



NelsonHall
TRANSFORM THROUGH INSIGHT

Vendor Profile

Industry 4.0

Tata Elxsi

Report Abstract

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14 pages

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Who is this Vendor Assessment for?

NelsonHall's Industry 4.0 services profile on Tata Elxsi is a comprehensive assessment of Tata Elxsi's offerings and capabilities, designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of digital, industrial IoT, and industrial IT services
- Vendor marketing, sales, and business managers looking to benchmark themselves against their peers
- Financial analysts and investors specializing in the IT services sector and examining growth areas within IT services.

Key Findings & Highlights

This NelsonHall vendor assessment analyzes Tata Elxsi's offerings and capabilities in Industry 4.0.

Tata Elxsi concentrates its Industry 4.0 market campaigns primarily in India, APC (Asia-Pacific countries) outside of India, and Europe. The United States is considered a low-priority geography for Tata Elxsi in this domain. Within these regions, the company focuses on enhancing worker productivity and digital manufacturing, with a reduced emphasis on digital twins and plant simulation strategies.

Tata Elxsi adopts a three-tier approach to Industry 4.0 projects, focusing on IoT hosting and analytics, process and equipment assessments, UX and design, and product engineering services. The company has developed its own IoT application called TETHER, which is modular and designed for simpler IoT hosting with applications in automotive and intelligent building implementations.

The company also provides track and trace solutions using IoT, AI, ML, and analytics, offering real-time visibility and component-level traceability for manufacturers. In AR/VR, Tata Elxsi is involved in both technology implementation and content creation. Additionally, they have a small team working on three types of digital twins: product, process, and optimization digital twins, enhancing productivity and efficiency in manufacturing.

Scope of the Report

The report provides a comprehensive and objective analysis of Tata Elxsi's Industry 4.0 service offerings and capabilities and market and financial strengths, including:

- Identification of the company's strategy, emphasis, and new developments
- Analysis of the company's strengths, weaknesses, and outlook
- Revenue estimates
- Analysis of the profile of the company's customer base, including the company's targeting strategy and examples of current contracts
- Analysis of the company's offerings and key service components
- Analysis of the company's delivery organization, including the delivery locations.

Industry 4.0 Vendor Assessments are also available for:

- Tech Mahindra
- Sopra Steria
- Expleo
- Cyient
- TCS
- LTIMindtree
- Eviden
- LTTS
- DXC

About The Author

Eric is a Principal Analyst and a member of NelsonHall's IT Services research team.

Before joining NelsonHall, Eric worked in the global IT Services industry, working for EDS, HP, and British Telecom (BT America). His initial experience was in Finance and Accounting, managing financial analysts, and as the controller of HP division Consumer Network Services. Subsequent experience centered on global bid management of strategic deals with over \$50m TCV and complex pursuits involving multi-country and/or multi-service lines. The scope of services in these deals included workplace services, data center, application development, cloud compute, and telephony.



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About NelsonHall

NelsonHall is the leading global analyst firm dedicated to helping organizations understand the 'art of the possible' in digital operations transformation. With analysts in the U.S., U.K., Continental Europe, and Asia, NelsonHall provides buy-side organizations with detailed, critical information on markets and vendors (including NEAT assessments) that helps them make fast and highly informed sourcing decisions. For vendors, NelsonHall provides deep knowledge of market dynamics and user requirements to help them hone their go-to-market strategies. NelsonHall conducts rigorous, primary research and is widely respected for the quality, depth, and insight of its analysis.

We would be pleased to discuss how we can benefit your organization. You can contact us via the following relationship manager: Guy Saunders at guy.saunders@nelson-hall.com

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