TREDENCE | **iSG®**
Beyond Possible

Tredence Exclusive Writeup

Tredence Named a 'Leader' in ISG's Assessment of Retail Analytics Services

The traditional brick-and-mortar retail industry is undergoing a transformative shift with the widespread adoption of big data. Retailers across the globe are turning to traditional AI/ML, GenAI, deep learning, and advanced analytics to elevate customer experiences and streamline data-driven decision-making. As a result, leading retail enterprises seek best in class analytics partners to provide guidance and develop advanced capabilities that support their enterprise strategies.

ISG, a prominent global technology research and advisory firm, serves as a trusted business partner to over 900 clients, including 75 of the world's top 100 enterprises. This year's ISG 'Specialty Analytics Service – Retail Study' assessed 18 leading market providers analyzing their strengths, challenges, and competitive advantages to aid decision-makers in selecting the best analytics services companies for Retail. In this assessment, **ISG identified Tredence as a Leader** and a top choice for retailers navigating the complex landscape of data and analytics.

iSG Provider Lens™ — 2024 Quadrant

Specialty Analytics Services

Retail

Leader, Global

Tredence is the Retail AI partner driving the data strategy for 8 of the top 10 global retailers and CPGs. Trusted by the world's leading retailers, Tredence's data model is powering over $1 trillion in annual retail sales. Tredence supports retailers with over 1,000, dedicated retail consultants, certified in Hyperscaler and Data AI platforms and has been honored as the Databricks Retail and CPG Partner of the Year for three consecutive years.

ISG identified several Tredence strengths & differentiators, including:

Comprehensive AI and ML accelerator ecosystem for retail

Tredence provides over 140 retail-specific AI and ML accelerators through its ecosystem, ATOM.AI. These pre-built accelerators are certified by Hyperscalers like Databricks, are customizable and scalable, facilitate predictive and prescriptive analytics across the retail value chain, and reduce time-to-value significantly.

Strong customer and marketing analytics capabilities

One of Tredence's many intelligence solutions, COSMOS, integrates and enriches customer data from multiple sources, enabling retailers to deliver personalized experiences across omnichannel touchpoints.

Focus on innovation and platform evolution

Tredence prioritizes enhancing offerings, investing over 10% of revenue in capability development via co-development with leading Hyperscalers like Google and Databricks focused on GenAI.

> ISG's recognition of Tredence as a leader in Retail Analytics services confirms our position as the premier provider of data and analytics services to the world's leading retailers. Our portfolio of Hyperscalers endorsed retail capabilities are proven to accelerate data modernization and unlock enterprise value and we are thrilled that ISG recognized the speed to value we offer retailers.

Shub Bhowmick,
CEO of Tredence

> Tredence stands out as a leader in the retail analytics space with its scalable AI and ML accelerators on the ATOM.AI platform, enabling analytics across the value chain. Tredence effectively meets critical market demands by tackling complex business challenges, through advanced analytics, and a profound expertise in data engineering, data science, and retail domains. The company's commitment to innovation ensures rapid, scalable, and customized intelligence for retailers.

Manav Deep Sachdeva
Principal Analyst, ISG