



Everest Group PEAK Matrix™ for Workplace Services

Focus on Wipro
July 2017



Everest Group recently released its report titled [“Workplace Services – Market Trends and PEAK Matrix™ Assessment: End Users are no Less than Customers!”](#)

As a part of this report, Everest Group analyzed 23 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

- As focus on user experience within workplace services continues to rise, “digital workplace” is coming into common parlance. However, there exists significant market confusion around what a digital workplace truly stands for and what defines it
- Everest Group’s research revealed that the workplace services market needs to eventually move towards the “third generation” of adoption with improving as the core focus, and operational efficiencies being a derivative (rather than the other way round). The workplace design will be characterized by leverage of enterprise data and analytics to offer personalized services, underpinned by end-to-end operations automation, innovative business-aligned metrics, and choice of support channels – which defines a **truly “digital” workplace, where end users are essentially viewed as valued customers by IT**
- In this research, we discuss the latest workplace services market trends and present the assessment and detailed profiles of 23 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 Request For Information (RFI) process conducted in Q1 and Q2 2017, interactions with leading workplace service providers, and analysis of the workplace services marketplace

Scope of this report

- **Services:** Workplace services
- **Geography:** Global
- **Service providers:** 23 leading workplace service providers

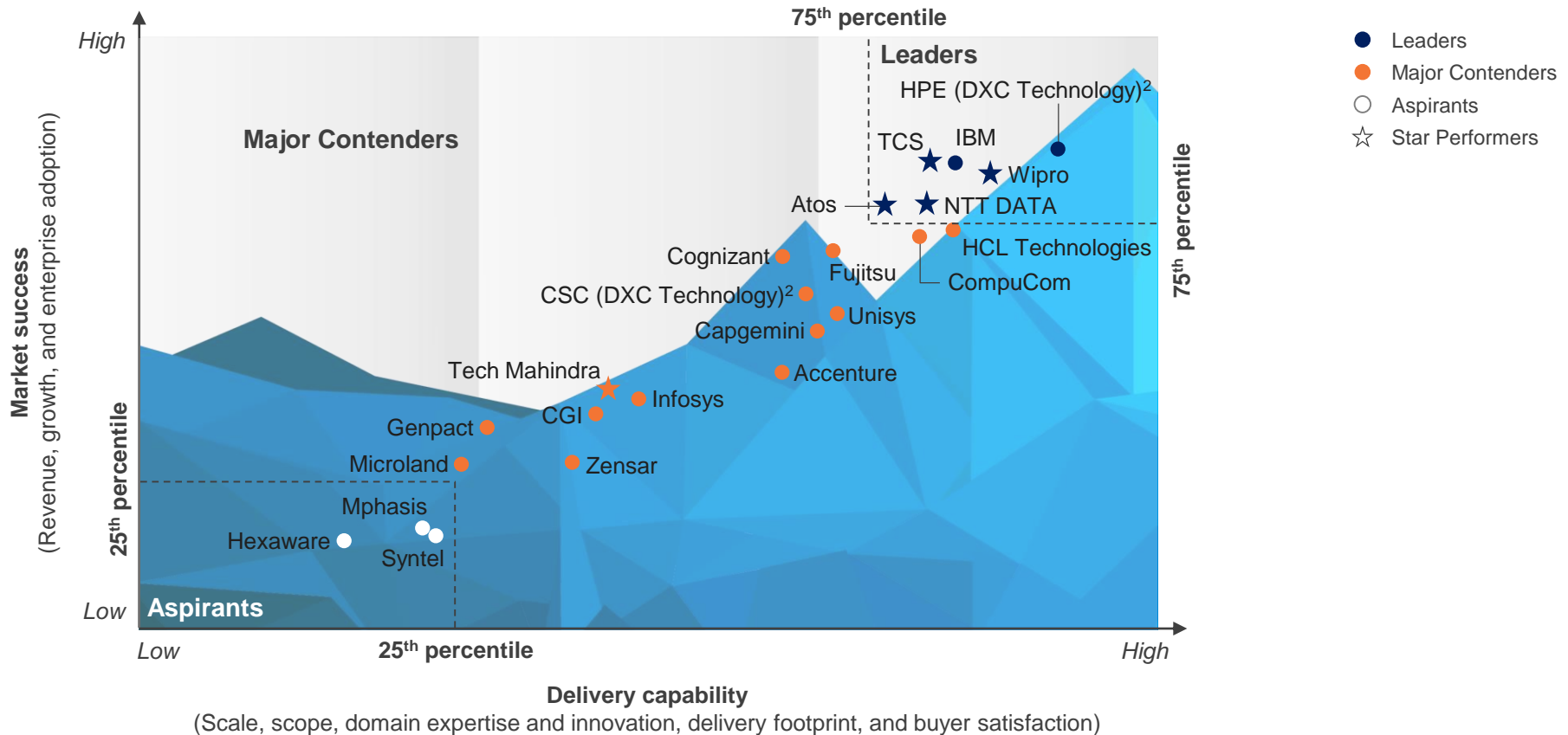
This report includes profiles of the following 23 service providers on the workplace services PEAK Matrix:

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

Note: HPE Services and CSC have now combined into DXC Technology

Everest Group PEAK Matrix for workplace services 2017

Everest Group PEAK MatrixTM for workplace services¹



1 Assessment for Accenture, Capgemini, CGI, CompuCom, Fujitsu, HPE, IBM, Infosys, and Unisys excludes service provider inputs for 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

2 HPE Services and CSC have now combined into DXC Technology

Source: Everest Group (2017)

Workplace services overview

Strengths

- Has a strong digital transformation mindset enabled by a combination of in-house solutions and industry standard partners
- Proven capabilities to manage complex workplace transformations
- Has gathered continued momentum in Europe as well as in verticals such as manufacturing, healthcare, and retail compared to previous years

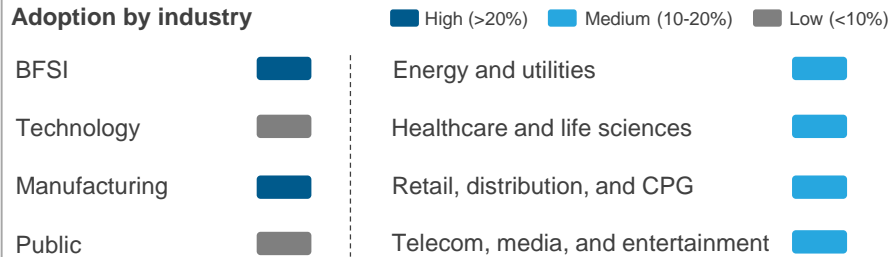
Workplace services revenue



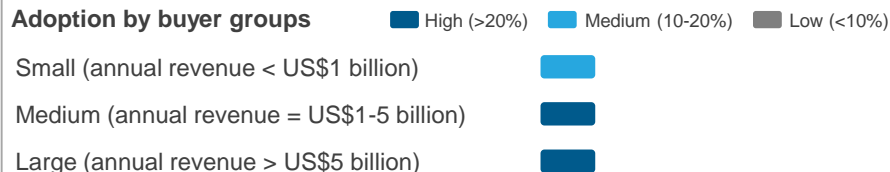
Scope of coverage

Wipro has ~18,950 FTEs dedicated to workplace services. Wipro currently serves ~7.0 million users through service desk support and ~2.2 million users through desk-side support. The company manages ~3.2 million end-user devices, including ~1.77 million desktops/laptops.

Adoption by industry



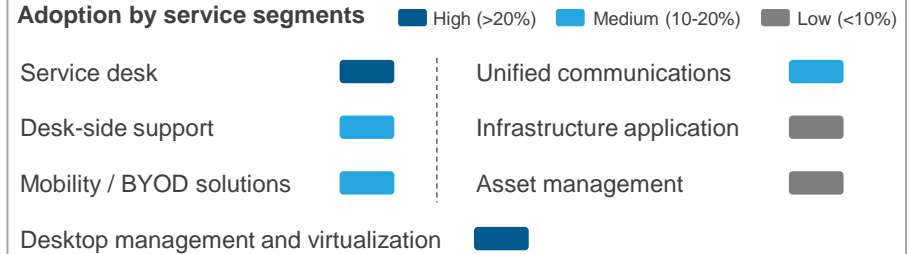
Adoption by buyer groups



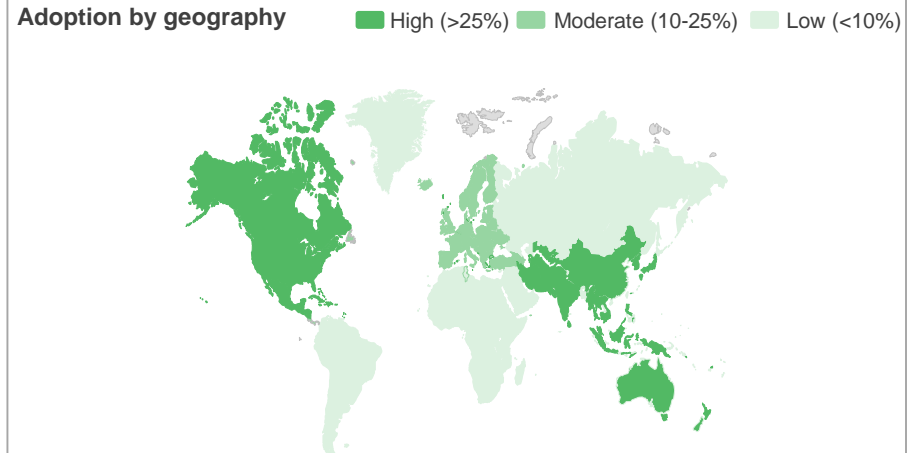
Areas of improvement

- Clients have pointed out the onsite staff/managers of Wipro can be more proactive in driving innovation and think beyond delivering “what is contracted”
- Further scope to take a consistent and effective story around HOLMES to clients
- Needs to continue building consistency in service delivery to ensure continued renewals and increased win-rate for management services contracts

Adoption by service segments



Adoption by geography



Source: Everest Group (2017)

Workplace services offerings

NOT EXHAUSTIVE

Wipro's vision for workplace services is to apply innovation to enrich end-user experience by delivering new technology and solutions including next-generation concepts (automation, Internet of Things, etc.) to its clients and enable them to operate their businesses in a risk mitigated and cost efficient manner. Wipro aims to be the partner of choice for digital workspace by delivering a user-centric collaborative workplace to do business better.

Proprietary solutions (representative list)

Solution	Details
LiVE Workspace	An end-to-end standardized and integrated workspace service that allows great compute experience to users ensuring secure data and application access, anywhere anytime through a device of their choice.
VirtuaDesk	Desktop-as-a-Service offering specifically focused on solutions for the virtual workplace, enabled through desktop virtualization technology. Taking advantage of cloud architecture principles and technologies, VirtuaDesk offers a performant and cost-efficient solution for delivering virtual desktops and applications from public and/or private cloud.
Quick Connect	Allows service desk engineers to remotely access end-user computers.
SDNxT	Integrated applications and infrastructure shared platform to deliver cost efficient and effective service desk services.
Boundaryless Datacenter (BLDC)	Involves assessment of business services, workload attributes, infrastructure investments, and associated risks to build an IT blueprint that maximizes value of existing and planned investments.

Workplace services partnerships (representative list)

Partner name	Type of partnership	Details
Microsoft	Technology partnership	Windows OS and MS productivity applications.
Nexthink	Technology partnership	End-user analytics.
VMware	Technology partnership	MDM and desktop virtualization solutions, image management, backup, and recovery.

Wipro also has partnerships with Citrix, ServiceNow, Compucom, and Getronics amongst others to deliver workplace services.

Recent activities (representative list)

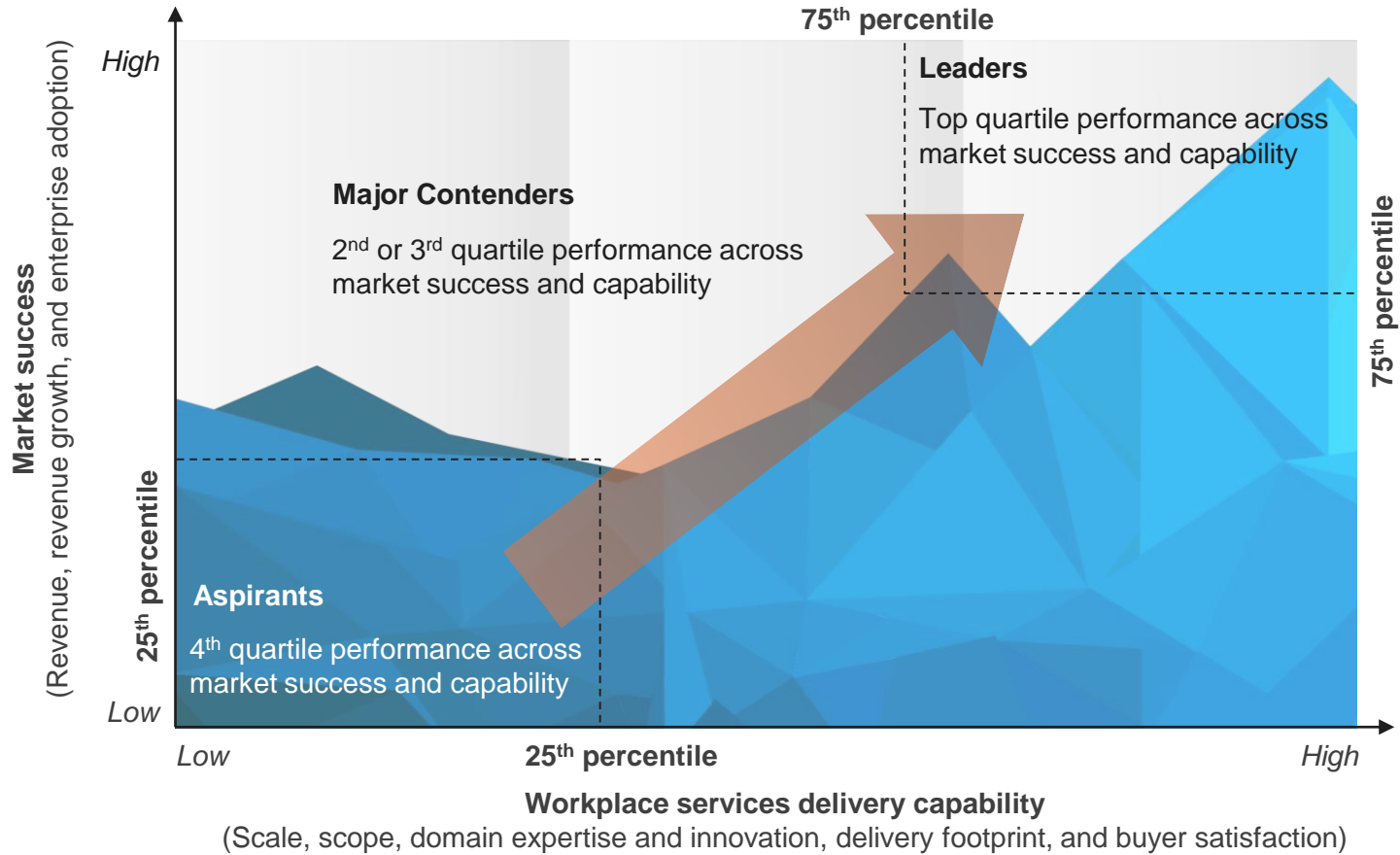
Development	Details
Wipro HOLMES TM Cloud BOT	In 2017, Wipro launched Wipro HOLMES TM Cloud BOT, a continuously learning digital consultant that uses a gamified Natural Language Processing (NLP)-based chat interface, that leverages Wipro's BLDC solution.
SDI certification	In 2016, Wipro invested in training service desk managers and analysts through SDI certification.

Source: Everest Group (2017)

Appendix

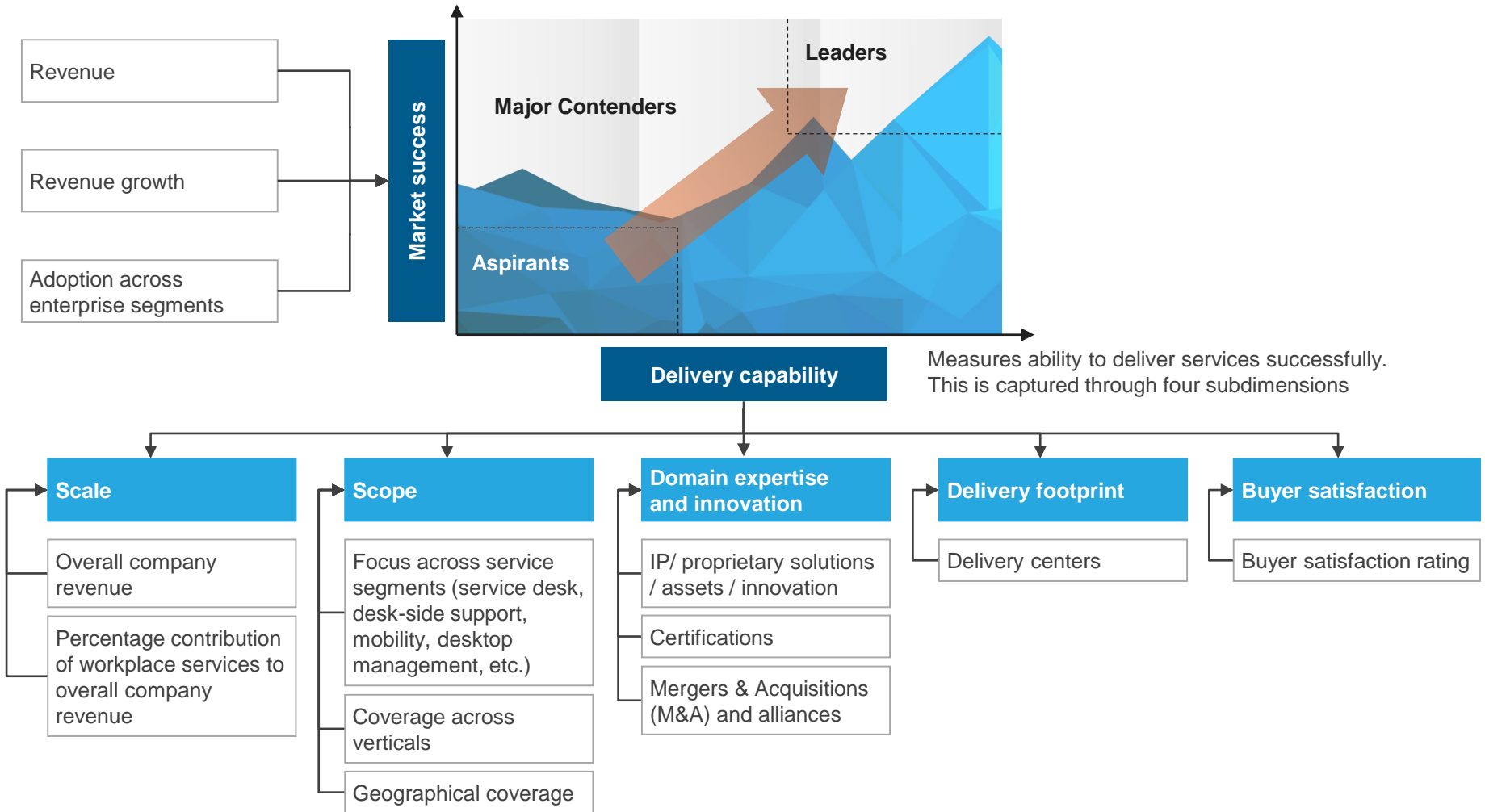
Everest Group PEAK Matrix is a proprietary framework for assessment of a service provider's capability

Everest Group PEAK MatrixTM for workplace services



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.

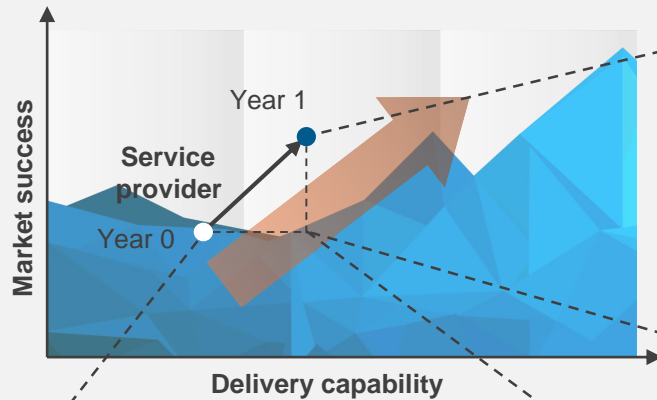
Dimensions of service providers' capability and market success underlying the PEAK Matrix



Everest Group confers the “Star Performers” title to providers that demonstrate the strongest forward movement over time on the PEAK Matrix

Methodology

Everest Group selects market “Star Performers” based on the relative YOY movement of each service provider on the PEAK Matrix



In order to assess advancements on **market success**, we evaluate the performance of each of the service providers on the PEAK Matrix across a number of parameters including:

- Annual revenue from the specific service line
- Relative adoption across enterprise segments

In order to assess advancements on **capability**, we evaluate the performance of each service provider on the PEAK Matrix across a number of parameters:

- Annual growth in scale
- Increase in scope of services
- Expansion of delivery footprint
- Domain-specific investments & innovation
- Improvement in buyer satisfaction

The top quartile performers on each of the identified parameters are identified and the “Star Performer” rating is awarded to the service providers with:

- The maximum number of top quartile performances across all of the above / left-listed parameters and
- At least one area of top quartile performance in both market success and capability advancement

**2017 workplace services
Star Performers**

The “Star Performers” designation relates to YOY performance for a given service provider and does not reflect the overall market leadership position. Those identified as “Star Performers” may include “Leaders”, “Major Contenders”, or “Aspirants.”

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

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