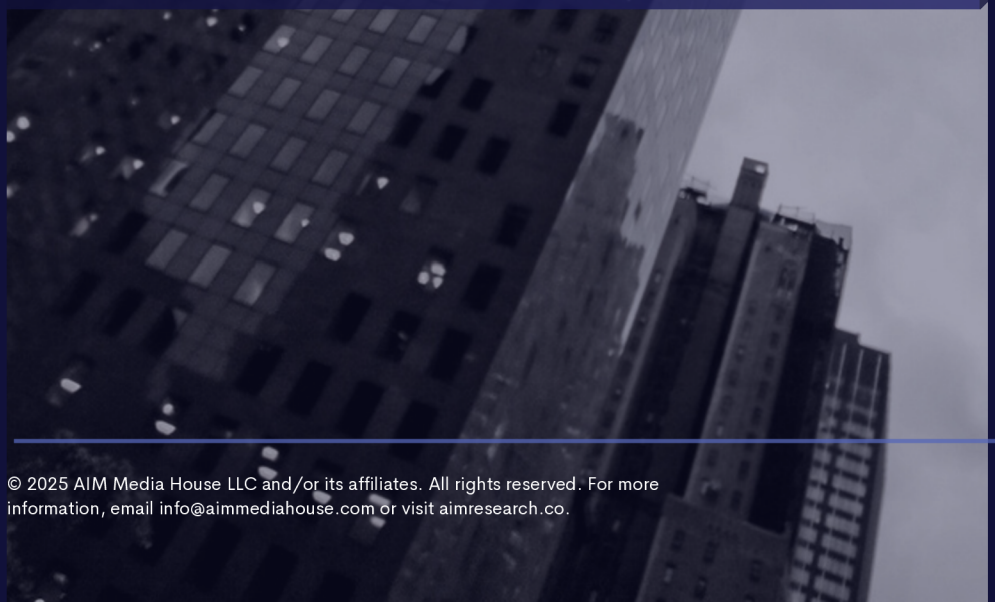
AIM RESEARCH

AIM Research
Penetration Maturity (PeMa) Quadrant

Top Data Science Service Providers 2025

PeMa Guide



July 2025

AIM RESEARCH

Organisations across the world utilize us for advice and tools to lead their digital transformation using data.

Gain insights, advice and tools to embed AI within your organisation. Equip yourself better to make decisions on AI capabilities

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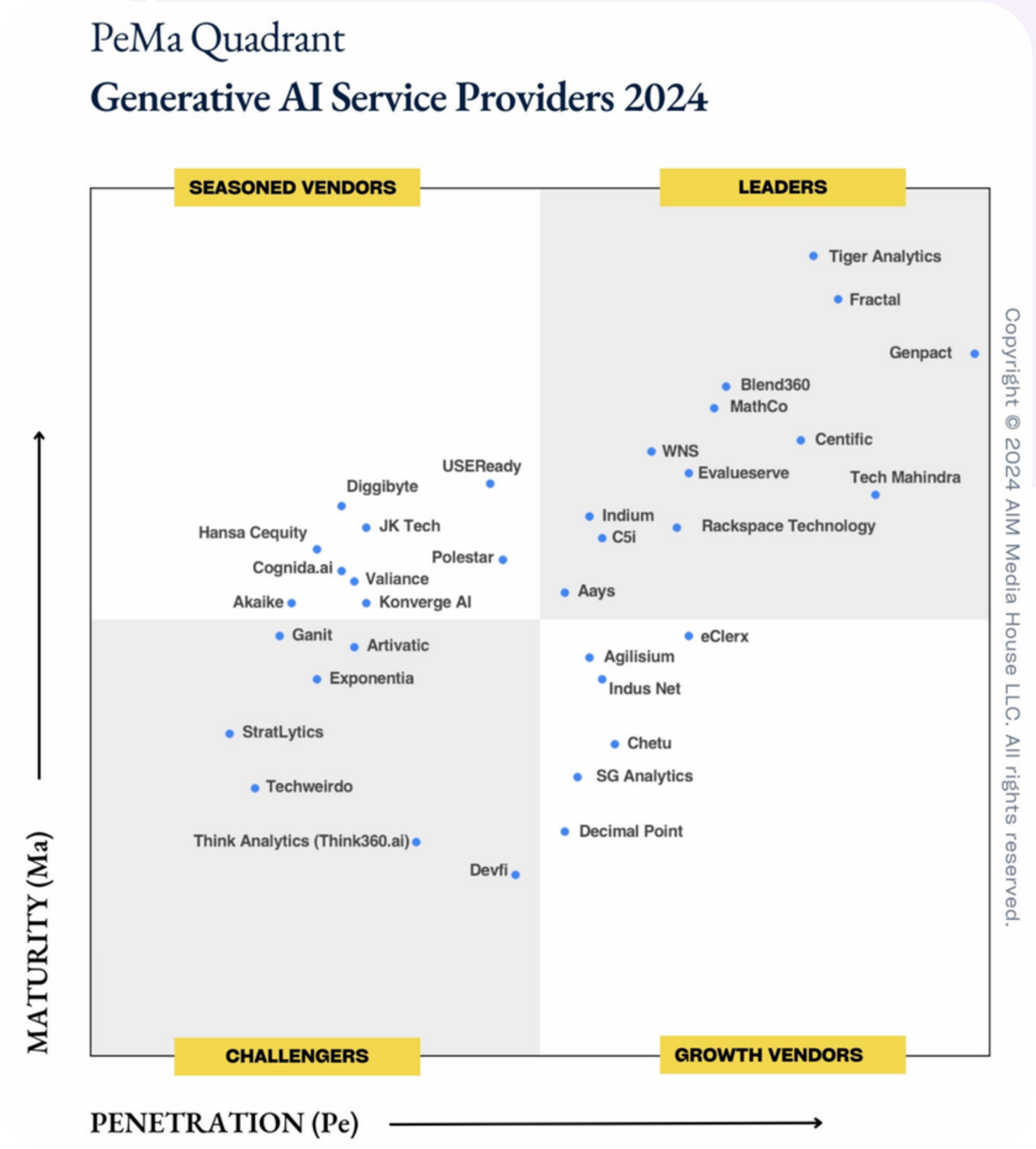
Introduction

AIM RESEARCH

PeMa (Penetration & Maturity) Quadrant

AIM Research's Penetration and Maturity (PeMa) Quadrant for Data Science Service Providers is a reliable industry standard to evaluate vendor competencies and strategies, and aid businesses in choosing the most suitable Data Science Service Provider aligned to their business needs. The PeMa report aims to empower decision-makers with the knowledge required to select the right Data Science service provider for their unique requirements. Through an exploration of market dynamics and vendor profiles, we provide a comprehensive map for navigating the Data Science landscape, ensuring that organizations can harness the full potential of Data Science to transform their operations and stay competitive in the digital age.



PeMa Quadrant Scope and Methodology

- The AIM Penetration and Maturity (PeMa) Quadrant is aimed at evaluating Data and AI vendors' capabilities across the spectrum. By focusing on two crucial dimensions: Penetration, which assesses the extent of market adoption and reach, and Maturity, which evaluates technological advancement, AIM Research offers an insightful analysis of vendors.

- This dual-axis evaluation not only highlights each company's unique approach to delivering world-class products and services but also categorizes them into four distinct segments: Leaders, Seasoned Vendors, Challengers, and Growth Vendors. Each segment signifies a different stage of evolution and market impact.

- Vendors are assessed on critical aspects such as company growth, breadth of offerings, customer confidence, market presence, platform solution maturity, tech advancement, recent activity, and ease of use.

- It is important to note that the PeMa Quadrant analysis is primarily based on responses submitted by the participating vendors through the PeMa questionnaire, briefing calls, and feedback from their clients. This information will also be supplemented by secondary research.

- Participating vendors are asked to share at least two client client references per region (North America, Latin America, Europe, Asia-Pacific, Middle East & Africa) for recent data science projects. AIM Research then collects structured feedback from these clients across parameters such as problem understanding, solution effectiveness, execution quality, business impact, communication, overall satisfaction, likelihood to recommend, and suggested improvements.

OUTCOMES & BENEFITS

BENEFITS FOR TECH END USERS (BUYERS, CIOS, IT LEADERS)

- Informed Decision-Making. Helps evaluate and shortlist vendors based on objective criteria like ability to execute and completeness of vision.
- Market Landscape Clarity. Offers a high-level view of how vendors compare across a market.
- Risk Mitigation. Reduces the risk of selecting underperforming or misaligned vendors by understanding their strengths and cautions.
- Future Roadmap Alignment. Assesses whether a vendor's vision aligns with the buyer's long-term technology goals.
- Negotiation Leverage. Supports stronger vendor negotiations by using quadrant findings to back decisions and pricing discussions
- Peer Validation. Reinforces internal decisions with third-party validation, making it easier to gain leadership or board buy-in.

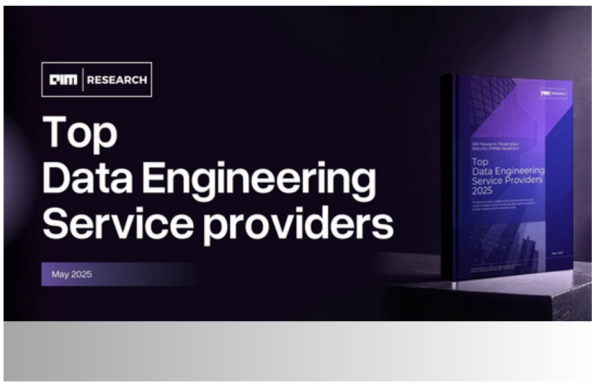
BENEFITS FOR VENDORS (TECH PROVIDERS)

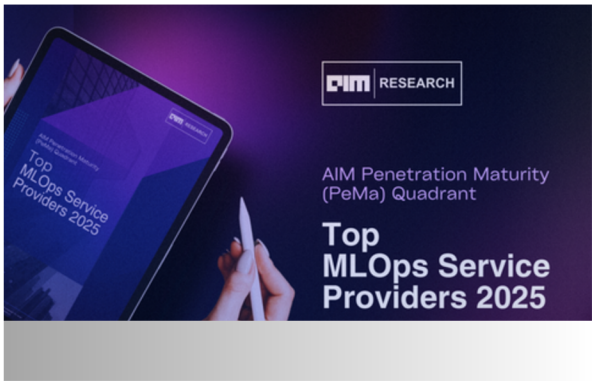
- Market Visibility & Credibility. Being included in the quadrant enhances credibility and builds trust with prospects and partners.
- Competitive Benchmarking. Offers insights into how the company stacks up against key competitors in capabilities and vision.
- Sales Enablement. Acts as a powerful marketing and sales tool—especially for those placed in the Leaders or Visionaries quadrant.
- Customer Confidence. Reassures current and potential customers of the vendor's stability, strategy, and execution capability.
- Product & Strategy Validation. Serves as a third-party validation of the company's roadmap, market understanding, and innovation efforts.
- Investor & Partner Engagement. Influences investor perception and strengthens partnership discussions by showcasing independent analyst recognition.

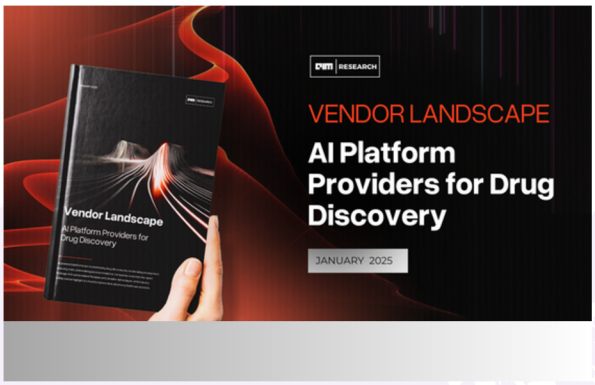
PAST

PeMa Quadrant Reports

Explore the past PeMa Quadrant reports here







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OVERVIEW

Data Science Service Providers PeMa Quadrant

DEFINING DATA SCIENCE SERVICES

- Data Science Services refer to a comprehensive suite of offerings that enable enterprises to unlock business value from data by leveraging advanced analytics, statistical modeling, machine learning, and AI techniques.

- These services have now evolved beyond isolated analytics projects into integrated, AI-powered solutions that span the entire data science lifecycle, including strategy and use-case definition, data acquisition, data engineering and preparation, modeling and validation, deployment and MLOps, governance, and scaled business consumption.

- The focus has shifted from just building models to embedding intelligence into business processes, enabling self-service analytics, real-time decision support, continuous learning, and measurable business outcomes. Modern data science services also emphasize data governance, explainability, ethical AI practices, and cross-functional collaboration to ensure trust, compliance, and sustained value delivery.

WHAT COUNTS AS A DATA SCIENCE PROJECT?

- Projects qualify as Data Science if they focus on turning data into actionable insights using different techniques to support decision-making [e.g, forecasting, churn prediction, dynamic pricing, etc.].

- Projects do not qualify if the they are primarily focused on building AI systems like chatbots or content generation, where insight is secondary.

SERVICES **LIFECYCLE**

No	Stage	Key Activities
1	**Assessment and Strategy**	Business problem framing, data maturity assessment, roadmap design, architecture consulting, AI/ML strategy alignment, use case prioritization, stakeholder alignment, ethical AI considerations
2	**Data Integration and Engineering**	Aggregating, cleansing, and transforming data; integrating real-time and historical data sources, data pipeline automation, ETL/ELT processes, data lake/warehouse setup, API integrations, data streaming
3	**Data Management and Governance**	Data quality, cataloging, lineage tracking, metadata management, policy enforcement, data privacy compliance (e.g., GDPR, CCPA), data security, master data management
4	**Data Exploration**	Exploratory data analysis, profiling, and visualization using notebooks and BI tools, dashboard development, self-service analytics, interactive reporting
5	**Modeling and Experimentation**	Development of machine learning, deep learning, and generative AI models; AutoML; experiment tracking, model versioning, hyperparameter tuning, A/B testing, reinforcement learning
6	**Deployment and Operationalization**	Model serving for batch and real-time use cases; CI/CD pipelines; integration with applications and APIs, model monitoring, containerization (Docker, Kubernetes), serverless deployment
7	**Monitoring and Continuous Learning**	Model performance tracking, drift detection, re-training workflows, and feedback loops, alert systems, explainability and interpretability tools, bias detection and mitigation
8	**Insight Delivery and User Enablement**	Custom dashboards, reports, embedded analytics, stakeholder training, and ongoing support, change management, user adoption strategies, ROI measurement, business value realization

VENDOR SELECTION CRITERIA

The Data Science Service Providers PeMa Quadrant (1/2)

VENDORS MUST MEET THE FOLLOWING CRITERIA TO PARTICIPATE IN THIS PEMA QUADRANT.

1. Company Revenue & Geographical Presence

- Vendors must have a minimum overall revenue of USD 10 million in the last financial year to be eligible for participation in the PeMa Quadrant for Data Science Service Providers.
  - Vendors may be grouped or segmented into separate quadrants based on overall company revenue: Large (>USD 1B), Medium (USD 100M–1B), and Small (<USD 100M).
- Pursuant to meeting the revenue criteria as mentioned above, the vendor shall be included in the current study even if it is operational and has clients in just a single region. (Definitions of regions are provided in the subsequent pages).
  - After RFI responses are received from all participating vendors, and subject to vendor confirmation, we may also conduct geography-specific PeMa Quadrant analysis (e.g., North America, Europe, Asia-Pacific) in addition to the global study.

2. Service-Based Delivery Model

- The vendors must deliver data science services through consulting, implementation, and managed service models.
- Pure platform or software-only providers without active service delivery will not be considered.

3. Proven Delivery

- Demonstrated success in delivering data science solutions across diverse use cases (e.g., forecasting, fraud detection, personalization, etc.) with measurable business outcomes.
- Expertise in machine learning, deep learning, and generative AI using prebuilt, open-source, and custom models, along with capabilities in data engineering, model deployment, MLOps and lifecycle management.
- Types of analytics considered for the use cases: Descriptive, diagnostic, predictive, and prescriptive, Cognitive or AI-powered analytics, and real-time analytics.

VENDOR SELECTION CRITERIA

The Data Science Service Providers PeMa Quadrant (2/2)

VENDORS MUST MEET THE FOLLOWING CRITERIA TO PARTICIPATE IN THIS PEMA QUADRANT.

4. Team Strength & Talent

- Vendors should have a dedicated team of data scientists, ML engineers, and domain experts with relevant certifications and experience.

5. Geographic Delivery Capability [Global Study]

- Vendors must have the ability to deliver services across single or multiple geographies based on client presence [e.g., US, UK, India, etc.]

EVALUATION **CRITERIA**

MARKET PENETRATION INDEX:

No	Index	Focus Area	Representative Questions / Indicators	Weightage
1	**Delivery Scale & Financial Health**	Project Volume Talent Capacity Revenue	• Number of data science projects completed • Types of data science services offered and overall experience • Size of the data science delivery team • Annual data science revenue • Gross profit margin trends • Repeat clients	High (35%)
2	**Growth**	Revenue growth Talent Growth Partnerships	• Y-o-Y revenue growth from data science services • Initiatives undertaken to drive revenue growth • Y-o-Y growth in the number of data scientists • Planned hiring • Strategic partnerships	High (25%)
3	**Customer Confidence**	Client Base & Engagement Models	• Active Data Science clients • Fortune 500 & top clients • Engagement models • Resource billing rates • Project billing average	High (25%)
4	**Company Outreach**	Market Strategy	• GTM strategy • Industry focus • Client geographies • Expansion regions • Global office footprint	Medium (15%)

EVALUATION **CRITERIA**

TECHNOLOGY MATURITY INDEX:

No	Index	Focus Area	Representative Questions / Indicators	Weightage
1	**Work Delivery**	Project Delivery Quality & Compliance Differentiation	• Analytics work mix • Recent project outcomes • Compliance & certifications • Regional client references • Competitive differentiators	High (40%)
2	**Tech Advancement**	Capability Advancement Infrastructure & Governance	• Team skill updates • AI/ML CoE presence • ML/DL proficiency • Solution scalability • Data ethics & explainability	High (30%)
3	**Employee Maturity**	Talent Depth & Stability	• Attrition rate • Median experience • Avg. tenure • Education levels • Performance metrics	Medium (15%)
4	**Support Infrastructure**	Enablement & Learning Ecosystem	• R&D budget • DS infrastructure/tools • Upskilling initiatives • Training hours • Investments & alliances	Medium (15%)

SCORING **METHODOLOGY**

Scoring

- Vendor responses are first assigned scores based on predefined evaluation criteria for each question.

Weighting:

- Each question is assigned a weight based on its importance. These weights are applied to the scores to get weighted scores.

Normalization:

- The weighted scores are then normalized to a 0–1 scale, allowing fair comparison across vendors and dimensions.

PeMa Scores:

- Normalized scores are averaged separately across Market Penetration and Technical Maturity dimensions.

Quadrant Mapping:

- Vendors are plotted on the PeMa Quadrant based on their final Penetration and Maturity scores.

VENDOR **CLASSIFICATION**

AIM RESEARCH CLASSIFIES VENDORS BASED ON THE FOLLOWING PARAMETERS:

1. **Revenue of the Company (US$)**
2. **Geographic Location**

COMPANY'S OVERALL REVENUE

VENDOR TYPE	OVERALL COMPANY REVENUE
ENTERPRISE	>1 billion USD
MID-MARKET	100 million – 1 billion USD
SPECIALIZED FIRMS	<100 million USD

VENDOR **CLASSIFICATION**

GEOGRAPHIC LOCATION

REGION	REGIONS SERVED / CLIENT DELIVERY LOCATIONS
NORTH AMERICA	**USA, Canada, Mexico**
LATIN AMERICA	**Brazil, Argentina, Colombia, Chile, Costa Rica**
EUROPE	**UK plus countries in the EU**
ASIA-PACIFIC	**India, Philippines, Malaysia, Singapore, Vietnam, Thailand, Indonesia, Australia, New Zealand**
	China, Hong Kong, Taiwan, Japan, South Korea
MIDDLE EAST & AFRICA	**UAE, Saudi Arabia, Egypt, South Africa, Israel, Kenya, Nigeria, other countries in the African continent**

PARTICIPATION **GUIDELINES**

Who should respond

- The survey should ideally be completed by leaders in Data Science or AI — including Delivery Heads, Practice Leads, Pre-sales, Sales, or Strategy Leaders who have visibility into the company's capabilities, client engagements, and growth plans.

Single submission per organization

- We request one consolidated response per company to ensure consistency. Multiple stakeholders can collaborate, but the final submission should come through a single point of contact.

Voluntary but encouraged:

- Participation is free of charge and offers visibility in the PeMa Quadrant and related insights. A watermarked version of the PeMa Quadrant will be published on AIM Research's LinkedIn page. Participating vendors are allowed to repost the LinkedIn post but are not permitted to recreate the announcement, in text or image form, without obtaining a license for internal or external promotions. A licensing fee applies if you choose to use the PeMa Quadrant, award badge, or report externally for marketing purposes.

Response format:

- Responses must be submitted via the online survey link provided. Supporting documents (optional) can be emailed to the research team if needed.

Evaluation approach

- Final analysis will be based on a combination of survey (RFI) responses and briefing calls with the participating vendors.

PEMA STUDY **TIMELINE**

START WEEK: 28 JULY 2025

PHASE	DURATION	DESCRIPTION
Form Launch & Vendor Outreach	**3–4 WEEKS**	Survey form goes live. Initial communication begins, including clarification sessions to guide vendors through participation.
RFI Submission	**4–6 WEEKS**	Vendors complete and submit the Request for Information (RFI), detailing their capabilities and experience.
Briefing Calls	**3–4 WEEKS**	One-on-one calls conducted to elaborate on RFI responses, validate data, and gather deeper insights.
Analysis & Report Preparation	**2–3 WEEKS**	Vendor data is evaluated across PeMa metrics to determine quadrant placement. Insights are compiled & the final PeMa Quadrant & vendor profiles are published.
Debriefing	**1–2 WEEKS**	Survey form goes live. Initial communication begins, including clarification sessions to guide vendors through participation.

OVERALL DURATION: 4 MONTHS

INVITED PLAYERS (REPRESENTATIVE LIST)

Note: The current list of invited players is an indicative representation based on preliminary research. It will be expanded as the study progresses to ensure comprehensive market coverage.

Accenture	Deloitte	Infosys
Alten	Dentsu	KPMG
Apex Systems	DXC Technology	Kyndryl
Atos	EPAM Systems	LTIMindtree
Avanade	EXL Service	Merkle
Bain & Company	EY	Mphasis
BearingPoint	FPT Software	Nagarro
Booz Allen Hamilton	Fujitsu	NEC Corporation
BCG	Genpact	NTT Data
Capgemini	GlobalLogic	Orange Business
CGI	Guidehouse	Persistent Systems
CitiusTech	HARMAN	Publicis Sapient
Coforge	HCLTech	PwC
Cognizant	Hitachi Digital Services	Rackspace Technology
Concentrix	IBM	SoftwareOne

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T-Systems	Aays	Decimal Point Analytics
TCS	Acuity	Devfi, Inc
Tech Mahindra	Agilisium	Diggibyte
UST	Ascendion Inc.	eClerx
Unisys	Aspire Systems	Encora
Wipro	Aventra Group	Evalueserve
WNS	Axtria	Firstsource
Tiger Analytics	Birlasoft	Fractal Analytics
TO THE NEW	Blend360	Geniusee
TransOrg Analytics	Brillio	Hansa Cequity
Tredence	C5i	Happiest Minds
USEReady	Centific	Hexaware
Valiance Solutions	Chetu	Hexaware
Virtusa	Cyient	HTC Global Services
Xebia	Datamatics	IGT Solutions

INVITED PLAYERS (REPRESENTATIVE LIST)

Note: The current list of invited players is an indicative representation based on preliminary research. It will be expanded as the study progresses to ensure comprehensive market coverage.

Impetus	Mu Sigma
Indegene	N-iX
Indium Software	Polestar Solutions
INT.	Quantiphi
Infocepts	Quantium
Infogain	Searce Inc
JK Tech	SG Analytics
LatentView Analytics	Sigmoid
Marlabs	Team Computers
Mastek	Techvantage Analytics
MathCo	Zensar Technologies
Movate	ZS

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