Everest Group®

Everest Group Industry 4.0 Services PEAK Matrix® Assessment 2025

Focus on NTT DATA

March 2025

PEAK MATRIX®

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Introduction

Industry 4.0, often referred to as the fourth industrial revolution, has gained significant importance across asset-heavy industries due to its potential to enhance productivity, optimize costs, and achieve sustainability goals. While the COVID-19 pandemic served as a crucial catalyst for this transition, the rising demand for operational efficiency, mass customization, data-driven decision-making, and improved working conditions on the shop floor have all contributed to the strong push toward implementing Industry 4.0 solutions.

As enterprises seek to navigate a competitive landscape marked by evolving consumer expectations and environmental considerations, the adoption of advanced technology within Industry 4.0 has become essential for driving innovation and ensuring long-term success.

To serve these enterprise needs, multiple engineering services providers have amplified their play through a mix of inorganic and organic steps. While certain providers are leveraging their existing play in manufacturing and asset-heavy verticals, certain providers are leveraging dedicated practice and go-to-market for Industry 4.0 services. These providers offer a range of services that cover critical aspects of the Industry 4.0 services value chain including consulting, design, development, verification, validation deployment, system integration, and managed services.

The research is the third edition of Everest Group's Industry 4.0 Services PEAK Matrix® Assessment 2025, wherein we have presented an assessment of 30 engineering service providers featured on the PEAK Matrix, along with the sourcing considerations for enterprises. This assessment is based on the RFI responses from providers, interactions with their Industry 4.0 engineering leadership, client reference checks, and ongoing analysis of the engineering services market.

The full report includes the profiles of the following 30 leading providers featured on the Industry 4.0 Services PEAK Matrix:

- **Leaders:** Accenture, Capgemini, Cognizant, HCLTech, NTT DATA, LTTS, TCS, Tech Mahindra, Wipro
- **Major Contenders:** Akkodis, Birlasoft, Bosch SDS, Cyient, DXC Technology, eInfochips, Eviden, Happiest Minds, HARMAN, Hitachi Digital Services, Infosys, LTIMindtree, Softdel, SoftServe, UST
- **Aspirants:** Globant, GS Lab | GAVS, Innominds, Onward Technologies, Softtek, Tata Elxsi

Scope of this report

Geography: global

Industry: market activity and investments of 30 leading providers

Services: Industry 4.0 services

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Industry 4.0 services PEAK Matrix® characteristics

Leaders

Accenture, Capgemini, Cognizant, HCLTech, NTT DATA, LTTS, TCS, Tech Mahindra, and Wipro

- Leaders are actively investing in building organic delivery capabilities in Industry 4.0 services by building dedicated labs, Centers of Excellence (CoEs), and research centers focused in areas such as robotics, cybersecurity, edge, and remote networking
- Their strong IP suite across both advisory and implementation services is enabling them to serve multiple key Industry 4.0 use cases, which are ranking higher on the enterprise adoption priorities. Some of these use cases include smart energy management, asset tracking, and predictive maintenance
- To remain competitive and build capabilities faster, multiple leaders have engaged in acquisitions to strengthen play in product lifecycle management (PLM), digital manufacturing, embedded software engineering, manufacturing execution system (MES), and connected factory transformations
- Their ability to incorporate enterprise feedback across domain expertise, technical knowledge, flexibility, project management, and capabilities in next-generation technologies such as gen AI will define their growth trajectory in Industry 4.0 engineering services space

Major Contenders

Akkodis, Birlasoft, Bosch SDS, Cyient, DXC Technology, eInfochips, Eviden, Happiest Minds, HARMAN, Hitachi Digital Services, Infosys, LTIMindtree, Softdel, SoftServe, and UST

- Major Contenders are leveraging a suite of IP solutions, coupled with CoEs, labs, and partnerships, to serve Industry 4.0 enterprise needs
- They have scope to enhance their IP-led play in key Industry 4.0 use cases such as AI-led quality control, smart energy management, asset monitoring, and worker traceability
- To build market awareness around their offering areas, Major Contenders have scope to strengthen their thought leadership across Industrial Internet of Things (IIoT), Industry 5.0, IT-OT convergence, and sustainability
- As with Leaders, they are actively curating new and relevant upskilling initiatives for hyperscaler certification, digital twin, IIoT, and AR/VR technology

Aspirants

Globant, GS Lab | GAVS, Innominds, Onward Technologies, Softtek, and Tata Elxsi

- While Aspirants have a healthy mix of clients across small, midsized and large enterprises, they have multiple whitespaces across targeted use cases and verticals to enhance presence, leading to diversified revenue streams
- Aspirants are enhancing their partnership ecosystem and IP suite to drive IIoT capabilities in multiple fast-growing verticals and Industry 4.0 segments
- They have significant scope to elevate their thought leadership across Industry 4.0, IIoT, and digital manufacturing

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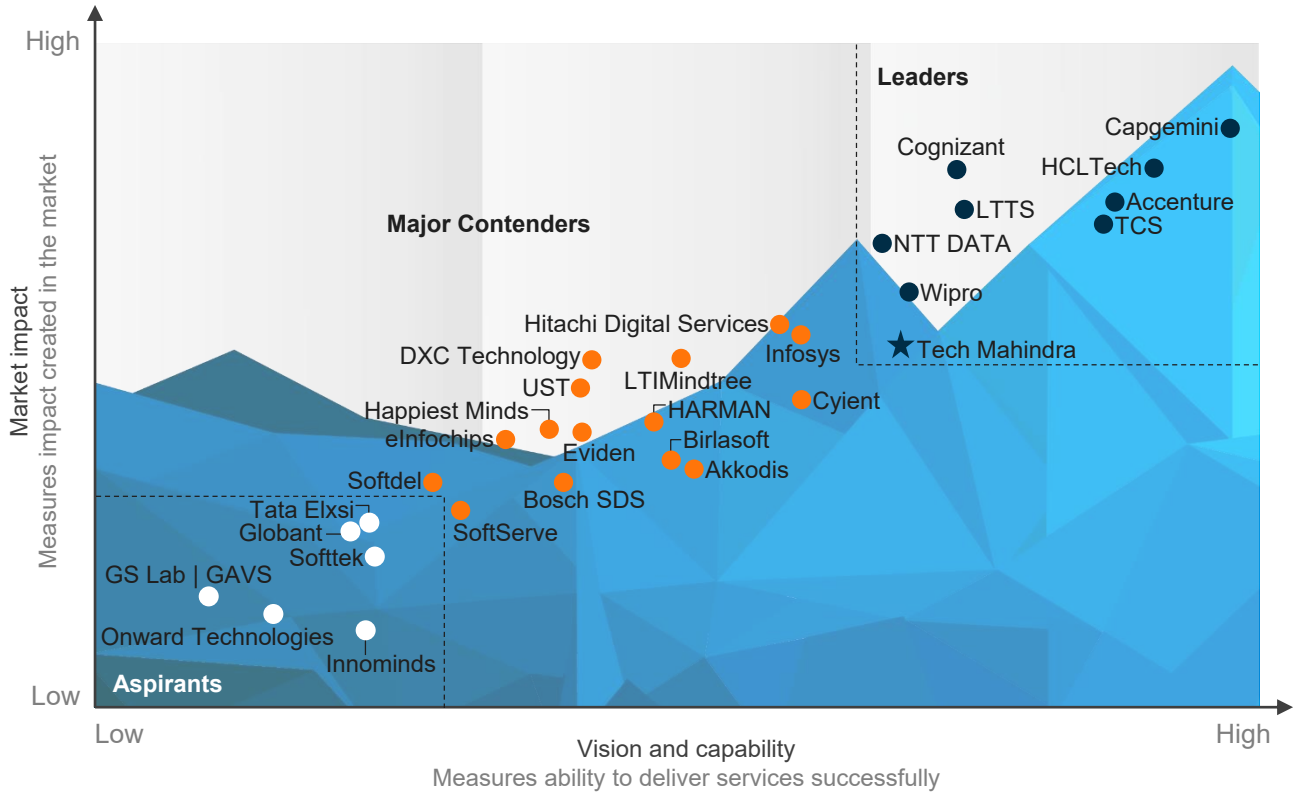
Everest Group PEAK Matrix®

Industry 4.0 Services PEAK Matrix® Assessment 2025 | NTT DATA is positioned as a Leader

Everest Group Industry 4.0 Services PEAK Matrix® Assessment 2025[1]

- Leaders
- Major Contenders
- Aspirants
- ☆ Star Performers



1 Assessments for Accenture, Akkodis, Birlasoft,, Bosch SDS, DXC Technology, Globant, GS Lab | GAVS, Onward Technologies SoftServe, Softtek, Tata Elxsi and Wipro exclude service provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, service provider public disclosures, and Everest Group's interaction with buyers
Source: Everest Group (2025)

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Overview

Vision for Industry 4.0 services

NTT DATA's vision for Industry 4.0 services is to transform the manufacturing landscape by combining technologies such as hyperautomation, AI, IoT, and generative AI. It enables manufacturers to attain efficiency, agility, and sustainability with its solutions such as Magentta, which propels hyperautomation by fusing RPA, AI, ML, Nucleus, and data management platform. It aspires to create durable and flexible intelligent factories, as well as to improve decision-making and operational insights through the application of generative AI. Its objective is to drive the transformation of manufacturing into a more connected, automated, and sustainable industry, setting new standards for innovation and quality.

Industry 4.0 services revenue (CY2023)

<US$100 million	US$100-250 million	**US$250-500 million**	>US$500 million

YoY growth rate in Industry 4.0 services

<10	**10-20**	20-30	>30

Industry 4.0 services revenue mix (2023)

By geography

N/A (0%) | Low (1-20%) | Medium (20-50%) | High (>50%)

- North America
- South America
- Europe (including UK)
- Asia pacific
- Middle East and Africa
- Rest of the World

By industry

N/A (0%) | Low (1-10%) | Medium (10-15%) | High (>15%)

- Aerospace and defense
- Automotive
- CPG/FMCG
- Energy and utility
- Healthcare and life science
- Hi-tech
- Industrial products
- Others

By service function

N/A (0%) | Low (1-15%) | Medium (15-30%) | High (>30%)

- Consulting and design
- Development and V&V
- Deployment and SI
- Managed services and support

By buyer size

N/A (0%) | Low (1-10%) | Medium (10-25%) | High (>25%)

- Small (annual client revenue <US$1 billion)
- Medium (annual client revenue US$1-5 billion)
- Large (annual client revenue US$5-10 billion)
- Very large (annual client revenue US$10-20 billion)
- Mega (annual client revenue >US$20 billion)

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Case studies

CASE STUDY 1

Helped a European agricultural machinery and commercial vehicle manufacturer consolidate data infrastructure

Business challenge

The client had no data digitalization from the start as well as no established infrastructure. Several stakeholders expressed a need for data unification.

Solution and impact

NTT DATA improved shopfloor connectivity by standardizing and consolidating data, optimized shopfloor transparency through real-time reporting and holistic integrated data management, increased availability and performance through error detection, increased efficiency through automated order processing, and increased scalability through system and independent integration.

CASE STUDY 2

Helped modernize a large multinational food ingredient manufacturer's smart factory, with a focus on Overall Equipment Effectiveness (OEE) enhancement

Business challenge

The client faced operational inefficiencies, particularly in the spray drying process. It experiences frequent unscheduled outages, uneven product quality, and high energy consumption. The bottleneck in the spray dryer was found as a contributing factor to these difficulties.

Solution and impact

NTT DATA focused on real-time operational monitoring and analytics leveraging IoT and Azure services, introducing predictive maintenance capabilities to strengthen preventative measures and anticipate problems, and using digital twins for real-time simulation.

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Solutions

[REPRESENTATIVE LIST] [NOT EXHAUSTIVE]

Proprietary solutions

Solution	Details
Nucleus for manufacturing	It helps create improved visibility for the manufacturing, maintenance, and quality operations.
Exec MES	It is a homegrown manufacturing execution system.
Magentta – autonomous agents	It enables autonomous, real-time automation of complicated decision-making, uses continuous learning for dynamic, fact-based solution modeling, and tracks processes in real time, allowing for timely and informed judgments.
NTT smart platform	It captures and gives insights regarding ESG and sustainability.
IoTrace	It is a blockchain-based system, which contributes to the development of a traceability solution for the supply chain.
Clonika	It is a cloud-based, end-to-end intelligent process automation tool.
TOGO	It is a Saas-based solution that helps to enable the digital workplace.
Melt learning	It facilitates the development of a digital learning and knowledge management platform.
Dolfia	It is a generative AI-powered document processing platform and automation tool.
Knowler	It is a knowledge management platform that contributes to the development of the enterprise's internal search engine.
Coding AI	It’s a gen AI-powered tool, which enables coders to find the proper help tool or application development.
Eva	It is a gen AI platform, frequently used to create chatbots and conversional agents.
Knowledge AI	It is a Q&A tool developed as part of enterprise knowledge management.

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Partnerships

[REPRESENTATIVE LIST] [NOT EXHAUSTIVE]

Proprietary solutions

Solution	Details
AVEVA Plant SCADA	A partnership for the establishment of the Industry 4.0/5.0
Ignition SCADA (discrete)	A partnership for the establishment of the Industry 4.0/5.0
Yokogawa DCS (process)	A partnership for the establishment of the Industry 4.0/5.0
AVEVA (CPG, chemicals, and more)	A partnership to integrate the manufacturing execution layer for Industry 4.0
Honeywell	A partnership to integrate the manufacturing execution layer for Industry 4.0 and enhance smart factory capabilities
Siemens Opcenter and Teamcenter	A partnership to enhance smart factory capabilities
Unreal Engine	A partnership to boost smart factory capabilities
Salesforce	A partnership to improve customer relationship capabilities and field services
Slight Machine	A partnership to boost factory productivity using proven processes, technology, and data-driven change
PTC Thingworx	A partnership in the Industrial Internet of Things (IIoT) space
Blue Yonder	A partnership to improve the manufacturing supply chain
Persistent System	A partnership to improve digital engineering and enterprise modernization capabilities
IBASEt Solumina	A partnership to improve the Manufacturing Execution (MES) capabilities
Cyient	A partnership to improve the capabilities in the embedded engineering and software-defined vehicle (SDV) space
3D Manufacturing	A partnership to improve smart factory capabilities
O9	A partnership to improve the manufacturing supply chain
Cybys	A partnership to help their customers transform through consulting, industry solutions, and business process services

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Investments

[REPRESENTATIVE LIST] [NOT EXHAUSTIVE]

Key investments

Type of investment	Details
Acquisition	Acquired Nexient to enhance its application development and modernization capabilities, which are focused on invention, CX/UX design, product management, and engineering
Acquisition	Acquired Vectorform to enhance its application development and modernization skills, with a focus on invention, CX/UX design, product management, and engineering
Acquisition	Acquired Umvel to enhance its application development and modernization skills, with a focus on invention, CX/UX design, product management, and engineering
Acquisition	Acquired Postlight to enhance its application development and modernization skills, with a focus on invention, CX/UX design, product management, and engineering
Acquisition	Acquired Aspirent to help the company develop its data and intelligence capabilities, which include data management, data science and analytics, AI, intelligent automation, data integration, and cloud migration
Innovation	It built a smart factory innovation center in India to service both the Indian and APAC markets. It contributes to the expansion of the smart manufacturing footprint in India and other APAC countries.
Innovation	Built an innovation center in North America focusing on innovation in the following areas: gen AI/LLM, blockchain, digital twin, emotion recognition, metaverse, smart robots, and APN
Innovation	Built an innovation center in China focused on generative AI/LLM

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Everest Group assessment – Leader

Measure of capability: Low High

Market impact				Vision and capability				
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall

Strengths

- Clients appreciate strong domain knowledge and previous experience in similar Industry 4.0 engagements that NTT DATA offers
- Clients appreciate the higher onshore presence offered by NTT DATA
- Investments to expand existing labs and CoE network for Industry 4.0 services to specifically serve the APAC market, while expanding footprint in India
- End-to-end delivery of Industry 4.0 services covering consulting and design, development V&V, deployment and system integration, and managed services
- Optimal mix of clients across geographies, with a strong focus on the automotive, CPG / FMCG / food processing, and healthcare verticals
- Healthy mix of clients across small, midsized and large enterprises
- Strong thought leadership on emerging themes such as deployment of gen AI on shop floors

Limitations

- Higher share of engagements in traditional pricing models such as time and material and fixed pricing as compared to peers
- Current talent upskilling coverage limited to select themes such as connected factory and digital twins
- Scope to enhance presence across aerospace and hi-tech verticals
- Scope to enhance thought leadership coverage for IIoT, Industry 5.0, IT-OT convergence, and sustainability

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Appendix

PEAK Matrix® framework

FAQs

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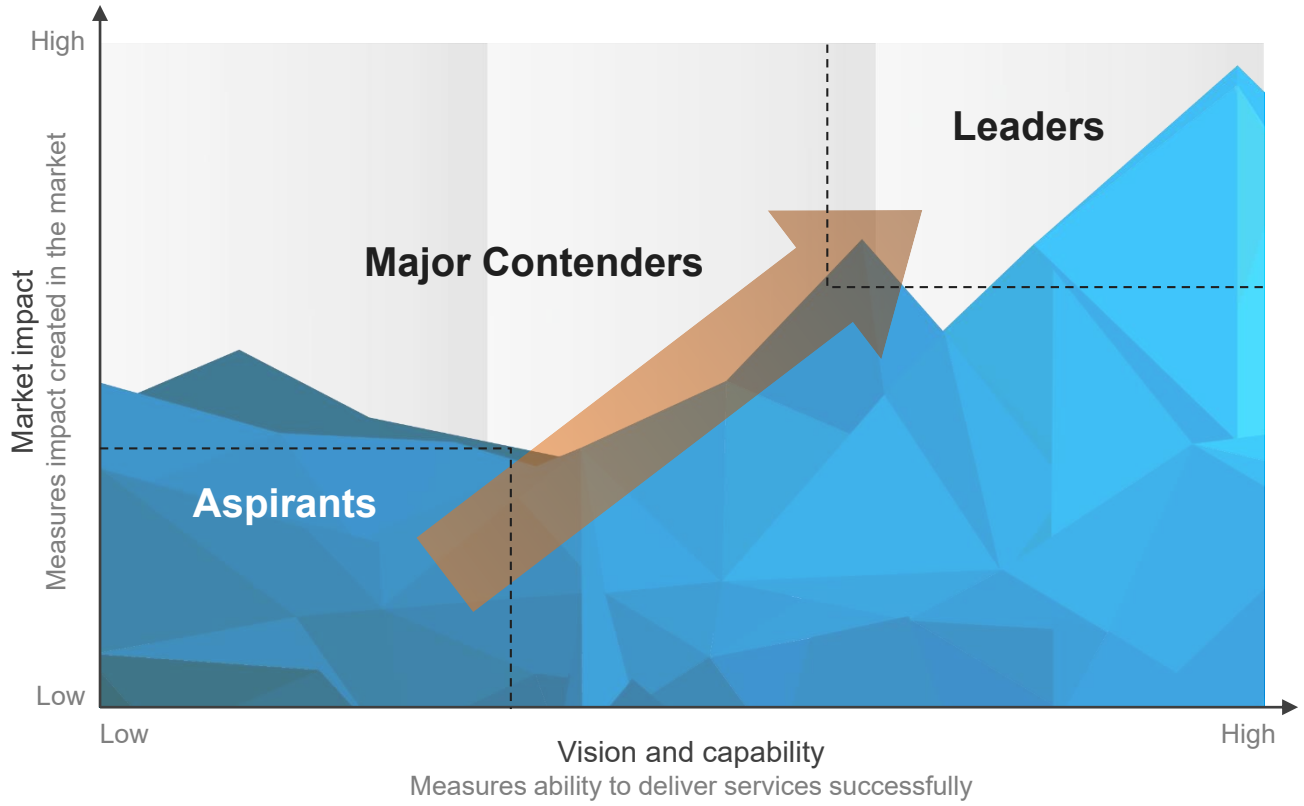
Everest Group PEAK Matrix® is a proprietary framework for assessment of market impact and vision and capability

Everest Group PEAK Matrix



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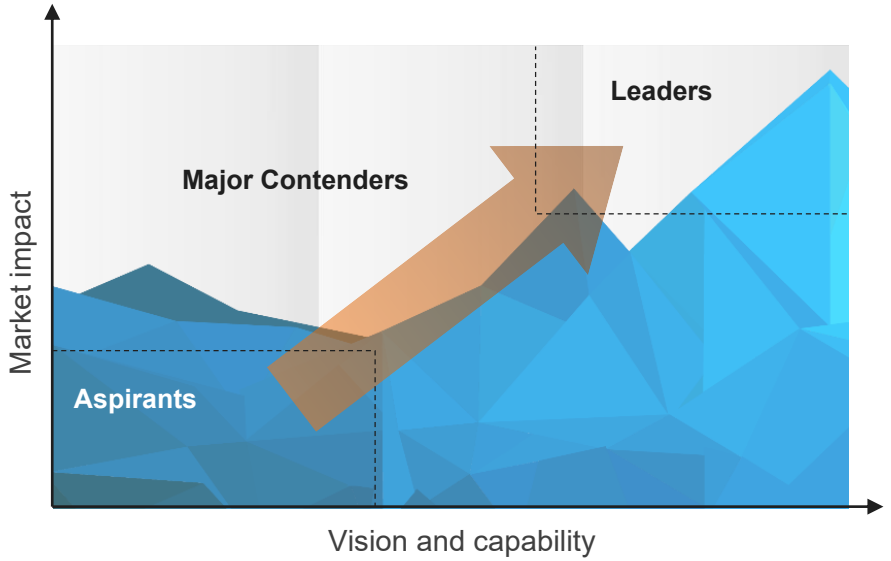
Services PEAK Matrix® evaluation dimensions

Measures impact created in the market – captured through three subdimensions

Market adoption
Number of clients, revenue base, YoY growth, and deal value/volume

Portfolio mix
Diversity of client/revenue base across geographies and type of engagements

Value delivered
Value delivered to the client based on customer feedback and transformational impact



Measures ability to deliver services successfully. This is captured through four subdimensions

Vision and strategy
Vision for the client and itself; future roadmap and strategy

Scope of services offered
Depth and breadth of services portfolio across service subsegments/processes

Innovation and investments
Innovation and investment in enabling areas, e.g., technology IP, industry/domain knowledge, innovative commercial constructs, alliances, and M&As

Delivery footprint
Delivery footprint and global sourcing mix

FAQs

Q: Does the PEAK Matrix® assessment incorporate any subjective criteria?

A: Everest Group's PEAK Matrix assessment takes an unbiased and fact-based approach that leverages provider / technology vendor RFIs and Everest Group's proprietary databases containing providers' deals and operational capability information. In addition, we validate/fine-tune these results based on our market experience, buyer interaction, and provider/vendor briefings.

Q: Is being a Major Contender or Aspirant on the PEAK Matrix, an unfavorable outcome?

A: No. The PEAK Matrix highlights and positions only the best-in-class providers / technology vendors in a particular space. There are a number of providers from the broader universe that are assessed and do not make it to the PEAK Matrix at all. Therefore, being represented on the PEAK Matrix is itself a favorable recognition.

Q: What other aspects of the PEAK Matrix assessment are relevant to buyers and providers other than the PEAK Matrix positioning?

A: A PEAK Matrix positioning is only one aspect of Everest Group's overall assessment. In addition to assigning a Leader, Major Contender, or Aspirant label, Everest Group highlights the distinctive capabilities and unique attributes of all the providers assessed on the PEAK Matrix. The detailed metric-level assessment and associated commentary are helpful for buyers in selecting providers/vendors for their specific requirements. They also help providers/vendors demonstrate their strengths in specific areas.

Q: What are the incentives for buyers and providers to participate/provide input to PEAK Matrix research?

A: Enterprise participants receive summary of key findings from the PEAK Matrix assessment

For providers

- The RFI process is a vital way to help us keep current on capabilities; it forms the basis for our database – without participation, it is difficult to effectively match capabilities to buyer inquiries
- In addition, it helps the provider/vendor organization gain brand visibility through being in included in our research reports

Q: What is the process for a provider / technology vendor to leverage its PEAK Matrix positioning?

A: Providers/vendors can use their PEAK Matrix positioning or Star Performer rating in multiple ways including:

- Issue a press release declaring positioning; see our citation policies
- Purchase a customized PEAK Matrix profile for circulation with clients, prospects, etc. The package includes the profile as well as quotes from Everest Group analysts, which can be used in PR
- Use PEAK Matrix badges for branding across communications (e-mail signatures, marketing brochures, credential packs, client presentations, etc.)

The provider must obtain the requisite licensing and distribution rights for the above activities through an agreement with Everest Group; please contact your CD or contact us

Q: Does the PEAK Matrix evaluation criteria change over a period of time?

A: PEAK Matrix assessments are designed to serve enterprises' current and future needs. Given the dynamic nature of the global services market and rampant disruption, the assessment criteria are realigned as and when needed to reflect the current market reality and to serve enterprises' future expectations.

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