

Innovation Services and Engineering

Accelerating concept to commercialization

2025 CONSTELLATION SHORTLIST

The Constellation ShortList™ presents vendors in different categories of the market relevant to early adopters. In addition, products included in this document meet the threshold criteria for this category as determined by Constellation Research. This Constellation ShortList of vendors for a market category is compiled through conversations with early adopter clients, independent analysis and briefings with vendors and partners.

ABOUT THIS SHORTLIST

Constellation Research estimates a \$281.4 billion market for innovation services and engineering by 2030 growing at a 4.4% CAGR. This category spans both physical and digital offerings and how clients can engage third-party service firms to innovate, design, develop, test, deploy and refresh an offering.

As monetization models evolve from product sales to subscription services, from paid to ad-funded and from all you can eat to smallest unit, innovation services and engineering providers also work with clients to develop both the revenue and monetization models.

Innovation services and engineering firms play a key role in accelerating concept to commercialization and also the continuous innovation process around the offering life cycle.

LIKE WHAT YOU SEE?

Consider partnering with Constellation Research on your go-to-market-strategy. Email ShortList@ConstellationR.com for more info.

To learn more about Constellation Research Shortlists visit:
www.constellationr.com/ShortList

9 SOLUTIONS TO KNOW

Constellation evaluates more than 50 solutions categorized in this market. This Constellation ShortList is determined by client inquiries, partner conversations, customer references, vendor selection projects, market share and internal research.

 ALTEN GROUP

 CAPGEMINI

 HARMAN, A SAMSUNG COMPANY

 HCL TECHNOLOGIES

 HITACHI GLOBAL LOGIC

 INFOSYS

 PERSISTENT

 TATA CONSULTANCY SERVICES

 WIPRO

THRESHOLD CRITERIA

Constellation considers the following criteria for these solutions:

- Create overall offering strategy
- Foster innovation, prototyping and ideation
- Design monetization and business models
- Deliver immersive user experiences
- Conduct requirement analysis
- Craft product design
- Develop offering
- Provide testing
- Deliver quality assurance
- Deploy offering
- Support offering
- Enable product re-engineering
- Embedding AI and automation
- Simulate with digital twins

ABOUT CONSTELLATION RESEARCH

As an award-winning Silicon Valley-based strategic advisory and futurist analyst firm, Constellation Research serves leaders and organizations navigating the challenges of digital strategy, business-model disruption and digital transformation. Constellation works closely with solution providers, partners, C-suite executives, board of directors, and its Constellation Executive Network of buy-side leaders to lead the way in research coverage and advise clients how to achieve valuable business results.

FREQUENCY OF EVALUATION

Each Constellation ShortList is updated at least once per year. Updates may occur after six months if deemed necessary.

EVALUATION SERVICES

Constellation clients can work with the analyst and the research team to conduct a more thorough discussion of this ShortList. Constellation can also provide guidance in vendor selection and contract negotiation.



R "Ray" Wang Founder & Principal Analyst

R "Ray" Wang provides insight into how disruptive technologies and new business models—such as digital transformation—impact brands, enterprises and organizations. He also focuses on harnessing innovation, creating next-generation business and IT leadership, and applying the new rules of business. Wang has held executive roles in product, marketing, strategy and consulting at companies including Forrester Research, Oracle, PeopleSoft, Deloitte, Ernst & Young and Johns Hopkins Hospital.

