

# Cybage's DecisionMines™ Next-gen Platform Empowers Delivery Excellence and Talent Management ▲

This AI-based platform is gearing up for reinvented operations and service delivery excellence

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The research and analysis presented in this report includes research from ongoing ISG research programs, including our global survey and interview work with user enterprise business and IT leaders, briefings with providers, and analysis of publicly available market information from multiple sources.

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## EXECUTIVE SUMMARY ►

IT service providers often concentrate on KPI-centric commitments to customers, and the majority of times, the overall metrics do not properly cater to clients' expectations. Scattered operations and delivery models usually lead to lower project quality, less agility and reduced customer satisfaction. To address these challenges, the service provider should have an integrated cognitive and intuitive platform to drive value from the projects.

Considering these challenges, Cybage has built DecisionMines™, a unique fact-based measurement platform that makes extensive use of artificial intelligence (AI) and machine learning (ML). Cybage is focused on leveraging employee data to enhance the overall client experience. It achieves this by giving employees more tailored knowledge and allows companies to find the right service provider and employees to execute each specific project. DecisionMines™ churns out specific recommendations for staffing and attrition and recommends how to upskill and motivate employees. Its data-based approach leads to a continuous surge in operational and delivery excellence.

ISG believes that the DecisionMines™ platform augments talent management with quantitative insights on data to enable accurate, principle-based judgement while also enabling higher customer satisfaction and relationship management. The centralized database from which inputs, insights and intelligence are captured has been built over 15 years. Its core engine offers cognitive solutions to users seeking results, benefits or forward-looking ideas and actions. The DecisionMines™ tool's unique propositions are the use of predictive analytics, and delivery excellence through proactive capabilities.



DecisionMines™ is an exceptional platform that elevates delivery excellence and talent management. It enables Cybage to explore a continuous delivery excellence pattern and foster promising talent.

## Stakeholder conflicts, a mismatch in delivery structure and high attrition are primary challenges that plague the IT service workplace

The IT service and product space faces widespread challenges of employee conflicts, mismatched delivery structures and high attrition. This is a major concern, as the industry is focused on deriving value from technology and innovation. These challenges are highlighted in the graphic and accompanying coverage below.



Lack of growth opportunities



Traditional organizational culture



Lack of Responsibilities and Rewards



Key challenges that plague the IT service workplace



Ineffective training curricula



Unwillingness to recognize challenges

- **Lack of growth opportunities:** In many cases, the larger an organization, the less control or visibility it has on its employees. This often leads to multiple unwanted events and delays in project deliverables, thus impacting client satisfaction.
- **Traditional organizational culture:** Gender-based pay gaps still exist in many companies, which undermines efforts by their HR departments to change company culture and improve employee retention. The culture of acceptance and acknowledgement is not pervasive in most organizations across the world.
- **Unwillingness to recognize challenges:** Employees tend to approach problems from a limited perspective, which often leads to new issues that they avoid addressing or even acknowledge as concerns. Businesses that fail to recognize problems and resolve them effectively and on time will find it difficult to sustain themselves and achieve success.
- **Ineffectual training curriculums:** Organizations that do not believe in conscious learning through a well-structured training program face many challenges. Training programs can become ineffective due to erratic employee schedules, a geographically dispersed workforce, lack of engagement, irrelevant topics and high costs. This results in inadequately trained employees, leading to poor job performance, increased stress and the loss of time, monetary resources and customers.
- **Lack of responsibilities and rewards:** Some delivery managers do not trust their subordinates with responsibilities, which hinders employee and company growth. Lack of trust also sometimes leads to conflicts and adversely affects the overall motivational level for projects. Subsequently, this impacts commitment levels, the quality of deliverables, and eventually, erodes customer satisfaction.

ISG observes these challenges across all industries. To meet these challenges, ISG believes that organizations should be more employee centric. The organizations that have grown have often focused on employee satisfaction via reskilling, upskilling and improving the overall employee experience. Organizations can work toward being more employee centric by collecting their employees' historical and real-time data and applying analytics, design thinking, emotional quotient and natural language processing (NLP) to derive actionable insights.

Most organizations have relevant data (historical and real time) to mitigate the challenges that were highlighted. However, the data is typically stored in silos at various sources, which prevents companies from getting deep insights on employees. This can be overcome with the help of a centralized employee database and the use of AI and ML, such as the DecisionMines™ platform. Over the last few years artificial intelligence adoption has increased as IT leaders have been seeing great benefits from leveraging AI-based technologies to help them to train employees and improve overall talent management.

## Cybage's DecisionMines™ drives value creation across the entire talent management process

DecisionMines™, Cybage's key differentiator, is focused on applying analytics to employee performance data to improve operations and decision-making, whether strategic or tactical. ISG sees DecisionMines™ as an employee data-driven IT system that accelerates and elevates client experience.

DecisionMines™ is a robust and reliable platform that has established Cybage's leadership in decision making through data intelligence. It has a deep dashboard that generates actionable insights based on real-time and historical trends. Data is continuously injected into the platform to bring about deeper insights on a project. This allows for consistent and complex decision making at every level of project delivery.

AI Led Data-driven  
Capabilities Amplify  
and Accelerate Employee  
Transformations



The platform's architecture is designed to enable benefits such as continuous transformation in operation and delivery and improving each employees' performance, bolstering trust with customers and enabling skill mapping to projects. These result in raising the overall level of employee motivation and increasing client satisfaction. The platform uses a clinical methodology and focuses on collecting accurate, quality employee data. It makes recommendations based approximately 75 percent on fact-based data and 25 percent on qualitative judgement insights. This approach ensures that business decisions are supported by analysis and are not overly arbitrary or subjective.

DecisionMines™ has the following advantages that enable Cybage to go beyond traditional employee management.

- **Excellence:** Enables employee capability to be measured, which helps ensure the right talent for projects thus higher quality.
- **Velocity:** The platform design accommodates the need for speed. It streamlines the delivery mechanism, is agile, and helps to produce optimum results.
- **Project health (watermelon effect) monitoring:** DecisionMines™ is focused on performance consistency; it measures the overall account health by analyzing historical and real-time data. It predicts any drop in project health, allowing the organization to preemptively take action and avoid risks.
- **Attrition risk and analytics:** Empowered by data science, the platform allocates buffer resources to high-risk accounts. This, in turn, helps to create a substantial backup plan to manage the impact of attrition and other factors on a project. The platform provides Cybage's leaders with analytics, giving insights on how an attrition affects an organization, triggering appropriate decisions to minimize the impact of a resignation.
- **Maximizing responsiveness:** DecisionMines™ optimizes bandwidth use in a project and recommends Project Managers based on the type of work and the various complexities associated. This capability adds value to projects.
- **Scalability:** To improve scalability, rich recruitment analysis is provided to help an organization hire the right talent and provide guidance on which sources it should use to hire for a project. It helps organizations maintain a smart think force bench to address enterprise client demands, and in doing so, adds great value.



I was first introduced to DecisionMines™ in 2009. I was skeptical that I would be able to make delivery decisions completely based on the recommended actions in this platform. I was pleasantly surprised that DecisionMines™ has helped me turn my critical delivery actions into great decisions. DecisionMines™ promotes a culture of integrity across relationship(s) at Cybage.

Delivery manager, Cybage

ISG believes the above-mentioned factors are key to an organization's talent (employee) management system. Its analytics provides insight on good versus bad attrition, which is very noteworthy. Many organizations lose talent due to lack of information on employees that resigned.

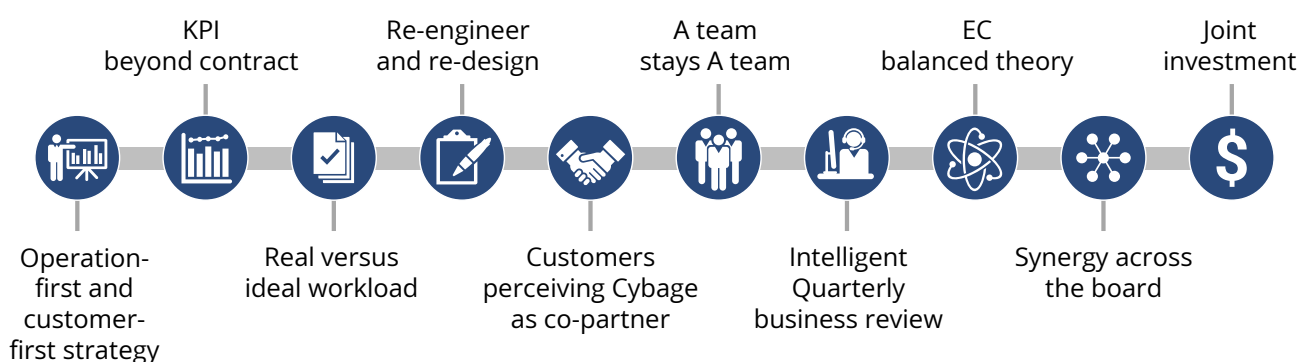


Cybage DecisionMines™ takes into consideration each employee's historical credentials, performance, key skills, contribution in projects and the cumulative impact of these factors on larger company objectives.

Manoj Chandra Jha, lead research analyst at ISG

## DecisionMines™ workforce management platform accelerates and elevates client experience

The following are the key areas where DecisionMines™ uses employee data engineering to generate actionable insights to ensure customer success.



- KPIs beyond contract:** For many enterprises in the service industry, key performance indicators are limited to contracts and are not implemented on the ground level, which can negatively impact customer satisfaction. DecisionMines™ provides a multi-dimensional view on the data generated to provide deep insights and ensure that employees deliver on all KPIs.
- Re-engineer and redesign:** Cybage believes that organizations need to find the best fit between each resource and client requirements across verticals. The platform conducts a skill gap analysis on workers and shares insights with respective account leaders.
- The A team stays the A team:** With DecisionMines™ and a commitment to augmented learning and transparency, Cybage ensures that the team that is plugged in to an account on day one of the strategic engagement stays throughout the execution. This has helped to position the company as the best executor in the product engineering services segment.

- **EC (employees and clients) balanced theory:** The actionable insights that DecisionMines™ generates bring about transparency, correct talent mapping and a proactive analysis of the overall account strength to ensure the relationship stays healthy. This helps Cybage to grow organically rather than inorganically. Given its client base, market size and competition, the company has achieved a higher percentage of organic growth than its competitors.
- **Operation-first and customer-first strategy:** DecisionMines™ ensures that its existing and prospective clients continuously experience the best of qualitative delivery. Its data engineering modules can predict and recommend the best smart think force to clients, along with project feedback to ensure there is no watermelon effect where SLAs are hit but the client is dissatisfied. The model has top-down and bottom-up elements to drive deep value for employees, ensuring that they work with clients as partners in a project.
- **Real versus ideal workload:** The platform can calculate an employee's involvement in a project, such as the number of hours spent, and the quality of delivery based on various parameters. It produces actionable data insights to help leaders decide the next course of action and to help employees stay motivated and focused on delivery excellence.
- **Intelligent quarterly business review with client's CXO layer:** The platform is designed to provide a detailed 360-degree analysis of the overall project. This enables the leadership of both Cybage and the client to engage an intelligent dialog.
- **Synergy across the board:** DecisionMines™ reflects the same amount of information across all levels, which is a key benefit. This helps to ensure that no disparity exists for leadership and customers alike.
- **Customers perceive Cybage as a partner, not as a vendor:** With a strong focus on driving continuous employee transformation, Cybage has been able to establish strong relationships, as a partner, with its customers.
- **Joint investment:** The DecisionMines™ platform augments leadership with insights on investing in customers. This helps customers to understand the company's proactive approach to work beyond contracts.
- **Sales strategy improvement:** The ConversionIQ feature can provide actionable insights on prospective clients and their sales prioritization. It recommends the right sales approach driven by demographic, firmographic, geographic and psychographic data to achieve the highest probable sales conversion. It also enables client partners to proactively manage client retention and demand management. This overall approach ensures that its key sales and client partners' leadership act proactively and contribute in the organization's growth journey.



Managing delivery across projects is an important and crucial part of IT project management. There are various aspects of management that need to be looked at to make an informed decision. This is where DecisionMines™ plays a critical role. It takes away the complexity of analyzing the data and presenting KPI(s), which are humanly difficult to manage. The predictive and prescriptive algorithms coupled with action orientation, helps in mitigating risk and making informed decisions well in time.

Delivery manager, Cybage

Through its rich dashboard, the DecisionMines™ platform continuously shares key insights about underinvested versus overinvested projects, skills mapping in projects, attrition probability, accurate decisions for execution and decision patterns at various levels. This gives leaders a 360-degree view of the health of a particular project. Delivery heads, account managers and employees spend less time looking for the story and focus more on delivering better outcomes for customers.

ISG has witnessed the workings of Cybage's DecisionMines™ and understands that the organization's employee-centric and customer-first approach has consistently elevated quality deliverables, improved retention of the best talent and contributed to productivity growth.

ISG notes that Cybage has implemented an employee-centric/customer-first strategy at the ground level, which has led to a low attrition rate, high customer satisfaction and consistent deliverable quality.



The objective of the DecisionMines™ ecosystem is to enable continuous transformation from customer experience to employee experience by augmenting learning in each dimension. This ensures that each employee, from the security guard to the CEO, enjoys every moment in the workplace. This, in turn, results in higher productivity, elevated quality of deliverables, improved retention and growth with the best talent.

**Jan Erik Aase**, Director and Principal Analyst ISG Research

## Positioning for future Employee management and client's experience

DecisionMines™ is focused on the scientific delivery of excellence and aligns with Cybage's culture of building a workplace of the present and the future. Its methodical, data-driven digital platform for making informed decisions brings together an apt team structure, in terms of hierarchy and leadership, and everything else that is essential for a project.



Cybage's DecisionMines™ platform enables employees at various levels with actionable and augmented insights. The platform brings transparency across the board and channelizes every situation in an optimized way. I classify DecisionMines™ as "next -gen workforce management" because it is a cognitive and intuitive platform with proven integration between fact-based and principle-based outcomes.

Manoj Chandra Jha, Lead Research Analyst - ISG

The platform is designed with an eye on business resiliency and is ready for the future of offshore/remote working. DecisionMines™ is a scientific, tangible, and authoritative model that provides seamless visibility and superior control. With DecisionMines™, Cybage is prepared for future delivery models.

## Personal Attention from the CEO Guides Direction

The vision for building DecisionMines™ started 15 years ago with the intent of ensuring that every action takes place following fact-based and principle-based decision making. Ever since DecisionMines™ was started, Cybage CEO Arun Nathani has been positioned as a product mentor to ensure that the platform captures deep nuances across verticals, maps them with employee data and brings value to end customers. The company has invested substantially in the platform, which has a deep understanding of niche technologies and trends in services. The system helps to create a strong technical hierarchy between technology evangelists and resources at different levels to ensure smooth information flow, thereby enabling tangible value addition for customers.

ISG notes that Cybage has been consistent with its strong vision of building an ecosystem that drives value across stakeholders. The idea for DecisionMines™ began with Nathani's vision to make Cybage a software-driven and an operational effective organization. It passes these benefits on to customers, employees and stakeholders.

## CONCLUSION ►

Enterprises are moving toward a digital transformation world and industry leaders are witnessing exceptional changes. The key to handling the quick shifts in business conditions is having a knowledge-empowered workforce with AI- and ML-led real-time insight.

Cybage has a deep focus on continual transformation to first address the needs of both the customer and employee by delivering innovative solutions and services through DecisionMines™.

The DecisionMines™ platform is cognitive and intuitive with proven capabilities for operational delivery and customer excellence. It drives the convergence of operational and delivery excellence to ensure that every outcome elevates the customer experience. The platform is a concrete example of disruptive innovation.

ISG has found that DecisionMines™ demonstrates multi-dimensional capabilities. The platform is niche and unique owing to its strongly built foundation based on a principal and fact-based model.

ISG believes that the Cybage DecisionMines™ has rooted capabilities in achieving business resiliency. The platform is an extemporary example of continuous transformation with well-crafted services. With operational excellence at its core, DecisionMines™ can execute numerous complex software projects, thus accelerating and transforming the project requirements for both existing and prospective clients.



Arun Nathani, the key brain and product mentor behind DecisionMines™, said working on building a next-generation and disruptive platform like DecisionMines™ with data scientists and enterprise architects across the organization is individually rewarding because it addresses a key priority of operational and stakeholders excellence.



**Manoj Chandra Jha, Author**  
Lead Analyst at ISG

At ISG, Manoj is primarily responsible for research projects and working on the ISG Provider Lens™ (IPL) program. He actively contributes in gathering service provider intelligence through both primary and secondary research. He is responsible for writing thought leadership reports and papers on briefings provided by the service providers. In addition to these, Manoj also writes blogs on trending topics, specifically in the Cutting-Edge IT technology. Manoj has executed several client requests for research and consulting assignments across industries, predominantly in the IT, manufacturing and insurance.

He has handled client communication for the team, managing the client right from on-boarding to understanding their custom research requests to scheduling briefing calls. Along with this, he has been closely involved with the quadrant studies around cloud services and data centre outsourcing market.

**Jan Erik Aase, Editor**  
Director of ISG



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 research director, principal analyst 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™

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