ISG Provider Lens™

Future of Work (Workplace) - Services

A research report comparing provider strengths, challenges and competitive differentiators

Customized report courtesy of: DXC TECHNOLOGY

QUADRANT REPORT | SEPTEMBER 2023 | U.S.

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The age of business-focused XLAs and generative AI has begun for workplace

When we analyzed the future of the work and workplace technology services and solutions market in 2022, we remarked that enterprise workplace leaders are at the center stage of the transformation. 2023 has experienced two significant developments so far. First, there is a growing concern about a possible economic slowdown. Second, there have been substantial developments in artificial intelligence technology. These developments, combined with the trends we observed last year, namely growing acceptance of hybrid working and increasing focus on sustainability and a tech-savvy workforce, are largely influencing enterprise workplace technology buying decisions.

Re-evaluating costs

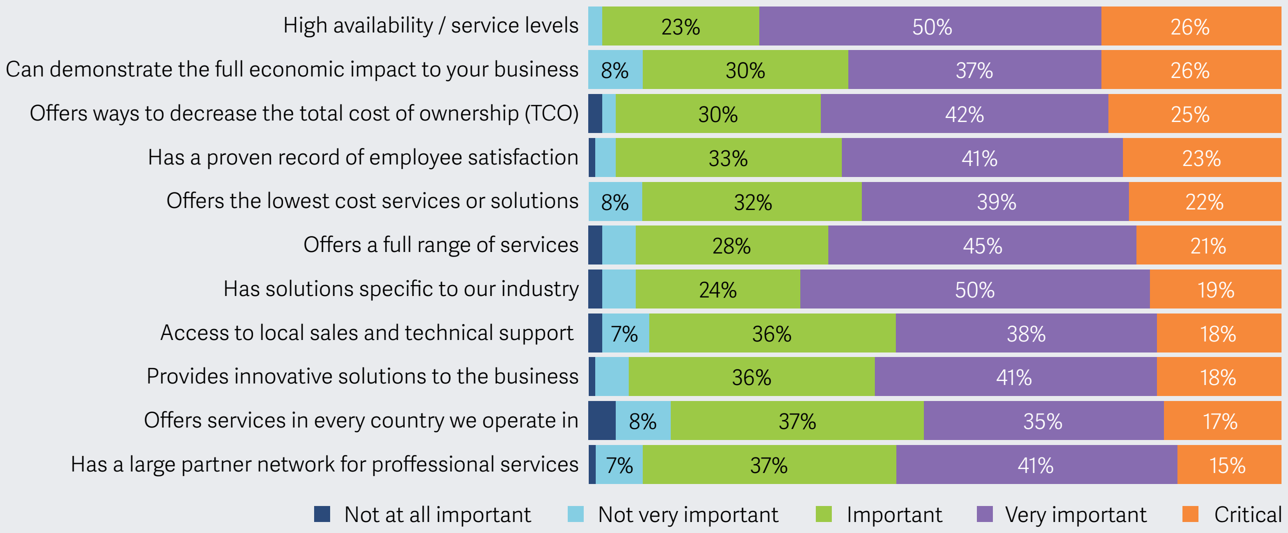
Insights from ISG's recent enterprise survey with U.S. enterprise IT leaders reaffirm the growing concern over a possible economic downturn. Amid slowdown speculations, discretionary spending is on hold. Clients have suspended investments in the latest technologies, such as metaverse (which generated much hype at the end of last year), if they do not translate into tangible business benefits. Clients have rated high availability and uninterrupted technology access as the most required attributes in their digital workplace service provider. The ability to showcase the economic impact and reduced costs follows this. Interestingly, based on ISG's interaction with many digital workplace service providers, employee experience (EX) takes precedence over cost consideration. This indicates that clients are less interested in enhanced EX initiatives that don't translate into tangible business benefits or cost optimization.

Collaboration and productivity drive hybrid working needs

ISG survey results offer interesting insights about clients' priorities. Clients prioritize employee productivity to decide whether employees should work from the office. They also consider end-customer experience and employee mental health.

With **business transformation-led XLAs** and a **generative AI outlook, 2023** is the year of stabilization.

Figure: How important are the following traits of a digital workplace service provider



Source: ISG Research 2023, n=101 U.S. enterprises

This shows a healthy mix of employee empathy and concerns about the ability to deliver to customers. A happy employee can contribute to achieving better customer experience. U.S. clients understand the relationship between high EX and enhanced CX. Many clients are also redesigning their physical workspaces to foster a more collaborative and participative working environment. According to the survey and other studies, U.S. clients allow about 40 percent of their workforce to work remotely.

Non-IT business functions participate in workplace technology buying decisions

The survey also shows that the human resource function is increasingly playing an important role among U.S. enterprises in determining workplace strategy and evaluating workplace solutions and services. As non-IT business functions increasingly play a significant role in workplace technology buying decisions, leading service providers must design and offer services that cater to them, which is difficult for many traditional end-user technology service providers. However, providers that can cater to both audiences are leading the market.

Increased focus on XLA models, digital technology adoption a key differentiator

ISG's work with enterprise clients has indicated that clients are open and, in some cases, proactive to outsourcing their workplace technology-managed services in an experience level agreement (XLA) model. Clients want to take a phased approach in adopting an XLA model. Many managed digital workplace service providers have had difficulty converting clients engaged through a traditional SLA model to an XLA model. However, most of their new clients currently use the XLA model. Service providers have realized the gap and are working toward mending the bridges by applying appropriate change management and technology adoption nudges. Those who have been successful in bringing their clients at the same or similar level of maturity with respect to experience measurement are leading this year's study.

Generative AI opens many possibilities for the workplace

At the beginning of 2023, generative AI technology took the world by storm. It holds many promises and opportunities to make man and machine work more effectively.

Shortly after the success and popularity of ChatGPT and large language models, major workplace productivity and collaboration solution technology providers started embedding the technology in their product portfolios. Beginning with Microsoft 365 Copilot and Duet AI for Google Workspace, almost all unified communications and collaboration technology providers started implementing generative AI technology in their products. The possibility of providing intelligent and human-like insights based on a large set of language and information distinguishes generative AI from other recent technological innovations. It can potentially bring large technological changes similar to those brought by Apple's iPhone. Both the consumer world and enterprises are adopting the technology simultaneously. Any technology that makes a breakthrough in the consumer world eventually finds its place in the workplace. From supporting IT service desk operations and enhancing users' ability to auto-resolve their IT issues to improving employee productivity while working on different applications, AI has multiple workplace use cases.

Bring-your-own-AI (BYOAI) users using different generative AI technologies may become common in the near future. Workplace technology and service providers may be required to manage and secure technology access. Both enterprise clients and managed workplace service providers are exploring and experimenting with this new powerful technology.

Based on the abovementioned trends, ISG considers the following three main areas of technology investments where clients work with managed service providers.

1. An overarching employee experience service requirement that focuses on providing necessary digital nudging to better define and implement XLAs. This also involves leveraging the latest technologies, such as generative AI and metaverse. Another important aspect of transforming EX is supporting the new smart physical workspace.
2. Extending the end-user technology management to support hybrid and remote working needs and ensuring uninterrupted technology access. This involves proactively managing and correcting IT issues.
3. Managing IT support by enabling user self-help, service desk and onsite support. This service is focused on enabling and enhancing end-user experience.

This report dives deep into these three areas of service provider comparisons and highlights providers that stand out with their differentiated offerings.

U.S. clients seek cost optimization, user productivity and a track record of employee experience from their digital workplace service providers.

Provider Positioning

	Employee Experience (EX) Transformation Services	Managed Workplace Services – End-user Technology - Large Accounts	Managed Workplace Services – End-user Technology - Mid Market	Digital Service Desk and Workplace Support Services
Accenture	Leader	Product Challenger	Not In	Product Challenger
Atos	Leader	Rising Star ★	Not In	Leader
Bell Techlogix	Not In	Product Challenger	Product Challenger	Product Challenger
Birlasoft	Not In	Contender	Contender	Contender
Capgemini	Leader	Product Challenger	Not In	Rising Star ★
CDW	Not In	Not In	Market Challenger	Not In
Coforge	Not In	Contender	Product Challenger	Contender
Cognizant	Rising Star ★	Leader	Not In	Leader
Compucom	Not In	Product Challenger	Leader	Contender
Computacenter	Contender	Product Challenger	Not In	Product Challenger

Provider Positioning

	Employee Experience (EX) Transformation Services	Managed Workplace Services – End-user Technology - Large Accounts	Managed Workplace Services – End-user Technology - Mid Market	Digital Service Desk and Workplace Support Services
DXC Technology	Product Challenger	Leader	Not In	Leader
HCLTech	Leader	Leader	Not In	Leader
Hexaware	Product Challenger	Product Challenger	Leader	Not In
HPE	Not In	Contender	Contender	Not In
Infosys	Leader	Leader	Not In	Leader
Kyndryl	Leader	Leader	Not In	Product Challenger
Lenovo	Not In	Contender	Not In	Contender
Long View Systems	Not In	Not In	Market Challenger	Not In
LTIMindtree	Product Challenger	Product Challenger	Leader	Product Challenger
Microland	Contender	Product Challenger	Product Challenger	Contender

Provider Positioning

	Employee Experience (EX) Transformation Services	Managed Workplace Services – End-user Technology - Large Accounts	Managed Workplace Services – End-user Technology - Mid Market	Digital Service Desk and Workplace Support Services
Movate	Not In	Contender	Product Challenger	Product Challenger
Mphasis	Not In	Product Challenger	Product Challenger	Contender
NTT DATA	Market Challenger	Leader	Not In	Leader
Pomeroy	Not In	Market Challenger	Leader	Product Challenger
Ricoh	Not In	Not In	Contender	Not In
Stefanini	Contender	Market Challenger	Product Challenger	Market Challenger
TCS	Leader	Leader	Not In	Leader
Tech Mahindra	Product Challenger	Leader	Leader	Product Challenger
TEKSystems	Not In	Not In	Contender	Not In
Unisys	Leader	Leader	Leader	Leader

Provider Positioning

	Employee Experience (EX) Transformation Services	Managed Workplace Services – End-user Technology - Large Accounts	Managed Workplace Services – End-user Technology - Mid Market	Digital Service Desk and Workplace Support Services
UST	Contender	Product Challenger	Product Challenger	Contender
Wipro	Leader	Leader	Not In	Leader
WWT	Not In	Not In	Contender	Not In
Zensar Technologies	Market Challenger	Product Challenger	Leader	Leader
Zones	Not In	Contender	Contender	Market Challenger

This study evaluates **MSPs' capabilities** around the key **Future of Work services** across different regions

- **Employee Experience (EX) Transformation Services**
- **Managed Workplace Services – End-user Technology - Large Accounts**
- **Managed Workplace Services – End-user Technology - Mid Market**
- **Digital Service Desk and Workplace Support Services**

Simplified Illustration; Source: ISG 2023

Definition

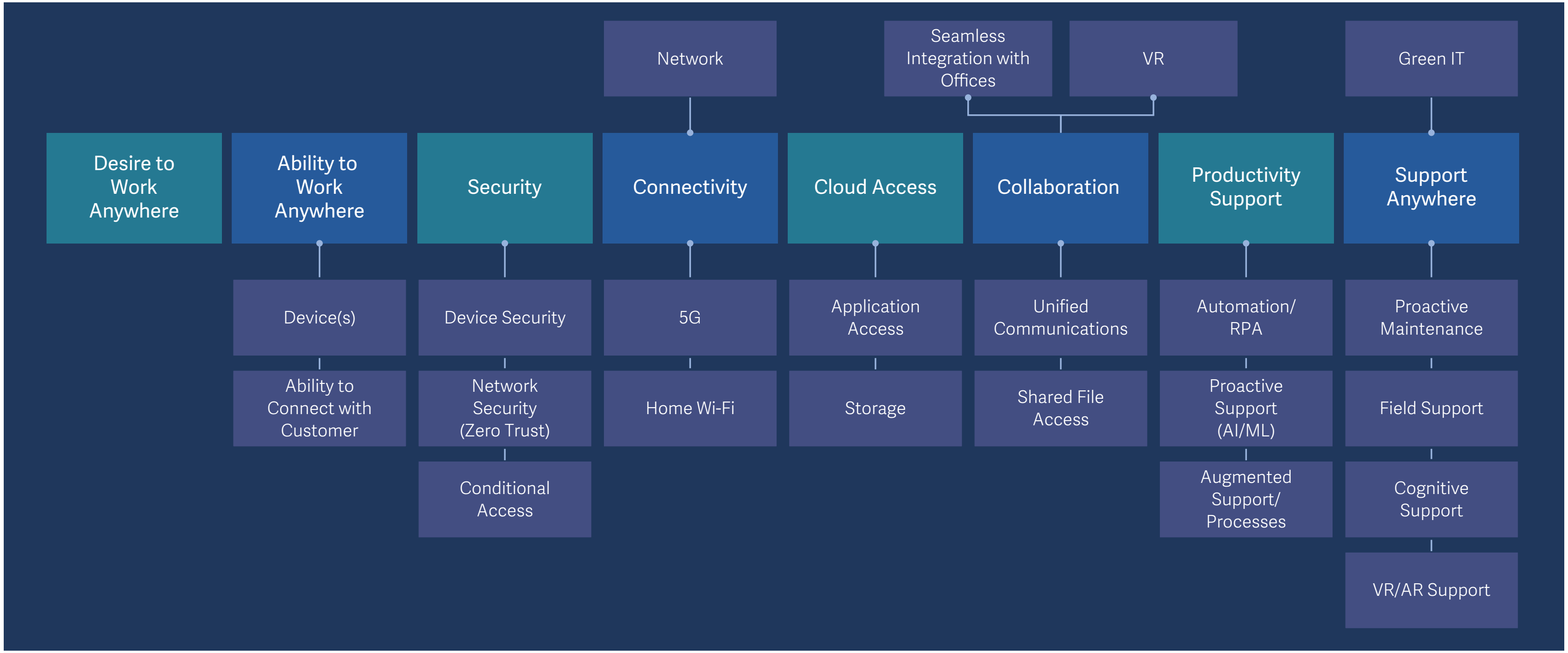
From the future of work perspective, 2023 will be a year of stabilization. After the disruptions and challenges posed by the pandemic world and the "Great Resignation" that followed, global businesses have started adjusting to new realities and acknowledging the importance of employee experience (EX). EX transformation is now every business leader's priority, along with adapting to changing customer demands, evolving technologies and becoming more conscientious and environmentally focused.

According to the new Future of Work technology landscape, technologies that support work from anywhere are only one of the components shown below.

While other ISG Provider Lens™ research covers the topics of Connectivity and Security, this research will focus on all the other aspects of the above landscape.

The Future of Work services landscape becomes wider as enterprises need assistance implementing and supporting an EX-centric technology model. As new decision makers get involved in tech investments that enable and engage with employees, clients must analyze the capabilities offered by different service providers in underlying technology enablement and maintenance, workplace tech support and overall experience transformation. As organizations take a holistic approach to EX transformation, strategy and consulting become an integral part of the approach. Hence, ISG has decided to merge this area with other services covered in the research this year. Another accompanying research study on technology providers will cover the solutions part for these services.

Figure: Key components of the Future of Work technology landscape



Scope of the Report

This ISG Provider Lens™ quadrant report covers the following four quadrants for services: Employee Experience (EX) Transformation Services, Managed Workplace Services — End User Technology Large Account, Managed Workplace Services — End User Technology midmarket and Digital Service Desk and Workplace Support Services

This ISG Provider Lens™ study offers IT decision-makers with:

- Transparency on the strengths and weaknesses of relevant providers/ software vendors
- A differentiated positioning of providers by segments (quadrants)
- Focus on the regional market

Our study serves as the basis for important decision-making by covering providers' positioning, key relationships and go-to-market considerations. ISG advisors and enterprise clients also use information from these reports to evaluate their existing vendor relationships and potential engagements.

Provider Classifications

The provider position reflects the suitability of IT providers for a defined market segment (quadrant). Without further additions, the position always applies to all company sizes classes and industries. In case the IT service requirements from enterprise customers differ and the spectrum of IT providers operating in the local market is sufficiently wide, a further differentiation of the IT providers by performance is made according to the target group for products and services. In doing so, ISG either considers the industry requirements or the number of employees, as well as the corporate structures of customers and positions IT providers according to their focus area. As a result, ISG differentiates them, if necessary, into two client target groups that are defined as follows:

- **Midmarket:** Companies with 100 to 4,999 employees or revenues between $20 million and $999 million with central headquarters in the respective country, usually privately owned.
- **Large Accounts:** Multinational companies with more than 5,000 employees or revenue above $1 billion, with activities worldwide and globally distributed decision-making structures.

The ISG Provider Lens™ quadrants are created using an evaluation matrix containing four segments (Leader, Product Challenger, Market Challenger and Contender), and the providers are positioned accordingly. Each ISG Provider Lens™ quadrant may include service providers that ISG believes have strong potential to move into the Leader quadrant. This type of provider can be classified as a Rising Star.

- **Number of providers in each quadrant:** ISG rates and positions the most relevant providers according to the scope of the report for each quadrant and limits the maximum of providers per quadrant to 25 (exceptions are possible).

Provider Classifications: Quadrant Key

Product Challengers offer a product and service portfolio that reflect excellent service and technology stacks. These providers and vendors deliver an unmatched broad and deep range of capabilities. They show evidence of investing to enhance their market presence and competitive strengths.

Leaders have a comprehensive product and service offering, a strong market presence and established competitive position. The product portfolios and competitive strategies of Leaders are strongly positioned to win business in the markets covered by the study. The Leaders also represent innovative strength and competitive stability.

Contenders offer services and products meeting the evaluation criteria that qualifies them to be included in the IPL quadrant. These promising service providers or vendors show evidence of rapidly investing in products/ services and a follow sensible market approach with a goal of becoming a Product or Market Challenger within 12 to 18 months.

Market Challengers have a strong presence in the market and offer a significant edge over other vendors and providers based on competitive strength. Often, Market Challengers are the established and well-known vendors in the regions or vertical markets covered in the study.

★ **Rising Stars** have promising portfolios or the market experience to become a Leader, including the required roadmap and adequate focus on key market trends and customer requirements. Rising Stars also have excellent management and understanding of the local market in the studied region. These vendors and service providers give evidence of significant progress toward their goals in the last 12 months. ISG expects Rising Stars to reach the Leader quadrant within the next 12 to 24 months if they continue their delivery of above-average market impact and strength of innovation.

Not in means the service provider or vendor was not included in this quadrant. Among the possible reasons for this designation: ISG could not obtain enough information to position the company; the company does not provide the relevant service or solution as defined for each quadrant of a study; or the company did not meet the eligibility criteria for the study quadrant. Omission from the quadrant does not imply that the service provider or vendor does not offer or plan to offer this service or solution.

Employee Experience (EX) Transformation Services

Who Should Read This Section

This report is relevant to enterprises across industries in the U.S. for evaluating employee experience (EX) transformation service providers.

In this quadrant, ISG highlights the current market positioning of EX service providers in the U.S. and how each provider addresses the region's key challenges.

In this era of hybrid working, US-based enterprises want to ensure that they have the best immersive, collaborative and secure digital strategies and tools available to enable optimized interactions for remote and onsite employees. Employee productivity is integral for enterprises in this region as there can be significant business impact on revenue and reputation. Therefore, enterprises want to engage with providers that can support them in their digital transformation journeys and associate employee experience with measurable business outcomes.

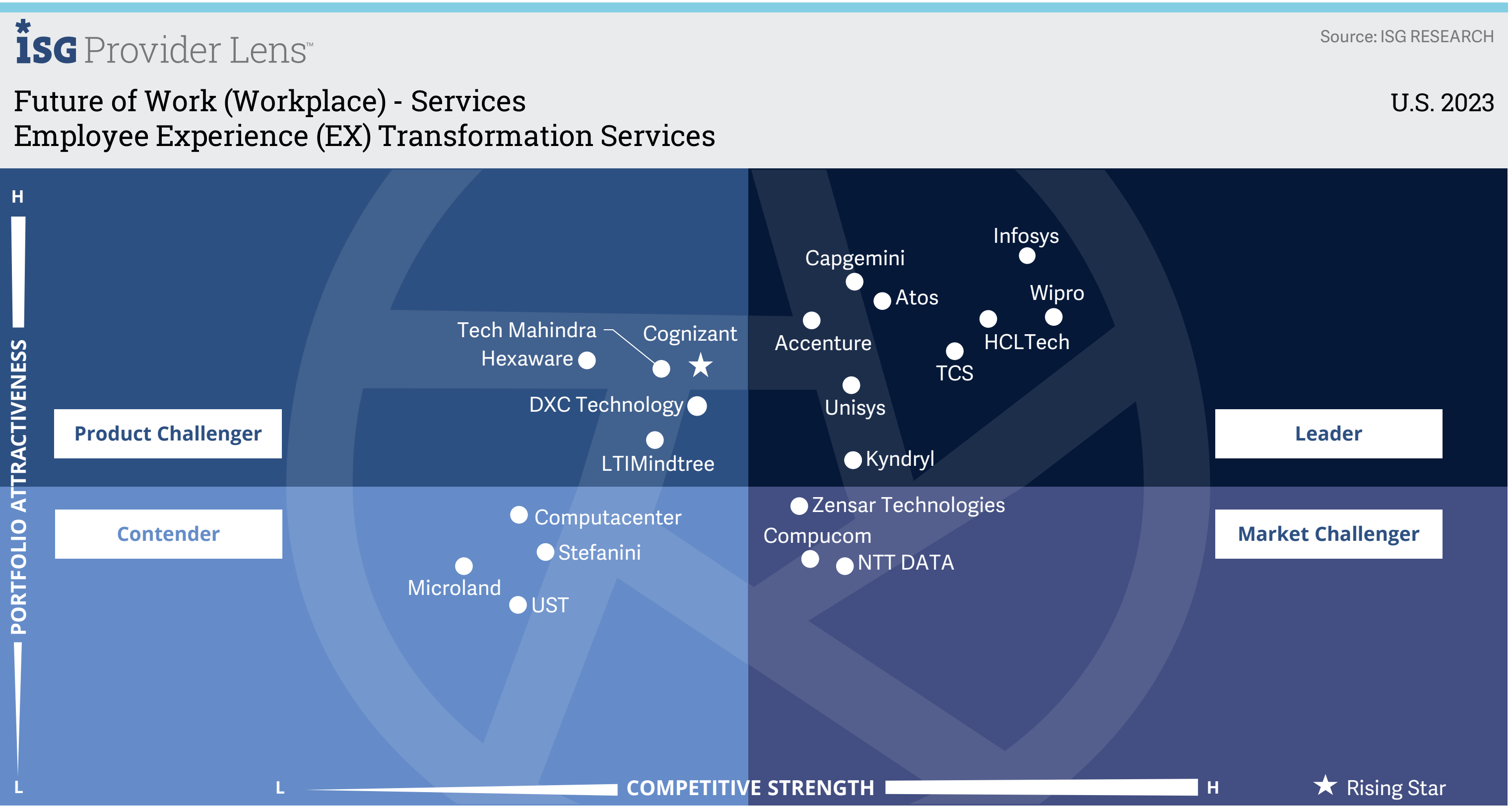
Enterprises in this region want to go beyond measuring only the experience of the asset or the device and essentially measuring the overall experience of employees and the sentiments they experience while consuming the services. Enterprises here are looking to simplify how their employees consume their services, offering them a convenient way to use them. Generative AI and large language models (LLMs) are other areas of focus for enterprises in this region to cultivate employee centricity.

Chief experience officers (CXO) should read this report to know about leading providers that can help them better prepare workforces for the changing business models and dynamics in the post-pandemic world.

Digital professionals, including digital transformation leaders, should read this report to understand how EX transformation service providers fit their digital transformation initiatives.

Technology professionals, including workplace technology leaders, should read this report to understand the positioning and capabilities of providers to enhance employee services.

Chief human resources officers (CHRO) should read this report to know about providers addressing employee empathy and well-being in this new age of hybrid working.



This quadrant assesses service providers that offer **differentiated employee experience transformation** and **enhancement** services **beyond workplace technology enablement** and workplace support, providing **business-level differentiation**.

Mrinal Rai

Definition

This quadrant assesses providers that offer value-added managed services, not only for enabling the workplace technology ecosystem but also for enhancing end-user experience.

These providers typically deal with business leaders, line-of-business (LoB) representatives and chief information officers (CIOs). They offer services that associate EX with measurable business results and help align the digital and physical facets of the future workplace with the human aspects.

As global organizations realize the increasing importance of managing and enhancing EX, they partner with service providers offering EX transformation services that leverage workplace technologies. EX transformation goes beyond technology enablement and includes professional services promoting and enhancing technology adoption. Service providers providing EX transformation services engage with their clients in an outcome-focused model and follow an XLA approach.

These models leverage the analytics and data from workplace technology usage and technologies such as digital employee experience (DEX) to collect information and focus on actionable insights. The use of collaboration and productivity solution stack highly influences EX transformation. Support services covering modern workplace and team collaboration, audio/video conferencing, unified communication collaboration (UCC) and productivity applications are key to EX transformation. EX transformation also extends to services supporting return-to-office initiatives with a smart campus and intelligent physical workspace while focusing on environmental, social and governance (ESG) initiatives.

Eligibility Criteria

1. **Ability to define and visualize EX transformation** models with technology transformation, **technology adoption and organizational change/behavior management** services, **employee engagement, productivity** and associating CX with EX
2. Address **employee empathy** and **well-being**
3. Have considerable percent clients leveraging **XLAs** in the respective geography
4. **Support UCC and productivity stack** and extend **smart workplace services** to other business functions such as HRO and operations
5. Offer **smart facilities** and **physical on-premises** services that support intuitive capabilities such as hot desking, health assessment and a customized and contextualized experience with smart device-supported workplace
6. Have a **strong local presence** and partnerships

Observations

The EX transformation quadrant positions selected service providers with service portfolios transforming employee experience for workplace technology performance and EX for wider business and IT operations transformation. EX transformation services portfolio includes DEX management at the minimum. Every service provider in the managed digital workplace services market offers support and integration of popular DEX tools. However, not all service providers have holistic XLA definitions built on DEX.

Providers that have built analytics on top of these DEX solutions insights to provide a holistic view of device-led experience are positioned as contenders in the quadrant. Some service providers focus mostly on DEX-led XLAs. They either do not provide additional experience measurement layers or ISG couldn't get enough information about their extended XLA capabilities. These providers are positioned as market challengers in the quadrant. Providers that add more IT infra-focused experience indicators over plain DEX are positioned as product challengers.

They provide analytics and intelligence services with actionable insights for EX transformation on the process and operational side. Providers offering a holistic XLA framework where DEX is a starting point, with an additional focus on sustainability, leveraging the latest technologies, such as generative AI and metaverse, are identified as Leaders. Providers with a large footprint among clients, especially on the business side, are positioned closer to the rightmost side of this quadrant.

From the 35 companies assessed for this study, 20 have qualified for this quadrant, with nine being Leaders and one a Rising Star.

accenture

Accenture differentiates with a broader Experience Management Office (XMO) approach, analytics and a new experience-focused platform to provide EX transformation. It leverages AI to enhance and improve the workplace technology experience.

Atos

Atos leads the market with its people, process and places-centric workplace services and helps clients transition to an XLA model. It also strongly focuses on sustainability, inclusion and supporting disability and is a strong leader in the quadrant.

Capgemini

Capgemini has adopted a novel approach to transforming its clients by adopting more digital channels. Its leadership position can be attributed to its strong focus on the environment, metaverse and generative AI to transform the modern workplace.

HCLTech

HCLTech continues to innovate with its XLA approach, co-creating and co-innovating with clients. Its objective to focus on business function requirements other than the IT organization with HCLTech Fluid Workplace is a key differentiator.

Infosys

Infosys offers a strong AI-enabled comprehensive human experience-focused service portfolio. Its focus on experience design and platformized approach and services suited to large enterprise clients position it as a leader in the quadrant.

kyndryl

Kyndryl provides a data-based approach toward employee experience measurement and XLA. It also combines customer experience and EX data to provide a holistic experience. Its consulting services are focused on co-creation and innovation.

TCS TATA CONSULTANCY SERVICES

TCS offers a phased approach to progressing its clients on the XLA journey. It has successfully transitioned many clients in the U.S. toward a higher DEX score as a starter. It also offers UCC support services along with AI-enabled services.

Unisys leads the U.S. market with its XLA 2.0 offering and data-driven approach. It analyzes insights and data from unified communications and collaboration solutions to provide differentiated EX-focused services.

Wipro provides a robust experience management and analytics-led framework to drive EX initiatives and transformation. It is investing in the latest technologies and persona-focused XLA management.

Cognizant (Rising Star) offers experience-centric services with its return to the office, experience measurement and management services. Most of its clients are leveraging its digital workplace services as part of a broader transformation initiative.

Managed Workplace Services – End-user Technology - Large Accounts

Who Should Read This Section

This report is relevant to large enterprises across industries in the U.S. for evaluating providers of managed workplace services end-user technology.

In this quadrant, ISG highlights the current market positioning of providers offering managed workplace services to large enterprises in the U.S. and how each provider addresses the key challenges faced in the region.

Large enterprises in the US are likely to shift from a traditional desktop environment that is device-centric to a more responsive and experience-centric digital workplace environment. With digital native millennials and Gen Z contributing to the largest generation in today's workplaces, large enterprises in the U.S. are shifting from a one-size-fits-all workplace policy to more personalized services for enhancing user experiences. With the increasing scale of operations, enterprises in this region are looking for providers that offer end-to-end services focusing on managing the entire device lifecycle, from planning, configuring, deploying and supporting to managing and retiring.

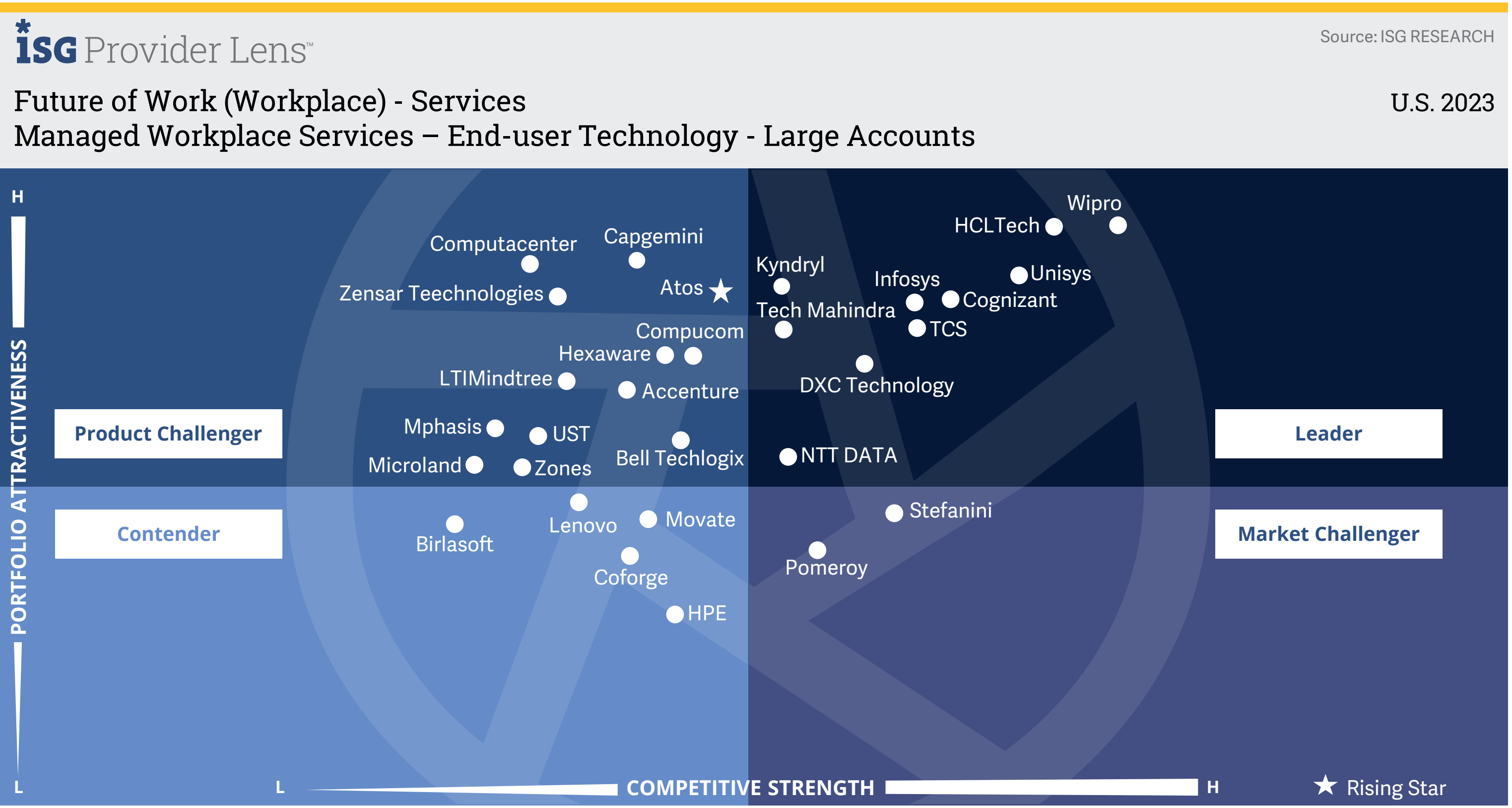
Enterprises in the US want to elevate security posture for digital workplaces and ensure a frictionless experience for users. This means that while users can connect from anywhere using a device of their choice, they should still have the same security principles and policies. To achieve this, enterprises are looking for providers with robust workplace security and compliance frameworks and principles of zero trust to ensure that identity and access are validated at all points.

CIO leaders should read this report to understand how current processes and protocols influence an enterprise's use of workplace technologies and the potential limitations while adopting new capabilities.

Cybersecurity professionals should read this report to understand how providers address the significant challenges of compliance and security while maintaining a seamless employee experience.

Technology professionals should read this report to understand how providers' relative positioning and abilities can help them effectively plan and select managed digital workplace services.

Digital professionals, including facility management leaders, should read this report to understand how managed workplace service providers fit their digital transformation initiatives.



This quadrant assesses **managed service providers** that serve large accounts and offer **device management, mobility support**, and other **end-user technology services** to enable and support **experience-centric** hybrid and remote working for large enterprises.

Mrinal Rai

Definition

This quadrant assesses service providers that offer managed services associated with end-user technologies that are typically deployed, provisioned and secured by enterprise IT departments for end users and employees. These managed infrastructure services in the digital workplace include end-user enablement through services related to devices, applications, cloud workspaces and workplace security. Providers assessed in the managed services space offer complete end-user computing (EUC) technology services that form the core of the digital workplace. These include device management, patch management, device and application provisioning, virtualized desktops access, device lifecycle management, support for bring-your-own-device (BYOD) initiatives, mobility and telecom expense management, proactive experience management and managing the entire IT infrastructure behind an EX-centric workplace design. Provisioning, managing and securing the devices remain the first basic step to enabling a digital workplace and enhancing EX.

The increasing focus on EX is transforming these services to be more focused on enhancing the experience and catering to the client's respective industry. While these services are typically associated with traditional computing devices and tablets, their scope can be extended to include some industry-specific devices, such as point-of-sale devices for retail and medical equipment devices for healthcare.

Eligibility Criteria

1. **Provide support for unified endpoint management (UEM)** and **mobility management**. Also, support application provisioning, patch management and enterprise mobility management
2. Provide complete **device lifecycle management services**, including support for device procurement, enrollment, app provisioning, support, management, disposal and recycling (**Device-as-a-Service**). Services should cover device sourcing and logistics and Device as a Service for security
3. Demonstrate experience in providing **remote virtual desktop services** on-premises and on the cloud (**Desktop-as-a-Service**)
4. **Manage devices in the respective countries** in the study, with at least 25 percent of the devices managed outside the provider's home region
5. **Strong local presence** with a majority of workplace engagements around **EUC services**

Observations

Managed end user technology services are the most financially rewarding services for many digital workplace service providers. They are the oldest and second most outsourced managed services. The Leaders in this quadrant have retained their position, although there is a slight change in provider positionings in 2023 compared to the previous year. The Contenders in this quadrant offer strong basic mobility, end-user computing, desktop engineering and device management services. These providers either offer basic device management and enterprise mobility management (EMM) support and support Microsoft Intune-based device provisioning or provide complete device lifecycle management services alone.

Providers positioned as Product Challengers represent a diverse set of providers. While some providers have robust end-user technology management, including device lifecycle and DEX management, some offer differentiated virtual desktop or desktop-as-a-service offerings. Some offer differentiated device management offerings extending to devices that belong to different industries.

Two providers in this quadrant are Market Challengers with a reputed brand name in the U.S. However, their vision for large accounts is limited with less user technology coverage. Leaders in this quadrant are providers that have proven records in serving large accounts in the U.S. They offer basic device management and virtual desktop services and also differentiate themselves in the market by managing diverse industry-specific devices, leveraging device analytics for experience measurement and enhancement and supporting large accounts sustainability initiatives with decarbonizing device usage.

From the 35 companies assessed for this study, 30 have qualified for this quadrant, with 10 being Leaders and one a Rising Star.

Cognizant leads the market with strong positioning, high revenue and strong case examples in the U.S. It showcases end-user technology services implementation to offer business-level differentiation.

DXC Technology leads with its modern management-focused device management services. It provides automation and analytics-led device refresh management services along with strong automation capabilities.

HCLTech leads the market with its strong portfolio of device management services. It is expanding its services to cater to different industries and frontline workers' needs. It has also expanded its device-as-a-service (DaaS) offering.

Infosys retains its leadership position with a large number of devices under management and its experience offering a vast experience-focused services portfolio based on end-user devices.

Kyndryl has years of experience in device management, virtualization and EUC services. It also has a strong client base for providing these services to clients in the U.S.

NTT DATA has a traditionally strong footprint in the U.S. It provides robust device lifecycle management services, and its analytics-powered device monitoring services are a value add.

TCS' device management services are strongly embedded in its wide experience management capabilities. It offers strong industry-focused services as its key differentiator.

Tech Mahindra's FLEX Digital Workplace service portfolio contains dedicated IP and services for end-user technology management. Its focus on sustainability and industry solutions makes it a leader.

Unisys offers comprehensive end-user technology management and support services. It also offers PowerSuite®, an analytics and DEX-management-focused platform for experience management.

Wipro offers a strong portfolio of services tied to its LiVE Workspace™ services. It differentiates with its unique virtuadesk offering that provides business-level differentiation with traditional virtual desktop services.

Atos (Rising Star) manages a large number of devices and end users in the U.S. with its end-user technology services. It focuses on sustainability and DEX.

Leader

"DXC Technology's modern device management services focus on automation and analytics as key differentiators."

Mrinal Rai

DXC Technology

Overview

DXC Technology is headquartered in Virginia, U.S. and operates in 70 countries. It has more than 130,000 employees globally. In FY23 the company generated $14.4 billion in revenue, with Global Infrastructure Services as its largest segment. It offers end-user technology services through its modern device management and workplace asset management services. They include desktop and mobile management and managing software and hardware assets. DXC Technology manages 1.7 million devices and 290,000 virtual endpoints in North America.

Strengths

Modern device management: DXC Technology offers a comprehensive range of device management services and has robust experience managing large volumes of devices and assets for U.S. clients. It offers asset management services, helping enterprises discover IT assets, standardize and optimize asset data, manage assets through experience monitoring solutions and achieve cost savings. It provides analytics around device performance, stability, responsiveness, application license usage and automated ticket resolution.

Device intelligence and automation capabilities: DXC Technology focuses on device intelligence and automation to improve IT delivery and support, optimize costs and enhance employee experience. It focuses on proactive automation, automatically resolving up to 20 percent of device issue tickets.

Evergreen Hardware: DXC Technology supports its clients' go-green initiatives and provides analytics to support the right-sized devices for employee needs. Its analytics improves proactive performance and extends device life. It also supports user self-service and device refresh through the DXC UPtime™ platform and provides device lifecycle management in a consumption-based model. Its performance-based refresh services can reduce the typical hardware refresh cycle times of 25-35 percent to 5-17 percent, thereby reducing carbon emissions and cost.

Caution

DXC Technology has recorded a dip in number of managed desktop devices. It now focuses less on clients with only legacy requirements. Majority of U.S. clients with end-user technology services requirements mostly fall in this category.

Managed Workplace Services – End-user Technology - Mid Market

Who Should Read This Section

This report is relevant to midmarket enterprise clients across industries in the U.S. for evaluating providers of managed workplace services end-user technology.

In this quadrant, ISG highlights the current market positioning of providers that offer managed workplace services to midmarket enterprises in the U.S. and how each provider addresses the key challenges faced in the region.

Midmarket enterprises in the US and worldwide are heading toward a hybrid business model to meet the current dynamic demands of their workforce and improve workplace scalability. With the growing traction of end-user technology, midmarket enterprises in the US want to transform their workplace by adopting a modern management approach. Therefore, these enterprises are looking for providers that offer highly customized and dedicated offerings for midmarket enterprises, including remote virtual desktop services, device lifecycle management services and other end-user computing (EUC) technology services.

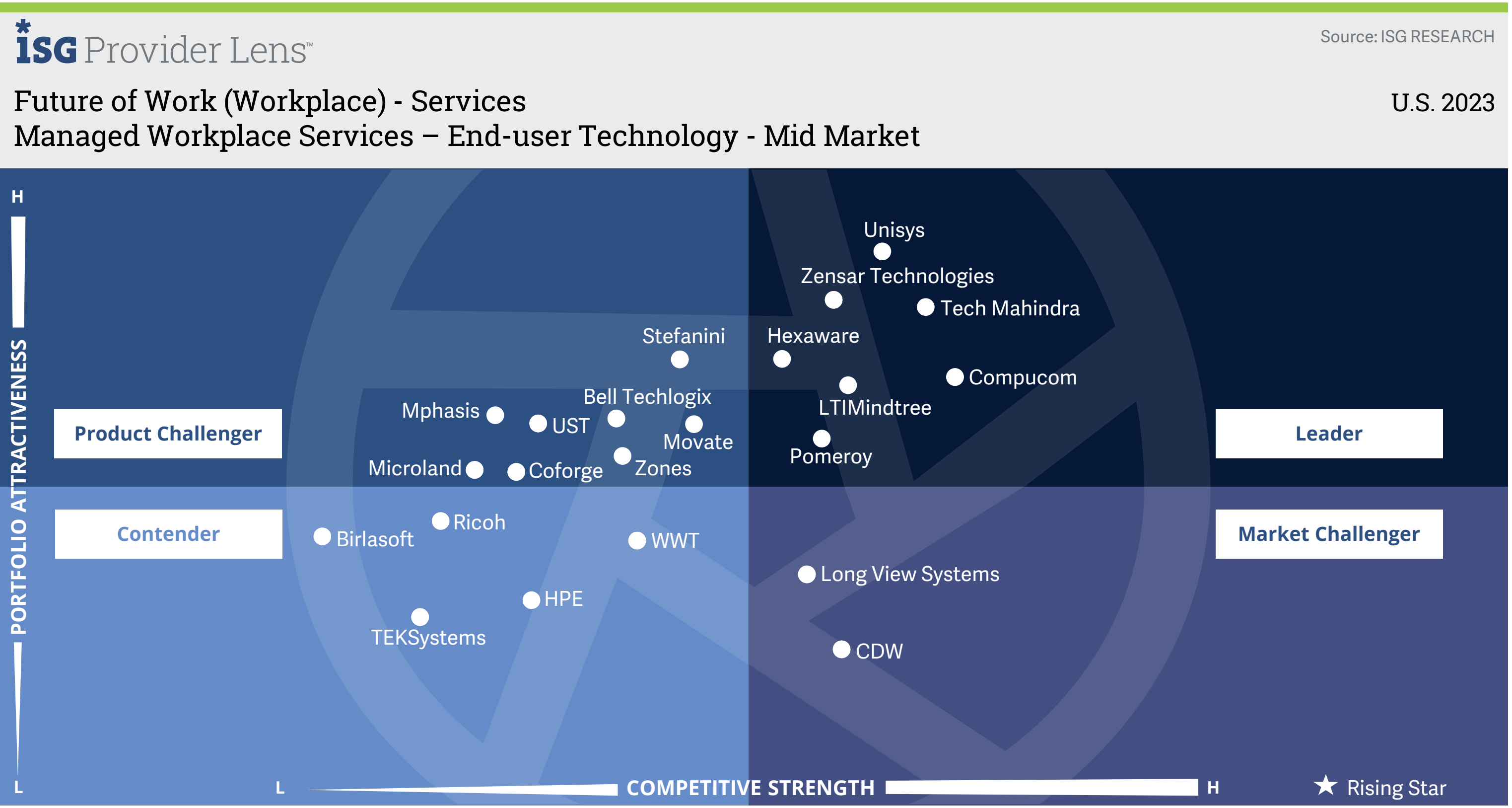
Mid-market enterprises in this region also focus on innovative pricing models closely aligned with their business outcomes. These enterprises want to reduce infrastructure costs and engage with providers that offer outcome-based, pay-as-you-go pricing models or pricing based on the number of users and devices to suit midmarket enterprises' requirements.

CIO leaders should read this report to understand how current processes and protocols influence an enterprise's use of workplace technologies and the potential limitations while adopting new capabilities.

Cybersecurity professionals should read this report to know how providers address significant compliance and security challenges while maintaining a seamless employee experience.

Technology professionals should read this report to understand providers' relative positioning and abilities to help them effectively plan and select managed digital workplace services.

Digital professionals, including facility management leaders, should read this report to understand how managed workplace service providers fit their digital transformation initiatives.



This quadrant assesses managed service providers offering robust **device management**, **mobility support**, **endpoint management** and other **end-user technology services** for **midmarket clients in the U.S.**

Mrinal Rai

Definition

This quadrant assesses service providers that offer managed services associated with end-user technologies that are typically deployed, provisioned and secured by midmarket IT departments for end users and employees. These managed infrastructure services in the digital workplace include end-user enablement through services related to devices, applications, cloud workspaces and workplace security. Providers assessed in the managed services space offer complete end-user computing (EUC) technology services that form the core of the digital workplace. These include device management, patch management, device and application provisioning, virtualized desktops access, device lifecycle management, support for bring-your-own-device (BYOD) initiatives, mobility and telecom expense management, proactive experience management and managing the entire IT infrastructure behind an EX-centric workplace design. Provisioning, managing and securing the devices remain the first basic step to enabling a digital workplace and enhancing EX.

The increasing focus on EX is transforming these services to be more focused on enhancing the experience and catering to the client's respective industry. While these services are typically associated with traditional computing devices and tablets, their scope can be extended to include some industry-specific frontline devices, such as point-of-sale devices for retail and medical equipment devices for healthcare.

Eligibility Criteria

1. **Provide support for unified endpoint management (UEM)** and **mobility management**. Also, support application provisioning, patch management and enterprise mobility management
2. Provide complete **device lifecycle management services**, including support for device procurement, enrollment, app provisioning, support, management, disposal and recycling (**Device-as-a-Service**). Services should cover device sourcing and logistics and Device as a Service for security
3. Demonstrate experience in providing **remote virtual desktop services** on-premises and on the cloud (**Desktop-as-a-Service**)
4. **Manage devices in the respective countries** in the study, with at least 25 percent of the devices managed outside the provider's home region
5. **Strong local presence** with a majority of workplace engagements around **EUC services**

Observations

This ISG report defines the U.S. midmarket as clients with 5,000 or less end users or employees. The managed workplace services end-user technology midmarket quadrant positions some of the local providers that mostly have clients with only local presence in the U.S. and no or little presence outside the U.S. A few large-scale global service providers are also equally popular in this segment.

The providers positioned as Contenders in this quadrant have some local presence with device management services. Providers positioned as Product Challengers in the quadrant are strategically targeting midmarket clients. They also have a strong end-user computing managed services portfolio. These providers either have strong credentials in enterprise mobility management (EMM) and mobile device management (MDM) or offer strong device lifecycle management or device as a service (DaaS).

The providers identified as Market Challengers have an excellent local presence and offer device lifecycle management services. They have strong brand positioning in the midmarket segment. Providers identified as Leaders in this quadrant are popular in the midmarket client segment. They have many midmarket clients for digital workplace and end-user technology services. They also offer OpEx-based services to this market and device lifecycle management services with lucrative pricing and a focus on virtual desktop services and DaaS offerings.

From the 35 companies assessed for this study, 22 have qualified for this quadrant, with seven being Leaders.

Compucom retains its leadership position third year in a row due to its focused services for midmarket clients and increasing focus on experience measurement and analytics. It uses analytics and DEX support to offer midmarket clients opportunities to enhance EX and reduce costs.

Hexaware provides comprehensive device management and virtual desktop services. These are empowered by analytics and insights offered through its Tensai® platform.

LTIMindtree leads with its Follow-Me-IT (FIT) platform, strong capabilities in managing diverse virtual desktop environments and the LTI Canvas offering.

Pomeroy

Pomeroy provides strong device as a service, modern management, provisioning, logistics and support services for midmarket clients in the U.S. Approximately 40 percent of its clients are from small- and medium-sized businesses in the U.S.

Tech Mahindra has retained its leadership position in this quadrant. It offers a consumption-based digital workplace offering designed especially for midmarket clients. Its focus on vertical device management and sustainability is an added advantage.

Unisys provides dedicated service offerings for midmarket clients. With a renewed focus on the midmarket segment, it has again been positioned as a leader in this quadrant.

Zensar's robust managed device services support for VDI, UEM and DaaS makes it a strong leader in the midmarket segment.

Digital Service Desk and Workplace Support Services

Who Should Read This Section

This report is relevant to enterprises across industries in the U.S. for evaluating digital service desk and workplace support service providers.

In this quadrant, ISG highlights the current market positioning of digital service desk and workplace support service providers in the U.S. and how each provider addresses the key challenges faced in the region.

Enterprises in the US continue to focus on building the service desk of the future with AI, analytics and automation capabilities to offer preemptive and proactive support to their users. Enterprises in this region want to reduce the total cost of operations, focusing on next-generation service desks with process standardization and chatbots for task automation and self-service. Therefore, enterprises want to engage with providers that go beyond the traditional IT help desk and deliver modern and personalized IT service desk experience and onsite support to further enhance employee experience.

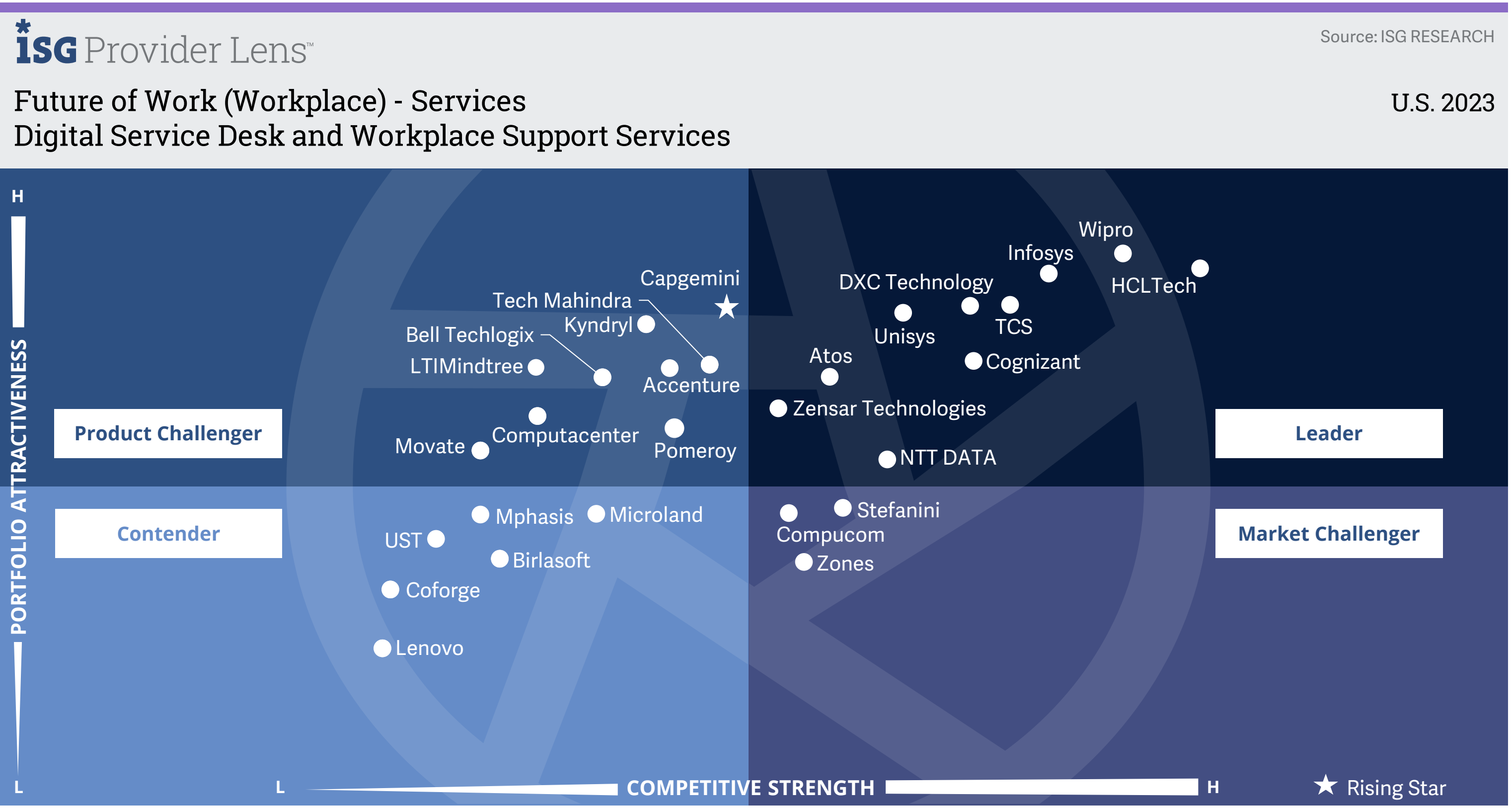
US-based enterprises are focusing on a data-driven approach to prioritize user experience by fixing IT support issues before employees are impacted. AI has now become a main component of the digital workplace, including service desks. With the introduction of generative AI tools, enterprises in this region are eager to explore the benefits of these tools in boosting workplace productivity and enhancing user experience.

Technology professionals, including workplace technology leaders, should read this report to know providers that can help them modernize service desk and workplace support services.

Digital professionals, including facility managers, should read this report to understand how digital service desk and workplace support service providers fit their digital transformation initiatives.

Field service professionals should read this report to understand how service providers implement and expand the uses of workplace services to better manage field service operations.

Procurement professionals should read this report to better understand the current landscape of digital service desk and workplace support service providers in the U.S.



This quadrant assesses **managed service providers** offering new-age service desk and **support functions** and **EX enhancement services** using **automation** and **analytics**.

Mrinal Rai

Definition

This quadrant assesses service providers that offer modernized support services, including workplace support, service desk services, onsite/field support, tech bars and cafés, DigiLockers, uber-style field support and automation-enabled omnichannel support for chat and voice. These services encompass automated proactive technical support and cloud platforms to offer always-on systems. The providers leverage local onsite field support and digitally transformed services through AI and other cognitive technologies for user-facing tasks and help achieve significant cost savings.

Service desk and support services are typically outsourced as part of overall managed workplace services and as standalone services. Traditionally, these services depended solely on the skills of human agents who would take call support requests. The agents' performances were tracked via service level KPIs such as average call handling time. However, with increasing usage of automation, ML and contextual AI, support services have gone through a complete transformation with less dependent on voice and increasing support from automated chatbots, knowledge articles, peer support and implementation of the latest technologies such as augmented and virtual realities. These services also include field and onsite support that require expert technicians to visit the location of the employee to fix the devices and issues. This calls for a strong local presence via own staff or through partnerships to provide the required hands and feet support. Organizations with large office campuses also deploy services such as IT vending machines and tech bars to provide in-person support.

Eligibility Criteria

1. **Provide managed service desk** and **workplace support services** through both human and virtual agents
2. **Offer remote and onsite field support plus in-person technical assistance**, leveraging augmented reality **and/or** virtual reality (AR/VR)
3. Ability to set up and support self-help **kiosks, tech bars, IT vending machines** and **DigiLockers**
4. **Use data-driven enriched analytics** to support **self-service**, **automatically resolve tickets** and generate actionable insights
5. **Provide automated and contextualized support** for end users based on their roles and work
6. **Ability to quantify workplace support function performance** beyond traditional service metrics
7. **Have strong local presence** with a majority of workplace engagements around support services

Observations

Provider positioning in this quadrant has changed slightly compared with 2022. With the advent of generative AI, the scope of automation and intelligence in digital service desks has increased significantly. Most service providers in this quadrant already integrate technology in their service mix, while the leading players engage with their clients with proof of concept. Some providers are working on actual use cases to support human service desk agents and improve user self-help. The Contenders in this quadrant have developed AI-enabled service desk services leveraging analytics and user self-help. However, they either lack experience in managing complex user scenarios or in their presence in the U.S. for field and onsite support. Market Challengers have a strong local presence and considerable resources to provide onsite support. However, their service desk services lack the latest technology elements to enable desk agents or support user self-help. Some of these providers focus more on automated incidence leveraging proactive resolution and predictive intelligence and are competent in offering end-user technology enablement services. The providers positioned as Product Challengers offer differentiated support services focusing on diverse technologies such as AR/VR-based support, high volume of incidence resolution through automation, higher first call resolution rate and faster service transitioning time. The Leaders in this quadrant generate high revenue, have several clients and can showcase more case examples with automation-led service desk services. They also have high customer satisfaction scores and stronger brand positioning in the U.S. market.

From the 35 companies assessed for this study, 29 have qualified for this quadrant, with 10 being Leaders and 1 Rising Star.

Atos

Atos is a strong leader in managed digital service desk and workplace support services. Its leadership can be attributed to its renewed focus after restructuring and its ability to leverage AI technology to provide differentiated support.

cognizant

Cognizant's WorkNEXT™ offers focused workplace support by leveraging its strong partnership with ServiceNow. It has developed a number of solutions and IPs on ServiceNow to strengthen its service desk and field support services.

DXC TECHNOLOGY

DXC Technology's UPtime Digital Assistant and automation and analytics-focused support services are aimed at deflecting incident tickets, AI-based learning and user adoption. It has many clients in the U.S. for its digital workplace support services.

HCLTech

HCLTech continues to innovate with automation and the latest technologies to provide differentiated support services. It leverages AI and generative AI to empower LUCY, its virtual agent, and transform field support.

Infosys

Infosys leverages its deep AI expertise and recent innovations, such as Topaz, to strengthen its digital support and service desk services. It also leverages Infosys Cortex to empower its support function further.

NTT DATA

NTT DATA provides Nucleus-enabled AI-powered workplace service desk and support services. Its Workplace Resource Center (WRC) is a unified channel support service. It has a strong presence in the U.S. and shares many success stories of service desk support.

tcs TATA CONSULTANCY SERVICES

TCS leverages its Cognix platform, Machine First Delivery Model (MFDM) and generative AI to provide differentiated AI-enabled workplace support services.

Unisys offers InteliServe as a strong platform that leverages AI and analytics to provide experience-focused user support services.

Wipro not only focuses on AI and generative AI–enabled service desk and support services but also provides AR-assisted support services.

Zensar uses a number of homegrown IP assets and accelerators to enhance user experience while offering service desk and workplace support services.

Capgemini (Rising Star) focuses on using automation, generative AI and other latest technologies to strengthen its workplace support functions. It enables enterprise clients to adopt digital technologies, contributing to its leadership position.

Leader

"DXC Technology's strong analytics and automation capabilities and its partnership with hyperscalers like Microsoft and AWS make it a Leader in this quadrant."

Mrinal Rai

DXC Technology

Overview

DXC Technology is headquartered in Virginia, U.S. and operates in 70 countries. It has more than 130,000 employees globally. In FY23 the company generated $14.4 billion in revenue, with Global Infrastructure Services as its largest segment. The company's digital support service offering includes service desk and site support services. In digital service desk and workplace support services, DXC Technology has more than 90 large account clients in the U.S. It has resolved over 85 percent of the interactions on the first contact.

Strengths

Digital support capabilities: The support services are underpinned by automation and analytics to reduce mundane tasks and empower employees with a consumer-like and personalized support experience. DXC, with its walk-in centers, IT vending lockers and machines, digital assistants and video kiosks, helps employees engage intuitively with IT support to quickly resolve issues and fuel business growth. It provides service desk services from Tulsa and Plano in the U.S. and supports English and Spanish languages.

Delivering real outcomes: DXC's modern workplace services focus on delivering six real outcomes to its clients to enhance their experiences. These outcomes include a reduction in IT incidents, ticket deflection, an increase in the Net Promoter Score, a reduction in carbon footprint, an increase in employee productivity and a reduction in the total cost of ownership.

Differentiated services: DXC's digital support services empower its clients to improve their employees' experiences. Capabilities of its digital support include digital acceleration (full modernization, AI learning), engaging personalization (digital languages, real-time chat translation) and effectiveness (first-contact resolution, customer satisfaction). All these capabilities differentiate the company in delivering digital support.

Caution

DXC Technology witnessed slight decrease in the number of users managed in the U.S. Of its existing clients, 90 percent are engaged in traditional SLAs; only 5 percent are engaged in an XLA model focused on automated ticket resolution and 5 percent in XLA focused on user self-help.

Appendix

The ISG Provider Lens™ 2023 – Future of Work (Workplace) - Services report analyzes the relevant software vendors/service providers in the U.S. market, based on a multi-phased research and analysis process, and positions these providers based on the ISG Research™ methodology.

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The research and analysis presented in this report includes research from the ISG Provider Lens™ program, ongoing ISG Research™ programs, interviews with ISG advisors, briefings with services providers and analysis of publicly available market information from multiple sources. The data collected for this report represents information that ISG believes to be current as of August 2023, for providers who actively participated as well as for providers who did not. ISG recognizes that many mergers and acquisitions have taken place since that time, but those changes are not reflected in this report.

All revenue references are in U.S. dollars ($US) unless noted.

The study was divided into the following steps:

1. Definition of Future of Work (Workplace) - Services market
2. Use of questionnaire-based surveys of service providers/ vendor across all trend topics
3. Interactive discussions with service providers/vendors on capabilities & use cases
4. Leverage ISG's internal databases & advisor knowledge & experience (wherever applicable)
5. Use of Star of Excellence CX-Data
6. Detailed analysis & evaluation of services & service documentation based on the facts & figures received from providers & other sources.
7. Use of the following key evaluation criteria:
   * Strategy & vision
   * Tech Innovation
   * Brand awareness and presence in the market
   * Sales and partner landscape
   * Breadth and depth of portfolio of services offered
   * CX and Recommendation

Lead Analyst

Mrinal Rai

Assistant Director and Principal Analyst

Mrinal Rai is the Principal Analyst for Digital Workplace and enterprise collaboration. His area of expertise is digital workplace services and enterprise social collaboration both from a technology and business point of view. He covers key areas around the Workplace and End User computing domain viz., modernizing workplace, Enterprise mobility, BYOD, VDI, managed workplace services, service desk and modernizing IT architecture. In Social business collaboration, he focuses on enterprise social software, content collaboration, team collaboration, social media management and chatbot platforms.

He has been with ISG for close to 10 years and has more than 14 years of industry experience. Mrinal works with ISG advisors and clients in engagements related to workplace modernization, social intranet, collaborative workplace, cloud-based VDI, end user computing and service desk. He is also the ISG official media spokesperson in India.

Co-author and Research Analyst

Sonam Chawla

Senior Analyst

Sonam Chawla is a senior analyst at ISG where she co-authors and supports Provider Lens™ studies on Microsoft Partner Ecosystem, Future of Work – Services and Solutions, Cybersecurity Solutions and Services. Sonam comes with an experience of over 5 years in market research industry and is skilled in secondary research, report writing and company profiling. Her areas of expertise include digital workplace, enterprise collaboration, employee experience services, and conversational AI.

She supports lead analysts in the research process and authors Enterprise Context and the Global Summary reports, highlighting regional as well as global market trends and insights. In addition, she also handles custom engagement requests from providers and advisors. Prior to this role she has worked as research analyst, where she was responsible for authoring syndicated research reports as well as consulting research projects.

IPL Product Owner

Jan Erik Aase

Partner and Global Head – ISG Provider Lens™

Mr. Aase brings extensive experience in the implementation and research of service integration and management of both IT and business processes. With over 35 years of experience, he is highly skilled at analyzing vendor governance trends and methodologies, identifying inefficiencies in current processes, and advising the industry. Jan Erik has experience on all four sides of the sourcing and vendor governance lifecycle - as a client, an industry analyst, a service provider and an advisor.

Now as a research director, principal analyst and global head of ISG Provider Lens™, he is very well positioned to assess and report on the state of the industry and make recommendations for both enterprises and service provider clients.

ISG Provider Lens™

The ISG Provider Lens™ Quadrant research series is the only service provider evaluation of its kind to combine empirical, data-driven research and market analysis with the real-world experience and observations of ISG's global advisory team. Enterprises will find a wealth of detailed data and market analysis to help guide their selection of appropriate sourcing partners, while ISG advisors use the reports to validate their own market knowledge and make recommendations to ISG's enterprise clients. The research currently covers providers offering their services across multiple geographies globally.

For more information about ISG Provider Lens™ research, please visit this webpage.

ISG Research™

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ISG offers research specifically about providers to state and local governments (including counties, cities) as well as higher education institutions. Visit: Public Sector.

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ISG

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For more information, visit isg-one.com.

SEPTEMBER, 2023

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