Everest Group®

Everest Group Digital Workplace Services PEAK Matrix® Assessment 2024 – Mid-market Enterprises

Focus on Unisys

October 2024

PEAK MATRIX®

Introduction

After a period of substantial growth, the digital workplace market has experienced a slowdown, primarily due to global macroeconomic challenges. These conditions have accelerated the realization phase for organizations, prompting them to focus on maximizing the value of their prior investments. However, the next few years are expected to see a resurgence in investment trends, characterized by a strategic blend of cost optimization and transformative initiatives. At the forefront of this shift is the integration of generative AI, which is set to play a crucial role in driving organizational change.

Mid-market digital workplace customers share similar priorities with larger enterprises but approach them differently. While large organizations have the resources to develop complex, highly customized solutions, most Small and Midsize Businesses (SMBs) focus on cost efficiency and prefer staggered investments through shorter, more agile engagements. In response to these distinct demand themes and the evolving workplace landscape, service providers are increasingly investing in different initiatives

and building unique offerings and IP assets to support mid-market clients in their digital workplace transformation.

In this report, we present an assessment of 21 digital workplace service providers featured on the Digital Workplace Services PEAK Matrix® Assessment 2024 – Mid-market Enterprises.

The full report includes the profiles of the following 21 leading digital workplace service providers featured on the Digital Workplace Services PEAK Matrix® Assessment 2024 – Mid-market Enterprises:

- **Leaders:** Cognizant, Compucom, Lenovo, Movate, Pomeroy, Stefanini, and Unisys

- **Major Contenders:** Bell Techlogix, Coforge, Happiest Minds, LTIMindtree, Microland, Milestone Technologies, Mphasis, Randstad Digital, Sutherland Global, UST, and Zones

- **Aspirants:** Dexian, GAVS Technologies, and Itransition

Scope of this report

Geography: Global

Industry: 21 leading digital workplace service providers

Services: Digital workplace services

Digital workplace services – mid-market enterprises PEAK Matrix® characteristics

Leaders

Cognizant, Compucom, Lenovo, Movate, Pomeroy, Stefanini, and Unisys

- Leaders showcase high expertise and experience in delivering end-to-end workplace engagements, while maintaining client satisfaction through their balanced portfolio, coherent vision, and robust suite of agnostic and contextualized IP and solutions, supported by skilled talent and strong delivery capabilities

- Further, these providers have been able to effectively leverage next-generation themes such as Copilot and generative AI, backed by their expansive partnerships with technology vendors, niche providers, and start-ups to co-create solutions and engage in joint Go-to-market (GTM) in this space to deliver quick business outcomes to enterprises

- However, despite this, Leaders face tough competition from Major Contenders in both retaining and winning new deals and must continue enhancing their capabilities to offer clients unique benefits

Major Contenders

Bell Techlogix, Coforge, Happiest Minds, LTIMindtree, Microland, Milestone Technologies, Mphasis, Randstad Digital, Sutherland Global, UST, and Zones

- While these providers continue to strive to augment their broader workplace capabilities with targeted investments in developing their suite of IP and technology, delivery capabilities, and partnership ecosystem, their end-to-end workplace services capabilities continue to have some visible gaps

- Despite building meaningful capabilities across workplace segments, their portfolio and delivery capabilities are not as balanced as Leaders', reflecting in their relative market success

- However, these providers are making targeted investments in talent skills, delivery frameworks, internal IP, and partnerships to address capability gaps, positioning themselves as strong contenders to Leaders in workplace services

Aspirants

Dexian, GAVS Technologies, and Itransition

- Aspirants' workplace services show gaps in service scope, internal IP maturity, and coverage across industry verticals and geographies

- However, these provides are focused on expanding their workplace capabilities through investment in service flexibility, experience-centricity, and technology partnership to help generate major workplace revenue and improve market positioning

Everest Group PEAK Matrix®

Digital Workplace Services PEAK Matrix® Assessment 2024 – Mid-market Enterprises | Unisys is positioned as a Leader

Everest Group Digital Workplace Services PEAK Matrix® Assessment 2024 – Mid-market Enterprises[1]

- ● Leaders
- ● Major Contenders
- ○ Aspirants
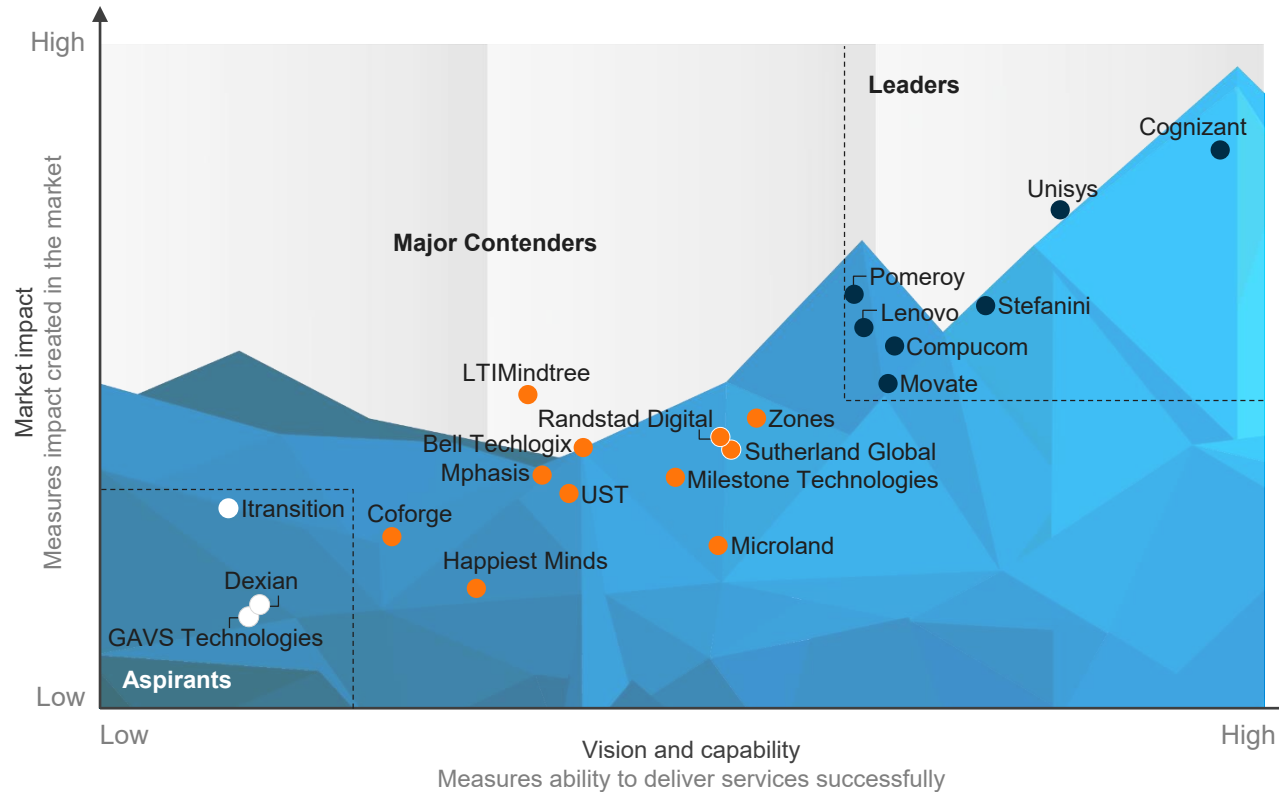
1 Assessments for Dexian and Coforge excludes service provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, provider public disclosures, and Everest Group's interactions with buyers
Source: Everest Group (2024)

Unisys profile (page 1 of 5)
Overview

Vision for Digital Workplace Services (DWS)

Unisys' goal is to make sure that all three aspects of the workplace are working in harmony without conflict: the digital, physical, and human workplace. Unisys is addressing the failed promise of IT including the question as to how to make use of generative AI in a way that improves both business productivity and employee experience.

To achieve this, Unisys focuses first on its client's business goals and challenges with key client-centric goals in mind. That thought process helps Unisys to focus on workplace services and support model by identifying the key employee personas. The next step in the process is to determine how to define and measure each persona's workplace experience with appropriate Experience Level Agreements (XLAs).

DWS revenue (CY 2023)

<US$50 million	US$50-100 million	US$100-200 million	**>US$200 million**

● N/A (0%)　　● Low (<10%)　　● Medium (10-25%)　　● High (>25%)

By geography

● North America　　● United Kingdom and Ireland　　● Europe

● Asia Pacific　　● Latin America　　● Middle East and Africa

DWS revenue mix (CY 2023)

● N/A (0%)　　● Low (<10%)　　● Medium (10-25%)　　● High (>25%)

By services segment

● Service desk	● Deskside support	● Enterprise mobility
● Desktop management and virtualization	● Unified Communication and Collaboration (UCC)	● IT Service Management (ITSM)
● Asset management	● Smart workplace	● Gen AI in workplace
● Workplace automation		

By industry

● BFSI	● Energy and utilities	● Manufacturing
● Electronics, hi-tech, and technology	● Healthcare and life sciences	● Telecom, media, and entertainment
● Public sector	● Retail and CPG	● Travel and transport

By buyer size

● Small (annual revenue <US$500 million)	● Mid (annual revenue US$500 million-1 billion)	● Medium (annual revenue US$1-5 billion)
● Large (annual revenue >US$5-20 billion)	● Mega (annual revenue > US$20 billion)	

Unisys profile (page 2 of 5)
Solutions

Proprietary solutions for digital workplace services

Solution name	Details
U-Pass	• This solution helps in testing for COVID-19 and validating the employees for return to work. Unisys provides consultation, implementation, and managed support services for this solution • It also includes integrated health testing for passengers of cruise lines, entertainment venues, and airlines
PowerSuite	This solution monitors and manages the UC reliability, usage, and governance to improve employee experience and reduce the licensing cost and risk associated with UC. Unisys claims that this solution improves UC quality and reliability from 15% to 25%.
InteliServe™	This solution automates and simplifies employee support requests using AI, analytics, and automation.
Family Now	This solution is an advanced mobile digital workplace solution for social workers.
Exodus	This solution enables the auto un-enroll and re-enroll of devices when migrating to a new enterprise mobility management platform without losing data or profiles.
Chrome OS Management Platform	This solution provides an enterprise-ready platform to easily set, monitor, and manage policy and applications for their estate of Chrome OS devices.

Unisys profile (page 3 of 5)

Recent investments

Digital workplace services investments

Investment name/theme	Details
Innovation and investments	• Invested in integrating the PowerSuite platform and 1E Tachyon into a single dashboard for a better employee experience • Invested in modernizing its field service management system; the new platform provides a mobile interaction for an Uber-like experience and supports the collection of experience data to support its XLAs • Partnered with Plug and Play to perform innovation sessions to quickly identify the start-ups and niche service providers, driving the latest changes in the digital workplace • Invested in a gen AI CoE to develop client-specific solutions
Acquisitions	• Acquired Unify Square, a US-headquartered firm that has a UC consulting capability along with the PowerSuite platform, which monitors and manages the UC experience; it can expand from XLA 1.0 to XLA 2.0 • Acquired Mobinergy, a France-headquartered firm that has modern device management capabilities; Unisys claims that the Exodus platform can expedite client Mobile Device Management (MDM) migration and provide experience management offerings
Talent development	• Invested in the hiring and development of talent with skills in experience monitoring and management • Invested in a partnership with Neurodiversity In The Workplace (NITW) to expand the service desk workforce • Invested in expanded capabilities and skills for our Frontline Worker services (work at heights, IoT setup and configuration)

Unisys profile (page 4 of 5)
Partnerships

Digital workplace services partnerships

Partner name	Details
Microsoft	• Leverages this partnership as a gold partner to form a joint force to deliver new capabilities to increase user productivity, while ensuring that the data is secure • Leverages this partnership to utilize Azure Open AI to create client-specific gen AI solutions, and speech-to-text and text-to-speech
Google	• Leverages this partnership through the Google Cloud Partner Advantage program as a Google Cloud and Google workplace reseller partner • Leverages this partnership to deliver outcome-based and end-to-end cloud services to its clients
Dell	Leverages this partnership to co-create and co-deliver Device-as-a-Service (DaaS) with Dell PCs and jointly develop the VDIaaS offering
Amazon	Leverages this partnership to use Amazon Workspace for entry-level DaaS, language translation, and speech-to-text and text-to-speech
NexThink	Leverages this partnership for collecting performance data on personal devices that it uses in proactive problem management
Lenovo	Leverages this partnership to co-create and deliver the DaaS offering
Genesys	Leverages this partnership to provide its Cloud Contact Center in InteliServe along with AI-based agent assist functions
XLACollab	Leverages the partnership for consultive guidance in Unisys' XLAs
Service Now	Leverages this partnership to provide the ITSM platform in InteliServe and also, as a centerpiece of the Service Now consulting and implementation practice
SIPCOM	Leverages this partnership for its UC services and PowerSuite platform
Metrikus	Leverages this partnership for smart conference room and workplace facilities monitoring and management technology
Signifi	Leverages this partnership to provide smart lockers and vending machines
Help Lightning	Leverages this partnership in merging reality capabilities for field services
UiPath	Leverages this partnership to utilize RPA technology for solutions

Other digital workplace partnerships include BT, VMware, AppSpace, Zoom, 1E, ReadSpeaker, Bright Horse, Plug and Play Tech Center, and Inspire Health.

Unisys profile (page 5 of 5)

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

- Unisys has enhanced its workplace consulting services by offering expertise in various niche domains such as Microsoft Copilot guidance and voice and conferencing, differentiating it from its peers

- Unisys' data-driven digital workplace narrative, powered by its AI-enabled PowerSuite platform, would appeal to enterprises seeking analytics-led workplace transformations

- Mid-market enterprises and SMBs seeking experience-centric transformations would find value in Unisys' Experience-as-a-Service (XaaS) offering, that measures device performance data and human sentiments to provide EX insights

- Enterprises seeking strong sustainability-led solutions would find Unisys to be a relevant partner owing to its credible proof points and data points in this space, powered by PowerSuite

Limitations

- Unisys needs to focus on strengthening its long-term workplace vision and strategy and effectively articulate strong business value to potential clients, to differentiate itself from its peers

- Enterprises should also be wary of Unisys' huge disparity in IP where the workplace transformation narrative revolves around a few well-known IP, potentially masking gaps in proof points and capabilities in other segments

- Enterprises seeking a partner with strong emphasis on next-generation capabilities such as generative AI and Copilots might find Unisys to be lagging when compared to its peers given its limited focus and investment in this space

- Clients believe Unisys' offering-led narrative does not strike a chord with their business needs and challenges
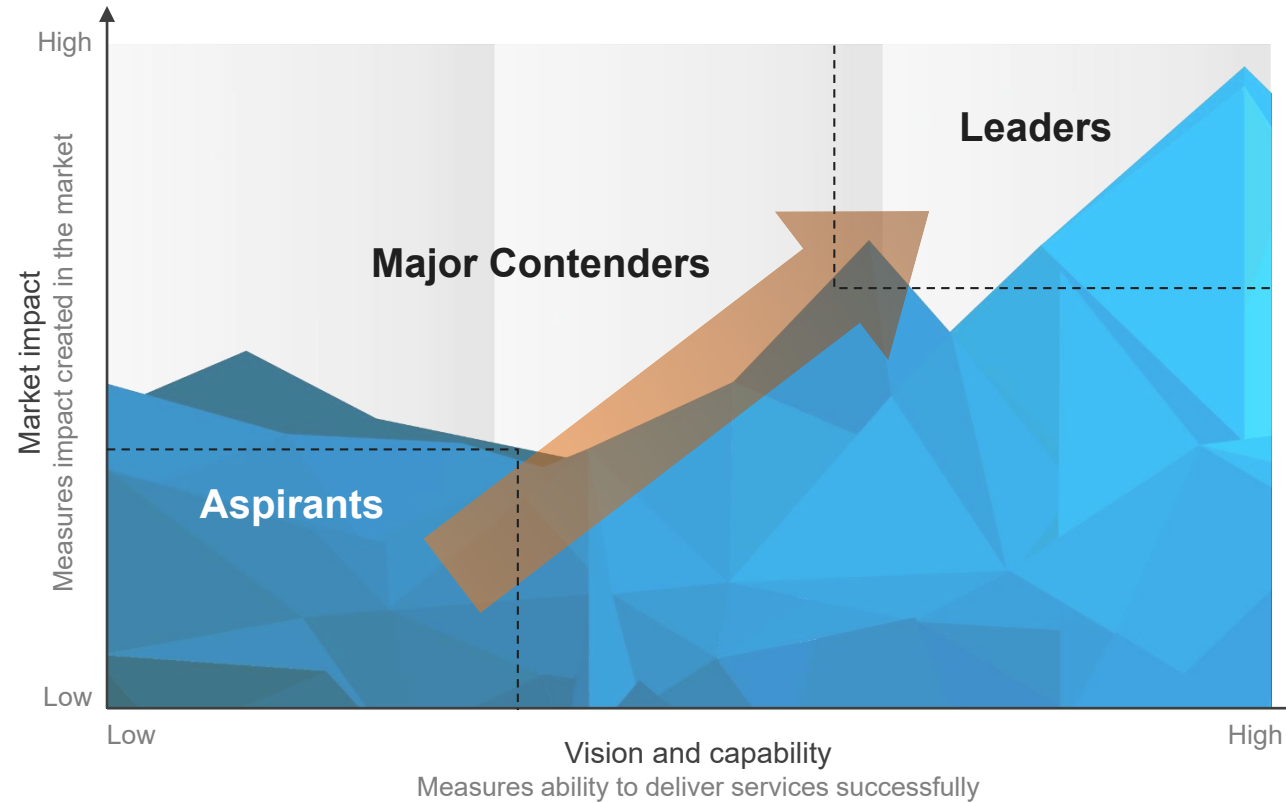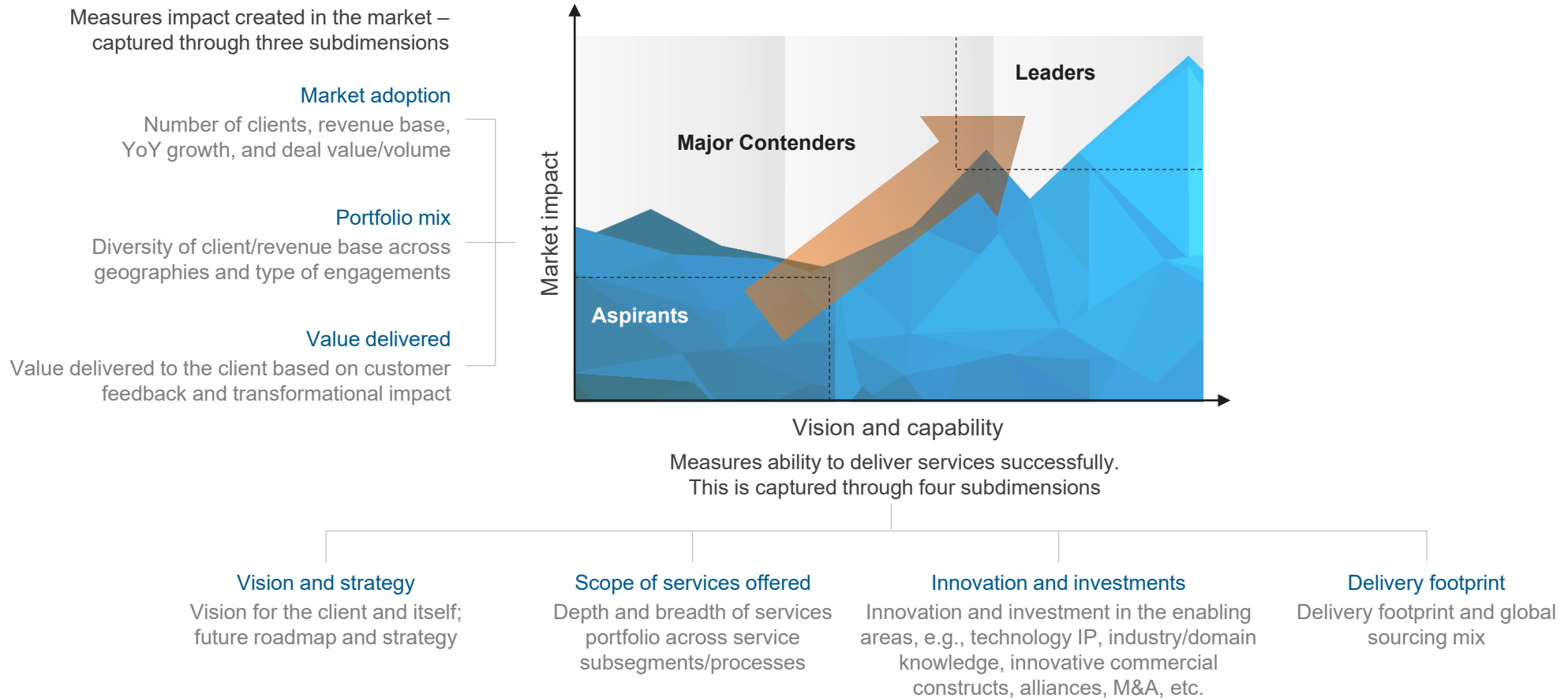
Appendix

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

Market impact (y-axis)

Vision and capability (x-axis)

Leaders

Major Contenders

Aspirants

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.

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