

Mid-market Enterprises - Distinct Requirements for Managed Digital

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Workplace Services

Managed workplace services requirements for mid-market companies are quite different from those for large enterprises, according to the recently released ISG Provider Lens™ Quadrant Report - Digital Workplace, Mid-market.

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MID-MARKET ENTERPRISES - DISTINCT REQUIREMENTS FOR MANAGED DIGITAL WORKPLACE SERVICES

By Mrinal Rai

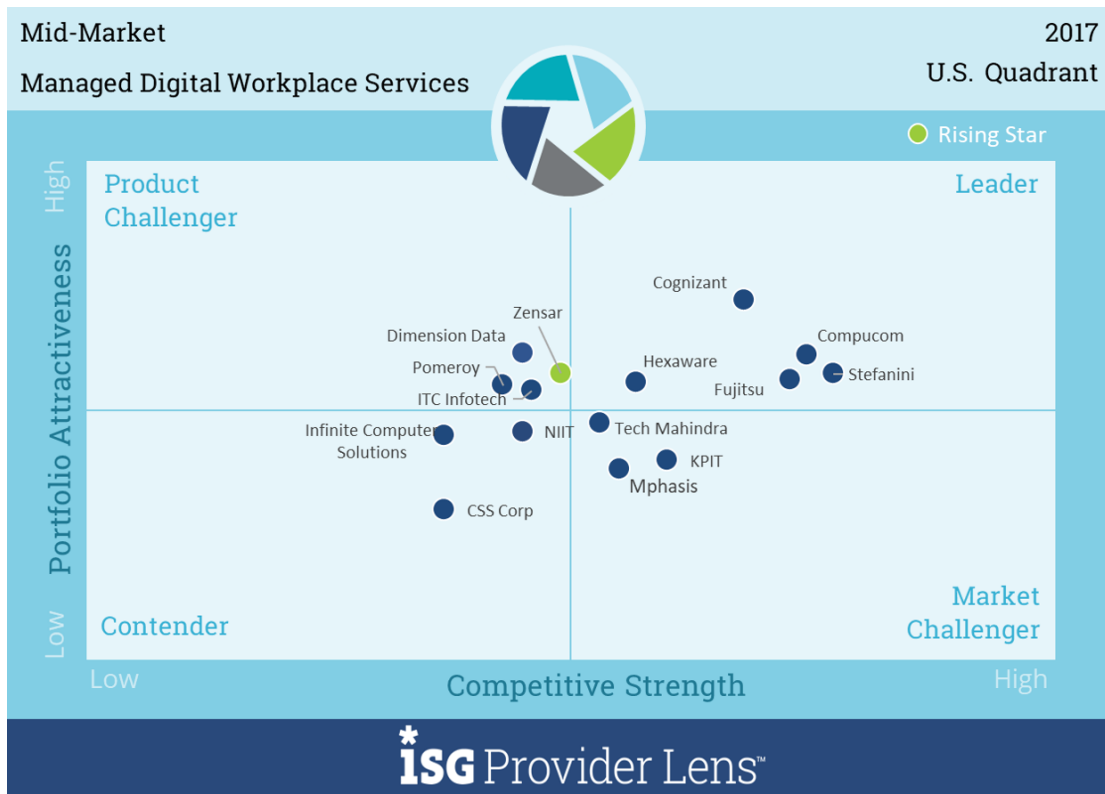
Managed workplace services requirements for mid-market companies are quite different from those for large enterprises, according to the recently released [ISG Provider Lens™ Quadrant Report - Digital Workplace, Mid-market](#).

A mid-market enterprise (defined as having no more than 2,000 end users) has its own set of challenges and advantages for workplace support services transformation. The mid-market enterprise need for on-site support is not as prominent as in large enterprises. Mid-market enterprise clients are comfortable with workplace support being based in remote offshore locations. However, these enterprise face challenges in associating workplace transformation initiatives with business objectives related to scaling up or down. The mid-market enterprise is price sensitive, and therefore top-tier service providers give medium to low priority to this client segment. The service providers that are giving high priority to mid-market clients offer highly customized and innovative solutions oriented towards the shift-left approach and IT support optimization. They can also make best use of their in-house developed solutions to provide automated workplace support services.

The report explains how leading providers are offering automation-focused and analytics-driven digital workplace services. Service providers with specialized onsite support and high penetration in mid-market client segment are leaders in the market.

Figure 1 depicts the report's relative positioning of managed digital workplace services providers as leaders, product challengers, market challengers or contenders for mid-market digital workplace services. The report also illustrates and explains the competitive strengths, differentiators, and domain experience of the services providers that are positioned as leaders and rising stars.

Figure 1: Leading Providers for Managed Digital Workplace Services, Mid-market, U.S. Market 2017



Source: ISG Research 2017

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Key highlights from the report include:

- Among the large players, Cognizant emerged as a leader in this space. The company's Constantly Ready Infrastructure service is a key driver for this positioning.
- CompuCom and Stefanini are strong in the U.S. and have extensive services in managing workplace and service desk operations. They also offer extensive onsite and field support.
- Hexaware is a leader because of its automation-focused workplace services and center of excellence that is oriented to emerging technology.
- Fujitsu is providing automation-focused workplace services to the mid-market. Its RPA digital workforce offering is a differentiator.
- Zensar offers digital workplace services that use automation and analytics to measure end-user satisfaction and reduce ticket volumes. Its growth rate for winning contracts in North America is quite impressive, which is why it has been identified as the Rising Star in this segment.



USING THIS INSIGHT

ISG Provider Lens Quadrant Reports are intended to provide fact-based, qualified insights regarding services providers' suitability for a defined sets of enterprise client's IT service needs. These assessments are developed using data, analysis, and comparative methodology as described in each report. No recommendation or endorsement is indicated, suggested or implied. Clients must make the decision to engage with any provider based not only on their specific, current ADM needs, but also other factors such as cost, culture and timing.

ASSOCIATED INSIGHTS

ISG Provider Lens™ Quadrant Report – Managed Digital Workplace Services, Mid-Market

Hexaware recognized as a Leader in Digital Workplace Services by ISG

ISG Provider Lens™ Report – Digital Workplace and Provider Positioning

Provider Lens Report: Aligning Digital Workplace Requirements with Services and Solutions

Service Desk: Philosophy Before Skills and Solutions