



# Everest Group PEAK Matrix<sup>®</sup> for Workplace Communication and Collaboration (WCC) Service Provider 2023

Focus on Wipro  
January 2023



## Background of the research

- As the field of digital workplace is plunging into a new world of opportunities, enterprises have realized that the hybrid workplace model is here to stay, and with this, efficient communication and collaboration services within organizations have become paramount. Earlier, cost optimization and productivity were some of the key drivers dictating the adoption of WCC services; however, the gears have recently shifted, and employee engagement and experience have taken the center stage
- The WCC market is seeing higher than anticipated demand across all regions and industries and is expected to continue its strong growth trajectory in 2023, as enterprises attempt to keep up with the ever-evolving WCC landscape. This growth is marked by the advent of Metaverse and immersive collaboration, increased adoption of cloud-based communication models such as UCaaS and CPaaS, focus on platform consolidation, and challenges related to virtual culture building. Enterprises are hence looking for strong capabilities from service providers across WCC covering consulting, infrastructure design/build, cloud modernization, and management services for individual WCC segments to enable them in this journey
- In this research, we present an assessment of 14 WCC service providers featured on the [Workplace Communication and Collaboration \(WCC\) Services PEAK Matrix® Assessment 2023](#)

The assessment is based on Everest Group's annual RFI process conducted over Q3 and Q4 2022, interactions with leading WCC service providers and an analysis of this marketplace.

**The full report assessed the following 14 service providers on the WCC services PEAK Matrix®:**

- **Leaders:** HCLTech, Infosys, TCS, and Wipro
- **Major Contenders:** Atos, DXC Technology, Kyndryl, Microland, Orange Business Services, Tata Communications, Tech Mahindra, and Unisys
- **Aspirants:** GAVS Technologies and UST

### Scope of this report



**Geography**  
Global



**Providers**  
14 leading WCC  
service providers



**Services**  
WCC services

## WCC services PEAK Matrix® characteristics

### Leaders:

HCLTech, Infosys, TCS, and Wipro

- The WCC services Leaders have established a successful business, driven by years of capability building and experience across WCC segments
- These providers have a highly balanced WCC solution portfolio, display a coherent vision, and continue to invest in technology and services capability development (internal IPs/tools, as-a-Service models, partnerships, acquisitions, etc.). They are also focused on ensuring solution contextualization, platform interoperability, and cloud-based services
- Leaders are highly proactive in taking their innovations and next-generation service offerings like immersive collaboration and cloud-based communication to clients to help them future-proof their communication and collaboration environments. In addition to this, they are increasingly focusing their services on enhancing the experience for end-users
- However, 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:

Atos, DXC Technology, Kyndryl, Microland, Orange Business Services, Tata Communications, Tech Mahindra, and Unisys

- The Major Contenders segment includes a mix of overall workplace and telecommunication service providers
- These service providers have built meaningful capabilities to deliver WCC 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 WCC services segments and/or capabilities in different platforms/technologies) – 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 IPs and tools, taking a consulting-led solutioning approach, leveraging their telecommunication heritage, building niche expertise areas, 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:

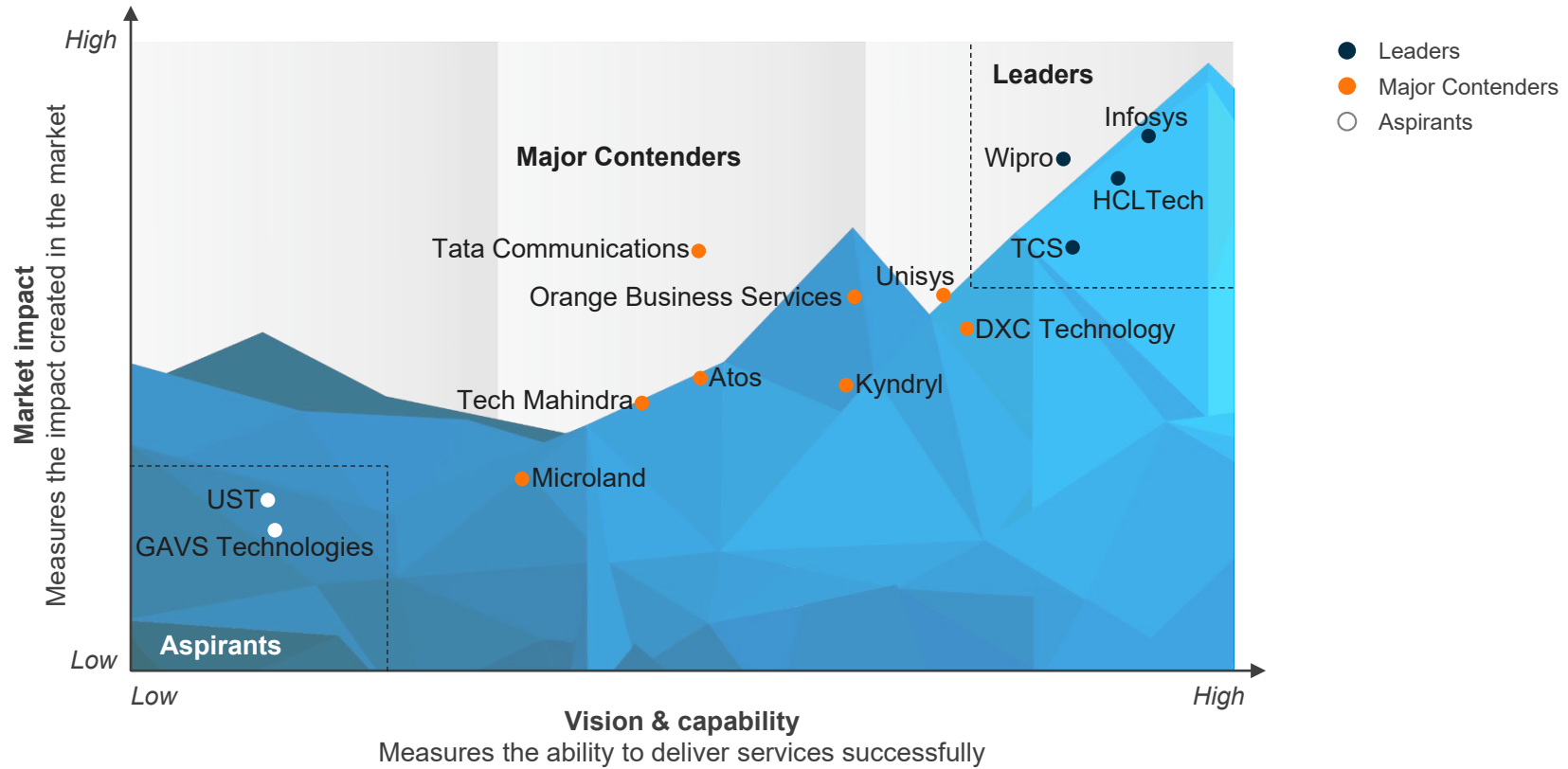
GAVS Technologies and UST

- The WCC services business of Aspirants is at a relatively nascent stage
- Nevertheless, they are focused on ensuring customer-centricity and strengthening ancillary functions such as analytics/automation to strengthen their mindshare and positioning

# Everest Group PEAK Matrix®

## Workplace Communication and Collaboration (WCC) Services PEAK Matrix® Assessment 2022 | Wipro positioned as Leader

Everest Group Workplace Communication and Collaboration (WCC) Services PEAK Matrix® Assessment 2022<sup>1,2</sup>



<sup>1</sup> Assessment for Kyndryl excludes service provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, service provider public disclosures, and Everest Group's interactions with buyers

<sup>2</sup> There are no Star Performers in this PEAK Matrix assessment since this was the inaugural year

Source: Everest Group (2022)

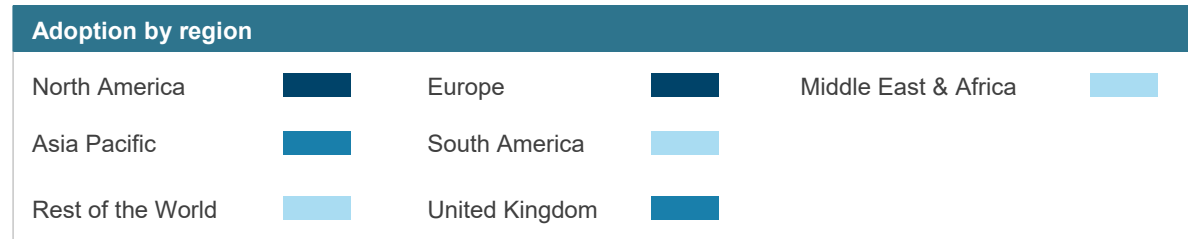
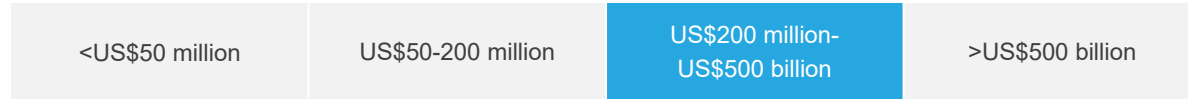
# Wipro | WCC services profile (page 1 of 5)

## Overview

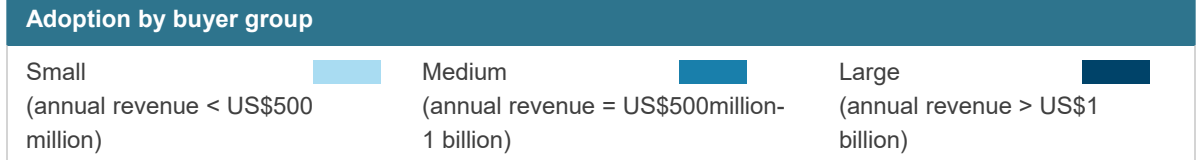
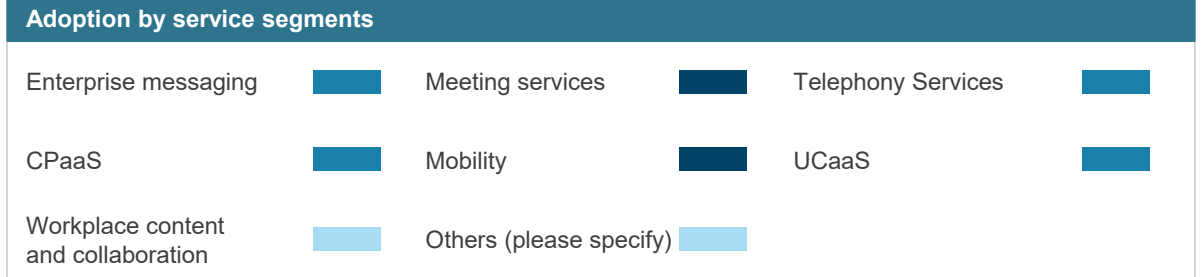
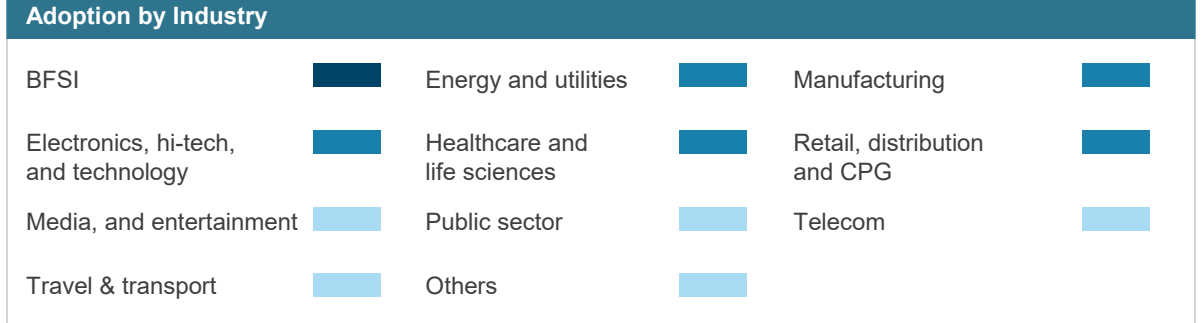
### WCC vision

Wipro's vision is to provide inclusive and immersive collaboration & communication experiences to the employees present in remote locations as well as in offices. It aims to do this via any device through its workplace communication and collaboration services, which enable innovative and modernized solutions that are aligned to customer business scenarios and deliver business outcomes of equitable experiences, employee engagement, well-being, and productivity.

### Workplace Communication and Collaboration services revenue (2021)



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



Source: Everest Group (2022)

## Wipro | WCC services profile (page 2 of 5)

### Solutions

#### Proprietary solutions/IPs/products (representative list)

Solution name	Details
myConfab	This is a comprehensive communication and collaboration suite of solutions, which includes: <ul style="list-style-type: none"> <li>• Collaboration-as-a-service (caas)</li> <li>• Unified communication</li> <li>• Content services</li> <li>• Cloud-first mobility</li> <li>• Intelligent automation and AI</li> <li>• Workplace immune system</li> <li>• Employee experience and engagement</li> </ul>
myUniHub	This is a unified and integrated user enablement platform, which provides employees with a user interface coupled with an extensible Application Programming Interface (API) bridge to enhance employee experience and drive employee productivity.
ExperienceNXT	This is an analytics-backed, AIOps-powered platform with integrations to Microsoft Viva for experience monitoring, management, and predictive support.
Power Platform Suite	This solution is used for intelligent automation in unified communication.
OneDesk	This is a comprehensive enterprise service management platform for multi-disciplinary service desk services.
Realview	This is an intelligent visual support solution used to transform the field service experience with a digital suite of tools powered by enterprise Augmented Reality (AR) and AI.
Enterprise Metaverse	This solution provides immersive workplaces with Metaverse.
Liva	This is an intelligent virtual assistant and the first point of contact for all employee issues including IT and non-IT.
myHubstyle	This is an automated workplace consulting service that helps customers understand user profiles, technology, and process roadmaps.
Modern Management Services	This is an analytics-powered orchestration solution used to automate complex workplace processes and maintain an evergreen IT.
Smart i-Connect™	This provides a set of features for monitoring and managing devices and networks, processing and visualizing collected data, and integrating with enterprise systems using open-source APIs.
Secure360	This is an 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 and unknown threats.

Other solutions include collaboration & communication for frontline workers, WaaS360, VirtuaDesk, myUnifiedMobility, and Smart Adopt.

## Wipro | WCC services profile (page 3 of 5)

### Partnerships

#### Partnerships (representative list)

Partner name	Details of the partnership
Microsoft	Partners since 2001, Wipro and Microsoft have had a 360-degree partnership. Wipro leverages Microsoft's stack of offerings and is aligned with Microsoft's digital transformation for all windows OS, Office, and collaboration and productivity solutions
Google	Leverages its partnership with Google for collaboration and productivity solutions
VMware	Partnered with VMware to build a next-generation enterprise solution to drive communication and collaboration
Cisco	Leverage its partnership with Cisco for collaboration and cloud-first mobility
Citrix	Leverages Citrix's desktop virtualization and mobile device management services
BT	Leverages BT for providing contact center solutions
Quest	Leverages Quest for providing migration solutions
ManageEngine	Leverages ManageEngine's platform for providing cognition and collaboration intelligence
UiPath	Leverages UiPath's RPA platform for process streamlining
AT&T	Partnered with AT&T to leverage its comprehensive workplace communication services
AudioCodes	Leverages AudioCodes for providing voice gateway hardware services for UCaaS
Virbela	Leverages Virbela for an immersive Metaverse workplace
Avaya	Leverages Avaya's cloud communications and workstream collaboration platform
ServiceNow	Leverages ServiceNow's platform to accelerate IT transformation and cross-functional collaboration for better employee and customer engagement experience
Nexthink	Uses Nexthink's real-time, end-user analytics platform for targeted employee engagement, benchmarking, and proactive improvement
HP	Leverages HP for conferencing hardware

Other partnerships include Avaamo, Ribbon, Prognosis, Verizon, VOSS, Tata Communications, Vodafone, Zscaler, CareAR, OpenText, Concord, Dialogic, LG, Samsung, Lenovo, Polycom, Crestron, Condeco, Logitech, Slack, WhatsApp, Sharegate, Twilio, Zoom, Liquidware, Qualtrics, Nectar, BitTian, Optanix, SolarWinds, Moveworks, Dropbox, CoreView, and Dell.

## Wipro | WCC services profile (page 4 of 5)

### Investments and recent activities

#### Investments and recent activities (representative list)










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



# Wipro | WCC services profile (page 5 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 offered	Innovation and investments	Delivery footprint	Overall
								

### Strengths

- Wipro's WCC vision and value articulation, pivoted around experience-centric communication and collaboration, supported through its Workplace Experience Center in Munich and solutions such as ExperienceNXT, which is resonating well with enterprises and has aided it in expanding its WCC portfolio and acquiring new client logos
- Enterprises looking to engage in advanced collaboration themes would find Wipro attractive as it is investing in developing solutions across Metaverse and immersive collaboration and has credible enterprise adoption proof points in this domain
- Enterprises exploring providers with mature capabilities on mobility, automation, and collaborative workplace will find Wipro's LiVE Workspace™ communication and collaboration suite to be relevant, bolstered through partnerships with technology vendors such as Microsoft and Moveworks
- Enterprises looking for strong consulting expertise will benefit from Wipro's WCC advisory and consulting services augmented through investments in this domain such as its acquisition of the consulting firm Capco

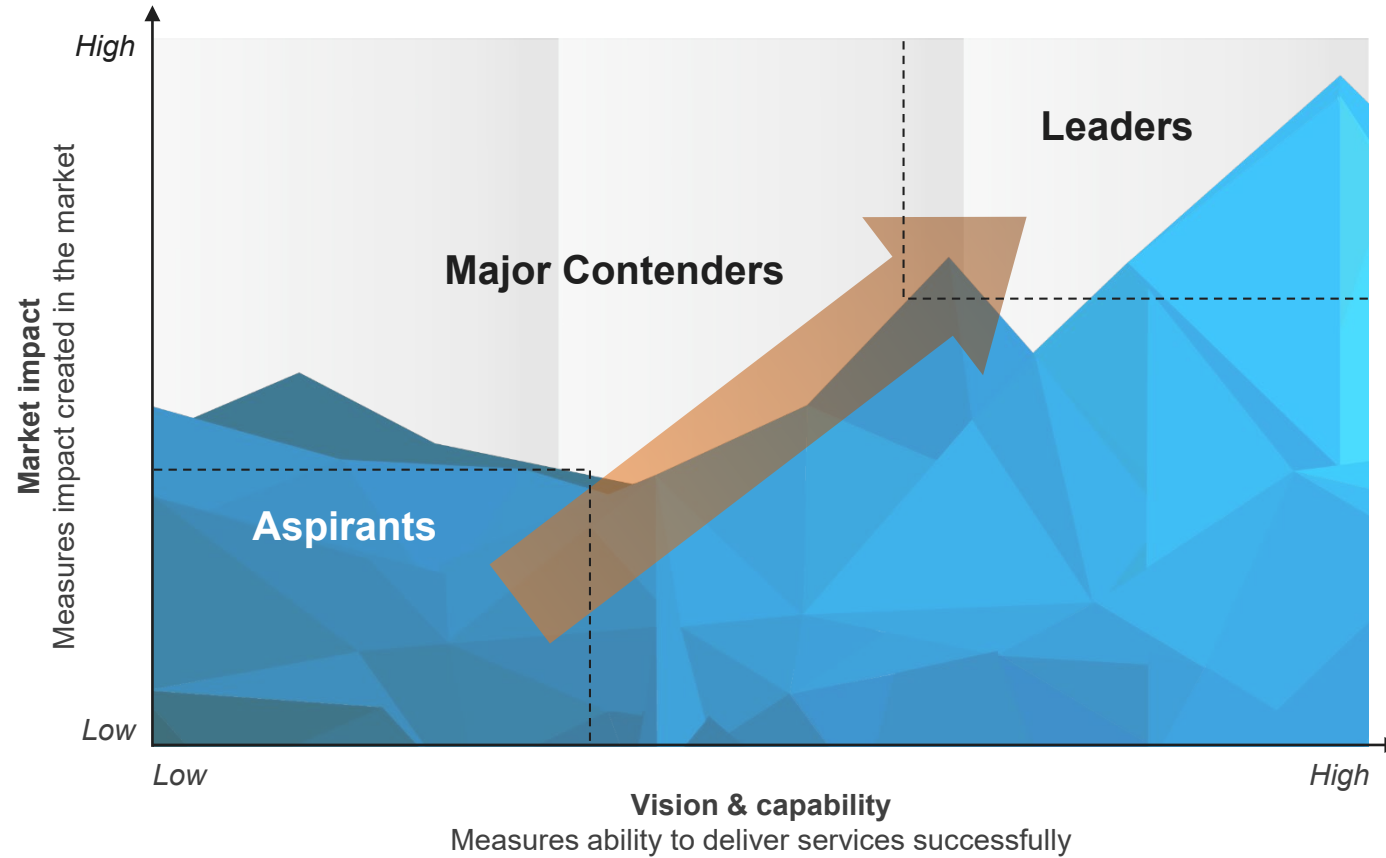
### Limitations

- Wipro has a complex transformation storyline, which might resonate less and be overwhelming for enterprises who are at the beginning of their WCC transformation journey
- Despite having a presence in segments such as CPaaS and workplace content and collaboration, Wipro needs to build more strategic partnerships with third-party vendors to create differentiation within these segments in comparison to peers
- Enterprises looking for quick wins and micro transformation might not align well with Wipro's large-scale transformation and big bets approach
- Enterprises from the telecom, media and entertainment, and travel and transport verticals should do further due diligence on Wipro's capabilities and market impact in their respective verticals as it lacks credible enterprise adoption proof points for these industries
- Some clients believe that Wipro needs to do a better job at building a credible business case for WCC transformations and explaining business benefits for key stakeholders

# Appendix

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

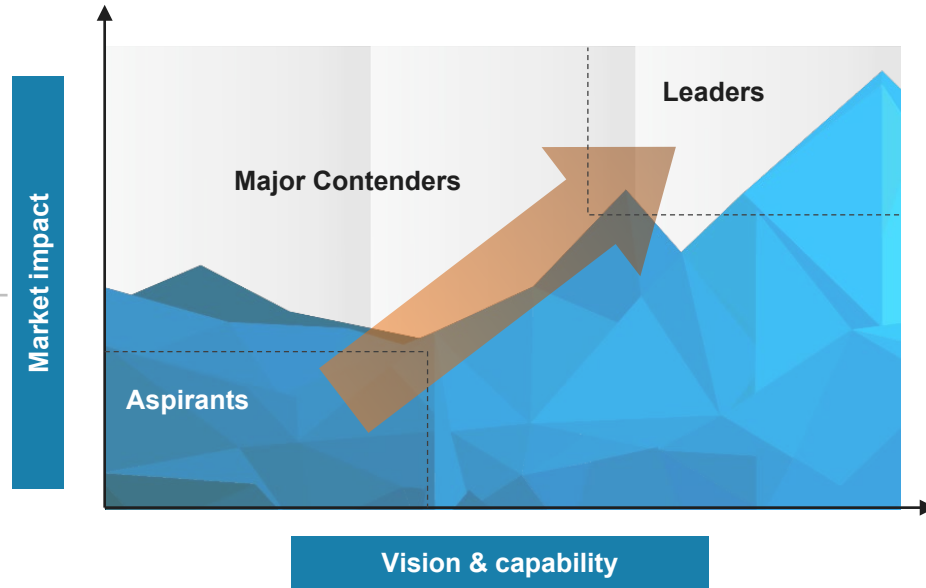
Everest Group PEAK Matrix



# 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 leading research firm helping business leaders make confident decisions. We guide clients through today's market challenges and strengthen their strategies by applying contextualized problem-solving to their unique situations. This drives maximized operational and financial performance and transformative experiences. Our deep expertise and tenacious research focused on technology, business processes, and engineering through the lenses of talent, sustainability, and sourcing delivers precise and action-oriented guidance. Find further details and in-depth content at [www.everestgrp.com](http://www.everestgrp.com).

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