

# Zinnov Zones 2022

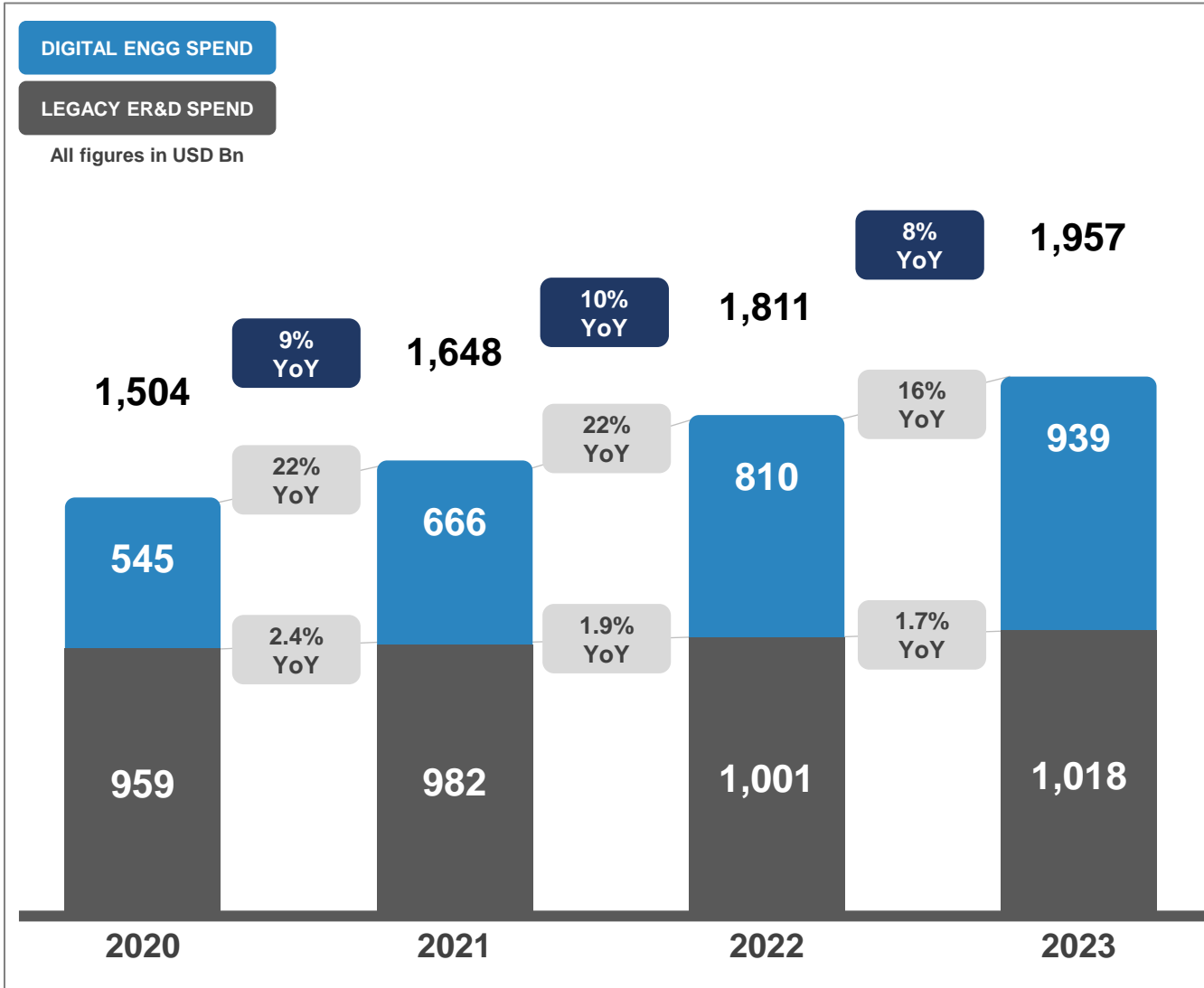
## ER&D Landscape

Feb 2023

The Zinnov logo consists of the word "zinnov" in a lowercase, sans-serif font, followed by a blue square containing a white, stylized wave or 'Z' shape.

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## ER&D Spend (2020 – 2023)



ER&D industry embraces sustainability, innovation, and digital transformation, fueling investments in cleaner solutions and advanced technologies such as AI, 5G, cloud computing, and data analytics, in line with a wider drive for efficiency and competitiveness

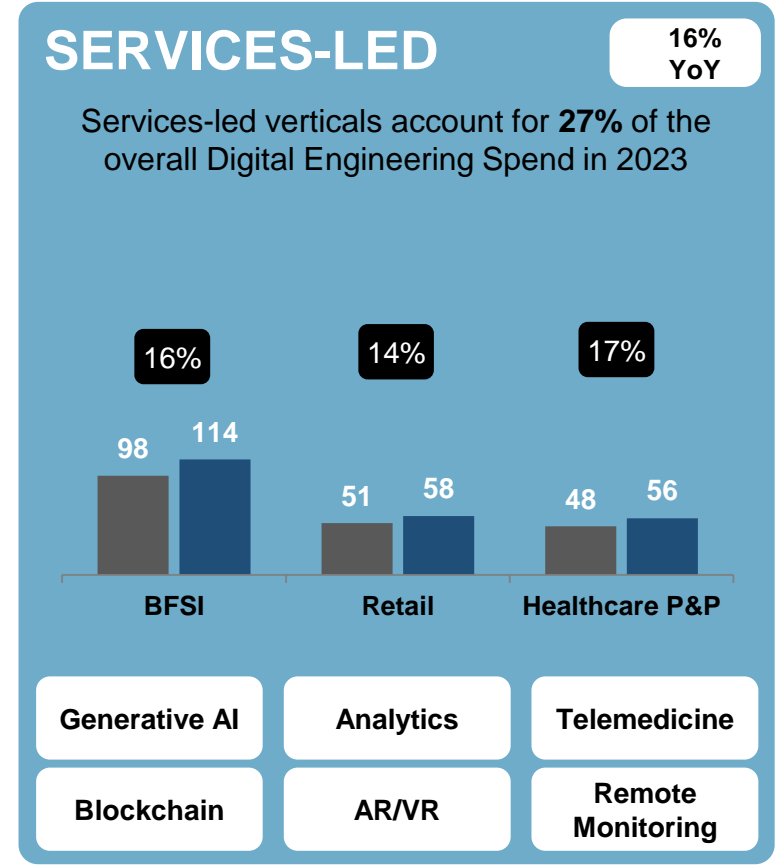
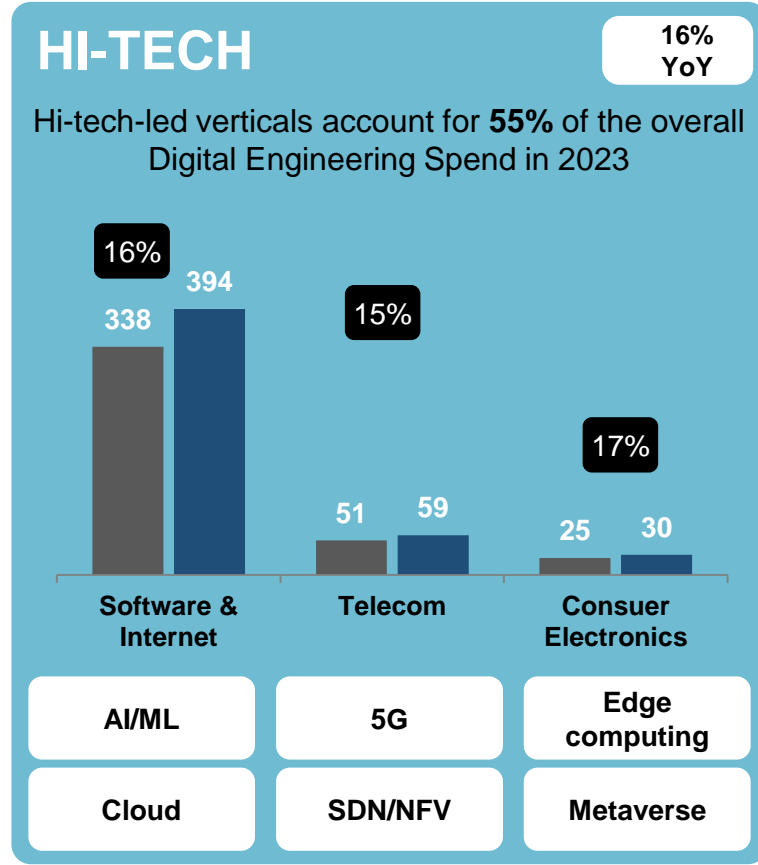
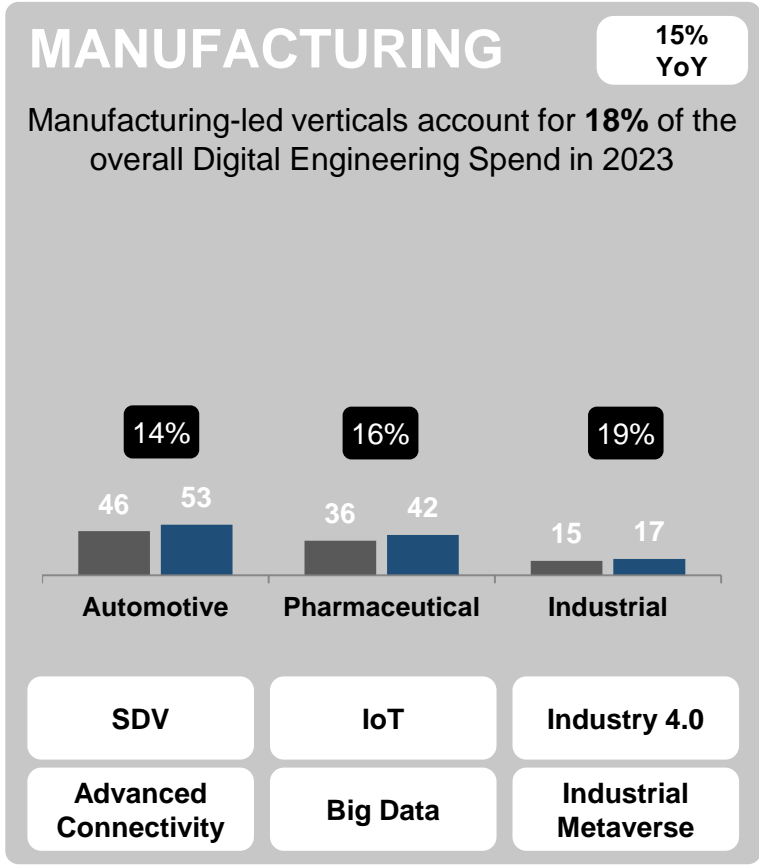
Digitalization has a profound impact on manufacturing verticals, enabling businesses to optimize processes, improve quality and reduce costs

Surge in demand for AI-optimized chips across various industries driving investment in AI technologies. Companies are also racing to develop their custom AI chips to control costs, eliminate chip shortages, and capitalize on the growing AI market

Strong emphasis on sustainability initiatives across verticals, including cleaner aircraft, electrification, and reduced environmental impact

While SPs have experienced a deceleration in revenue growth compared to their previous high-speed double-digit growth due to the economic slowdown, there has been an increase in the acquisition among ER&D SPs.

- DE Spend 2022
- DE Spend 2023
- DE YoY%



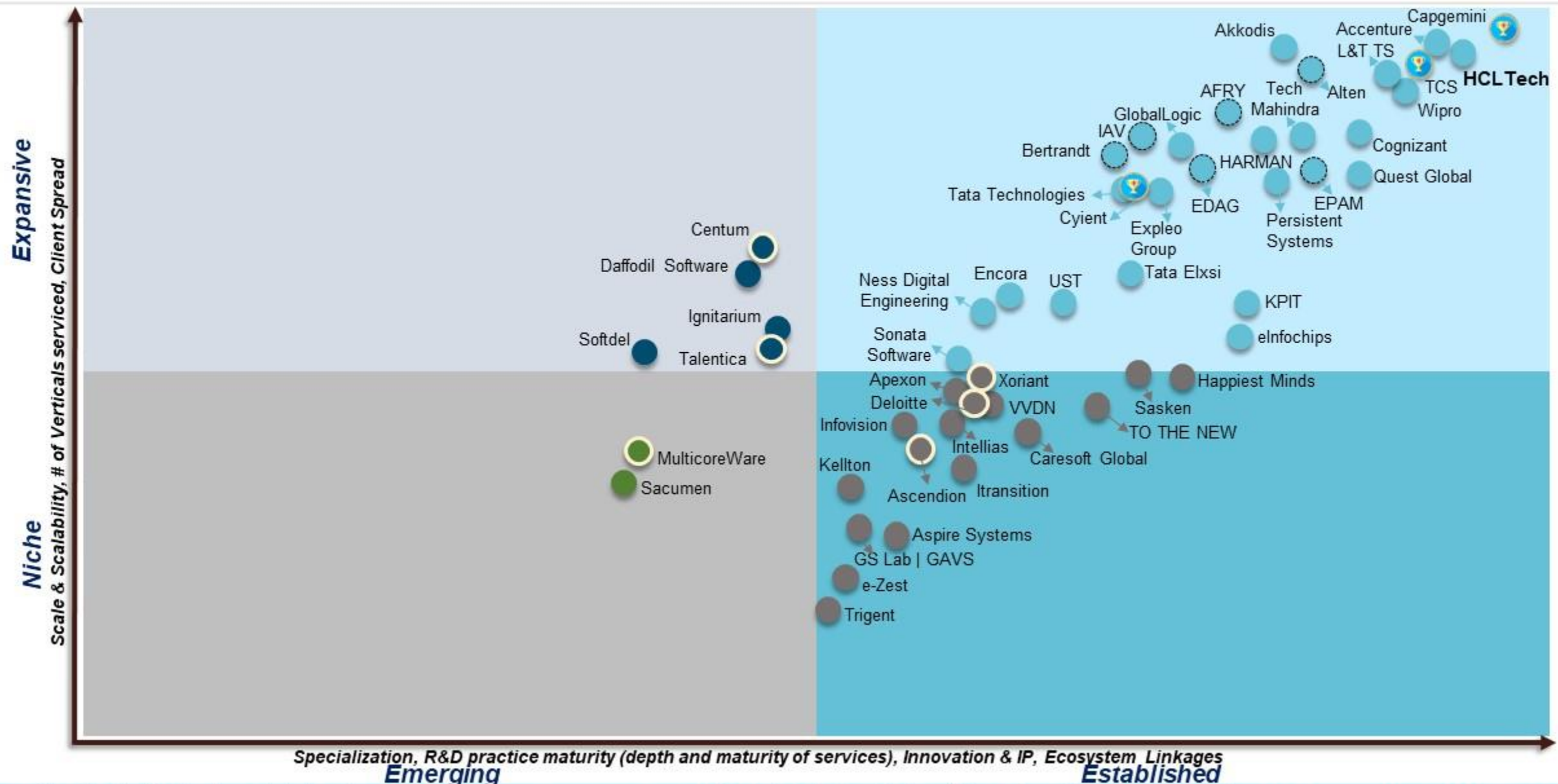


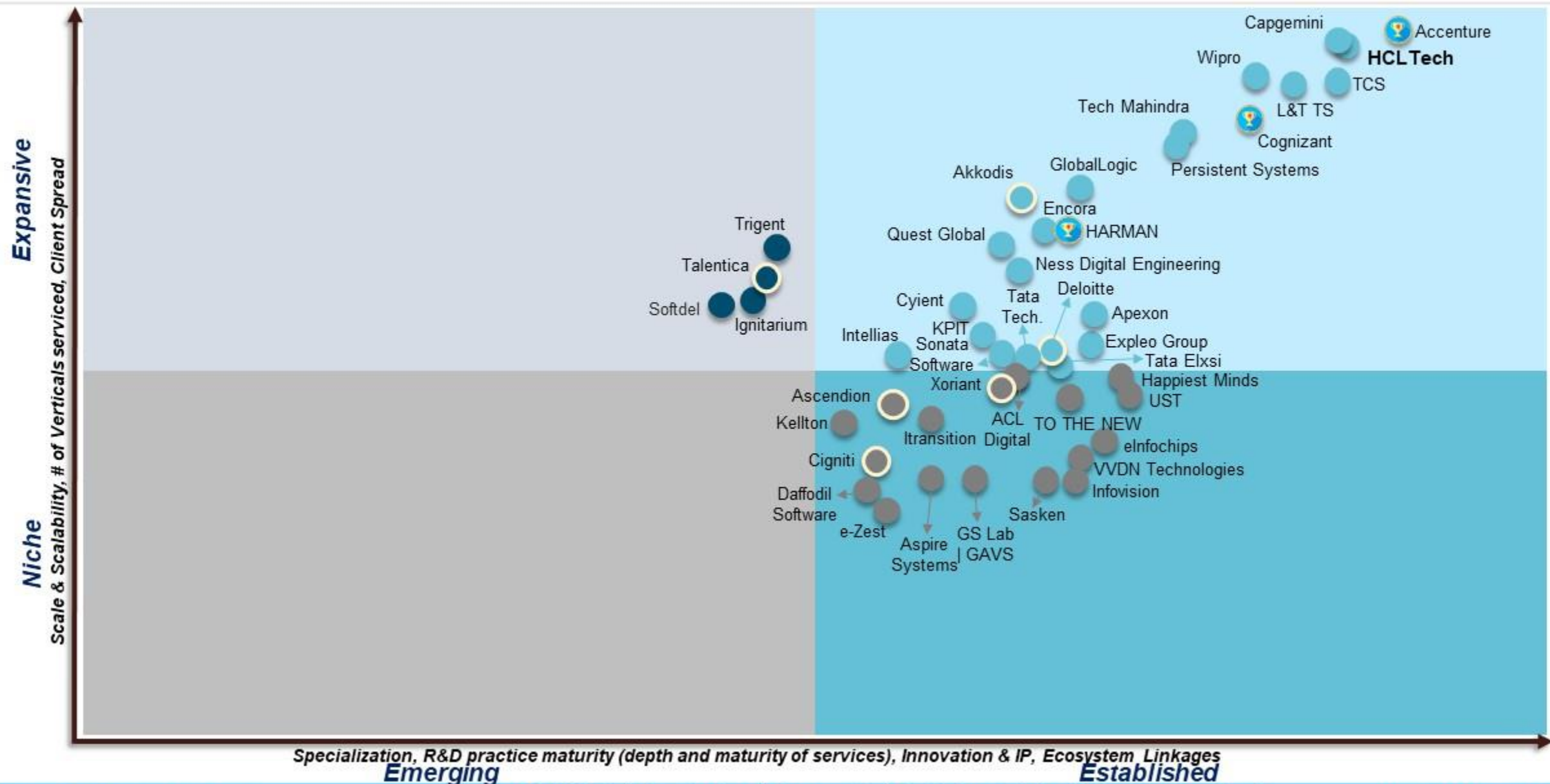
# HCLTech recognized as a Leader in Zinnov Zones Digital Engineering and ER&D Services 2023

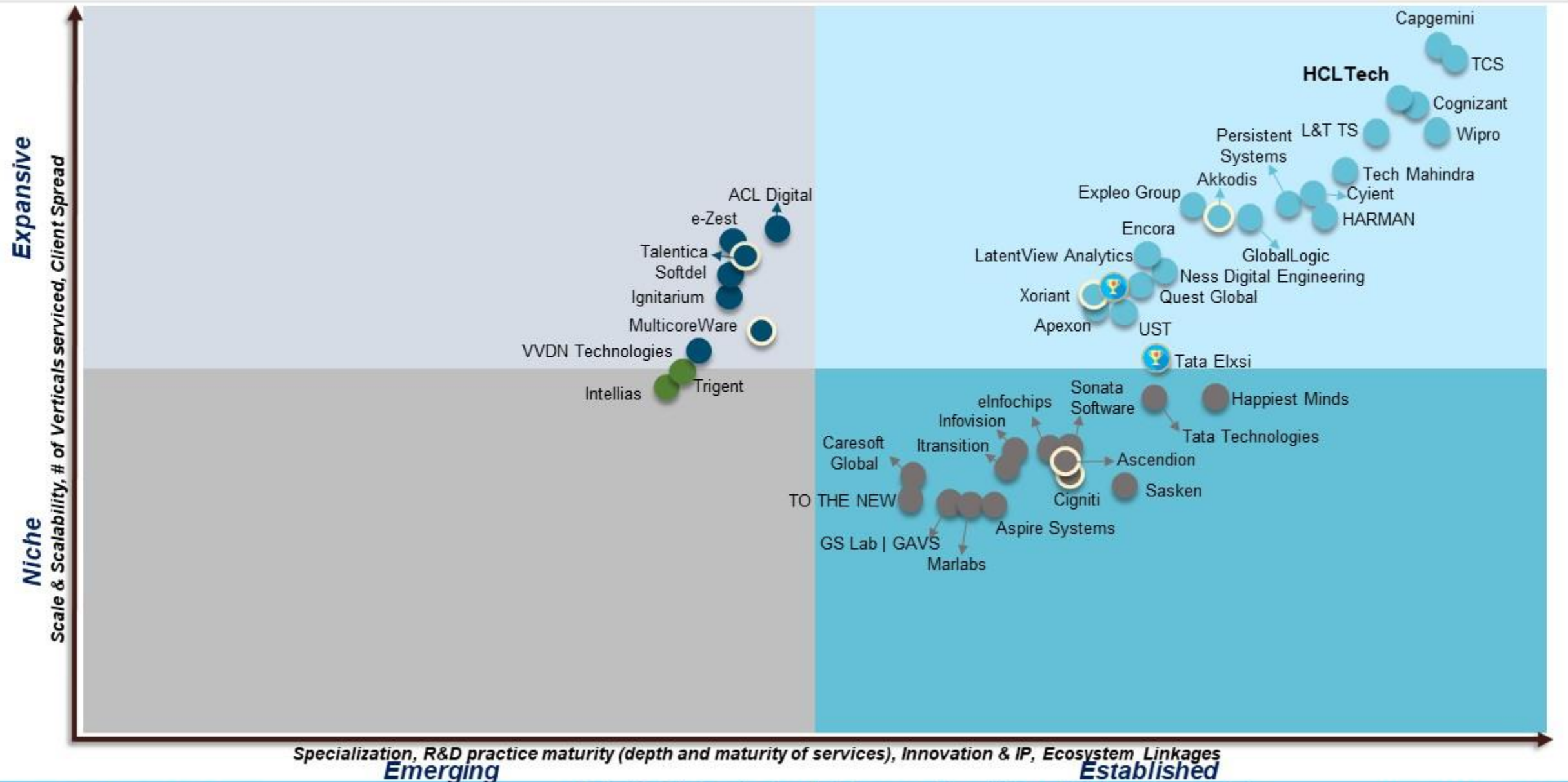
NOVEMBER 2023

- HCLTech has been recognized amongst #2 leader in ER&D Services
- HCLTech continues to be the only service provider amongst Top 2 players in both Overall and Digital Engineering Services
- HCLTech recognized to be a top 3 Leaders in Data and Ai Engineering Services, Industry 4.0, and Semiconductor services
- In addition, HCLTech has been recognized as a leader in Aerospace, Automotive, Industrial, Telecommunication, Telehealth, Consumer software and Enterprise Software, Data & AI engineering, Generative AI Services, and Hyperscalers Services

Zinnov Zones 2023 report assessed ~60 Global ER&D Service Providers















Capabilities, Innovation, Ecosystem Linkages, Infrastructure, Service Maturity



Indicates "noteworthy players" who have broadened their portfolio of semiconductor design services, covering the entire value chain from front-end design to back-end design and verification

# Analyst Quote

[Sidhant Rastogi](#), Managing Partner at [Zinnov](#), remarked, “HCLTech’s shift in focus towards Automotive and Semiconductor verticals, along with its geographic expansion into Europe and Japan, have been instrumental in the firm winning marquee deals. Its significant investments in nurturing technologies such as Generative AI, Digital Twin, Data & AI, Sustainability Engineering, etc. coupled with strategic investments in nurturing a partner ecosystem for emerging tech, have helped strengthen its position as a formidable player in the Digital Engineering space. HCLTech’s inorganic growth strategy has helped it build and bolster existing capabilities and its acquisition of ‘ASAP’ has helped unlock newer Automotive capabilities especially in Europe. HCLTech’s vast range of IPs, frameworks, and 60+ engineering & innovation labs across the globe, have helped HCLTech win major deals in 2022-23, as well as cement its position as a leader in the [Zinnov Zones Digital Engineering and ER&D Services 2023 ratings](#).”





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