

APRIL 2025

# Overcoming Enterprise Workplace Complexity With Swisscom Enterprise Workspace Services

Gabe Knuth, Senior Analyst

**Abstract:** As IT environments deal with increasing complexity, organizations find themselves balancing innovation with operational efficiency. Many opt for outsourcing to streamline workspace management, but finding the right partner is critical to meeting goals like reducing complexity, enhancing security, and enabling digital transformation. Swisscom Enterprise Workspace Services offers a full suite of solutions, combining deep local expertise, strong partnerships with Dell and Microsoft, and end-to-end lifecycle management to help businesses stay ahead of technology shifts. With a focus on security, automation, and user experience, Swisscom enables organizations to optimize IT resources and set themselves up for long-term success.

## Overview – The Challenge

Organizations worldwide are facing increasingly complex IT environments, largely fueled by the rapid pace of innovation. While evolving cybersecurity challenges remain the primary source of this complexity, the impact extends beyond security. For instance, recent research from Informa TechTarget's Enterprise Strategy Group revealed that 36% of organizations rank difficulties integrating new and emerging technologies among their top complexity-related challenges, while 29% reported a rise in the number and variety of applications used by employees (see Figure 1).<sup>1</sup>

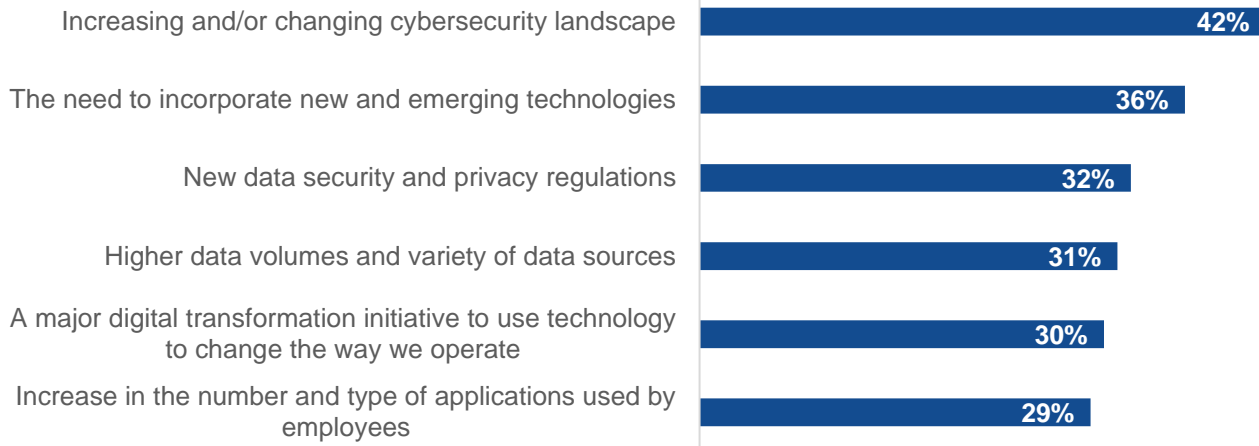
---

<sup>1</sup> Source: Enterprise Strategy Group Research Report, [2025 Technology Spending Intentions Survey](#), December 2024.

This Enterprise Strategy Group Showcase was commissioned by Dell Technologies and is distributed under license from TechTarget, Inc.

**Figure 1. Top Six Factors Driving IT Complexity**

**What do you believe are the biggest reasons your organization's IT environment has become more complex over the past two years?  
(Percent of respondents, N=497, five responses accepted)**

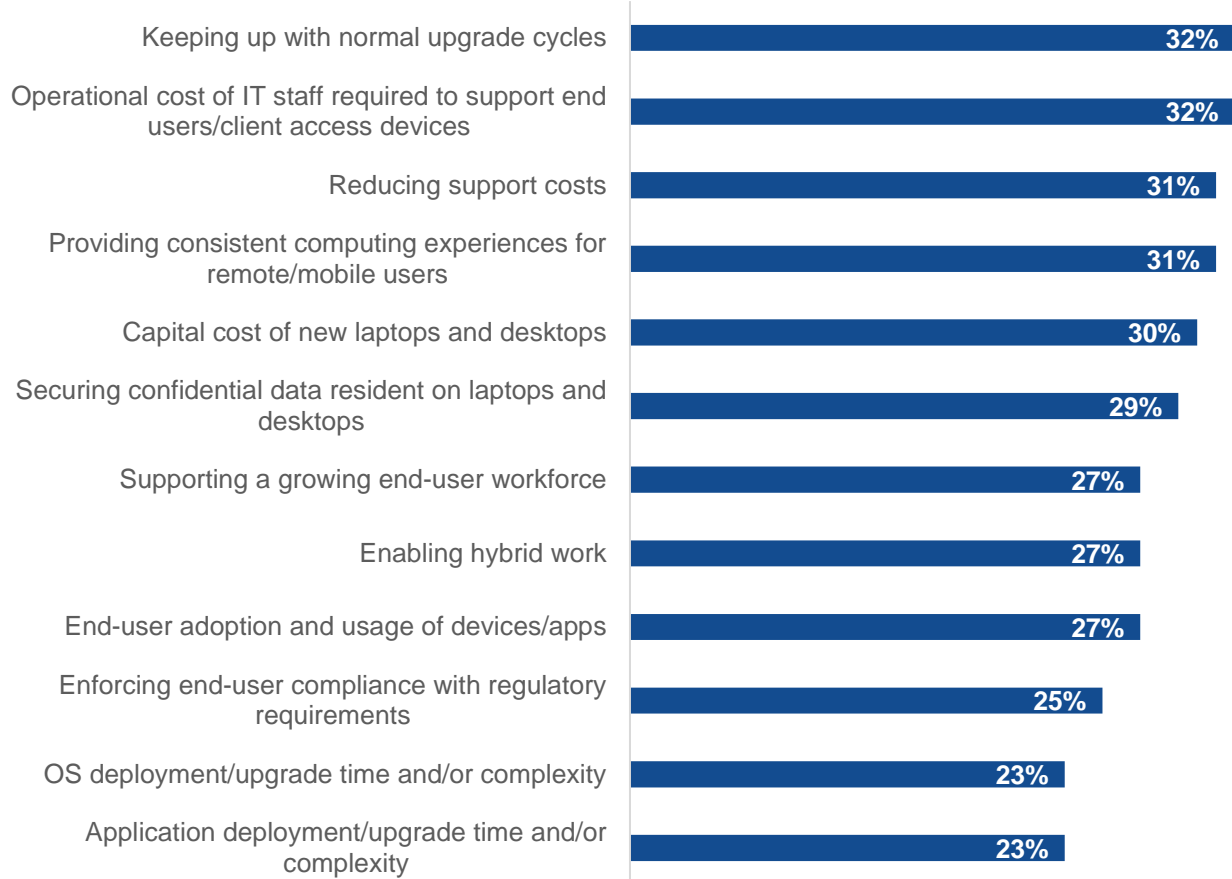


Source: Enterprise Strategy Group, a division of TechTarget, Inc.

These factors, along with the rise in remote work, the growing variety and number of endpoint devices, and an overabundance of vendors, contribute to overall IT complexity. This complexity impacts not just IT operations but also the core of the business: its end users.

When asked about challenges they experienced related to endpoints, respondents noted similar challenges, such as keeping up with normal upgrade cycles (32%) and operational cost of IT staff to support end users (32%), not to mention the overall support cost reduction (31%) and providing a consistent computing experience for remote/mobile users (31%). Even challenges like OS and app deployment feature prominently (see Figure 2).<sup>2</sup>

<sup>2</sup> Source: Enterprise Strategy Group Custom Research commissioned by Dell, *Next-gen Computing: AI PCs and the Need for Professional Services Are Reshaping the Competitive Landscape for Client Services in the SMB Market*, December 2024.

**Figure 2.** Top 12 Operational and Business Challenges With Respect to Laptops and Desktops**What would you consider to be your organization's current operational and business challenges with respect to desktops and laptops? (Percent of respondents, N=350)**

Source: Enterprise Strategy Group, a division of TechTarget, Inc.

Digital transformation also remains a top priority for organizations, and since it often sits at the intersection of these high-level innovation trends and day-to-day workspace management challenges, organizations are seeking to strike a delicate balance. They need solutions that drive operational efficiency while simultaneously enabling them to adopt and benefit from innovative technologies. What's more, organizations only have a finite number of resources to accomplish these goals. In which case, it's no surprise that the biggest priority for organizational digital transformation efforts is becoming more operationally efficient,<sup>4</sup> but achieving this while still keeping pace with innovation remains a significant challenge.

**Digital Transformation Is a Long Road**

It feels like digital transformation has been in progress for decades. However, according to Enterprise Strategy Group research, just 13% of organizations rated their digital transformation initiatives as "mature."

Of the rest, 45% said they were in progress, and 26% were either planning or just beginning.<sup>3</sup>

<sup>3</sup> Source: Enterprise Strategy Group Research Report, [2025 Technology Spending Intentions Survey](#), December 2024.

<sup>4</sup> Ibid.

## What Organizations Can Do

One way organizations can reach these goals is by partnering with trusted managed service providers, in particular those with a broad services portfolio that understand not only endpoint and workspace management, but how it factors into the entire IT and business ecosystem. This broad expertise means organizations can free up resources to dedicate to emerging technologies and ongoing digital transformation efforts, knowing that the offloaded endpoint and workspace management services will align with their broader goals.

In addition to freeing up resources, service providers have the benefit of a singular focus on delivering high-quality solutions that are secure and feature best-of-breed products and services as an integrated solution. While internal IT teams might be pulled in many directions, service provider offerings usually include dedicated people with domain expertise in specific areas. This influx of expertise—not to mention both internal and external resources—can help address many of the operational and business challenges that organizations have in workspace management, such as improving their ability to keep up with normal upgrade cycles, improving security, providing a consistent experience for end users, simplifying OS deployments, patching, and much more.

Simply put, partnering with specialists is about more than just offloading work. A trusted service provider can better position organizations to meet their goals and overcome IT complexity.

## The Swisscom Advantage

As Switzerland's largest telecommunications provider and a leading IT services company, Swisscom brings deep expertise in enterprise IT management and digital transformation. This means they're in the unique position to help organizations address the challenges and complexities that face not just IT, but the business in general, through a wide array of services and solutions.

One such platform, Swisscom Enterprise Workspace Services, is specifically designed to help Swiss organizations modernize the management of their employee's workspaces. Enterprise Workspace Services combines Swisscom's expertise in end-to-end lifecycle management with its close relationships with trusted partners like Dell Technologies into a complete workspace management portal that can increase security and reduce complexity.

Key components include:

- **Microsoft 365 Tenant Management.** Swisscom handles licensing, tenant settings, and collaboration tools, ensuring Microsoft 365 services run smoothly without IT teams needing to manage them manually.
- **Device Management.** Windows, MacOS, Android, and iOS are all supported, with full lifecycle management for both company-owned and BYOD devices and zero-touch deployment, updates, and compliance enforcement.
- **Software Catalog.** This is a centralized app store where IT can manage software distribution based on user roles. Employees get the apps they need automatically, reducing manual installation and support tickets.
- **User Profiles & Automation.** Workspaces are pre-configured based on job roles (developer, creator, information worker, etc.), streamlining onboarding and making sure users have the right tools from day one.
- **Security & Compliance.** Endpoint protection, automated threat detection, and secure access controls are built in, reducing risk while keeping IT overhead low.

Plus, Swisscom's strong vendor partnerships mean the company is well-positioned to bring emerging technologies to its customers. As one of only 15 Dell Titanium Black partners—the highest tier in Dell's partner program—Swisscom has direct access to the latest innovations, the expertise to implement them effectively, and direct access to the right people when additional help is needed. This places Swisscom in a unique position to accelerate adoption of next-generation solutions like AI-powered PCs, 5G-connected Laptops, and unified communications as a service. Swisscom's deep integration with Microsoft also ensures seamless adoption, management, and optimization of Microsoft 365, helping businesses get the most out of their IT investments.

Beyond technology, Swisscom stands out for its commitment to user experience and the Swiss market. Its multilingual service desk supports German, French, Italian, and English, ensuring that customers can get help in their preferred language. With a deep understanding of Swiss business and regulatory requirements, Swisscom provides solutions that align with local compliance needs. Its track record with Swiss enterprises—particularly those with 250+ employees—demonstrates its ability to deliver tailored, high-quality IT services. With locally based support and implementation teams, businesses can gain hands-on, responsive service that global providers often struggle to deliver.

## Conclusion

Organizations already have plenty on their plates. Tackling new projects while managing existing complexities often calls for outsourcing. The key lies in choosing the right strategic partners—those that can simplify operations, accelerate technology adoption, free up internal resources for strategic priorities, uphold security and compliance, and deliver a seamless user experience.

By partnering with IT service providers that possess expertise across all facets of IT and understanding how each aligns with broader business strategies, organizations can fast-track digital transformation, reduce IT burdens, stay ahead of technological advancements, and focus on driving core business growth.

With extensive local expertise, a robust network of partners like Dell Technologies, and a comprehensive suite of workspace solutions, Swisscom Enterprise Workspace Services offers a clear path to achieving these objectives while ensuring security and control. For organizations exploring outsourcing, Swisscom is a partner worth considering.

©TechTarget, Inc. or its subsidiaries. All rights reserved. TechTarget, and the TechTarget logo, are trademarks or registered trademarks of TechTarget, Inc. and are registered in jurisdictions worldwide. Other product and service names and logos, including for BrightTALK, Xtelligent, and the Enterprise Strategy Group might be trademarks of TechTarget or its subsidiaries. All other trademarks, logos and brand names are the property of their respective owners.

Information contained in this publication has been obtained by sources TechTarget considers to be reliable but is not warranted by TechTarget. This publication may contain opinions of TechTarget, which are subject to change. This publication may include forecasts, projections, and other predictive statements that represent TechTarget's assumptions and expectations in light of currently available information. These forecasts are based on industry trends and involve variables and uncertainties. Consequently, TechTarget makes no warranty as to the accuracy of specific forecasts, projections or predictive statements contained herein.

Any reproduction or redistribution of this publication, in whole or in part, whether in hard-copy format, electronically, or otherwise to persons not authorized to receive it, without the express consent of TechTarget, is in violation of U.S. copyright law and will be subject to an action for civil damages and, if applicable, criminal prosecution. Should you have any questions, please contact Client Relations at [cr@esg-global.com](mailto:cr@esg-global.com).

---

### About Enterprise Strategy Group

TechTarget's Enterprise Strategy Group provides focused and actionable market intelligence, demand-side research, analyst advisory services, GTM strategy guidance, solution validations, and custom content supporting enterprise technology buying and selling.

✉ [contact@esg-global.com](mailto:contact@esg-global.com)

🌐 [www.esg-global.com](http://www.esg-global.com)