Everest Group Product Lifecycle Management Services PEAK Matrix® Assessment 2026

Focus on Hitachi DS

July 2026

PEAK MATRIX®

Introduction

Product Lifecycle Management (PLM) is becoming a strategic digital backbone for enterprises as products become more complex, connected, software-defined, and sustainability-driven. Enterprises are moving beyond traditional product data management toward integrated lifecycle platforms that connect product R&D, manufacturing, supply chain, service, and end-of-life processes.

This shift is driving demand for PLM modernization programs that improve lifecycle data continuity, product configuration control, collaboration, and compliance readiness. Buyers are also focusing on cloud and SaaS adoption, digital thread enablement, MBSE integration, and digital twin programs to support faster engineering decisions and scalable product development.

Service providers are playing an important role here, helping enterprises rationalize product data, redesign workflows, connect PLM with adjacent enterprise systems, and improve adoption across engineering and business users. To address evolving buyer needs, providers are investing in reusable accelerators, AI-enabled PLM capabilities, and ecosystem partnerships.

This edition of Everest Group's Product Lifecycle Management Services PEAK Matrix® Assessment 2026 evaluates leading providers on their vision, capabilities, and market impact. The analysis is based on RFI submissions, provider briefings, buyer references, proprietary databases, and Everest Group's ongoing research into PLM services trends.

This report includes the profiles of the following 22 leading service providers featured on the Product Lifecycle Management Services PEAK Matrix:

- **Leaders:** Capgemini, Cognizant, HCLTech, Hitachi DS, LTTS, TCS, and Wipro
- **Major Contenders:** Atos, Birlasoft, Bosch, CIMPA, Fujitsu, LTM, PLM Nordic, PwC, Quest Global, and Tech Mahindra
- **Aspirants:** Bertrandt, Ornnova, PROLIM, Prostep AG, and Razorleaf

Scope of this report

Geography: global

Industry: market activity and investments of 22 leading providers

Services: PLM services

Scope of the evaluation (page 1 of 2)

Everest Group's definition of PLM

Product R&D

Ideation and consulting

- Market research and consumer insights analysis
- Portfolio rationalization
- Requirement prioritization and MVP planning
- IP protection

Design and development

- Multi-CAD model integration and prototyping
- Model-based Systems Engineering (MBSE)
- Product Data Management (PDM) and configuration control
- Design-for-manufacturing and design-for-service assessments

Testing and validation

- Testing scenario planning and test data management
- Impact assessment
- Anomaly detection and tolerance checks documentation
- Validation and certification management

Manufacturing

Manufacturing process

- Manufacturing process orchestration
- Product version management
- Tooling and resource allocation
- Cost and value analysis
- Process monitoring and feedback for improvement
- Quality assurance and non-compliance detection

Manufacturing enablers

- Plant digital twins and process validations
- Supply chain traceability and compliance
- Supply chain management
- Convergence with ERP and MES systems

In-service

Services and support

- Service BoM and manual creation
- Spares management
- Compliance and warranty claims processing
- Error monitoring and maintenance
- Feedback for iterative development
- Sustainability reporting

End-of-life

- Buy-back/Decommissioning and recycling process management
- Lifetime cost and value analysis
- Compliance with disposal regulations

Cost, risk, and value assessments

Documentation and feedback loops

Change management

Scope of the evaluation (page 2 of 2)

PLM services

PLM advisory

- PLM strategy, feasibility study, and roadmap planning
- Business case creation
- Digital thread / Digital twin design and maturity assessments
- Organizational change management
- Adoption of best practices / workflow redesigning for efficient execution
- PLM selection and maturity assessment
- OKR definition (efficiency, sustainability, etc.)

Enablement and implementation

- PLM platform setup, configuration, and deployment
- Domain-/Firm-specific customizations
- Workflow reengineering and process automation
- Integrations and middleware (with MES-ERP, CAD-CAM, ALM-SLM, etc.)
- Migration to cloud (PLM on cloud)
- Legacy data migration, storing, and governance
- Testing and validation of PLM
- PLM transition from one provider to another
- MBSE and digital twin enablement

Maintenance and managed services

- Maintenance and support (L1-L3 services)
- Monitoring and PLM performance enhancement
- Business intelligence and knowledge management
- Usage analytics and feature rationalization
- Identity and access management
- As-a-service models (spares management, requirement analysis, supplier management, etc.)

AI augmentation of PLM

- Data validation and creation of unified data lakes
- Conversational assistants for engineers
- Automated workflow change management
- PLM maintenance and performance optimization
- Generative design suggestions and version control
- Requirement gathering and prioritization
- Resource allocation and BoM creation
- Semantic analysis of consumer feedback
- Test simulation management
- Quality assurance and policy enforcement
- Supply chain discovery based on requirement
- Field service management and claims settlement

Product Lifecycle Management services PEAK Matrix® characteristics

Leaders

Capgemini, Cognizant, HCLTech, Hitachi DS, LTTS, TCS, and Wipro

- Leaders demonstrate broad PLM transformation capabilities across advisory, implementation, migration, integration, AI-enabled lifecycle services, and managed operations
- They show stronger evidence across next-generation PLM themes such as cloud PLM, digital thread / digital twin, MBSE, supply chain traceability, and AI-led productivity
- They typically cover most major PLM platforms and adjacent enterprise systems, supporting multi-platform transformation across complex engineering and manufacturing environments
- They are best suited for buyers seeking strategic PLM transformation partners that can manage complex, multi-workstream programs and support measurable outcomes across lifecycle data continuity, engineering productivity, compliance readiness, and operating-model change

Major Contenders

Atos, Birlasoft, Bosch, CIMPA, Fujitsu, LTM, PLM Nordic, PwC, Quest Global, and Tech Mahindra

- Major Contenders demonstrate credible PLM capabilities across selected service segments such as advisory, implementation, migration, integration, managed services, or specialist platform support
- They typically cover multiple PLM platforms and adjacent ecosystems, though their depth varies by platform, geography, vertical, or transformation theme
- Several providers bring strong contextual depth through engineering domain expertise, regional client proximity, platform-specific knowledge, or consulting-led transformation experience
- They are best suited for buyers seeking fit-for-purpose PLM partners that bring strong contextual expertise for specific regions, platforms, industries, or transformation use cases rather than broad enterprise-wide PLM ownership

Aspirants

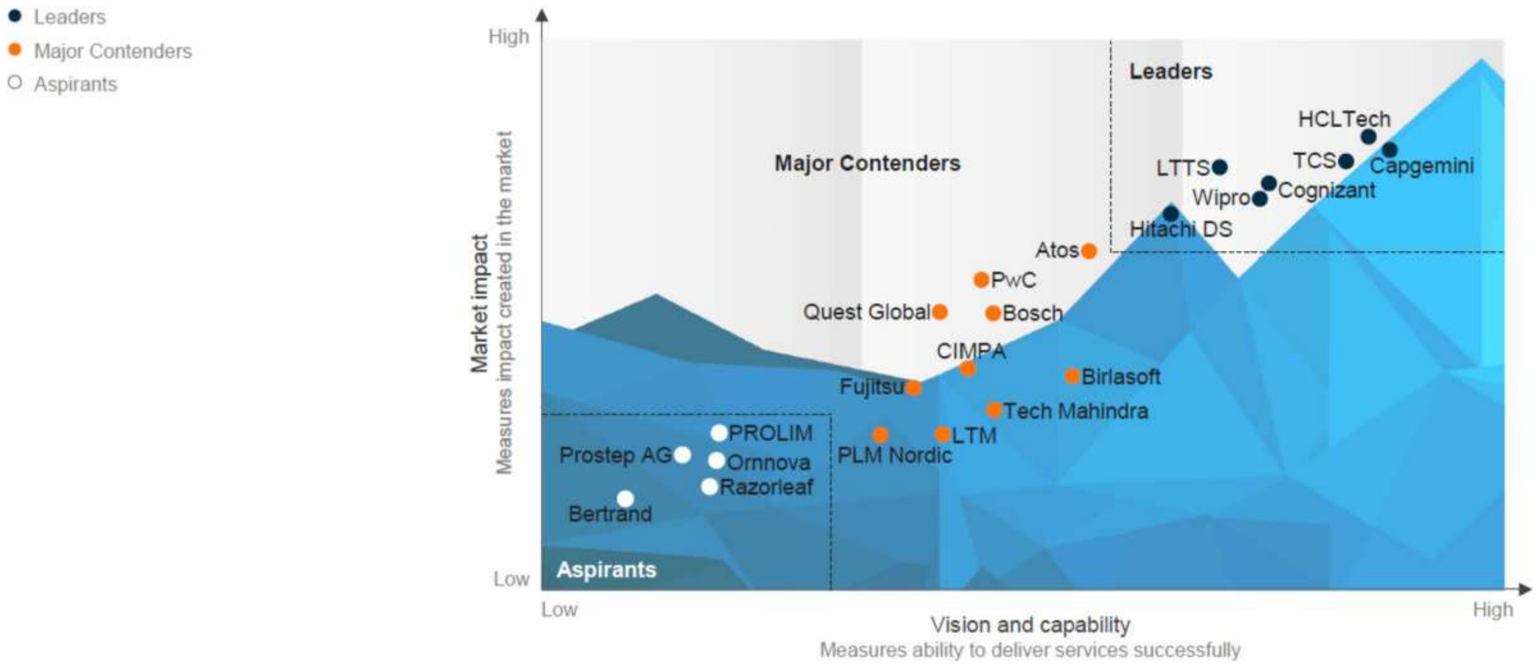
Bertrandt, Ornnova, PROLIM, Prostep AG, and Razorleaf

- Aspirants are differentiating through specialist PLM capabilities in areas such as platform implementation, interoperability, migration, training, advisory support, ecosystem-specific depth, or digital thread-focused integration
- Their PLM platform coverage is typically more selective, with strengths concentrated around specific PLM ecosystems, specialist use cases, or regional buyer needs
- They are suited to buyers seeking focused PLM expertise for defined transformation, migration, support, or integration needs rather than broad enterprise-wide PLM ownership
- Their differentiation is typically narrower, with selective evidence across next-generation PLM themes, reusable IP, ecosystem partnerships, and multi-region transformation programs

Everest Group PEAK Matrix®

Product Lifecycle Management Services PEAK Matrix® Assessment 2026 | Hitachi DS is positioned as a Leader

Everest Group Product Lifecycle Management Services PEAK Matrix® Assessment 2026[1]



1 Assessments for Bertrandt, CIMPA, Fujitsu, Omnova, PLM Nordic, PROLIM, Prostep AG, Quest Global and Razorleaf excludes service provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, provider public disclosures, and Everest Group's interactions with insurance buyers
Source: Everest Group (2026)

Hitachi DS

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

- Hitachi Digital Services demonstrates strong PLM advisory capability across strategy, roadmap development, transformation planning, modernization, and value realization
- Clients appreciate its ability to bridge industrial operations with enterprise IT systems, supporting digital twin, product/quality data solutions, and PLM integration with engineering and manufacturing systems
- The company is perceived as cost-effective and dependable, with clients highlighting pricing, product/service support, and delivery reliability as important differentiators
- It has strong ecosystem partnership strength across platform modernization, hyperscaler-led cloud enablement, AI / gen AI, and industry-specific PLM solutioning
- Its experience in client-specific industrial environments supports contextual execution, particularly where PLM programs require knowledge of engineering operations, manufacturing interfaces, and enterprise system dependencies

Market trends

PLM services

Market size and growth

- The PLM services market expanded from ~US$8.3 billion in 2024 to ~US$9.5 billion in 2025, reflecting ~12% YoY growth
- Growth is being supported by a shift from discrete PLM implementation projects to broader transformation programs involving platform consolidation, data model redesign, workflow standardization, and operating-model change
- AI-enabled PLM is still emerging, but it is beginning to influence incremental spend around requirements automation, product data quality, engineering knowledge management, and support productivity

Key drivers for PLM spending

PLM modernization	Enterprises are modernizing legacy PLM estates to reduce fragmented product data, improve governance, and support scalable lifecycle operations.
Cloud and SaaS adoption	Buyers are migrating PLM workloads to cloud and SaaS environments to enable global collaboration, faster upgrades, and flexible platform scaling.
Digital thread and MBSE	Enterprises are connecting requirements, design, manufacturing, service, supplier, and simulation data to improve lifecycle visibility and engineering traceability.
AI-enabled productivity	AI, gen AI, automation, and analytics are being applied to requirements management, BoM quality, workflow changes, testing, support, and decision intelligence.

Opportunities and challenges

Integration complexity	Connecting PLM with CAD, ALM, ERP, MES, SLM, and supplier systems is customization-heavy and resource-intensive.
Legacy data quality	Data migration, schema rationalization, access control, and governance issues slow large-scale PLM transformation.
Talent and adoption gaps	Shortage of PLM architects, MBSE specialists, cloud talent, and AI skills is increasing buyer dependence on external partners.
Value realization pressure	Buyers expect measurable gains in cycle time, productivity, reuse, compliance, and adoption, but benefits can be difficult to prove upfront.

Provider landscape analysis

PLM services

Market share analysis of the providers
2025; percentage of overall market of PLM services

YoY growth analysis of the providers
2024-25; YoY growth

1 Providers are listed alphabetically within each range

Key buyer considerations

PLM services

Key sourcing criteria

High

Priority

Transformation strategy and business case
Prioritizing providers that can define PLM roadmaps, align stakeholders, and link modernization programs to measurable business outcomes

Platform modernization and data migration
Selecting partners with strong capability in PLM consolidation, cloud/SaaS migration, legacy data clean-up, and workflow redesign

Digital thread and systems integration
Assessing providers on their ability to connect PLM with engineering, manufacturing, enterprise, and supplier systems to improve lifecycle continuity

AI, IP, and automation maturity
Evaluating reusable accelerators, AI-enabled workflows, and automation assets that can reduce manual effort and improve product data quality

Delivery and commercial flexibility
Balancing domain expertise, client proximity, project management, pricing flexibility, and ability to support long-term run and enhancement needs

Low

Summary analysis

PLM sourcing decisions are moving beyond implementation partner selection toward broader lifecycle transformation partner selection. Buyers are prioritizing providers that can combine advisory, platform modernization, integration, data migration, AI-led automation, and managed services support.

Provider differentiation is increasingly tied to the ability to deliver measurable outcomes such as faster engineering cycles, improved product data quality, stronger adoption, better compliance readiness, and lower customization debt.

Enterprises are looking to move beyond typical staff augmentation models, valuing reusable assets, automation, gen AI, and accelerators that reduce effort and improve productivity.

Key takeaways for buyers

Buyers should prioritize PLM partners that can modernize legacy PLM estates while improving lifecycle data continuity, engineering productivity, and enterprise-wide adoption

Move from platform to transformation-led sourcing

Buyers should evaluate providers on their ability to shape PLM strategy roadmaps and strategy apart from just platform configuration or implementation capability.

Test digital thread and integration depth

Buyers should assess proof around PLM integration as lifecycle continuity depends on execution across heterogeneous technology environments.

Build value realization into the engagement model

It is critical to define clear adoption, productivity, data quality, compliance, and cycle-time metrics upfront, and require providers to support post-go-live optimization.

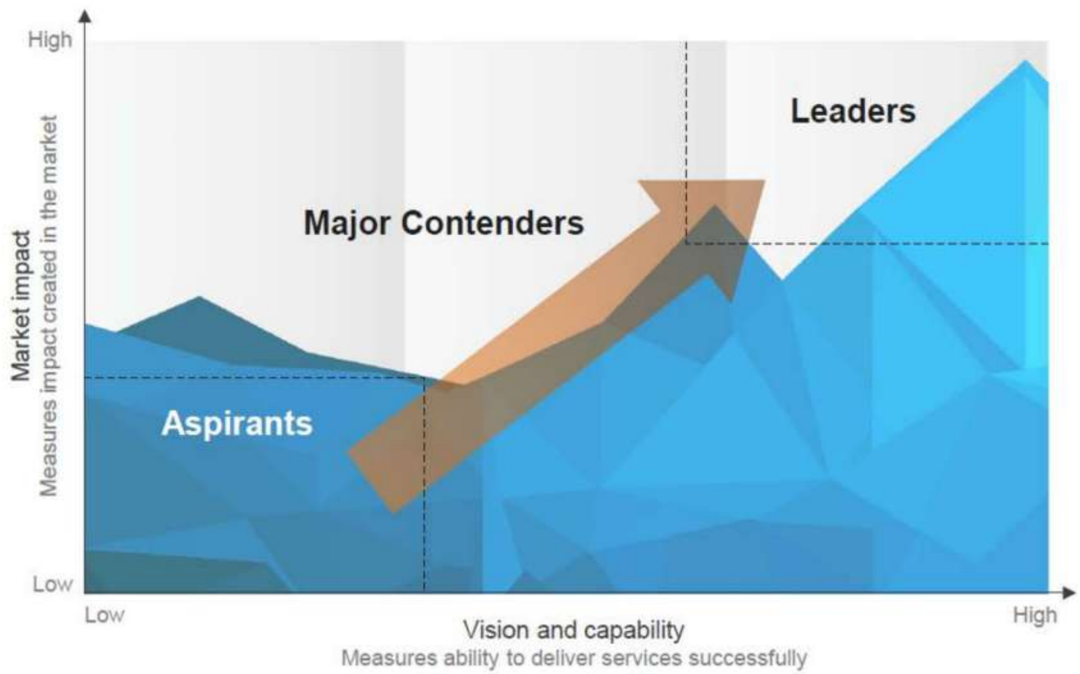
Appendix

PEAK Matrix® framework

FAQs

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

Everest Group PEAK Matrix



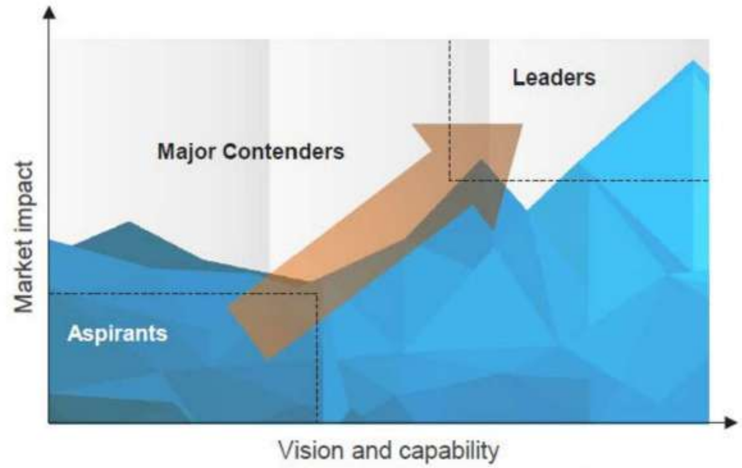
Services PEAK Matrix® evaluation dimensions

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 the enabling areas, e.g., technology IP, industry/domain knowledge, innovative commercial constructs, alliances, M&A, etc.

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.

Stay connected

Dallas (Headquarters)
info@everestgrp.com
+1-214-451-3000

Bangalore
india@everestgrp.com
+91-80-61463500

Delhi
india@everestgrp.com
+91-124-496-1000

London
unitedkingdom@everestgrp.com
+44-207-129-1318

Toronto
canada@everestgrp.com
+1-214-451-3000

Website
everestgrp.com

Blog
everestgrp.com/blog

Follow us on

Everest Group is a leading research firm helping business leaders make confident decisions. We guide clients through today's market challenges and strengthen their strategies by applying contextualized problem-solving to their unique situations. This drives maximized operational and financial performance and transformative experiences. Our deep expertise and tenacious research focused on technology, business processes, and engineering through the lenses of talent, sustainability, and sourcing delivers precise and action-oriented guidance. Find further details and in-depth content at **www.everestgrp.com**.

Everest Group®
With you on the journey