Everest Group®

Everest Group PEAK Matrix® for Digital Workplace Service Provider 2022

Focus on NTT DATA
January 2022

Everest Group
PEAK
MATRIX®

Background of the research

- The pandemic has been a catalyst for enterprises to recalibrate their perception of the workplace. Over 75% enterprises[1] are reviewing their current workplace model for more flexible options. Considering that the business case for workplace transformation is well established now, enterprises are now focused on conceptualizing the target state of their workplace environment and the journey required to achieve it

- The post-pandemic workplace is going to be a consequence of significant overhaul across tools, processes, talent requirements, security mechanism, and governance frameworks. This multi-year transformation journey will be underpinned by location-agnostic services and significant focus on employee experience and wellness

- In this research, we present an assessment of 26 digital workplace service providers featured on the digital workplace services PEAK Matrix®

The assessment is based on Everest Group's annual RFI process conducted over Q2 and Q3 2021, interactions with leading digital workplace service providers, and an analysis of the digital workplace services marketplace.

This report assessed the following 26 service providers on the digital workplace services PEAK Matrix:

- **Leaders:** Accenture, Atos, Cognizant, HCL Technologies, NTT DATA, TCS, and Wipro

- **Major Contenders:** Capgemini, CGI, Compucom, Computacenter, DXC Technology, Fujitsu, IBM/Kyndryl, Getronics, Infosys, Microland, Orange Business Services, Stefanini, Tech Mahindra, Unisys, and Zensar

- **Aspirants:** LTI, Milestone Technologies, Mphasis, and UST

Scope of this report:

Geography
Global

Service providers
26 leading digital workplace service providers

Services
Digital workplace services

1   Everest Group key enterprise issue survey 2021.

Digital workplace services PEAK Matrix® characteristics

Leaders:

Accenture, Atos, Cognizant, HCL Technologies, NTT DATA, TCS, and Wipro

- The digital workplace services Leaders have established a successful global business, driven by years of capability building and experience across different workplace services segments
- These players have a highly balanced portfolio, and continue to keep pace with the market dynamics through continued investments in technology and services capability development (internal IP/tools, partnerships, etc.)
- 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
- 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:

Capgemini, CGI, Compucom, Computacenter, DXC Technology, Fujitsu, IBM/Kyndryl, Getronics, Infosys, Microland, Orange Business Services, Stefanini, Tech Mahindra, Unisys, and Zensar

- The Major Contenders segment includes a mix of global and regional players
- These players 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 players (vis-a-vis Leaders)
- However, all these players are making continued investments in developing internal IPs and tools, as well as expanding their service and technology partnership networks in order to plug their capability gaps, and thereby, positioning themselves as strong challengers for the Leaders in this space

Aspirants:

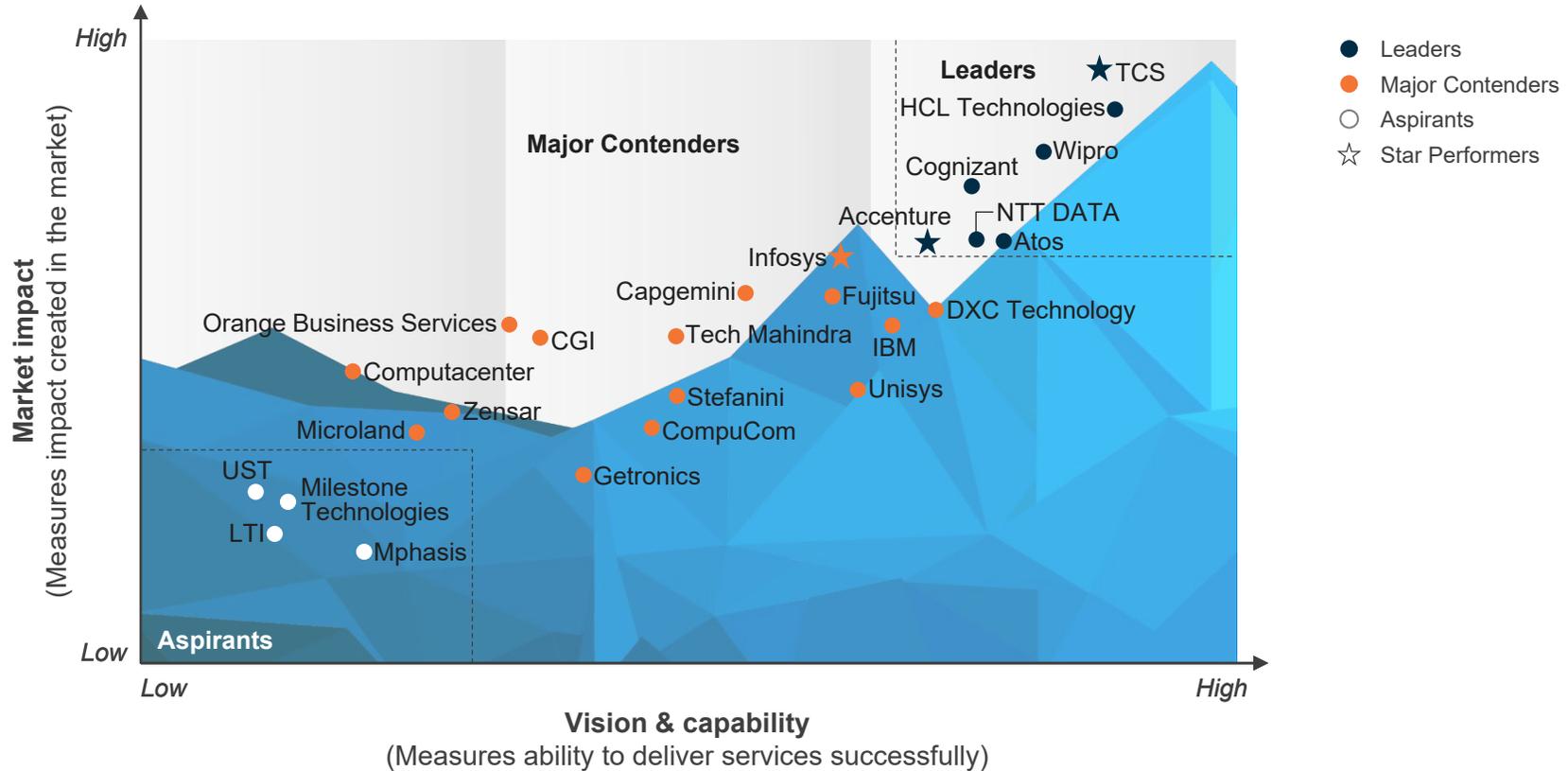LTI, Milestone Technologies, Mphasis, and UST

- The digital workplace services business of Aspirants is at a relatively nascent/initial stage and is not a leading revenue generator for such players
- Nevertheless, these companies are making investments to build broader capabilities to cater to buyers (through service and technology partnerships as well as internal IPs/tools)

Everest Group PEAK Matrix®
Digital Workplace Services PEAK Matrix® Assessment 2022 | NTT DATA positioned as Leader

Everest Group Digital Workplace Services PEAK Matrix® Assessment 2022

Vision & capability
(Measures ability to deliver services successfully)

Market impact (Measures impact created in the market)

Legend:
- Leaders
- Major Contenders
- Aspirants
- Star Performers

Leaders: TCS, HCL Technologies, Wipro, Cognizant, NTT DATA, Atos, Accenture

Major Contenders: Infosys, Capgemini, Fujitsu, DXC Technology, Tech Mahindra, IBM, Unisys, Orange Business Services, CGI, Computacenter, Zensar, Stefanini, CompuCom, Microland, Getronics

Aspirants: UST, Milestone Technologies, LTI, Mphasis

Note: Assessment for Capgemini, CGI, Computacenter, IBM/Kyndryl, LTI, Mphasis, and Unisys excludes service provider inputs and is 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 (2021).

NTT DATA | digital workplace services profile (page 1 of 4)
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

- NTT DATA has a strong emphasis on user experience, and it leads with persona-based services and XLAs. Additionally, its narrative around employee experience as an enabler of business value is resonating well with clients

- The company has a credible automation storyline, underpinned by its Nucleus offering. It has garnered strong traction among North America-based clients where non-human resolution has increased by more than two-fold

- The Acorio acquisition has given NTT DATA new impetus to integrate different business processes by leveraging ServiceNow expertise

- It has developed a holistic set of offerings such as advanced virtual assistants, hybrid field services, and workplace mobile apps to augment next-generation capabilities in the digital workplace

- NTT DATA has multiple delivery centers catering to the language requirements of clients, especially in Eastern Europe, where it can support 13+ European languages

Limitations

- Despite having a strong focus on XLAs, clients have highlighted that NTT DATA needs to put in more efforts in closing deals with an outcome-based pricing model

- It needs to gain clients' mindshare through frequent interactions and proactively pitching new solutions

- NTT DATA has limited presence in small and medium-sized businesses, which highlights its selective deal pursuit behavior

- Clients have highlighted that NTT Data has not been able to consistently deliver the same service quality to legacy clients that it is providing to new clients

- Clients think that NTT DATA lags behind peers in its innovation push, and there is a mismatch in clients' expectation and delivery quality

- Clients have called out that it showcases limited proactiveness during the pandemic in comparison to its peers

NTT DATA | digital workplace services profile (page 2 of 4)
Overview

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

The vision of NTT DATA for workplace services is to transform the client's experience into a holistic business service support as opposed to being IT services alone. Its primary metrics are business-centric XLAs, ending the concept of service transition and/or project-based transformation as a pre-requisite to quality service assumption, and maturing client environments by taking advantage of hyper-automation. Its solutions are designed to enable convenience, collaboration, and anywhere any device accessibility with embedded security and convenient validation options. NTT DATA focuses on user convenience and continuous improvement by increasing automation, utilizing predictive analytics, improving service adoption, and embedding DevOps.
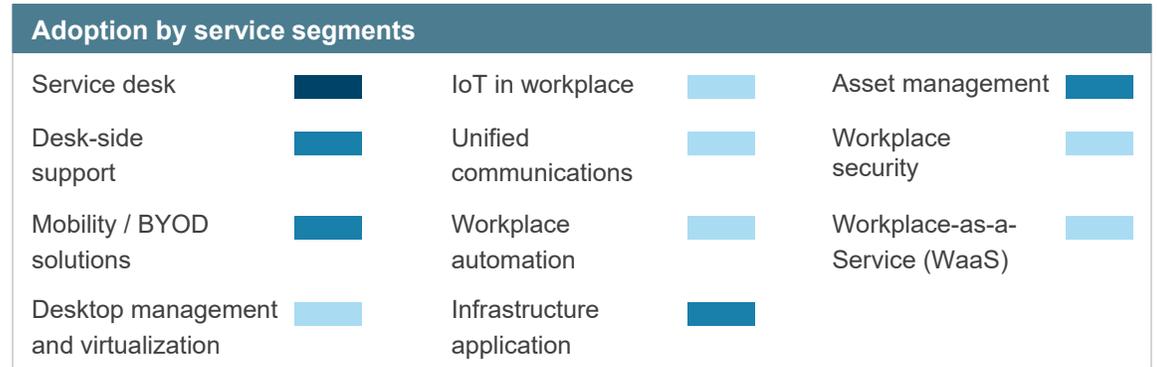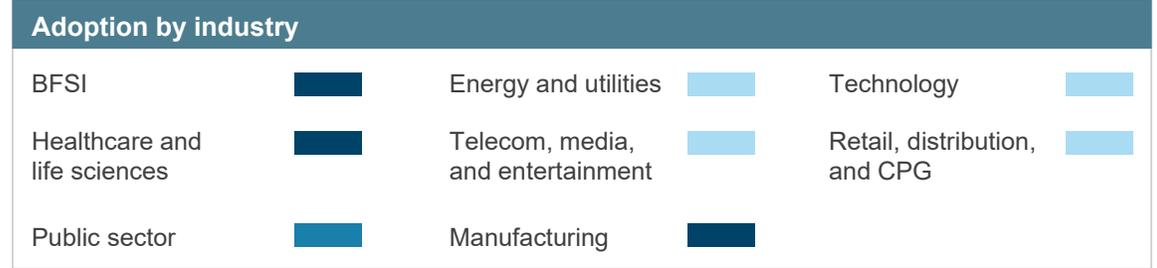
Adoption by industry

BFSI	███	Energy and utilities	░░░	Technology	░░░
Healthcare and life sciences	███	Telecom, media, and entertainment	░░░	Retail, distribution, and CPG	░░░
Public sector	███	Manufacturing	███		

Workplace services revenue

<US$200 million	US$200-500 million	US$500 million-US$1 billion	>US$1 billion

Scope of coverage

- Number of FTEs supporting workplace services – ~5,500
- Number of users served through service desk support – ~5.7 million
- Number of users served through desk-side support – ~2.5 million
- Number of end-user devices managed – ~6 million

Adoption by service segments

Service desk	███	IoT in workplace	░░░	Asset management	███
Desk-side support	███	Unified communications	░░░	Workplace security	░░░
Mobility / BYOD solutions	███	Workplace automation	░░░	Workplace-as-a-Service (WaaS)	░░░
Desktop management and virtualization	░░░	Infrastructure application	███		

Adoption by buyer group

Small (annual revenue < US$1 billion)	░░░	Medium (annual revenue = US$1-5 billion)	███	Large (annual revenue > US$5 billion)	███

Adoption by geography

North America	███	Europe	███	United Kingdom	███
Asia Pacific	███	Rest of the World	███		

NTT DATA | digital workplace services profile (page 3 of 4)
Case studies

Case study 1	Enabling faster resolution and providing better employee experience via RPA

Client: a media entertainment company

Business challenges/requirements

The security admin group of the media corporation faced the following challenges:

- High ticket volume, ~37% of service desk tickets
- Long wait time for users; average MTTR was 32 hours
- High support costs and dissatisfaction among users

Solution

- Developed and deployed RPA bots for the following four high-impact repetitive tasks, using NTT DATA Automated Full-time Equivalent (AFTE):
  – Active directory ID extension
  – Active directory telephone number update
  – Application termination
  – Active directory, adding security group
- Operated bots 24x7 that were monitored through a command center
- Auto-allocated relevant tickets through bots for RPA resolution via ServiceNow

Impact

NTT DATA claims to have provided the following benefits to the client:

- Increased accuracy and speed via bots, resulting in operational excellence. Reduced task completion time from 9 minutes to 1.5 minutes with 99.5% accuracy, and achieved 80% reduction in overall MTTR
- Provided better UX through enhanced level of service, increased availability, and faster resolution

Case study 2	Elevating employee experience with end-to-end device life cycle management

Client: a multinational biotechnology company

Business challenges/requirements

The client was experiencing productivity loss and low employee satisfaction due to following challenges:

- Unavailability of assets for new hires
- Unstable and unreliable OS image
- Lack of visibility and device tracking globally
- Low user satisfaction due to high incident rates
- Lack of standardization due to fragmented sourcing from multiple vendors

Solution

- Enabled integrated device life cycle management with consistent process and technology deployment
- NTT DATA claims that it deployed over 15,000 devices with one global hardware configuration and image in nine months
- Reduced deployment time by using factory-based asset tagging, custom BIOS, and basic imaging
- Provided a remote resolution team that managed refresh scheduling, software asset verification, end-user data backups, and provided post go-live support

Impact

NTT DATA claims to have provided the following benefits to the client:

- Reduced costs by owning the hardware and providing an OPEX model based as-a-service model
- Improved UX, and raised employee satisfaction scores to 90% from 70% in 6 months
- Enabled day one productivity for new hires by ensuring new device availability

NTT DATA | digital workplace services profile (page 4 of 4)
Solutions, partnerships, investments, and recent activities

Proprietary digital solutions (representative list)	
Solution	**Details**
Nucleus	Enables analytics-driven predictive business actions by consolidating costs and operational performance through data repositories, which results in perpetual environmental improvements including automation effectiveness. It combines the IT marketplace, consumption governance, and a procurement/provisioning engine through automation.
NIA Assist	• Series of cognitive bot capabilities to assist humans in a multi-channel environment to easily find content, help, and problem resolution • NTT DATA claims that this platform reduces agent time to locate help by 60%, while expanding resources outside traditional knowledge processes including business process content

Partnerships (representative list)		
Partner name	**Type of partnership**	**Details of the partnership**
Technology partners	Technology	NTT DATA leverages 40 strategic partners to provide automation solutions, baseline operations, ITSM, service integration, and security services to 100+ clients. Some of these partners include VMware, Microsoft, Aptean, Lakeside, IPSoft, ServiceNow, SAP, NetIQ, SFDC, Oracle, and BMC.
Co-development partners	Technology	NTT DATA leverages 40 partners for co-development. It evaluates/investigates these partners for unique capabilities and specialized IP for high-value use cases. NTT DATA shares the details of these relationships with customers as applicable under a Non-disclosure Agreement (NDA).
Staffing partners	Service	NTT DATA leverages 80 regional delivery partners to provide field support for key geographies where local services are beneficial through these partnerships. It also leverages local partnerships when mandated by the client or government. The details of these relationships are routinely shared by it with customers as applicable under the NDA.

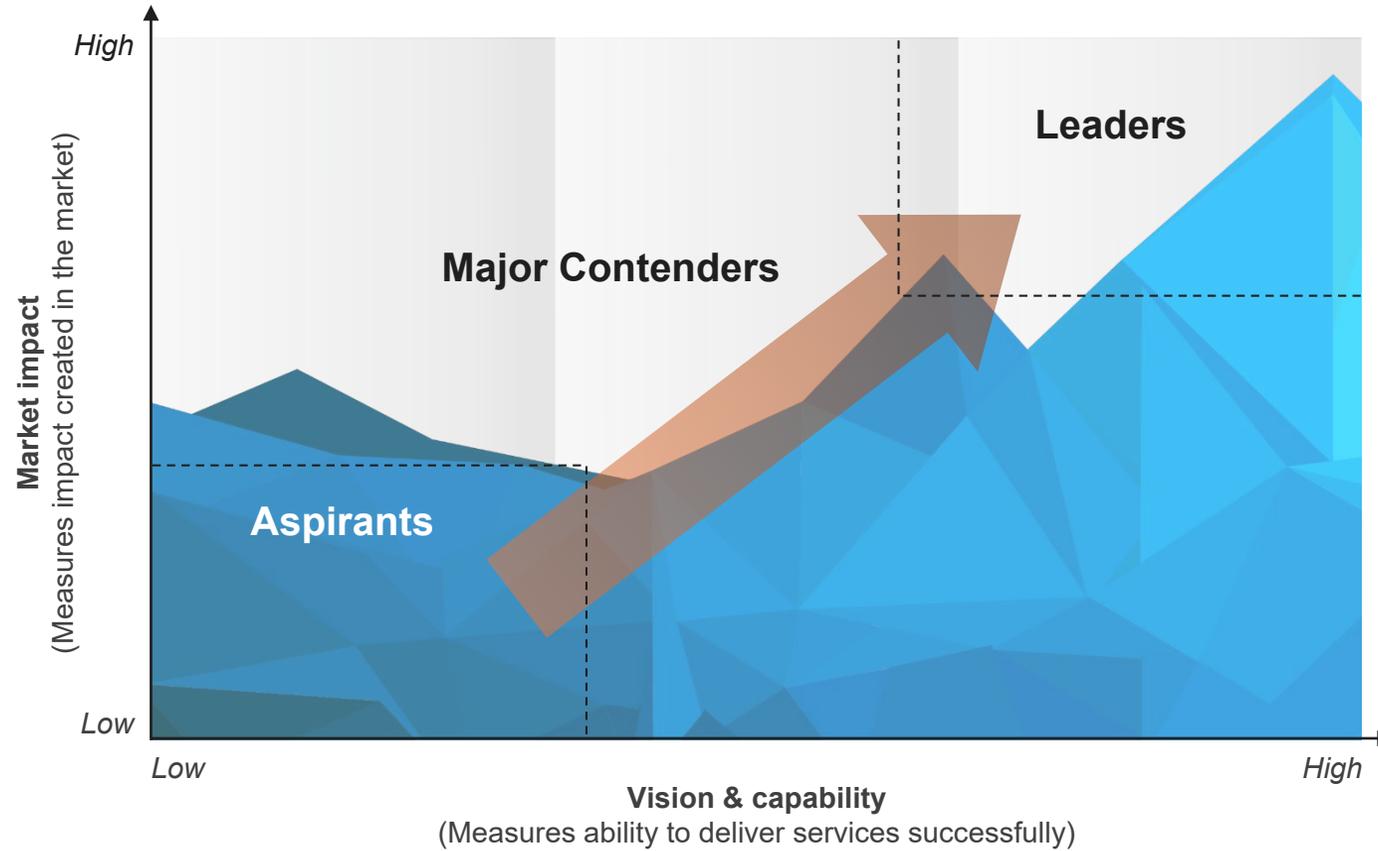| Investments and recent activities (representative list)	
Theme	**Details**
Talent	As many as 800 resources were given the opportunity to move out of traditional task execution to roles such as DevOps transformational engineers, CX, and analytics development.
Service Acceleration	• Developed six macro packs for accelerated assessment, planning, implementation, and automated transformation / automation targeting • Enabled the shortening of traditional transition/transformation projects. NTT DATA claims to have enabled a reduction in the time required from 3-9 months to 30 days for starting the projects

Appendix

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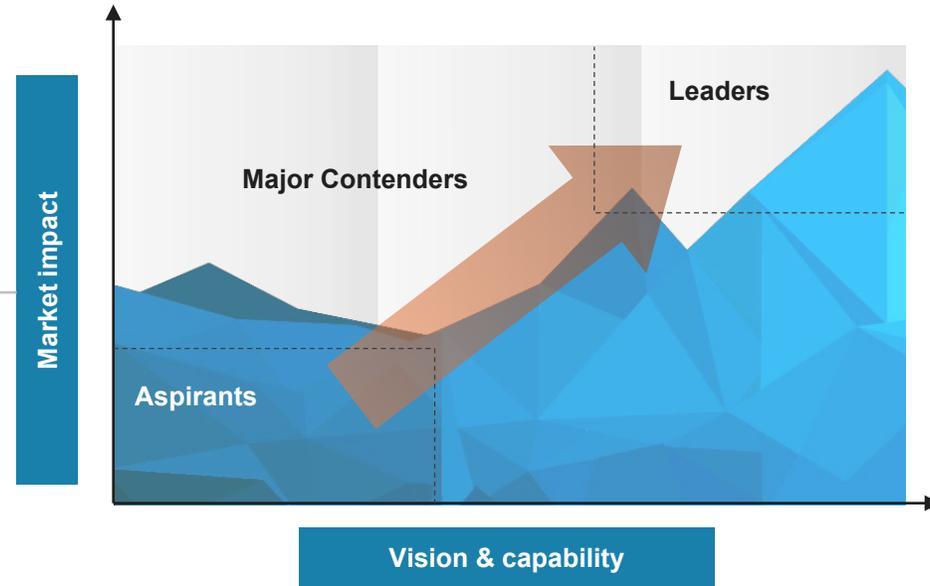
Everest Group PEAK Matrix

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

Market impact

Leaders
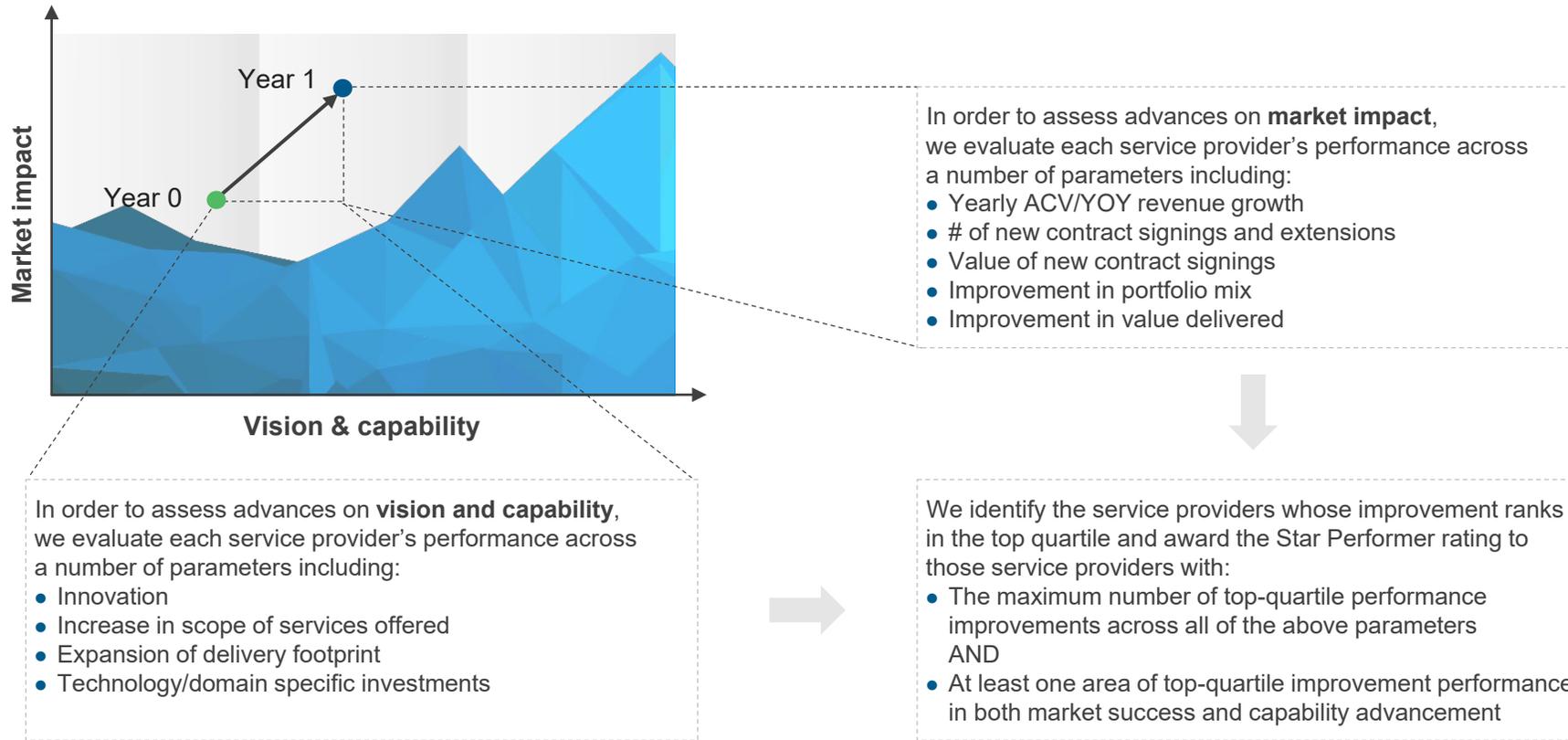
Major Contenders

Aspirants

Vision & capability

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

Everest Group confers the Star Performers title on providers that demonstrate the most improvement over time on the PEAK Matrix®

Methodology
Everest Group selects Star Performers based on the relative YOY improvement on the PEAK Matrix

Market impact

Year 1

Year 0

Vision & capability

In order to assess advances on **market impact**, we evaluate each service provider's performance across a number of parameters including:
- Yearly ACV/YOY revenue growth
- # of new contract signings and extensions
- Value of new contract signings
- Improvement in portfolio mix
- Improvement in value delivered

In order to assess advances on **vision and capability**, we evaluate each service provider's performance across a number of parameters including:
- Innovation
- Increase in scope of services offered
- Expansion of delivery footprint
- Technology/domain specific investments

We identify the service providers whose improvement ranks in the top quartile and award the Star Performer rating to those service providers with:
- The maximum number of top-quartile performance improvements across all of the above parameters AND
- At least one area of top-quartile improvement performance in both market success and capability advancement

The Star Performers title relates to YOY performance for a given vendor and does not reflect the overall market leadership position, which is identified as Leader, Major Contender, or Aspirant.

FAQs

Does the PEAK Matrix® assessment incorporate any subjective criteria?
Everest Group's PEAK Matrix assessment adopts an unbiased and fact-based approach (leveraging service provider / technology vendor 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/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 service 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 PEAK Matrix assessment are relevant to buyers and providers besides the "PEAK Matrix position"?
A 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/vendors for their specific requirements. It also helps providers/vendors 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/vendors 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 / technology vendor to leverage their PEAK Matrix positioning and/or "Star Performer" status ?
- Providers/vendors can use their PEAK Matrix positioning or "Star Performer" rating in multiple ways including:
  - Issue a press release declaring their positioning. See citation policies
  - 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.

Does the PEAK Matrix evaluation criteria change over a period of time?
PEAK Matrix assessments are designed to serve present and future needs of the enterprises. 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 as well as serve the future expectations of enterprises

Everest Group®

With you on the journey

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

in @Everest Group

f @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