



Everest Group PEAK Matrix[®] for Digital Workplace Service Provider 2022 – North America

Focus on Wipro
September 2022



Background of the research

- With enterprises focusing on digital transformation initiatives, the digital workplace services market recovered rapidly in 2021. It is expected to continue its strong growth trajectory in 2022, as enterprises attempt to drive maximum value in the hybrid work model, from their recent workplace investments done during the pandemic, through partnership with a right-fit service provider
- The digital workplace market in North America has higher preference for shorter transformation timelines, agile work methodologies, and process optimization. Also, due to the recent Great Resignation Movement and a heightened talent war, there is a higher demand for employee experience-centric solutions and transformations within this region. Further, considering the maturity of this market, the propensity to adopt next-generation workplace offerings remains high
- In this research, we present an assessment of 25 digital workplace service providers featured on the [Digital Workplace Services PEAK Matrix® Assessment 2022 – North America](#).

The assessment is based on Everest Group’s annual RFI process conducted over Q1 and Q2 2022, interactions with leading digital workplace service providers, and an analysis of the digital workplace services marketplace in the North American region.

The full report assessed the following 25 service providers on the digital workplace services PEAK Matrix® – North America:

- **Leaders:** Cognizant, HCL Technologies, Infosys, NTT DATA, TCS, and Wipro
- **Major Contenders:** Accenture, Atos, Capgemini, CGI, Compucom, DXC Technology, Fujitsu, Kyndryl, Stefanini, Tech Mahindra, Unisys, Zensar, and Zones
- **Aspirants:** Microland, Milestone Technologies, Mindtree, Mphasis, Orange Business Services, and UST

Scope of this report



Geography
North America



Service providers
25 leading digital workplace
service providers



Services
Digital workplace
services

Digital workplace services PEAK Matrix® (North America) characteristics

Leaders:

Cognizant, HCL Technologies, Infosys, NTT DATA, TCS, and Wipro

- The digital workplace services Leaders have established a successful business, driven by years of capability building and experience across different workplace services segments
- These providers have a highly balanced portfolio, display coherent vision, and continue to invest in technology and services capability development (internal IP/tools, partnerships, acquisitions, etc.). They are also focused on talent empowerment, solution contextualization, and sales and marketing enablement
- Leaders are highly proactive in taking their innovations and next-generation service offerings to clients to help them future-proof their workplace environments. In addition, they are increasingly focusing their services on enhancing the workplace experience for end-users
- That said, the current Leaders face a stiff challenge from Major Contenders, in both new and rebid deal situations alike. Leaders need to continue focusing on building effective solutions that are well-balanced and address the seemingly conflicting dual mandate from enterprises for enhanced user experience and services cost optimization

Major Contenders:

Accenture, Atos, Capgemini, CGI, Compucom, DXC Technology, Fujitsu, Kyndryl, Stefanini, Tech Mahindra, Unisys, Zensar, and Zones

- The Major Contenders segment includes a mix of global and regional service providers
- These service providers have built meaningful capabilities to deliver workplace services (both management/run and transformation services); however, their service portfolios are not as balanced and comprehensive as those of Leaders (either in terms of coverage across workplace services segments or geographies or both) – this is also reflected in the scale of market success achieved by these providers (vis-a-vis Leaders)
- However, these service providers are making continued investments in developing internal IP and tools, as well as expanding their service and technology partnership networks in order to plug their capability gaps. They also provide a competitive and innovative pricing structure to clients, thereby positioning themselves as strong challengers to the Leaders in this space

Aspirants:

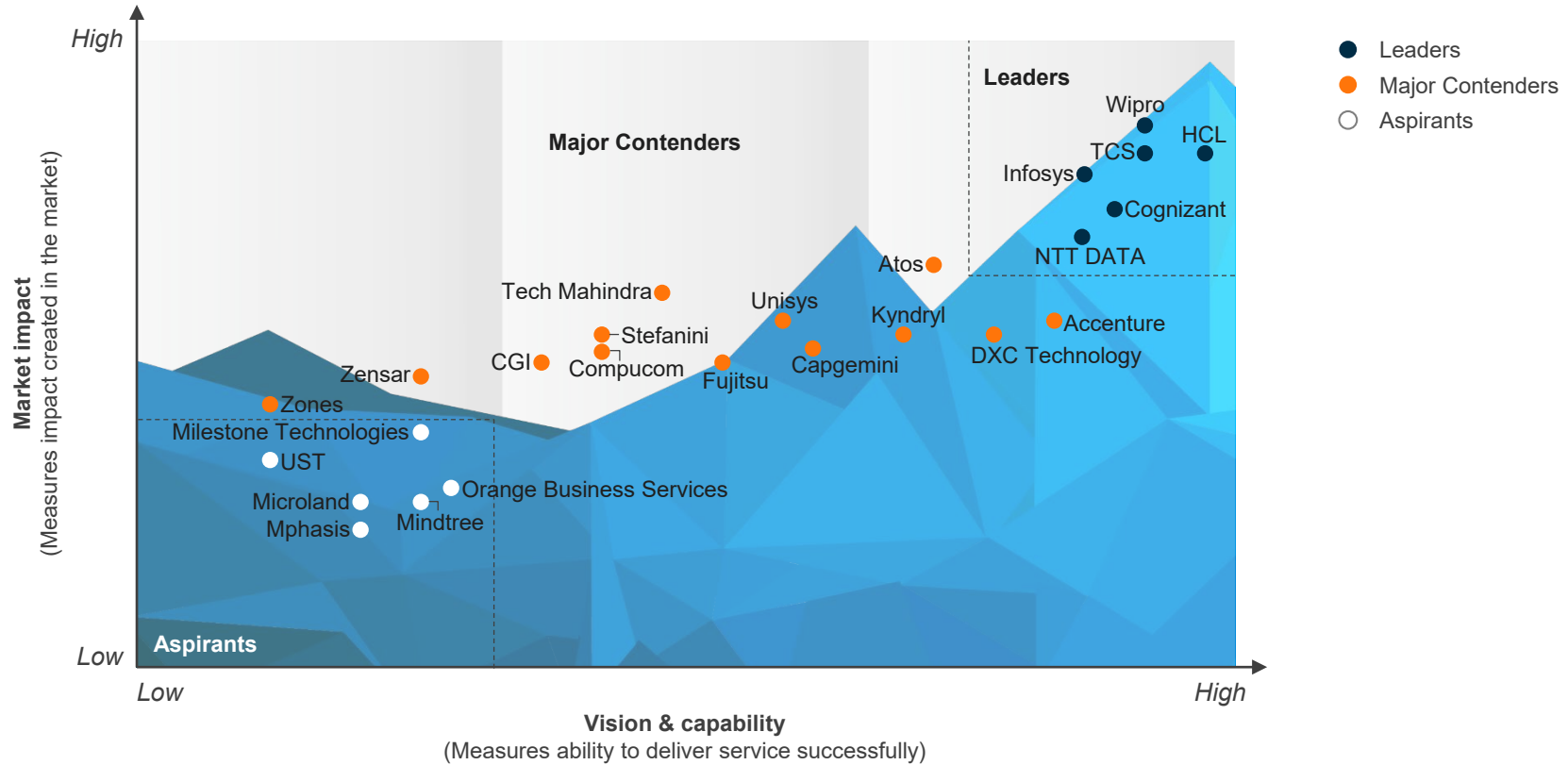
Microland, Milestone Technologies, Mindtree, Mphasis, Orange Business Services, and UST

- The digital workplace services business of Aspirants is at a relatively nascent/initial stage and is not a leading revenue generator for such service providers
- Nevertheless, they are focused on ensuring service flexibility, customer-centricity, and workplace transformation agility to strengthen their mindshare and positioning in the market

Everest Group PEAK Matrix®

Digital Workplace PEAK Matrix® Assessment 2022 – North America | Wipro positioned as Leader

Everest Group Digital Workplace Services PEAK Matrix® Assessment 2022 – North America¹












¹ Assessments for Capgemini, CGI, Fujitsu, and Kyndryl exclude service provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, ongoing coverage of these service providers, service provider public disclosures, and Everest Group's interactions with buyers
 Source: Everest Group (2022)

Wipro | digital workplace services profile – North America (page 1 of 5)

Everest Group assessment – Leader

Measure of capability:  Low  High

Market impact				Vision & capability				
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services	Innovation and investments	Delivery footprint	Overall
								

Strengths

- Wipro has a comprehensive portfolio of integrated offerings in digital workplace, which makes it suitable for enterprises seeking an end-to-end workplace engagement
- Wipro has made multiple acquisitions, such as Capco, Rizing, and Edgile, to strengthen its capabilities on consulting and end-to-end transformation, which can benefit enterprises seeking consulting-led engagements
- Enterprises looking for verticalized solutions will benefit from Wipro’s strong suite of internal IP and industry-contextualized solutions catering to BFSI, healthcare and life sciences, manufacturing, and retail sectors. Some of these solutions are WiproIX for remote patient monitoring and mobility solution for insurance
- Enterprises seeking employee-centric workplace transformations would benefit from Wipro’s Experience Nxt platform, which has been strengthened by its robust partnership with Nextthink, Qualtrics, and Microsoft Viva
- Enterprises can expect a lot of flexibility from Wipro during deal pursuits and contracting

Limitations

- Enterprises looking for a partner in some next-generation themes such as Metaverse and AR/VR might find more mature proof points from peers than Wipro
- Enterprises with lower transformation maturity might get overwhelmed by its complex transformation storyline
- Enterprises from the telecom, media and entertainment, and travel and transport verticals should do further due diligence on its capabilities and market impact in their respective verticals
- Wipro needs to improve its service delivery mix as part of its solutioning to be more competitive in the market
- Clients have expressed concern around Wipro’s ability to acquire and retain top quality talent, especially technicians
- Clients have expressed concern over Wipro’s ability to maximize value from their existing investments

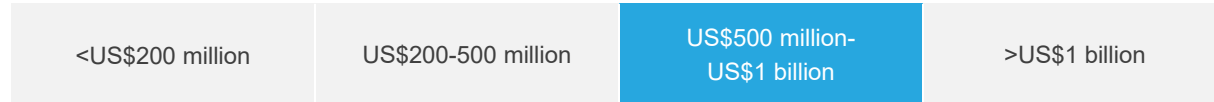
Wipro | digital workplace services profile – North America (page 2 of 5)

Overview

Digital workplace services vision

Wipro's vision is to be the technology partner that digitally transforms workplaces into an employee-centric new work hub, and which blurs lines between the physical, augmented, and digital world while delivering a harmonized employee experience. It focuses on enabling human-digital augmentation that drives business outcomes while prioritizing community, employee well-being, and experience.

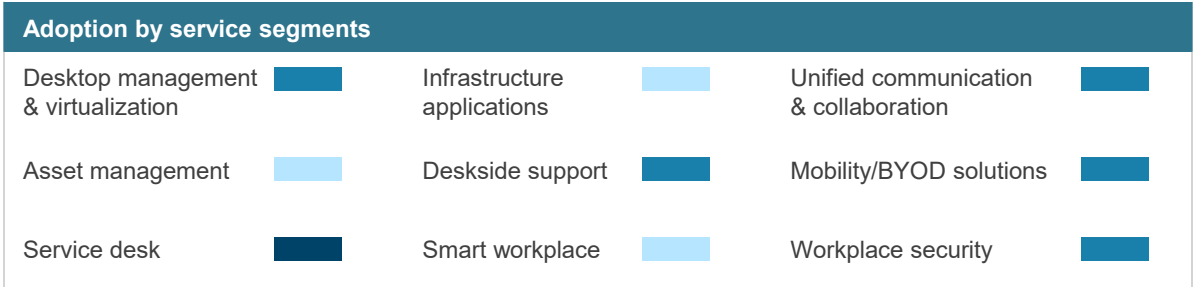
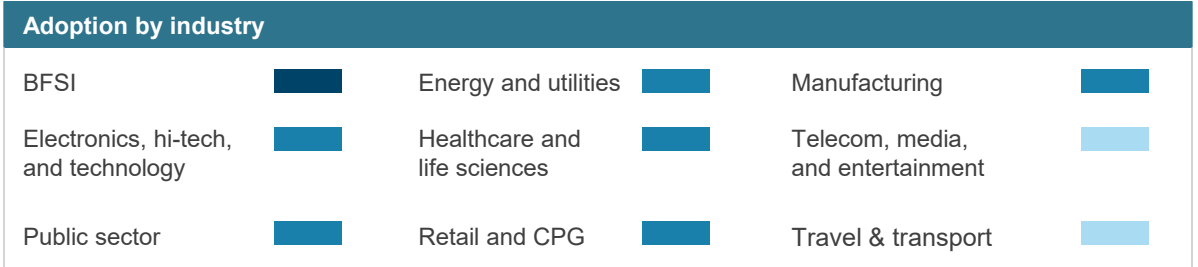
Digital workplace services revenue (2021)



Scope of coverage

- Number of users served through service desk support – ~4.3 million
- Number of service desk contacts managed – ~3.3 million
- Number of deskside/break/fix incidents managed – ~1.2 million
- Total number of end-user devices managed – ~2.4 million

Low (<10%) Medium (10-20%) High (>20%)



Source: Everest Group (2022)

Wipro | digital workplace services profile – North America (page 3 of 5)

Solutions

Proprietary digital solutions (representative list)

Solution	Details
myUniHub	A unified integrated user enablement platform, that provides employees with a user interface coupled with an extensible Application Programming Interface (API) bridge to enhance employee experience and drive employee productivity
ExperienceNXT	An analytics-backed, AIOps-powered solution for experience monitoring and management for predictive support while enabling employee engagement
myConfab	Comprehensive communication and collaboration suite of solutions to promote intentional & contextual collaboration and ensure a resilient hybrid workplace
OneDesk	Comprehensive enterprise service management platform for multi-disciplinary service desk services
Realview	Intelligent visual support solution to transform the field service experience with a digital suite of tools powered by enterprise augmented reality and AI
Liva	Intelligent virtual assistant and first point of contact for all employee issues (IT+ non-IT)
myHubstyle	An automated workplace consulting service that helps customers understand user profiles, technology, and process roadmaps
Modern Management Services	Analytics powered orchestration solution to automate complex workplace processes and maintain an Evergreen IT
Digital Field Services	Uberized field services to a pandemic resistant delivery network along with enablers such as Digi lockers, IT vending machines, TechBars, virtual kiosks for employee's self-service
Clinical Service Desk	24x7x365 support from experts on clinical systems (such as Allscripts, Cerner, Epic, McKesson, Meditech etc.) with end-to-end view across clinical value chain and frictionless support for medical equipment with AR visual assistance & AI-driven interactive insights
Visible Store	In-store experience improvement service with self-help apps for shoppers integrated to stores, hyper-care support, POS device management, footfall analysis, etc. powered by Internet of Things and IFTTT (If this then that) solutions
myUnifiedMobility	Integrated enterprise mobility management services including Unified Endpoint Management, Mobile Content Management, Mobile Application Management, Mobile User Experience Management, Mobility Expense Management, etc.
Secure360	Intelligent solution which simplifies and modernizes endpoint security management with a Zero-trust based unified platform powered by AI/ML, advanced analytics, and automation to prevent, detect, investigate, and respond to known & unknown threats
WaaS360	All-inclusive persona mapped device as a service offered in flexible pricing models

Other digital workplace solutions include VirtuaDesk, Viva, Verticalized workplace solutions for BFSI, Energy & Utilities and Manufacturing, Workplace Maturity Model, Windows 11 as a service, IoTNxT™ platform, Smart i-Connect™, Smart Adopt, wiMigrate, Health COV-ER 'Back to workspace', and Virtual Walk In powered by TruRemote.

Wipro | digital workplace services profile – North America (page 4 of 5)

Partnerships

Partnerships (representative list)	
Partner name	Details
Microsoft	Partners since 2001, Wipro and Microsoft have a 360-degree partnership. Wipro leverages Microsoft’s stack of offerings and is aligned with Microsoft’s digital transformation for mobile-first cloud-first world
Apple	Leverages its partnership as a global managed services partner and leverages Apple Financial Services, AppleCare, and Apple Professional Services
Citrix	Leverages Citrix’s desktop virtualization and mobile device management services
Google	Leverages its partnership with Google for Collaboration and Productivity solutions
Intel	Provides next-generation smart field services with Intel Endpoint Management Assistant (EMA)
VMware	Partnered with VMware and has built next-generation enterprise solution to drive digital transformation
Avaamo	Leverages its partnership with Avaamo for integrated chat and voice assistant services
ServiceNow	Leverages ServiceNow’s Now platform to accelerate IT transformation and cross-functional collaboration for better employee and customer engagement experience
1E	Leverages 1E’s integrated solutions for software management
Flexera	Leverages Flexera’s integrated solutions for optimizing IT assets and software management
Nexthink	Uses Nexthink’s real-time, end-user analytics platform for targeted employee engagement, benchmarking, and proactive improvement
HP	Leverages HP’s DaaS to optimize IT assets and resources
Dell	Leverages Dell’s DaaS to optimize IT assets and resources
HP Aruba	Uses HP Aruba’s solutions for providing smart workspaces
Juriba	Leverages Juriba for Evergreen IT and co-creates solutions to deliver increased employee productivity and enable intelligent process automation
Qualtrics	Leverages employee experience measurement to enhance experiences
Getronics, ESP, A&O etc.	Leverages its partnerships with these vendors for field services support to end-user specifically for break/fix, IMACD, user onboarding, device refresh, etc.
Other digital workplace partnerships include Vayusphere, Ivanti, Zinier, Tangoe, Lakeside Systrack, GoTo, VOSS, Walkme, Happy Signals, Sakon, Lenovo, BitTitan, Hemmersbach, Dropbox, Compucom, Moveworks, & CareAR.	

Wipro | digital workplace services profile – North America (page 5 of 5)

Investments and recent activities

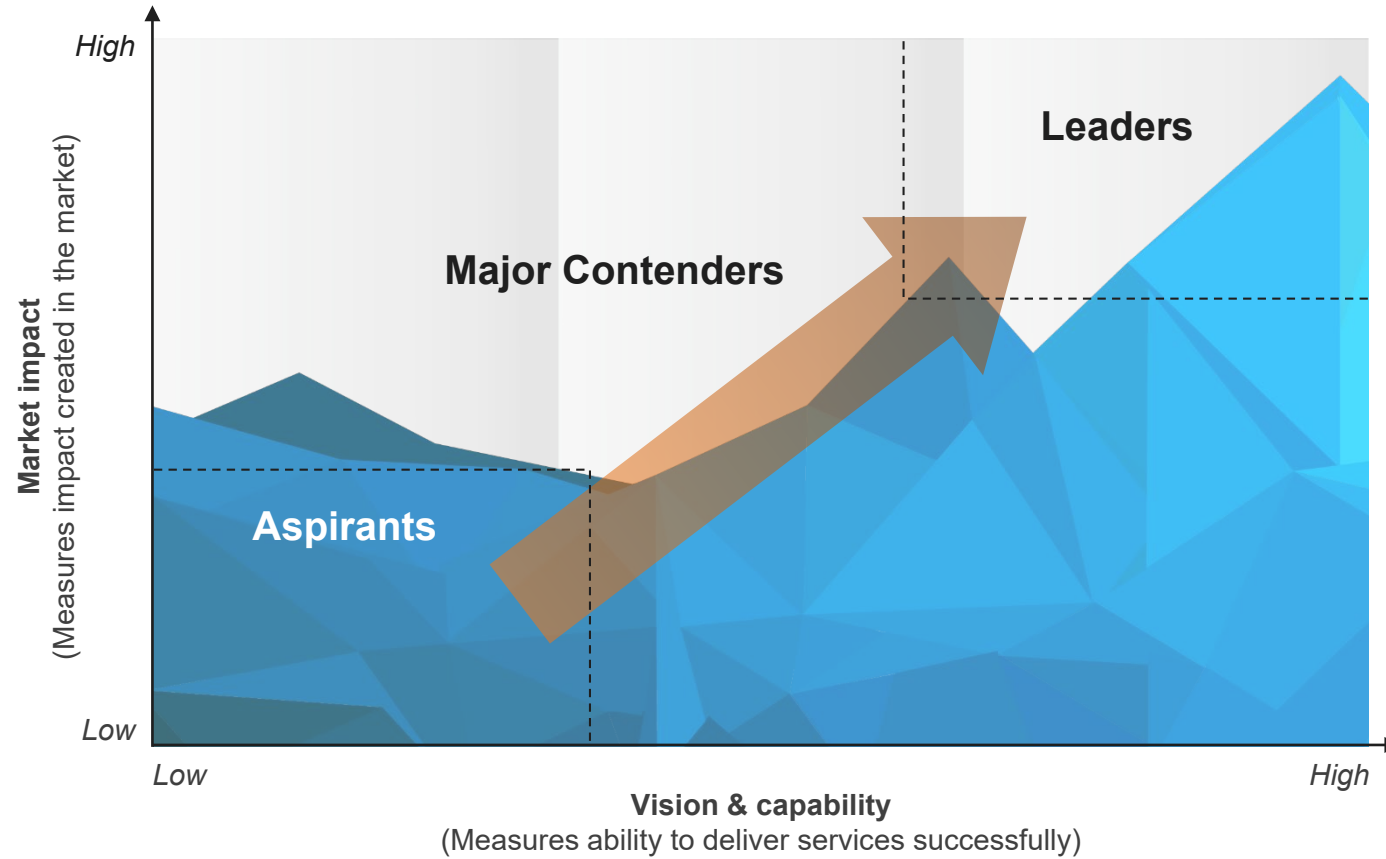
Investments (representative list)

Investment name	Details
Innovation and Investments	<ul style="list-style-type: none"> • Invested in setting up large Experience Studios in Munich & Bangalore to immerse customers in experiential workplace technologies and drive co-innovation • Invested in building next-generation digital workspace-centric solutions for Microsoft CoE • Invested in a CoE for device as a service to build an integrated, enhanced and end to end Device as a Service Stack • Invested in a CoE for hybrid work initiatives to build a safe and productive environment for customer's employees • Invested in intelligent and cognitive process automation platform to focus on digital employee experience management
Investments/Skill development	<p>Wipro claims that it trained resources for the following skills:</p> <ul style="list-style-type: none"> • 350+ resources on Microsoft M365 Suite • 150+ resources on AWS contact center solutions • 100+ resources on Citrix • 90+ resources on Intel EMA
Acquisitions	<ul style="list-style-type: none"> • Acquired Capco to combine innovative thinking & deep BFSI domain expertise to create a comprehensive suite of accelerators, BFSI market insights and benchmarking for advanced verticalized workplace solutions • Acquired Edgile to mature workplace security consulting and transformation capabilities with a focus on digital identity • Acquired LeanSwift to provide an edge in key transformation deals specifically in the manufacturing sector with rich expertise in consulting and business intelligence • Acquired Encore Theme Technologies Private Limited to increase its competency in niche financial cloud and SaaS solutions • Acquired 4C to increase its competency in Salesforce solutions

Appendix

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

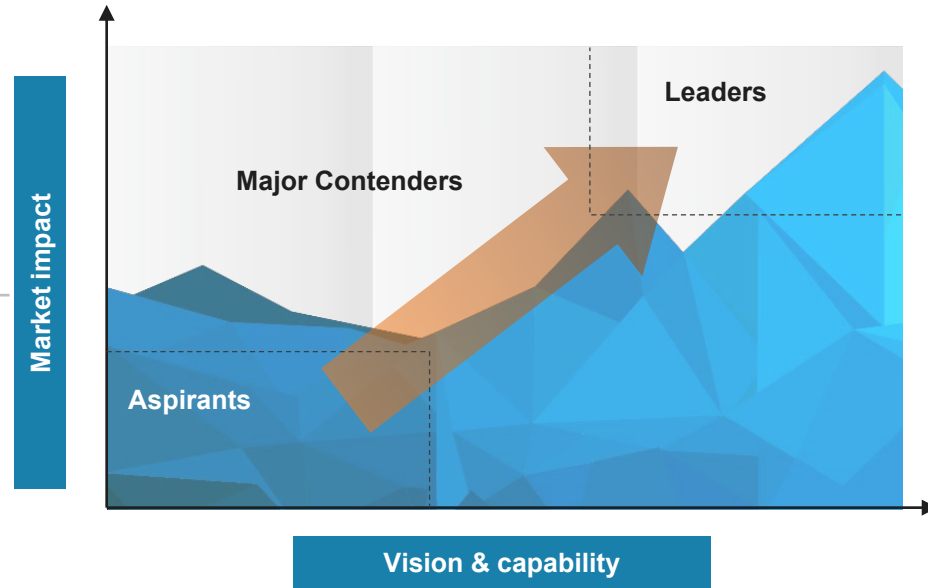
Everest Group PEAK Matrix



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

Does the PEAK Matrix® assessment incorporate any subjective criteria?

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.

Is being a Major Contender or Aspirant on the PEAK Matrix, an unfavorable outcome?

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.

What other aspects of the PEAK Matrix assessment are relevant to buyers and providers other than the PEAK Matrix positioning?

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.

What are the incentives for buyers and providers to participate/provide input to PEAK Matrix research?

- 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 included in our research reports

What is the process for a provider / technology vendor to leverage its PEAK Matrix positioning?

- 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](#)

Does the PEAK Matrix evaluation criteria change over a period of time?

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.



Everest Group is a research firm focused on strategic IT, business services, engineering services, and sourcing. Our research also covers the technologies that power those processes and functions and the related talent trends and strategies. Our clients include leading global companies, service and technology providers, and investors. Clients use our services to guide their journeys to maximize operational and financial performance, transform experiences, and realize high-impact business outcomes. Details and in-depth content are available at www.everestgrp.com.

Stay connected

Website

everestgrp.com

Social Media

-  @EverestGroup
-  @Everest Group
-  @Everest Group
-  @Everest Group

Blog

everestgrp.com/blog

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
+1-647-557-3475

This document is for informational purposes only, and it is being provided "as is" and "as available" without any warranty of any kind, including any warranties of completeness, adequacy, or fitness for a particular purpose. Everest Group is not a legal or investment adviser; the contents of this document should not be construed as legal, tax, or investment advice. This document should not be used as a substitute for consultation with professional advisors, and Everest Group disclaims liability for any actions or decisions not to act that are taken as a result of any material in this publication.