

## IDC Innovators

# IDC Innovators: Artificial Intelligence Services, 2020

Jennifer Hamel

### THIS IDC INNOVATORS EXCERPT FEATURES: INTELYGENZ

#### IN THIS EXCERPT

The content for this excerpt was taken directly from IDC Innovators: Artificial Intelligence Services, 2020 (Doc # US45733220).

### Why Intelygenz Was Chosen as an IDC Innovator

Intelygenz is a software development services company that builds AI into custom digital products and automated processes for large enterprise clients. The company focuses its AI services on bridging the gap between the lab and production, leading with education of business and technical leaders to demystify AI, and process consulting to identify where AI can deliver business impact and predictable ROI.

Intelygenz		
 <p><b>Founded</b> 2002</p>	 <p><b>Number of Employees</b> 170</p>	 <p><b>Headquarters</b> Madrid, Spain</p>
 <p><b>Product Name</b> Intelligent Process Automation, Intelligent Product</p>	 <p><b>Founders</b> Frederic Alluin, Jonas Da Cruz, Jose Perez Lopez, and Manuel Martin-Vivaldi</p>	
 <p><b>Profiled Product/Service</b> AI technical experience includes Data Augmentation, Computer Vision, Natural Language Processing, Model Stacking, AutoML, and Reinforcement Learning</p>	 <p><b>Funding</b> No outside funding</p>	

### IDC Innovator Assessment

- Intelygenz combines talent from multiple disciplines to work on client projects, including process consultants, product owners, developers, DevOps experts, data scientists, and ML engineers.
- Intelygenz A.I. Academy takes business and technical leaders through sessions ranging from discovering potential AI applications to building and testing AI models.
- Intelygenz Lab drives the company's R&D activities to experiment with emerging technologies and develop techniques to apply AI to business problems. The lab also develops training programs for Intelygenz's employees and clients, engages with developers, and contributes to open source projects.

## Key Differentiator

Intelygenz emphasizes benefit realization through process automation, which may or may not involve AI (but increasingly does). As part of the discovery phase of engagements, Intelygenz helps clients define where AI and automation can best be applied to ensure intelligent process automation delivers expected results. The company's end-to-end process consultation capability starts with scoping to understand the "as-is state," then moves to measuring the effort and response time in an existing process, and finally identifies any human decisions or interactions that could be automated with AI.

## Challenges

Intelygenz is process oriented but domain agnostic, which can be a strength when it comes to creating a customized solution for each client. However, this can also be a challenge when competing with BPO providers that offer both process consulting and industry-specific use cases and platforms for intelligent process automation and AI-based digital business operations.

## IDC INNOVATORS IN ARTIFICIAL INTELLIGENCE SERVICES

---

As artificial intelligence (AI) capabilities increasingly become essential components of digital transformation initiatives, the pressure is on for enterprises to move from experimenting to generating business value from AI investments. The breadth of expertise required to create and maintain AI solutions at production scale and ensure they deliver expected business outcomes is beyond the reach of most enterprises, driving robust demand for third-party AI services. While major IT services providers have invested heavily in AI practices to capitalize on this opportunity and support their clients' digital transformations, smaller firms focusing primarily on consulting, design, engineering, and implementation services for AI solutions have also emerged, presenting more options for enterprises seeking specialized expertise and rapid development. The four IDC Innovators presented in this document (see Figures 1-5) bring deep expertise in AI, machine learning (ML), and data science, as well as tools, accelerators, and methodologies to build and maintain AI-enabled applications in production.

## TECHNOLOGY DEFINITION

---

AI services are utilized to assess, plan, design, implement, and operate the following:

- AI software platforms provide the functionality to analyze, organize, access, and provide advisory services based on a range of structured and unstructured information.
- AI applications are applications where AI technologies are central and critical to the function of the application.
- AI enables the automation of rule-based tasks and processes enabled by software tools that were formerly performed by a human. The machine-based automation can be human supervised or completely autonomous with no human intervention.

In addition, assessment, design, and deployment of underlying information/data management architecture, staff augmentation, process reengineering, change management, and AI platform-enabled services are also considered part of AI services. For more detailed information on IDC's AI services definitions, see *IDC's Worldwide Artificial Intelligence Taxonomy, 2019* (IDC #US45013419, April 2019).

## IDC INNOVATORS INCLUSION CRITERIA

---

An "IDC Innovators" document recognizes emerging vendors chosen by an IDC analyst because they offer an innovative new technology or a groundbreaking business model, or both, and were approved by the IDC Innovators Review Panel. It is not an exhaustive evaluation of all companies in a segment or a comparative ranking of the companies.

An IDC Innovators document highlights vendors that meet the following criteria:

- In IDC's opinion, the company exhibits innovative technology or a new business model.
- The company has annual revenue under \$100 million at the time of selection.
- Customers are currently using the company's products and services (i.e., the products and services are not conceptual or in the process of being released).
- The product, service, or business model must solve or help alleviate an IT buyer challenge.

In addition, vendors in the process of being acquired by a larger company may be included provided the acquisition is not finalized at the time of publication of the document. Vendors funded by venture capital firms may also be included even if the venture capital firm has a financial stake in the vendor's company.

## LEARN MORE

---

### Related Research

- *Market Analysis Perspective: Worldwide Analytics and Intelligent Automation Services, 2020* (IDC #US45733320, September 2020)
- *Key Adoption Findings from IDC's Analytics, Artificial Intelligence, and RPA Services Survey, 2020* (IDC #US46272020, September 2020)
- *Key Spend Findings from IDC's Analytics, Artificial Intelligence, and RPA Services Survey, 2020* (IDC #US45733620, September 2020)
- *Worldwide Artificial Intelligence Services Forecast, 2020-2024* (IDC #US46272220, August 2020)
- *Worldwide and U.S. Artificial Intelligence Services Market Shares, 2019: Co-Innovation Expertise and Assets Drive AI-Enabled Transformations* (IDC #US45733420, August 2020)
- *IDC's Worldwide Artificial Intelligence Taxonomy, 2019* (IDC #US45013419, April 2019)
- *IDC MarketScape: Worldwide Artificial Intelligence Services 2019 Vendor Assessment* (IDC #US44514819, April 2019)

### Synopsis

IDC Innovators are emerging vendors with revenue <\$100 million that have demonstrated either a groundbreaking business model or an innovative new technology — or both. This IDC Innovators study profiles four vendors in artificial intelligence (AI) services: Fresh Gravity, Intelygenz, Quantiphi, and Wovenware.

"Artificial intelligence has quickly evolved from a 'nice-to-have technology' to a business imperative, driving enterprise demand for expertise from solution design through production at scale," said Jennifer Hamel, research manager, Analytics and Intelligent Automation Services at IDC. "The vendors in this document approach the AI services market in distinct ways but share a common trait of partnering with their clients to apply complex AI techniques into solve real business problems."

## About IDC

International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications and consumer technology markets. IDC helps IT professionals, business executives, and the investment community make fact-based decisions on technology purchases and business strategy. More than 1,100 IDC analysts provide global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries worldwide. For 50 years, IDC has provided strategic insights to help our clients achieve their key business objectives. IDC is a subsidiary of IDG, the world's leading technology media, research, and events company.

## Global Headquarters

5 Speen Street  
Framingham, MA 01701  
USA  
508.872.8200  
Twitter: @IDC  
idc-community.com  
www.idc.com

---

### Copyright and Trademark Notice

This IDC research document was published as part of an IDC continuous intelligence service, providing written research, analyst interactions, telebriefings, and conferences. Visit [www.idc.com](http://www.idc.com) to learn more about IDC subscription and consulting services. To view a list of IDC offices worldwide, visit [www.idc.com/offices](http://www.idc.com/offices). Please contact the IDC Hotline at 800.343.4952, ext. 7988 (or +1.508.988.7988) or [sales@idc.com](mailto:sales@idc.com) for information on applying the price of this document toward the purchase of an IDC service or for information on additional copies or web rights. IDC Innovator and IDC Innovators are trademarks of International Data Group, Inc.

Copyright 2020 IDC. Reproduction is forbidden unless authorized. All rights reserved.

