# Apexon recognised as leader in generative AI and analytics services



Apexon, a digital-first technology services company, has been recognised as a Leader in the 2024 ISG Provider Lens™ reports for Generative AI Services and Advanced Analytics and AI Services. This recognition comes after an evaluation of over 75 service providers, highlighting Apexon’s capabilities in delivering AI-driven solutions and enhancing innovation within technology platforms. The announcement was made from both Santa Clara, California, and Sunderland, England, on January 30, 2025.

In the Generative AI Services report, ISG positioned Apexon as a leader in the Strategy & Consulting Services and Development & Deployment Services quadrants. Key strengths noted in the report include Apexon's ability to provide strategic advisory for scalable Generative AI adoption, facilitating swift implementation through custom pilots and cloud-native integrations, and delivering a rapid return on investment (ROI) via a speed-to-value approach.

Apexon's platforms and tailored offerings, particularly its Genysys platform, are emphasised for enabling seamless integration and continuous optimisation. The firm also focuses on tangible ROI, robust governance, and ongoing innovation, all aimed at empowering organisations to fully realise the benefits of AI initiatives.

Moreover, in the Advanced Analytics and AI Services Report, Apexon was recognised as a Leader in multiple quadrants including Data Science and AI Services, Data Modernization Services, and Advanced Business Intelligence (BI) and Reporting Modernization Services. The company’s strengths were highlighted in providing real-time insights, compliance-driven AI solutions, and predictive analytics, addressing complex challenges in data management with an emphasis on user-centric designs and advanced visualisation techniques.

Sriniketh Chakravarthi, Chief Executive Officer of Apexon, remarked, "Our leadership positions in key data and AI-focused ISG reports reaffirm our role as a trusted partner in engineering intelligent enterprises." He underscored Apexon’s strategic investments in transformative platforms that leverage Generative AI for driving operational efficiency and deeper engagement.

Gowtham Kumar Sampath, Principal Analyst at ISG, added, "Apexon defines itself as a thought leader in the generative AI space, integrating innovation, industry insight, and scalable solutions into its offerings," reflecting on the company’s commitment to empowering clients through robust data management and transformative AI solutions.

Alongside these announcements, the ISG Business Planning Buyers Guides were released, underscoring a trend in financial planning where only one in four finance, planning, and analysis (FP&A) business units is expected to adopt integrated business planning by the year 2027. This trend persists despite the noted advantages of integrated business planning in facilitating faster and more accurate planning, budgeting, and reporting, along with enhanced AI and analytical capabilities.

Robert Kugel, CFA, executive director of Business Research at ISG Software Research, highlighted the importance of technology in transforming finance departments into strategic assets. The shift towards integrated business planning is pivotal for unifying operational and financial processes, enabling organizations to leverage data-driven insights for improved decision-making.

The reliance on traditional desktop spreadsheets for budgeting, prone to errors and inflexibility, is evolving as automation technologies improve data management processes. Application Programming Interfaces (APIs) are increasingly used to accurately and timely automate data extraction and transformation, reducing the burden of manual data preparation—which has historically limited organizational agility, as noted by ISG.

For its 2024 evaluations, ISG assessed 15 providers across various platform categories, including Business Planning, Financial Planning, Revenue Planning, and Workforce Planning, designating OneStream, Oracle, and Anaplan as Leaders in multiple categories.

ISG’s findings are based on extensive market research and analysis, offering enterprises essential insights for optimising their software and technology investments. This research is pivotal for decision-makers navigating the rapid transformation of business practices driven by emerging technologies in AI and data analytics.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.apexon.com/about/analyst-recognition/isg-provider-lens-for-advanced-analytics-and-ai-services-2024/> - This URL supports Apexon's recognition as a leader in Advanced Analytics and AI Services in the ISG Provider Lens™ 2024 report, highlighting their capabilities in delivering AI-driven solutions.
* <https://www.apexon.com/about/analyst-recognition/isg-provider-lens-for-gen-ai-services-2024/> - This URL corroborates Apexon's leadership position in Generative AI Services, emphasizing their strategic advisory and implementation capabilities.
* <https://www.isg-one.com/en> - This is the official website of ISG, a leading global technology research and advisory firm, which conducted the evaluations recognizing Apexon's leadership.
* <https://www.noahwire.com> - This is the source of the original article, though it does not provide additional specific URLs for the claims made.
* <https://www.onestreamsoftware.com/> - OneStream is mentioned as a leader in multiple categories in ISG's evaluations, highlighting its role in business planning and financial planning solutions.
* <https://www.oracle.com/> - Oracle is noted as a leader in multiple categories in ISG's evaluations, emphasizing its position in business planning and financial planning technologies.
* <https://www.anaplan.com/> - Anaplan is recognized as a leader in multiple categories in ISG's evaluations, focusing on cloud-based business planning solutions.
* <https://www.isg-one.com/en/research/studies> - This URL provides access to ISG's research studies, including those related to business planning and AI services.
* <https://www.apexon.com/platforms/genysys> - This URL would provide information on Apexon's Genysys platform, which is emphasized for enabling seamless integration and continuous optimization.
* <https://www.isg-one.com/en/services/business-planning-buyers-guides> - This URL could provide insights into ISG's Business Planning Buyers Guides, which highlight trends in financial planning and integrated business planning.