# Digital Twin Services PEAK Matrix® Assessment 2023

August 2023: Complimentary Abstract / Table of Contents

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# Background of the research

As enterprises aim to become business resilient and competitive in a post-pandemic era, they are increasingly focusing on becoming digitally unified. This enterprise requirement, along with the advances in next-generation technologies, has given rise to the concept of digital twin . This technology is defined as a virtual replica of physical products, processes, and systems that leverages the physical entity's real-time data for decision-making and prediction. digital twin is aiding firms in reducing downtime, better tracking and tracing of products, and better monitoring of asset conditions by simulating multiple scenarios. While industrial verticals are at the forefront of its adoption, digital twin is also finding interest among consumer-facing industries, that are increasingly experimenting with the technology.

The need for accelerated time-to-market of digital twins , smoother IT/ OT integration efforts, increased data and infrastructure security, and talent crunch across the various enabling technologies require enterprises to partner with providers that can aid them in overcoming these challenges while facilitating end-to-end digital twin implementations.

In this research, we present an assessment of 21 digital twin service providers featured on the Digital twin services PEAK Matrix®. Each service provider profile offers insights into the strengths and limitations across themes such as investments, vision, strategy, and case studies. The assessment is based on Everest Group's annual RFI process for calendar year 2022, interactions with leading digital twin service providers, client reference checks, and an ongoing analysis of the digital twin services market.

**This report includes the profiles of the following 21 leading digital twin service providers featured on the digital twin services PEAK Matrix:**

- **Leaders:** Accenture, Capgemini, Eviden, HCLTech, IBM, TCS, and Wipro
- **Major Contenders:** Apexon, Cognizant, Cyient, Hitachi, Infosys, LTI Mindtree, LTTS, NTT Data, Sopra Steria, and Tech Mahindra
- **Aspirants:** Brillio, DXC Technology, Happiest Minds, and Harman International

**Scope of this report**

**Geography**
Global

**Providers**
21

**Services**
Digital twin

# Overview and abbreviated summary of key messages

This report examines the digital twin services provider landscape. It focuses on service provider position, assessment of the provider capabilities, and key strengths and limitations of these service providers. It also identifies the key implications of the research findings for buyers and service providers.

**Some of the findings in this report, among others, are:**
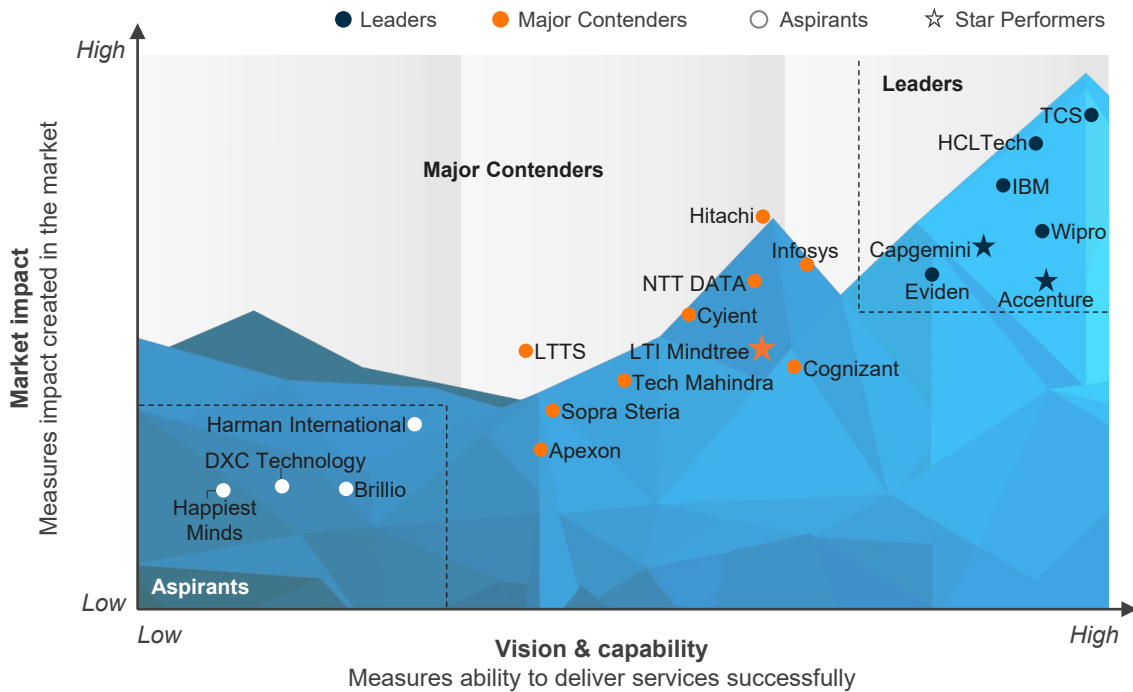
**Digital twin service provider capability**

- Digital twin service providers can be classified into Leaders, Major Contenders, and Aspirants on a capability-market-share matrix
- Accenture, Capgemini, Eviden, HCLTech, IBM, TCS, and Wipro are the Leaders in this digital twin services PEAK assessment with several IT service providers emerging as Major Contenders
- Accenture, Capgemini, and LTI Mindtree are Star Performers based on their performance improvement over the year

**Service provider characteristic**

- Leaders exhibit a futuristic vision for digital twin that is aimed at achieving operational efficiency and establishing an intelligent enterprise
- Leaders are focusing on forging a strong partnership ecosystem that goes beyond the hyperscalers and IoT platform providers to include specialist digital twin providers to strengthen their digital twin services portfolio
- Leaders' strong and well-balanced capabilities in providing engineering as well as IT services is instrumental in scaling digital twin initiatives for customers
- Major Contenders are aiming to educate enterprise customers on the concept of digital twin through thought leadership and CoEs
- Most Major Contenders have a strong portfolio of clients across all major geographies and fast-growing verticals such as manufacturing, energy and utilities, and automotive
- Some Major Contenders are aiming to differentiate self from peers by investing in vertical-specific digital twin solutions that will accelerate implementation for clients
- Aspirants are at a relatively nascent stage in their digital twin offerings and exhibit limited focus on investing in digital twin-specific solutions
- Aspirants are currently focusing on one or two service functions across the digital twin value chain

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# This study offers three distinct chapters providing a deep dive into key aspects of digital twin services market; below are three charts to illustrate the depth of the report

## Digital Twin Services PEAK Matrix® Assessment 2023

*Illustrative example*

● Leaders  ● Major Contenders  ○ Aspirants  ☆ Star Performers

**Market impact** — Measures impact created in the market (vertical axis, Low to High)

**Vision & capability** — Measures ability to deliver services successfully (horizontal axis, Low to High)

**Leaders:**
- TCS
- HCLTech
- IBM
- Wipro
- Capgemini ★
- Eviden
- Accenture ★

**Major Contenders:**
- Hitachi
- Infosys
- NTT DATA
- Cyient
- LTTS
- LTI Mindtree ★
- Cognizant
- Tech Mahindra
- Sopra Steria
- Apexon

**Aspirants:**
- Harman International
- DXC Technology
- Brillio
- Happiest Minds

1  Analysis for Brillio, Cognizant, DXC Technology, Eviden, Happiest Minds, Harman International, Hitachi, Infosys, LTTS, NTT DATA, and Sopra Steria excludes service provider inputs on this study and is based on Everest Group's estimates that leverage its proprietary Transaction Intelligence (TI) database, ongoing coverage of the service provider, and public disclosures

Confidentiality: Everest Group takes its confidentiality pledge very seriously. Any information that is contract-specific will be presented back to the industry only in an aggregated fashion

Source: Everest Group (2023)

## Capability assessment

*Illustrative example*

Measure of capability: ◔ Low  ● High

| Provider | Market impact | | | | Vision & capability | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | Market adoption | Portfolio mix | Value delivered | Overall | Vision and strategy | Scope of services offered | Innovation and investments | Delivery footprint | Overall |
| Provider 1 | | | | | | | | | |
| Provider 2 | | | | | | | | | |
| Provider 3 | | | | | | | | | |
| Provider 4 | | | | | | | | | |
| Provider 5 | | | | | | | | | |
| Provider 6 | | | | | | | | | |
| Provider 7 | | | | | | | | | |
| Provider 8 | | | | | | | | | |
| Provider 9 | | | | | | | | | |

## Everest Group's remarks on providers

*Illustrative example*

Measure of capability: ◔ Low  ● High

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

**Strengths**
- Provider 1 envisions a complete digital ecosystem through diverse digital twins - optimizing operations, manufacturing, and decision-making in various industry verticals
- Provider 1 maintains a well-distributed team of permanent staff members in onshore, nearshore, and offshore locations
- Provider 1 demonstrates a strong focus across consulting, design, implementation, and maintenance of digital twin engagements

**Limitations**
- Provider 1 has room to develop proprietary IP, specifically for industry verticals such as automotive, mining, and retail, to expedite engagements
- Provider 1 has the scope to further strengthen its digital twin capabilities with better solutions and IP that focus on augmenting third-party digital twin platforms
- Provider 1 may have limited proof points for clients seeking a strong focus on process twins, as its focus is on product and system twins

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# Research calendar
## Digital Services

| Reports title | Release date |
|---|---|
| Moving Toward Scaled, Successful, and Sustained Digital Transformation | May 2022 |
| Technology as a Strategic Differentiator in an Organization's Growth | June 2022 |
| Digital Twin Services PEAK Matrix® Assessment 2022 | July 2022 |
| Systems of Growth – Building a Platform-based Operating Model to Innovate and Differentiate at Enterprise Speed and Scale | July 2022 |
| Digital Twin Services Provider Compendium 2022 | August 2022 |
| Web 3.0 Trailblazers – the Top Start-ups Building the Next Generation of the Internet | October 2022 |
| Exponential Technology Radar 2023: Picking the Right Battles | February 2023 |
| Digital Transformation Consulting Services PEAK Matrix® Assessment 2023 | March 2023 |
| Enterprise Blockchain Services PEAK Matrix® Assessment 2023 | April 2023 |
| Digital Services State of the Market 2023: Fostering Innovation During the Downturn | May 2023 |
| Enterprise Services Blockchain Services Provider Compendium 2023 | July 2023 |
| **Digital Twin services PEAK Matrix® Assessment 2023** | **August 2023** |
| Exponential Technology Radar 2023 – Winning the Future with Blockchain, Metaverse, and Digital Twin | Q3 2023 |
| Enterprise Extended Reality & Metaverse Services PEAK Matrix® Assessment 2023 | Q1 2024 |
| Enterprise Extended Reality & Metaverse Services – Providers Compendium 2023 | Q1 2024 |

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