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IDC MarketScape

IDC MarketScape: Worldwide Digital Workplace Services 2024 Vendor Assessment

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THIS IDC MARKETSCAPE EXCERPT FEATURES DELL AS A MAJOR PLAYER

ABOUT THIS EXCERPT

The content for this excerpt was taken directly from IDC MarketScape: Worldwide Digital Workplace Services 2024 Vendor Assessment (Doc # US51812324).

THE IDC MARKETSCAPE VENDOR ANALYSIS MODEL

IDC MarketScape vendor analysis model is designed to provide an overview of the competitive fitness of vendors/suppliers in a given market.

The IDC MarketScape model utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single evaluation of each vendor's position within a given market.

This model provides a clear framework in which the product and service offerings, capabilities and strategies, and current and future market success factors of IT and telecommunications vendors can be meaningfully compared.

IDC MARKETSCAPE VENDOR POSITIONS:

A vendor's position in the IDC MarketScape will fall into one of the following categories:

- **Leaders** are vendors strong in all areas of both strategy and capabilities.
- **Major Players** show strength in most areas of strategy and capabilities.
- **Contenders** have strengths, but often are limited in some areas such as geography or specific product features.

- **Participants** are often new entrants or fading stars with few exceptional capabilities or strategies.

Please see the Appendix for detailed methodology, market definition, and scoring criteria.

IDC OPINION

This IDC study represents the vendor assessment of the 2024 worldwide digital workplace services (DWS) market. IDC defines digital workplace services as the set of business and IT services that are focused on the plan, build, run, and/or support of digital workplace technology solutions, including personal computing devices, smart office devices, and unified communication and collaboration tools. Refer to the Market Definition section of the Appendix for more detailed market definition and scope of research coverage.

In the past couple of years, remote and hybrid work have become mainstream. The workplace of today hardly has any resemblance to pre-COVID-19 pandemic times. With the rise of hybrid workforce, organizations had to reimagine the entire workplace to ensure effective and smooth collaboration between workers across different time zones and work environments while making sure that proper security protocols were in place. IDC research indicates that building a digital and intelligent workplace is among top 3 priorities for organizations looking at modernization initiatives in the next 24 months (see *Worldwide Services Leading Indicators Survey, 2024: Digital Workplace Services Trends,* IDC #US51695924, September 2024).

While automation and security remain the main focal points of digital workplace services, any organization planning for a digital workplace environment also needs to take a human-centric approach by keeping employees at the forefront of the transformation journey. According to IDC research, integration of GenAI through artificial intelligence (AI)/machine learning (ML) and automation in workplace, improving employee experience (EX), and building smart/intelligent workplaces along with enhanced security remain as top priorities for organizations when looking to procure digital workplace services (see *Worldwide Services Leading Indicators Survey, 2024: Digital Workplace Services Trends,* IDC #US51695924, September 2024).

Key Findings from This IDC MarketScape Study

The key findings for this IDC MarketScape are the result of vendor responses to IDC's request for information (RFI) questionnaire, vendor briefings sessions, and customer references, along with IDC's internal research. Our research's key findings from this worldwide digital workplace services IDC MarketScape study are as described in the sections that follow.

Customer Feedback

- While cost is important, it is not a key factor in choosing a digital workplace services provider.
- Customers prioritize vendors that offer a comprehensive set of solutions, offer flexibility in pricing models, and are open to feedback and improving their service.
- Vendors offering full life-cycle services and a focus on improving employee experience are also important criteria for customers.
- Customers are extremely satisfied with service quality, delivery and deployment process, post-delivery support, and change management services offered by the vendor.
- Customers would like vendors to proactively engage with them and communicate about the latest innovations and technological advances in digital workplace services.

Experience-Led Transformation

- Nearly 90% of vendors assessed as a part of the study have a well-defined experience-level agreement (XLA) framework to help customers in their experience measurement journey. This reinforces IDC's research that enhancing employee experience is integral to building a smart, intelligent digital workplace.
- Some differences among vendors' XLA capabilities included maturity of the vendor's framework as some vendors have already evolved to XLA 2.0 or 3.0, which links XLA not only to employee experience but to business outcomes as well.
- Another difference among vendors' XLA strategy that came out was the number of metrics a vendor can track within its XLA framework and its ability to customize XLAs based on the industry vertical or user persona.
- The final two factors that differentiate one vendor's XLA approach from another are the vendor's ability and willingness to contractually commit to XLAs and the way the vendor goes about measuring employee experience and taking remedial actions to improve upon the metrics. Some vendors may take a reactive approach while others, through continuous real-time monitoring, measure user sentiment and use analytics to derive insights and take proactive measures to improve EX.

Miscellaneous Findings

- There were many common findings from vendor assessments such as all vendors seem to offer full life-cycle services, right from consulting and advisory

to implementation and migration, followed by managed services operations and, last, service desk and support services.

- Also, all the vendors assessed seem to have an established partner ecosystem consisting of top-tier technology and strategy players such as Google, Microsoft, and Amazon. The major differentiation in partner ecosystem comes from niche partnerships formed by the vendors.

- IT services vendors have a robust R&D strategy, and every vendor is investing in developing AI-powered solutions and focused on AI-powered intelligent automation. The major differentiation comes from a couple of things. First, at what stage the vendor is in its ability to offer AI-powered solutions. Some are still in exploration or proof-of-concept (POC) stages, while others have evolved into deployment and have success stories to share as well. Second, how evolved are the vendor's AI offerings. Almost all vendors offer very generic AI offerings such as chatbots and virtual assistants, while some offer industry- and user-specific AI offerings.

- IT support automation is one of the first core areas to get automated through intelligent help desks, which include self-service, automated remediation, and self-healing capabilities.

Summary

It is evident from the study findings that the digital workplace services market has evolved beyond traditional communication, collaboration, asset management, and support offerings. The aspirations of customers have evolved from user interface (UI) to user experience (UX). Services vendors can bring about differentiation through their consulting and advisory capabilities as customers are always looking for someone to help them visualize, strategize, and build a road map toward transforming their current workplace into a smart and intelligent one. Most IT vendors already have strong managed and support services capabilities, which leaves consulting and implementation capabilities as the main differentiating areas for vendors to focus on in delivering a hyper-personalized workplace solution while also reinforcing commitment to human-centric approach and provide superlative employee experience.

IDC MARKETSCAPE VENDOR INCLUSION CRITERIA

As the digital workplace services market is a market comprising contributions from several different foundation markets in IDC's IT services taxonomy, IDC does not have a preexisting market share estimate to use for entry criteria prior to this study. Instead, followed criteria were employed to determine vendor eligibility for the study:

- $3 billion in overall services and $100 million revenue from digital workplace services or $400 million in digital workplace services revenue

- DWS actively sold in at least two global regions (i.e., Americas, EMEA, and APJ)
- Vendors with expertise in end-user computing solutions and delivering full life-cycle services including consulting/advisory, implementation/migration, management, and support

ADVICE FOR TECHNOLOGY BUYERS

IDC offers the following recommendations to organizations looking to embark on their digital workplace journey:

- **Focus on human-centric approach.** Organizations have increasingly understood the impact of employee experience on business outcomes and driving value for their customers. For successful implementation of digital workplace solutions, it is important for vendors as well as customer organizations to have a human-centric approach by keeping employees at the center of transformation. It is important to understand employees' requirements for identifying the right set of tools for implementation and regularly measure their level of satisfaction with the services provided for continuous improvement. Services vendors these days have started integrating XLAs over and above standard SLAs in their contracts to ensure that they are tracking certain experience-focused metrics throughout the life cycle of an employee and taking remedial measures to constantly enhance and improve employee experience. Evaluate vendor's XLA framework thoroughly to understand which metrics suit your aspiration the best to deliver superior employee engagement and increase business value.

- **Understand the vendor's partner ecosystem.** Most services vendors already have a robust partner ecosystem, which includes top-tier technology and strategic partners such as Microsoft, Google, Amazon, and other big vendors. However, it is also important for vendors to have partnerships with niche vendors that offer solutions on new technologies such as GenAI or are focused on offering a customized solution for a particular industry vertical. With niche partnerships, vendors can offer solutions that are hyper-personalized and customized for specific industry and personas. Partnerships with start-ups or academia are also important for having a focus on building innovative solutions through research and development. Even with top-tier partners, it is important to analyze which services vendors are preferred by the partners through accreditation such as Gold or Platinum partner.

- **Prioritize workplace security.** While cybersecurity has always been an area of concern for organizations, it takes even greater precedence in the context of digital workplace services. As the hybrid work model has become mainstream, employees have the option of working remotely from anywhere and accessing

company data for work purposes. This leaves a company susceptible to security breaches and increases the threat of cyberattacks. While most vendors do offer security capabilities, such as endpoint encryption and multifactor authentication, and do periodic security audits, it is important for them to have a proactive approach to ensuring robust workplace security. Solutions that include use of AI for faster, more accurate threat detection and response; threat analytics; zero trust network access (ZTNA) for network security; and continuous threat monitoring and response are also needed for ensuring more efficient and effective workplace security. Organizations should thoroughly evaluate vendors' workplace security offerings for their robustness and ensure that these solutions are dynamic in nature so that they continue to evolve with the changing technological landscape.

▪ **Look for automation through innovation.** It is important for organizations to look for ways to identify and automate repetitive and time-consuming tasks so that their employees can focus on tasks that can help them drive more business value. With artificial intelligence and machine learning taking center stage over the past 18–24 months, all vendors have been focused on developing innovative AI-powered intelligent automation solutions. Ask services vendors for proof of concepts or deployment success stories to understand how their AI/ML solutions can make a difference to the employees. Organizations may also check if vendors are using some of the solutions that they have built for their customers internally as well and how much difference they made to their employees in terms of productivity and engagement.

▪ **Emphasize change management.** IDC research indicates that resistance to change and organizational culture remains the biggest challenges for organizations planning implementation of enterprisewide automation solutions (see *Worldwide Services Leading Indicators Survey, 2024: Digital Workplace Services Trends,* IDC #US51695924, September 2024). Introduction to new tools, devices, and technologies results in a change in the way employees have been used to working and often that change can become overwhelming to adapt to. It is essential for vendors to jointly develop a comprehensive change management framework to ensure employee engagement and morale is not affected and there is minimal disruption to work during the process.

VENDOR SUMMARY PROFILES

This section briefly explains IDC's key observations resulting in a vendor's position in the IDC MarketScape. While every vendor is evaluated against each of the criteria outlined in the Appendix, the description here provides a summary of each vendor's strengths and challenges.

Dell

According to IDC's analysis and customer feedback, Dell is positioned in the Major Players category for this 2024 IDC MarketScape for worldwide digital workplace services.

Dell Technologies is a global provider of technology solutions, with a comprehensive portfolio of products and services that drive digital transformation for businesses and consumers alike. Dell provides an end-to-end digital workspace offering, ranging from system modernization, device life-cycle management, and security, in addition to AI solutions. It enables enhanced productivity with modernized systems with solutions for digital employee experience, cloud productivity and identity, digital services management, and virtual desktop environments and workplace platforms.

Dell's device life-cycle management offering includes its ProDeploy Client Suite (PC configuration and delivery), ProSupport Suite (proactive support), managed workplace solutions, and asset recovery solutions. Dell APEX Managed Device Service (AMDS) provides devices and peripherals as a service, with managed deployment, security, management, support, and recovery, to simplify IT and modernize the PC life cycle. Dell provides security solutions including security and resiliency advisory, proactive security operations, managed detection and response, and incident response and recovery. Dell maintains its focus on generative AI (GenAI), providing solutions such as personas and ACM for GenAI, Microsoft Copilot and GenAI digital assistants, and professional services.

Dell provides several solutions for ServiceNow, supporting digital service management. Dell utilizes tools from Nexthink, Lakeside, and Voxxify for digital employee experience services. CrowdStrike NGAV and device control are used as part of the Dell APEX Managed Device Service.

In addition to Dell's extensive focus on GenAI, it is investing in AR/VR solutions such as its AR Assistant. It caters to applications such as field engineer support with features including object recognition, digital clone, and video portal. As part of its workforce services, Dell measures many experiences-focused components such as user satisfaction, technology adoption, critical IT systems uptime, and AI-powered sentiment analysis.

Strengths

Dell has a long history of innovation through its legacy devices portfolio, which neatly complements its strategy to provide digital workplace services by building on its track record of transformation with programs such as its AR Assistant to support field technicians and drive customer self-service. Dell also incorporates a high degree of automation within pre-delivery implementation and post-delivery support.

Customers that IDC interacted with expressed high satisfaction with Dell's customer service and ongoing support along with its ability to innovate and provide high-quality service delivery.

Challenges

Dell should look at improving its employee and business mix, which is heavily skewed toward service desk and support services. Dell can also work on increasing customer focus on incorporating experience measurement metrics and commitments in its contracts.

Consider Dell When

Consider Dell when you wish to engage with a global vendor with well-established solutions for device life-cycle management and is investing in IP to drive use of next-generation technologies such as AR/VR and GenAI to further enhance customer experiences (CXs).

APPENDIX

IDC MarketScape Methodology

IDC MarketScape criteria selection, weightings, and vendor scores represent well-researched IDC judgment about the market and specific vendors. IDC analysts tailor the range of standard characteristics by which vendors are measured through structured discussions, surveys, and interviews with market leaders, participants, and end users. Market weightings are based on user interviews, buyer surveys, and the input of IDC experts in each market. IDC analysts base individual vendor scores, and ultimately vendor positions on the IDC MarketScape, on detailed surveys and interviews with the vendors, publicly available information, and end-user experiences in an effort to provide an accurate and consistent assessment of each vendor's characteristics, behavior, and capability.
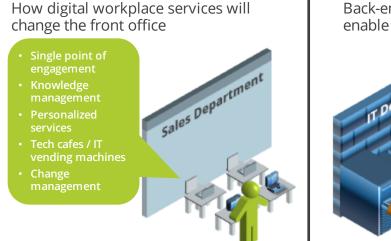
Market Definition

IDC defines *digital workplace services* as the set of business and IT services that include plan, build, run, and support capabilities for digital workplace technology solutions, including personal computing devices, smart office devices, and unified communication and collaboration tools. They are aimed at simplifying the management of the enterprise workplace technology environment, improving productivity through the extensive use of automation, and delivering superior employee experience. IDC defines intelligent digital workspace services as the set of end-to-end business and IT services that fall under the existing foundation markets outlined in *IDC's Worldwide Services Taxonomy, 2022* (IDC #US47769222, July 2022). At its core, digital workplace services are about making employees more productive. While most of the digital transformation spending thus far has been by organizations seeking to change their front-office strategy, digital workplace services seek to leverage these same methodologies but instead focus on a company's employees, engaging with them like customers.

The first section of this definition looks at digital workplace services from the employees' point of view — more specifically, what types of services the employees will notice and how it will change their workstyle. The second and final section looks at digital workplace services from the employer's point of view — more specifically, the back-end transformations the employer must go through to enable digital workplace services. Figure 2 provides an overview of how these two sections are structured.

FIGURE 2

Digital Workplace Services Offerings

How digital workplace services will change the front office

- Single point of engagement
- Knowledge management
- Personalized services
- Tech cafes / IT vending machines
- Change management

Sales Department

Back-end transformations required to enable digital workplace services

- Automation and IT service management
- Artificial intelligence and machine learning
- Unified endpoint management
- Seamless cloud and security integration

IT Department

Source: IDC, 2024

Digital workplace services may include at least the following technology components:

- End-user computing management and security solutions, which include system center configuration manager (SCCM), desktop and application virtualization, application delivery and management, unified endpoint management, content management and file-sharing solutions, unified directory, identity access solutions, endpoint security, and DLP solutions

- Integration and support capabilities for enterprise-grade apps addressing productivity, collaboration (including UCaaS), enterprise social networking, and business and customer relationship apps (ERP, CRM, etc.)

- Next-generation integrated service management and digital support services (for HR, IT, procurement, and shared services) including smart ticket generation, automated service request fulfillment, chatbots, and digital assistants for self-service support through a single point of interaction portal

- Intelligent analytics, to track the performance of devices, apps, and networks and, most importantly, to track the adoption and usage of apps and devices by employees (The latter helps with change management and to drive employee experience.)

- Intelligent IT/security automation to predict issues causing downtime and proactively reduce incidents or reduce the time to resolve them, which also retains this information via knowledge management repository to capture, categorize, and proactively reuse solutions to common issues

- Digital workplace framework that supports granular and customizable user-personas by functional role/industry/access modes and such

- A cloud-agnostic point of view that can leverage the entire on-prem datacenter, private cloud, or public cloud paradigm, depending on the use case and context of the workload

In keeping with the technological changes and evolving demands of the organizations, the study places strong emphasis on:

- Enabling enterprises for optimized and secure workplace experience and operations in a hybrid work context (experience parity, seamless connectivity, remote worker security, etc.)

- Supporting enterprise ESG initiatives and objectives through workplace experiences, operations, and enablement (environment-friendly sourcing, circular economy, sustainable workspaces, workplace inclusivity, sustainable IT asset management, etc.)

- Delivering an enhanced and highly customized workplace experience across user personas and every stage of employee life cycle — that is, from hire to retire (experience management office, XLAs, change management, etc.)

- Driving higher workplace efficiency and productivity through extensive and embedded automation, integration, and intelligence (digital assistants, intelligent workflows, automated workplace operations, and so forth)

LEARN MORE

Related Research

- *IDC FutureScape: Worldwide Services 2025 Predictions* (IDC #US52634524, October 2024)
- *Worldwide Artificial Intelligence IT Spending Forecast, 2024–2028* (IDC #US52635424, October 2024)
- *Worldwide Services Leading Indicators Survey, 2024: Digital Workplace Services Trends* (IDC #US51695924, September 2024)
- *Market Analysis Perspective: Worldwide Services, 2024* (IDC #US51695824, August 2024)

Synopsis

This IDC study assesses 16 IT service providers offering digital workplace services at a worldwide level. It is based on a comprehensive framework and a set of parameters that assess providers relative to one another and to factors expected to be most conducive to success in each market in both the short term and the long term.

"Over the years, the hybrid work model has become a central option for organizations looking to provide appropriate work-life balance to their employees. To ensure the same, digital workplace solutions have become an important aspect of the organization's strategy to drive cultural change, measure and enhance employee experience, and drive business outcomes. Digital workplace services vendors with end-to-end capabilities, strong partner ecosystem, leveraging latest technologies such as AI/ML to drive automation while keeping people at the center of their offerings will likely emerge as the preferred vendor of choice by customers." — Nishant Bansal, associate research director, IDC's Worldwide Services Research

ABOUT IDC

International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets. With more than 1,300 analysts worldwide, IDC offers global, regional, and local expertise on technology, IT benchmarking and sourcing, and industry opportunities and trends in over 110 countries. IDC's analysis and insight helps IT professionals, business executives, and the investment community to make fact-based technology decisions and to achieve their key business objectives. Founded in 1964, IDC is a wholly owned subsidiary of International Data Group (IDG, Inc.).

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