



Everest Group PEAK Matrix™ for Workplace Services

Focus on Wipro
June 2016



Introduction and scope

Everest Group recently released its report titled “[Workplace Services – Market Trends and PEAK Matrix™ Assessment 2016](#)”.

As a part of this report, Everest Group analyzed 21 leading service providers on the Everest Group Performance | Experience | Ability | Knowledge (PEAK) Matrix specific for workplace services into Leaders, Major Contenders, and Aspirants. The PEAK Matrix is a composite framework that provides an objective, data-driven, and comparative assessment of workplace service providers based on their absolute market success and delivery capability.

Based on the analysis, **Wipro emerged as a Leader and Star Performer**. This document focuses on Wipro’s workplace services experience and capabilities. It includes:

- Wipro’s position on the workplace services PEAK Matrix
- Detailed profile of Wipro’s workplace services

Buyers can use the PEAK Matrix to identify and evaluate different service providers. It helps them understand the service providers’ relative strengths and gaps. However, it is also important to note that while the PEAK Matrix is a useful starting point, the results from the assessment may not be directly prescriptive for each buyer. Buyers will have to consider their unique situation and requirements, and match them against service provider capability for an ideal fit.

Background of the research

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- User experience has taken center-stage in the workplace – today’s enterprises are tasked with building a digital workplace that can mirror the personal digital lives of employees and help create a brand and environment that is alignment with the expectations of the millennial generation. Consequently, service providers are being pushed to need to think beyond offering traditional workplace services and build a transformational mindset, backed by investments in capabilities and partnerships that holistically address the next-generation technology and service requirements of clients
- In this research, we present the assessment and detailed profiles of 21 IT service providers featured on the workplace services PEAK Matrix. Each service provider profile gives a comprehensive picture of their workplace services vision, services suite, scale of operations, and domain investments
- The assessment is based on Everest Group’s annual RFI process conducted in Q1 2016, interactions with leading workplace service providers, and analysis of the workplace services marketplace

Scope of this report

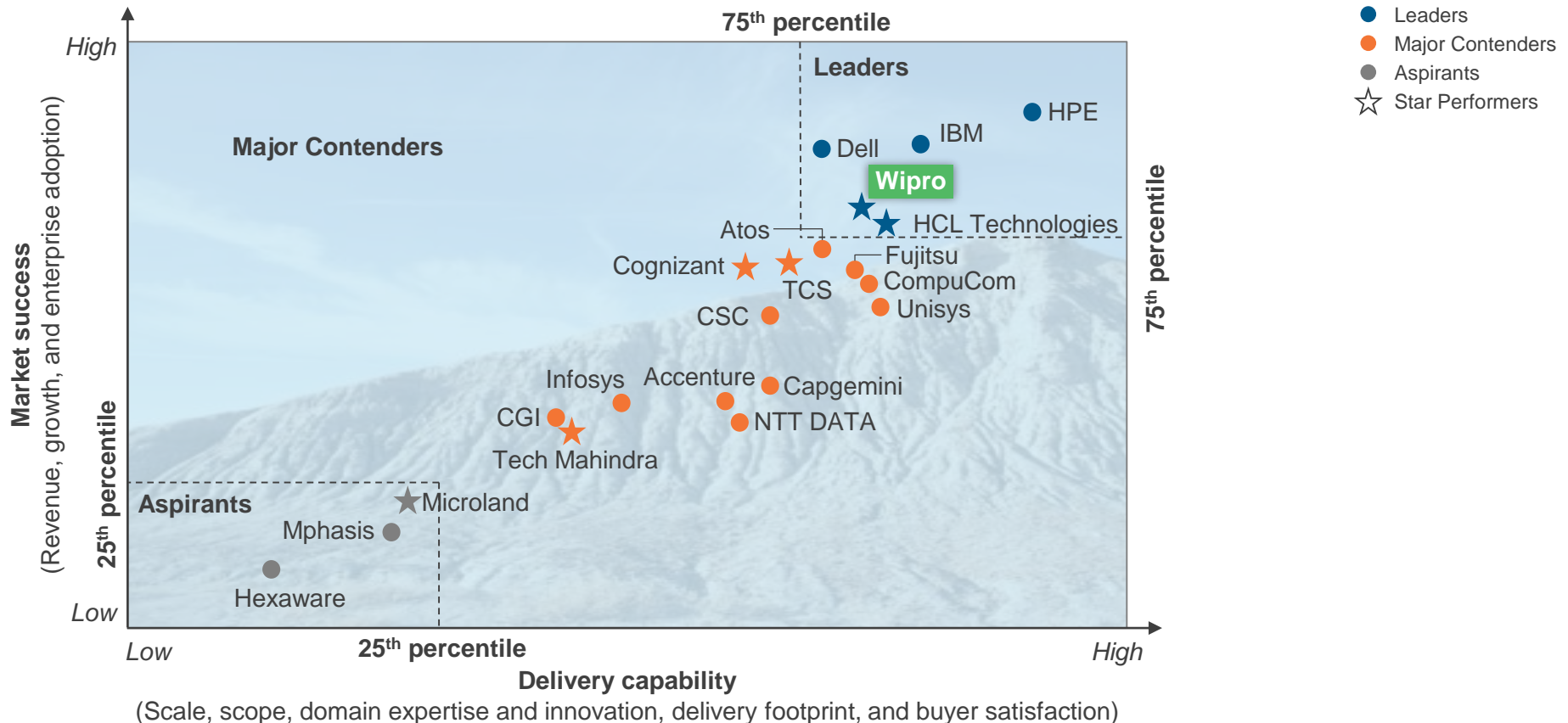
- **Services:** Workplace services
- **Geography:** Global
- **Service providers:** Leading 21 workplace service providers

This report includes profiles of the following 21 service providers on the workplace services PEAK Matrix:

- **Leaders:** Dell, HCL Technologies, Hewlett Packard Enterprise, IBM, and Wipro
- **Major Contenders:** Accenture, Atos, CSC, Capgemini, CGI, Cognizant, CompuCom, Fujitsu, Infosys, NTT DATA, TCS, Tech Mahindra, and Unisys
- **Aspirants:** Hexaware, Microland, and Mphasis

Wipro is positioned as a Leader and Star performer on the Everest Group PEAK Matrix for workplace services

Everest Group Performance | Experience | Ability | Knowledge (PEAK) Matrix for workplace services¹



¹ Assessment for Accenture, CGI, Fujitsu, IBM, Infosys, and NTT DATA excludes service provider inputs on this particular study and is based on Everest Group's estimates that leverage Everest Group's proprietary Transaction Intelligence (TI) database, ongoing coverage of these service providers, service provider public disclosures, and interaction with buyers. In March 2016, it was announced that NTT DATA is acquiring Dell Services. Assessment for CSC excludes its erstwhile North American public sector business (merged with SRA); CSC to merge with HPE Services by March 2017.

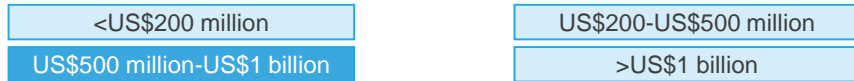
Source: Everest Group (2016)

Workplace services overview

Strengths

- Strong global delivery network and transformation mindset, with a more or less balanced offering set across the workplace services spectrum
- Proven capabilities to manage complex workplace transformations
- Has gathered credible momentum in Europe as well as in verticals such as manufacturing, healthcare, and retail compared to previous years

Workplace services revenue



Scope of coverage

Wipro currently serves ~6.4 million users through service desk support and ~2.5 million users through desk-side support. The company manages ~3.2 million end-user devices, including ~1.9 million desktops/laptops. Wipro is estimated to have ~18,000 FTEs dedicated to workplace services.

Adoption by industry

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



Adoption by buyer groups

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

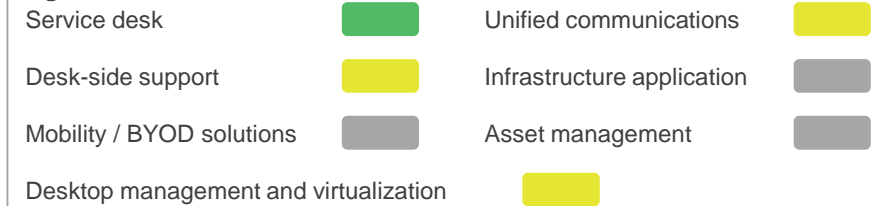


Areas of improvement

- Needs to build consistency in service delivery to ensure continued renewals and increased win-rate for management services contracts
- Further scope for investments in mid-management and sales capabilities in order to drive brand awareness and engagement value (e.g., in Europe, a region also being aggressively targeted by other Indian peers)

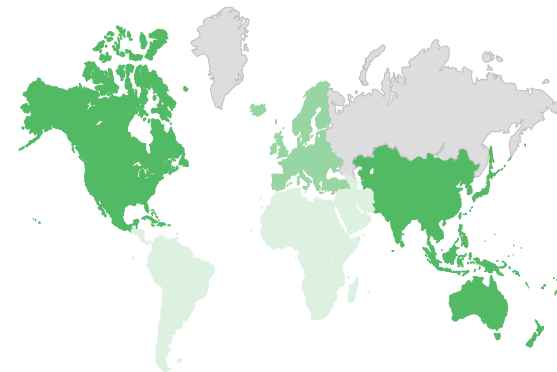
Adoption by service segments

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



Adoption by geography

High (>25%) Moderate (10-25%) Low (<10%)



Source: Everest Group (2016)

Workplace services offerings

NOT EXHAUSTIVE

Wipro's vision is to be the partner of choice for digital workspace by providing an user-centric collaborative workplace to do business better. The roadmap includes a five-step transformation process, which includes improving user experience, standardizing products and platforms, aggregating and leveraging best-in-class service providers, incorporating next-generation concepts (automation, Internet of Things, etc.), and creating a data-centric enterprise.

Proprietary solutions (representative list)

Solution	Details
LiVE Workspace	Workplace transformation services (including advisory, implementation, migration, and management) for establishing digital workplaces for enterprises
SDNxT	Cost efficient and effective service desk services
VirtuaDesk	Solution for faster adoption of desktop virtualization
WLENS	Enables wireless networks into platforms to enable rich media applications, context- and location-aware services, and Real-time Locating System (RTLS) to enhance user and customer experience
WANTAGE	Solution for application optimization, bandwidth use reduction, and WAN acceleration

Workplace services partnerships (representative list)

Partner name	Type of partnership	Details
Citrix and VMWare	Technology partnership	Provide MDM and virtualization solutions
1E and Flexera	Technology partnership	Provide software management solutions for workplace services
Microsoft	Technology partnership	Provide Windows OS and productivity applications to end users

Wipro also leverages its partnership with Innoserve, A&O, GWA, CompuCom, Decision one, Nextthink, and Hemmersbach to deliver workplace services.

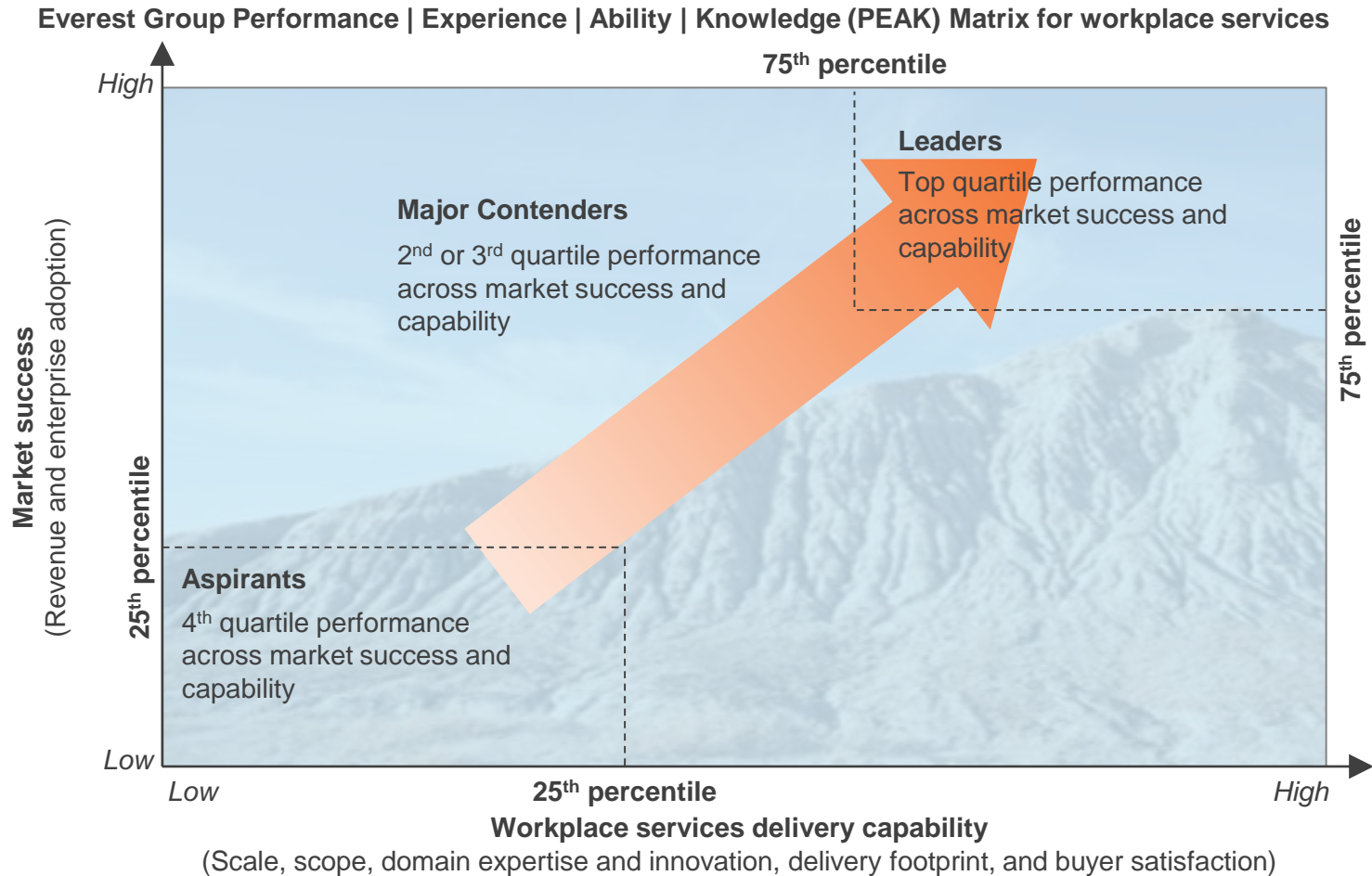
Recent activities (representative list)

Development	Details
Launch of Holmes (2014)	An artificial intelligence and cognitive computing platform
SDI certification	Investments in training service desk managers and analysts through SDI certifications

Source: Everest Group (2016)

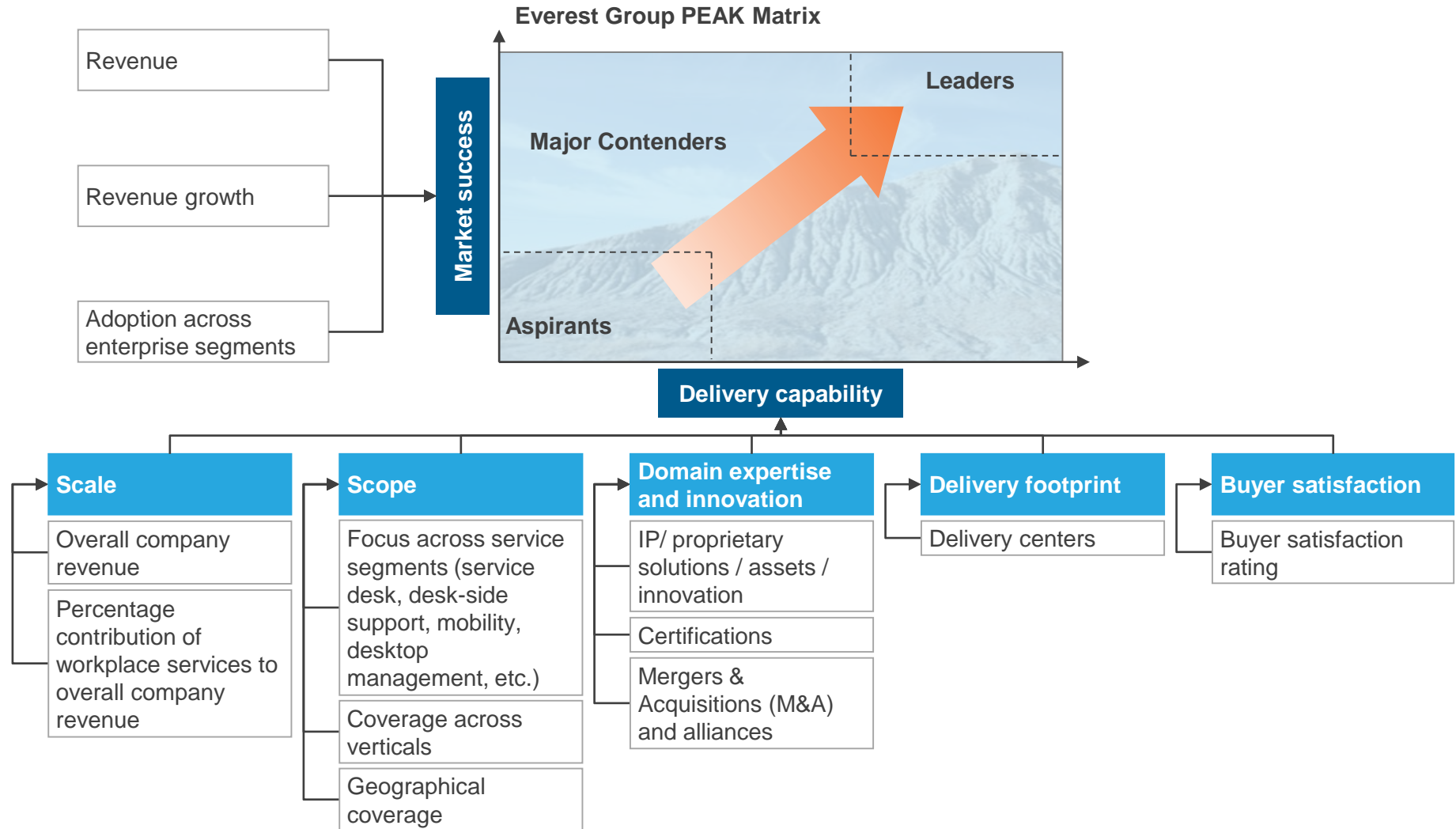
Appendix

Everest Group Performance | Experience | Ability | Knowledge (PEAK) Matrix is a proprietary framework for assessment of a service provider's capability



Everest Group's PEAK Matrix is a composite index of a range of distinct metrics related to a service provider's scale, scope, technology/domain investments, delivery footprint, and resultant market success in the context of a given services function

Dimensions of service providers' capability and market success underlying the PEAK Matrix



Does the PEAK Matrix assessment incorporate any subjective criteria?

- Everest Group's PEAK Matrix assessment adopts an objective and fact-based approach (leveraging service provider RFIs and Everest Group's proprietary databases containing providers' deals and operational capability information). In addition, these results are validated / fine-tuned based on our market experience, buyer interaction, and provider briefings

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

- No. PEAK Matrix highlights and positions only the best-in-class service providers in a particular functional/vertical services area. 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 PEAK Matrix assessment are relevant to buyers and providers besides the “PEAK Matrix position”?

- PEAK Matrix position is only one aspect of Everest Group's overall assessment. In addition to assigning a “Leader”, “Major Contender” or “Aspirant” title, Everest Group highlights the distinctive capabilities and unique attributes of all the PEAK Matrix providers assessed in its report. The detailed metric level assessment and associated commentary is helpful for buyers in selecting particular providers for their specific requirements. It also helps providers showcase their strengths in specific areas

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

- Participation incentives for buyers include a summary of key findings from the PEAK Matrix assessment
- Participation incentives for providers include adequate representation and recognition of their capabilities/success in the market place, and a copy of their own “profile” that is published by Everest Group as part of the “compendium of PEAK Matrix providers” profiles

What is the process for a service provider to leverage their PEAK Matrix positioning status ?

- Providers can use their PEAK positioning rating in multiple ways including:
 - Issue a press release declaring their positioning/rating
 - Customized PEAK profile for circulation (with clients, prospects, etc.)
 - Quotes from Everest Group analysts could be disseminated to the media
 - Leverage PEAK 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 the designated POC at Everest Group**



About Everest Group

Everest Group is a consulting and research firm focused on strategic IT, business services, and sourcing. We are trusted advisors to senior executives of leading enterprises, providers, and investors. Our firm helps clients improve operational and financial performance through a hands-on process that supports them in making well-informed decisions that deliver high-impact results and achieve sustained value. Our insight and guidance empowers clients to improve organizational efficiency, effectiveness, agility, and responsiveness. What sets Everest Group apart is the integration of deep sourcing knowledge, problem-solving skills and original research. Details and in-depth content are available at www.everestgrp.com and research.everestgrp.com.

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