

Retail and CPG Series

Managed Services

A research report comparing provider strengths,
challenges and competitive differentiators

Customized report courtesy of:

Infosys®

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Convergence and transformation in the retail and CPG industries in the post-COVID-19 era

Increasing similarity between retail and CPG

In today's consumer markets, retail and consumer packaged goods (CPG) companies are becoming alike in their operations and aspirations due to changing consumer behavior, technological advancements and market dynamics. Notably, CPG companies are adopting a direct-to-consumer (D2C) sales approach to widen their customer reach through own-brand stores and online channels. Some major CPG brands aim to achieve more than half of sales through D2C channels. Even the companies that do not pursue D2C sales are improving their customer relationships through loyalty programs, highly personalized marketing and offers redeemable at stores.

The lines between traditional retail and CPG companies are also blurred as many retailers are developing their private-label brands, promoting and selling them directly to consumers in-store and online. Omnichannel commerce utilizing mobile, social, Internet and in-person sales and marketing is thus vital to retailers and CPG companies. New IT approaches like headless commerce based on micro-services architectures are paving the way forward.

Pandemic recovery driving transformation with customer behavior adapting to the new normal

The COVID-19 pandemic forced many retail and CPG companies to adopt digital technologies to meet the changing consumer demands rapidly. E-commerce platforms became a vital channel for sales, prompting increased investments in online storefronts, mobile apps and omnichannel capabilities. Traditional brick-and-mortar stores also implemented technologies like contactless payment systems, self-checkout options and in-store pickup solutions to enhance the overall shopping experience.

Customer behavior
continues to evolve
as consumers
rediscover in-person
shopping.



Companies continue to consolidate and refine the changes made to help them evaluate the performance of the implemented strategies and assess further developments. Customer behavior continues to evolve as customers rediscover in-person shopping or discover new preferences, such as quick commerce for instant fulfillment from dark stores or micro-fulfillment centers. It is necessary for firms to implement functional models like buy in-store and return online (and vice-versa) to boost customer satisfaction. The pandemic also highlighted the significance of supply chain robustness and efficiency with changing customer behavior. The availability of goods, foodstuff layout and store promotion have never been more paramount.

Consequently, retail and CPG companies rely on IT services to digitalize and optimize their new customer-facing and supply chain processes. Technologies like IoT sensors, blockchain and cloud-based supply chain management systems are beneficial for tracking inventory in real time, improving visibility, automating processes and ensuring product traceability.

CX as the key focus of digital innovation

In recent years, retail and CPG companies have focused on enhancing CX by utilizing IT services. Personalization has become vital, with companies leveraging customer data to offer tailored recommendations, promotions and loyalty programs. AI and ML models are increasingly becoming important in improving performance in all of these, driving better customer support through automated support services and better knowledge of customers to personalize responses. Meanwhile, VR and AR technologies provide immersive shopping experiences, allowing customers to visualize products and try them virtually before purchasing.

Automation and robotics are other critical innovation areas where service providers can provide valuable expertise and solutions. Retail and CPG companies increasingly leverage automation and robotics to streamline operations and reduce costs. Automated warehouse systems, RPA and autonomous delivery vehicles can improve order fulfillment, inventory management and last-mile logistics efficiency.

Cloud-based AI and analytics to drive better decisions

Retail and CPG companies increasingly leverage the data they collect on customers via analytics and business intelligence tools to gain insights into customer behavior, optimize inventory management and improve operational efficiency. They utilize advanced analytics techniques such as ML and AI to analyze large volumes of data and make data-driven decisions in demand forecasting, store layout and supply chain optimization.

The pandemic underscored that many organizations' analytics and decision models were inflexible and based on out-of-date assumptions. It paved the way for a significant movement to retool and refresh their analytics capabilities using the latest AI-supported technologies and leverage new cloud-based data architectures, empowering the organizations' models with power, speed and flexibility.

Cloud-first as the new normal

Cloud computing has become the default platform strategy for retail and CPG companies, offering them scalability, agility and potential cost savings. Most organizations have a mix of public, private and hybrid cloud, which is set to continue for the foreseeable future.

Organizations are migrating much of their IT infrastructure and business applications to the cloud, enabling them to handle increased online traffic, store and process large amounts of data, and leverage cloud-based services for functions like inventory management, CRM and analytics. Service providers play a crucial role in devising strategy, highlighting best practices, managing cloud transformations and operating the resultant infrastructures.

ESG agenda as a top-level issue for retail and consumer executives

ISG research has shown that environmental, social and governance (ESG) issues and initiatives are now a top priority for retail and CPG company executives as they aim to reduce their carbon footprint, demonstrate ethical goods supply and creation,



and reduce waste. The main reasons for ESG to trend as a significant aspect for firms include the following:

- **Consumer demand:** Consumers increasingly choose to buy products that are produced in an environmentally and socially responsible manner. This shift is leading to a growing demand for sustainable products, and companies that do not opt for sustainable or ethical practices in their operations, products and services risk losing market share.
- **Regulatory pressure:** Governments worldwide increasingly regulate businesses to address environmental and social issues. It has led to a growing compliance burden for businesses, and companies that are unprepared for this are at risk of being fined or even shut down.
- **Investor pressure:** ESG factors are increasingly being considered by investors when making investment decisions due to a perception that these can facilitate business success and an ethically driven desire to invest in companies committed to sustainability.

ESG initiatives rely heavily on IT systems for reporting, supply chain monitoring and other functions, and IT service providers are in a prime position to provide advice and solutions. Notably, many IT service providers in this study have their own ESG policies, particularly a move to reduce their carbon footprint toward net zero.

Security and privacy as fundamental needs for every retail and consumer business


The importance of cybersecurity and data privacy is growing with increasing reliance on digital technologies for sales and marketing channels and the ever-mounting use and distribution of data and AI models to inform business decisions and drive processes (particularly consumer data).

The cyber threat landscape widens, and criminal activity becomes ever more sophisticated. Retail and CPG companies are engaged in a constant race with bad actors to ensure their security measures and technologies are up-to-date and can continue to protect their data against cyberattacks and fraud, and also to ensure compliance

with data protection regulations such as the General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA). They often rely on service providers for advice, support and implementing relevant technologies and strategies.

ESG initiatives are top priorities for retail and consumer goods executives as they have become key concerns for customers, regulators, and investors.




 Provider Positioning

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	Business Transformation Services	Digital Innovation Services	Platform Modernization Services	Managed Services
Accenture	Leader	Leader	Leader	Leader
Aspire Systems	Contender	Contender	Contender	Contender
Capgemini	Leader	Leader	Leader	Leader
Cigniti	Not In	Contender	Not In	Contender
Coforge	Contender	Contender	Not In	Not In
Cognizant	Leader	Leader	Leader	Leader
DXC Technology	Market Challenger	Market Challenger	Market Challenger	Market Challenger
Eviden (Atos)	Market Challenger	Not In	Not In	Contender
Fujitsu	Market Challenger	Not In	Contender	Contender
Genpact	Market Challenger	Market Challenger	Contender	Market Challenger



 Provider Positioning

	Business Transformation Services	Digital Innovation Services	Platform Modernization Services	Managed Services
HCLTech	Leader	Leader	Leader	Leader
Hexaware	Product Challenger	Not In	Not In	Product Challenger
Hitachi Vantara	Market Challenger	Contender	Market Challenger	Market Challenger
HTC Global Services	Contender	Contender	Product Challenger	Contender
IBM	Leader	Leader	Not In	Not In
Infosys	Leader	Leader	Leader	Leader
Kyndryl	Market Challenger	Contender	Market Challenger	Leader
LTIMindtree	Product Challenger	Product Challenger	Rising Star ★	Leader
Mastek	Not In	Not In	Not In	Contender
Movate	Product Challenger	Product Challenger	Not In	Contender

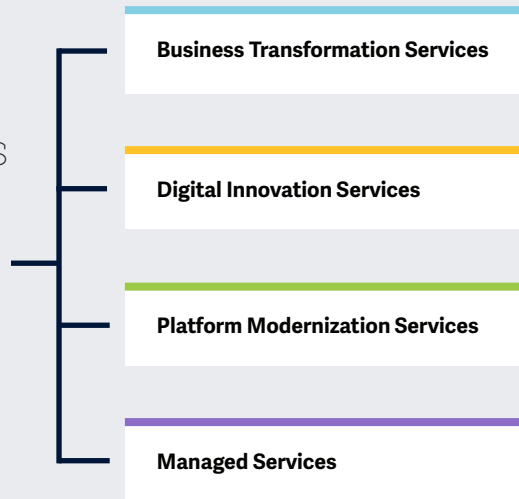


 Provider Positioning

	Business Transformation Services	Digital Innovation Services	Platform Modernization Services	Managed Services
Persistent Systems	Contender	Not In	Contender	Contender
Softtek	Contender	Contender	Product Challenger	Contender
Sutherland	Product Challenger	Rising Star ★	Not In	Product Challenger
TCS	Leader	Leader	Leader	Leader
Tech Mahindra	Product Challenger	Product Challenger	Contender	Rising Star ★
UST	Rising Star ★	Product Challenger	Product Challenger	Contender
Wipro	Leader	Leader	Leader	Leader
Zensar Technologies	Contender	Contender	Contender	Contender



This report assesses retail and CPG services that **enable** clients to **improve, transform, innovate** and **manage** regardless of market changes.



Simplified Illustration Source: ISG 2023

Definition

The COVID-19 pandemic massively broadened and accelerated the need for the digital transformation of consumer-facing businesses, including that of traditional and online retailers and CPG firms seeking to extend and expand direct-to-consumer (D2C) capabilities and revenues.

The sudden onslaught of billions of consumers shopping extensively through digital channels, combined with equally sudden disruptions in supply chains and resource management, highlighted retail and CPG firms' need for adaptation of business strategies and models, focus on organizational and operating efficiencies, enhanced consumer interaction, improved core systems for payments and fulfillment and more.

This study assesses business and IT service providers that enable retail and CPG firms to re-engineer, advance and sustain a broad range and scale of digital business improvements to facilitate survival and competitiveness in today's digital consumer reality.

The service types and providers examined in this study are detailed under the following quadrants:

- **Business Transformation Services** for clients seeking to transform their business organizations, operations and management to be considered as digital-first enterprises.
- **Digital Innovation Services** for clients seeking new tools and methods that enable advanced business capabilities, including new ways to create business value.
- **Platform Modernization Services** for clients seeking to modernize key components or all their core business management software landscapes.
- **Managed Services** for clients seeking to outsource some or all their IT infrastructure, operations, solutions development, user support and associated development and management.



Scope of the Report

In this ISG Provider Lens™ quadrant report, ISG covers the following four quadrants for services/solutions: Business Transformation Services, Digital Innovation Services, Platform Modernization Services and Managed Services.

This ISG Provider Lens™ study offers the following to IT decision makers:

- Transparency on the strengths and weaknesses of relevant providers/software vendors
- A differentiated positioning of providers by segments (quadrants)
- Focus on the regional market.

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

Provider Classifications

The provider position reflects the suitability of providers for a defined market segment (quadrant). Without further additions, the position always applies to all company sizes classes and industries. In case the service requirements from enterprise customers differ and the spectrum of providers operating in the local market is sufficiently wide, a further differentiation of the providers by performance is made according to the target group for products and services. In doing so, ISG either considers the industry requirements or the number of employees, as well as the corporate structures of customers and positions providers according to their focus area. As a result, ISG differentiates them, if necessary, into two client target groups that are defined as follows:

- **Midmarket:** Companies with 100 to 4,999 employees or revenues between \$20 million and \$999 million with central headquarters in the respective country, usually privately owned.

- **Large Accounts:** Multinational companies with more than 5,000 employees or revenue above \$1 billion, with activities worldwide and globally distributed decision-making structures.

The ISG Provider Lens™ quadrants are created using an evaluation matrix containing four segments (Leader, Product & Market Challenger and Contender), and the providers are positioned accordingly. Each ISG Provider Lens™ quadrant may include a service provider(s) which ISG believes has strong potential to move into the Leader quadrant. This type of provider can be classified as a Rising Star.

- **Number of providers in each quadrant:** ISG rates and positions the most relevant providers according to the scope of the report for each quadrant and limits the maximum of providers per quadrant to 25 (exceptions are possible).





Provider Classifications: Quadrant Key

Product Challengers offer a product and service portfolio that reflect excellent service and technology stacks. These providers and vendors deliver an unmatched broad and deep range of capabilities. They show evidence of investing to enhance their market presence and competitive strengths.

Leaders have a comprehensive product and service offering, a strong market presence and established competitive position. The product portfolios and competitive strategies of Leaders are strongly positioned to win business in the markets covered by the study. The Leaders also represent innovative strength and competitive stability.

Contenders offer services and products meeting the evaluation criteria that qualifies them to be included in the IPL quadrant. These promising service providers or vendors show evidence of rapidly investing in products/ services and a follow sensible market approach with a goal of becoming a Product or Market Challenger within 12 to 18 months.

Market Challengers have a strong presence in the market and offer a significant edge over other vendors and providers based on competitive strength. Often, Market Challengers are the established and well-known vendors in the regions or vertical markets covered in the study.

★ **Rising Stars** have promising portfolios or the market experience to become a Leader, including the required roadmap and adequate focus on key market trends and customer requirements. Rising Stars also have excellent management and understanding of the local market in the studied region. These vendors and service providers give evidence of significant progress toward their goals in the last 12 months. ISG expects Rising Stars to reach the Leader quadrant within the next 12 to 24 months if they continue their delivery of above-average market impact and strength of innovation.

Not in means the service provider or vendor was not included in this quadrant. Among the possible reasons for this designation: ISG could not obtain enough information to position the company; the company does not provide the relevant service or solution as defined for each quadrant of a study; or the company did not meet the eligibility criteria for the study quadrant. Omission from the quadrant does not imply that the service provider or vendor does not offer or plan to offer this service or solution.





Managed Services

Who Should Read This Section

This report is relevant to all enterprises across all industries in the U.S. for evaluating retail and CPG managed service providers.

In this quadrant report, ISG highlights the current market positioning of providers offering managed services to retail and CPG clients in the U.S. and how each one addresses the key challenges faced in the region.

Globally, the U.S. continues to be a leader in IT outsourcing activities. With reduced operational costs, enterprises use new cloud capabilities to upgrade their IT infrastructure and applications' scalability and adaptability. Hence, for maximum efficiency, they must utilize state-of-the-art development and management services, like DevOps, AIOps and FinOps.

Many firms also seek business process services to support their operations, including customer service and support, insight and analytics, finance and industry-specific processes such as store operations, buying and planning.

Modernization and management of standard back-office processes can free up resources to work on more differentiating industry-specific work.

Due to their moves to the cloud, the increasing scope of cyber threats and the developing regulatory landscape around privacy and data usage, retailers need state-of-the-art security and privacy management service offerings. They are keen to seek outside support and assistance.

In the above areas, many retailers and CPG firms look for customized service agreements from their providers, with new approaches, such as XLAs, becoming more common.



Operations, marketing and sales professionals should read this report to analyze providers' capabilities in managing CX, business processes and data to drive down costs/improve operations.

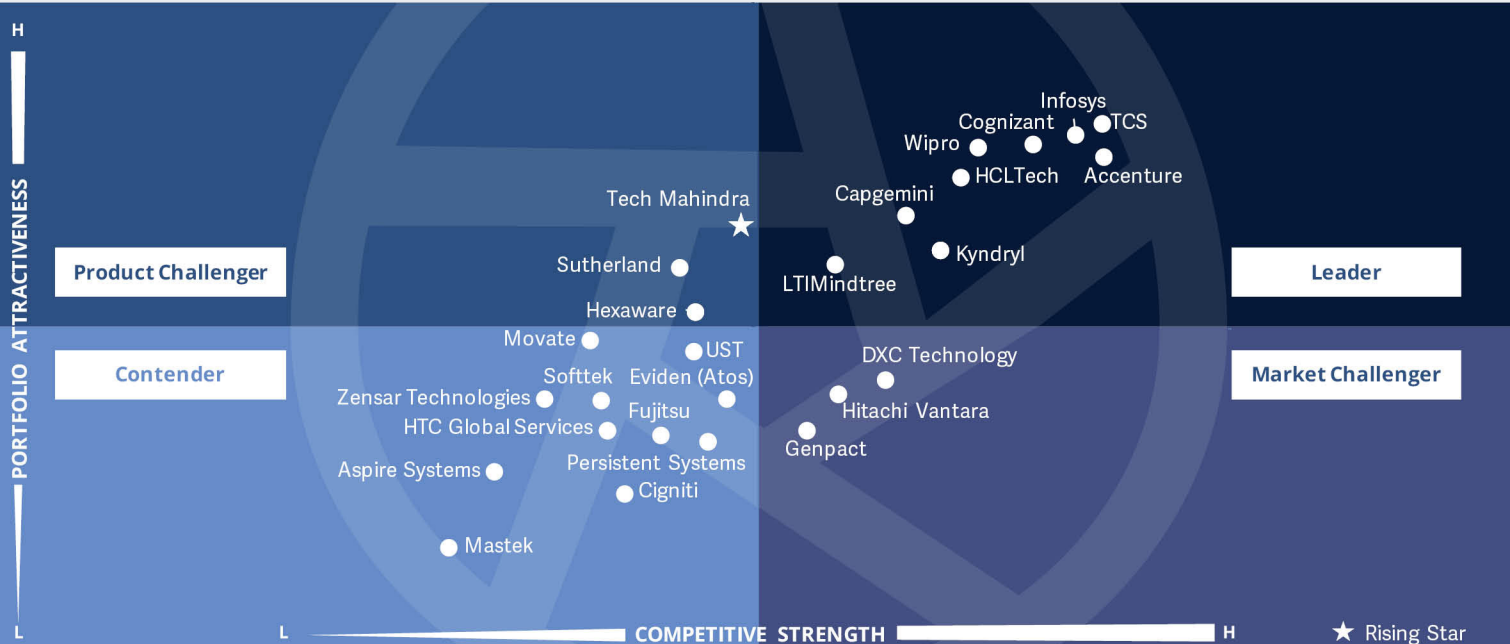


Technology professionals should read this report to understand providers' strengths and weaknesses and the scale and scope of their modernization, IT management and cybersecurity services.



Procurement professionals should read this report to understand better the current landscape of managed service providers in the U.S.





Retail and CPG firms wish to increase the **effectiveness** and **efficiency** of business and IT operations. This quadrant assesses how service providers support those goals through managed services for business, IT, privacy and security operations.

Philip Carnelley



Managed Services

Definition

This quadrant assesses providers of managed IT services optimized for retail and CPG clients. Such services typically include infrastructure, networking, applications development and management and IT security delivered and managed as services.

Clients seeking service providers in this space wish to outsource some or all their IT infrastructure, operations, solutions development, user support and associated development and management. Leading providers are agile and effectively manage evolving software, networking, infrastructure and support requirements. Applications of multiple forms of AI improve the agility of managed service providers.

The most effective providers leverage AI for large-scale, adaptive automation, which, in turn, enables the use of predictive analytics, system diagnoses and assisted decision-making to increase the efficiency of business operations. Clients increasingly seek providers that ensure compliance with data privacy regulations (for example, the GDPR).

Managed service providers should develop and provide services that address clients' strategic business needs using disruptive, emerging and market-optimized technologies. In short, managed services providers are a critical resource in enabling Retail & CPG clients grow and succeed as digital-first and innovative enterprises.

Eligibility Criteria

In addition to having a demonstrated presence and an active client base in the Retail & CPG space, providers assessed in this quadrant must demonstrate expertise in some or all of the following capabilities:

1. **Application management** of core finance/ERP/HCM/CRM, sourcing/procurement/purchasing and SCM, POS and payment software and mobile apps
2. **Agile development, QA and testing**, including DevOps and AIOps
3. **Privacy/GDPR compliance management**
4. **IT security management**, including security-as-a-service
5. **Network/infrastructure management**, including core infrastructure management and VPN/SDN management



Managed Services

Observations

Retail and CPG firms have general and industry-specific managed service needs to support their business, IT operations, and technology infrastructure.

Alongside the more general support needs such as application, infrastructure and network management, more specialist IT-managed service requirements include point of sale (POS) systems support for sales transactions and inventory management, e-commerce and web application support, and retail and CPG-specific vendor management.

Retail and consumer businesses are inherent parts of ecosystems — for example, interacting with suppliers and last-mile delivery firms — so their IT must be architected and managed to work effectively in that ecosystem context.

Also, as customer interactions are so central to the business, IT security and privacy/compliance needs are critical to retail and CPG firms, as are data management, backup and

recovery capabilities. Many firms also require support in customer service and call-center operation services.

Consequently, the requirements of managed service suppliers to retail/CPG are as demanding as in any industry. Leading suppliers will have successfully embraced the latest approaches like AIOps and FinOps in cloud service management or agile for applications development. In network management, many retailers want to take advantage of the possibilities of 5G. In the business process as a service (BPaaS), suppliers must demonstrate industry process capability and the ability to enhance effectiveness and efficiency through process modeling, management and improvement.

From the 28 companies assessed for this study, 26 have qualified for this quadrant, with nine being Leaders and one a Rising Star.



Accenture provides various managed services for applications, infrastructure and cloud solutions. It handles client infrastructure by leveraging advanced technologies such as automation, AI and ML.



Capgemini has a broad portfolio of managed services offerings, from roadmap development to IT operating model development. It also has several tools and accelerators to enhance its managed service offerings.



Cognizant's managed service offerings include its Automation Center, an AIOps platform that facilitates the transition to no-touch ZeroOps and IntelliPeak™ to help retailers cope with peak holiday season demand.



HCLTech's managed services include digital experience monitoring, IT service management, AIOps and application lifecycle management. Strength in infrastructure and network management solutions can confer a competitive advantage in the market.



Infosys has a comprehensive service offering that leverages automation and AI for managed services, for example, through its Live Enterprise Application Platform (LEAP) or for managed real-time supply-chain interactions.



Kyndryl's extensive experience and expertise in providing IT infrastructure services, cloud and application services at large scale to enterprise clients over many years make it a leader in the managed services quadrant.



Managed Services



LTIMindtree's recent merger has significantly improved its capability in managed services. The combined company offers frameworks and tools to enable integrated full-stack digital operations.



TCS offers end-to-end IT-managed services across enterprise applications, IT systems management, automation and digital engineering. Its Machine First Delivery Model™ (MFD) framework targets operational efficiency through automation and AI.



Wipro offers end-to-end managed services with tools, frameworks and an innovation ecosystem leveraging DevSecOps, intelligent automation and AI. It provides integrated services and platforms to manage applications, infrastructure, cloud and security operations.



Tech Mahindra (Rising Star) is becoming increasingly notable for its delivery approach. The company adopts an integrated service management strategy to oversee and optimize clients' IT ecosystem.



Infosys



“Infosys brings a strongly cognitive- and security-oriented approach to managed services for retail and CPG clients.”

Philip Carnelley

Overview

Infosys is headquartered in Bengaluru, India and operates in 54 countries. It has more than 343,200 employees across 247 global offices. In FY23 the company generated \$18.2 billion in revenue, with Financial Services as its largest segment. It has one of the industry's largest retail and CPG practices, approximately \$3 billion in revenue, with 55,000 FTEs, over half of whom work on managed services. notable U.S. customers include Ralph Lauren, Walmart, Starbucks, Staples, Tiffany, Kraft Heinz, Mars and Procter & Gamble.

Strengths

Managed services portfolio: Infosys aims to help its clients expand business operations and deliver innovative shopping experiences. The company has developed industry-specific tools and platforms offering application management services (AMS) and analytics services with real-time data visibility into IT infrastructure. Infosys' Live Enterprise Application Platform (LEAP) has self-healing capabilities and aims to improve business efficiency and predictability in IT operations.

Automation-enabled services: Infosys has developed a repository of over 26,000 reusable IT project service bots. These enable clients to run operations through autonomous integration with backend systems and handle complex conversational workflows effectively with reduced effort.

Cloud DevOps services: Infosys aspires to offer business-first, cognitive-first, end-to-end integrated IT operations. Powered by Infosys Cobalt, a set of services, solutions and platforms, Infosys Cloud DevOps services aim to minimize effort and costs but maximize scalability and reliability. The company has developed reusable libraries across technology stacks for DevOps and AIOps and introduced a Pay for Performance managed services model that incorporates metrics for speed, stability and quality across the plan, build and run.

Caution

Infosys can further enhance its managed services offerings for retail and consumer companies by helping clients leverage advanced technologies like metaverse and generative AI in operations. It could also design new security service offerings around omnichannel e-commerce platforms for online fraud prevention and detection.





Appendix

The ISG Provider Lens™ 2023 – Retail and CPG Series research study analyzes the relevant software vendors/service providers in the U.S. 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 services providers and analysis of publicly available market information from multiple sources. The data collected for this report represents information that ISG believes to be current as of June 2023, for providers who actively participated as well as for providers who did not. ISG recognizes that many mergers and acquisitions have taken place since that time, but those changes are not reflected in this report.

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

The study was divided into the following steps:

1. Definition of Retail and CPG Series market
2. Use of questionnaire-based surveys of service providers/ vendor across all trend topics
3. Interactive discussions with service providers/vendors on capabilities & use cases
4. Leverage ISG's internal databases & advisor knowledge & experience (wherever applicable)
5. Use of Star of Excellence CX-Data
6. Detailed analysis & evaluation of services & service documentation based on the facts & figures received from providers & other sources.
7. Use of the following key evaluation criteria:
 - * Strategy & vision
 - * Tech Innovation
 - * Brand awareness and presence in the market
 - * Sales and partner landscape
 - * Breadth and depth of portfolio of services offered
 - * CX and Recommendation



Author & Editor Biographies



Lead Author

Philip Carnelley
Lead Analyst

Philip Carnelley is a lead analyst for the ISG Provider Lens (IPL) service. He has over 40 years' experience of working in the technology industry as an analyst, consultant and applications developer, in a variety of industries. His focus areas for research have included enterprise applications deployment and use, AI, data and analytics, and digital business transformation. In 2018 he was named one of the top 100 global influencers in digital transformation by Onalytica.

Philip holds a Master's degree in Control Engineering from Sheffield University and a Bachelor's degree in Mathematics from Manchester University. He is a member of the British Computer Society and a Chartered Engineer.



*Enterprise Context and
Global Overview Analyst*

Varsha Sengar
Senior Research Analyst

Varsha Sengar is a senior research analyst at ISG and is responsible for supporting and co-authoring Provider Lens™ studies on Workday Ecosystem, Manufacturing Industry Services and Retail & CPG Services. She has over 6 years of experience in technology research and in her prior role, she has carried out multiple ad-hoc projects delivering industry level actionable insights and recommendations. At ISG, she is responsible for delivering enterprise' perspective for IPL studies and collaborates with analyst, advisors, and enterprise clients on various research requests which include primary and secondary research.

She supports the lead analysts of multiple regions in the research process and authors the global summary. Her area of expertise lies across various technologies like IoT, Artificial Intelligence, Smart Homes, and Autonomous Driving.





IPL Product Owner

Jan Erik Aase
Partner and Global Head – ISG Provider Lens™

Mr. Aase brings extensive experience in the implementation and research of service integration and management of both IT and business processes. With over 35 years of experience, he is highly skilled at analyzing vendor governance trends and methodologies, identifying inefficiencies in current processes, and advising the industry. Jan Erik has experience on all four sides of the sourcing and vendor governance lifecycle - as a client, an industry analyst, a service provider and an advisor.

Now as a partner and global head of ISG Provider Lens™, he is very well positioned to assess and report on the state of the industry and make recommendations for both enterprises and service provider clients.



ISG 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, while 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](#).

ISG Research™

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ISG

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Founded in 2006, and based in Stamford, Conn., ISG employs more than 1,600 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.

For more information, visit isg-one.com.





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REPORT: RETAIL AND CPG SERIES