



## Digital Manufacturing Services

# Tata Elxsi

### Report Abstract

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## Who is This Vendor Assessment For?

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NelsonHall's digital manufacturing 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

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This NelsonHall vendor assessment analyzes Tata Elxsi's offerings and capabilities in digital manufacturing services.

Tata Elxsi aims to help clients reimagine their products and services. It provides a wide range of services, from strategy, consumer research to UX, technology implementation, systems integration, and launch services. The company focuses on new technologies such as data analytics and AI, cloud computing, IoT, AR/VR, and robotics.

Within ER&D services, Tata Elxsi has a background in product design and embedded software. The company has three divisions: Embedded Product Design (EPD), Industrial Design and Visualization (ID&V), and Systems Integration and Support Services (SI&S).

The EPD division provides, beyond embedded systems, consulting, product design, development services (e.g., mechanical engineering, electronics development, and testing services). EPD services clients in transportation, media & communications, and medical devices and electronics. The unit also provides digital services such as IoT, analytics and AI, mobility, and automation. It accounted for 88% of the company revenues in FY21.

The two other divisions, IDV and SIS are small, (representing ~9% and ~3% of revenues as of FY21) but strategic to Tata Elxsi.

ID&V covers the product design lifecycle, from consumer research and analytics, product and service design, visualization, and digital content creation. The division relies on AR/VR technologies, servicing several client functions, including design, development, sales and marketing, and services and support. ID&C has historically serviced the same industries as EPD, including e-learning, consumer electronics, CPG, appliance, and manufacturing.

SI&S focuses on creating physical and virtual experience centers, including AR/VR. In addition, the unit also provides additive manufacturing and robotics services. Despite the pandemic and restricted client access to physical centers, SI&S is a priority for Tata Elxsi.

Tata Elxsi also has an IP strategy. Examples of its IP portfolio include TETHER Smart Factory (IoT and digital manufacturing), AI-enabled Video Analytics (AIVA), Autonomai (autonomous vehicle middleware), Falcon Eye (test automation), and TEplay (OTT industry). Currently, revenues from IP represent approximately 5% of total revenues.

## Scope of the Report

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The report provides a comprehensive and objective analysis of Tata Elxsi's digital manufacturing 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 location of delivery locations.

## Digital Manufacturing Services Vendor Assessments also Available for:

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- Accenture
- Atos
- Capgemini
- Cyient
- DXC
- IBM
- Infosys
- Samsung SDS
- Sopra Steria
- Tata Elxsi
- Tech Mahindra
- T-Systems
- Wipro.

## About The Author

Dominique Raviart is the IT Services Practice Director at NelsonHall, with global responsibility for IT Services research programs.

Dominique covers IT Services research in the areas of Software Testing/QA, Big Data and Analytics Services, Salesforce services, and IoT Services. Dominique has been part of NelsonHall's IT Services analyst team since 2007, providing comprehensive and insightful coverage of IT services markets in the world. In particular, he is widely known for his extensive knowledge and coverage of software testing, having examined recently digital testing and DevOps/continuous testing. Dominique assists both buy-side and vendor organizations in assessing opportunities and supplier capability across IT service lines.

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

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