

NEAT EVALUATION FOR UNISYS:

# Advanced Digital Workplace Services

Market Segment: Overall

## Introduction

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This is a custom report for Unisys presenting the findings of the NelsonHall NEAT vendor evaluation for *Advanced Digital Workplace Services* in the *Overall* market segment. It contains the NEAT graph of vendor performance, a summary vendor analysis of Unisys for advanced digital workplace services, and the latest market analysis summary.

This NelsonHall Vendor Evaluation & Assessment Tool (NEAT) analyzes the performance of vendors offering advanced digital workplace services. The NEAT tool allows strategic sourcing managers to assess the capability of vendors across a range of criteria and business situations and identify the best performing vendors overall, and with specific capability in build services, run services, and around Microsoft products.

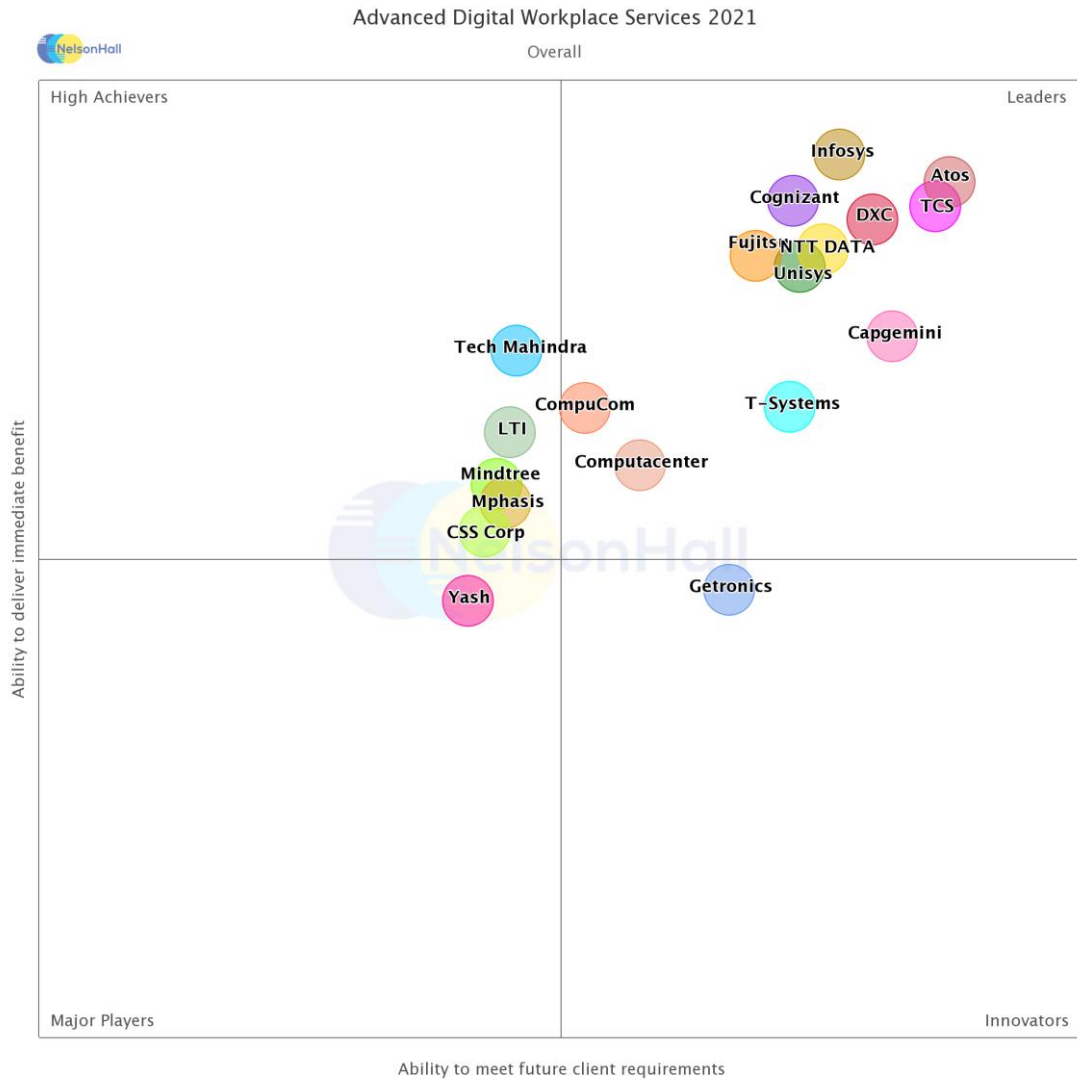
Evaluating vendors on both their 'ability to deliver immediate benefit' and their 'ability to meet client future requirements', vendors are identified in one of four categories: Leaders, High Achievers, Innovators, and Major Players.

Vendors evaluated for this NEAT are: Atos, Capgemini, Cognizant, CompuCom, Computacenter, CSS Corp, DXC Technology, Fujitsu, Getronics, Infosys, LTI, Mindtree, Mphasis, NTT DATA, TCS, Tech Mahindra, T-Systems, Unisys, and Yash Technologies.

Further explanation of the NEAT methodology is included at the end of the report.



# NEAT Evaluation: Advanced Digital Workplace Services (Overall)



NelsonHall has identified Unisys as a Leader in the *Overall* market segment, as shown in the NEAT graph. This market segment reflects Unisys’ overall ability to meet future client requirements as well as delivering immediate benefits to its digital workplace services clients.

Leaders are vendors that exhibit both a high capability relative to their peers to deliver immediate benefit and a high capability relative to their peers to meet future client requirements.

Buy-side organizations can access the *Advanced Digital Workplace Services* NEAT tool (*Overall*) [here](#).



## Vendor Analysis Summary for Unisys

### Overview

In February 2020, Unisys sold Unisys Federal (with ~1.9k FTEs and revenues of ~\$690m) to SAIC for \$1.2bn. The funding available from this disposal is being used to make acquisitions and solution investments in particular across its digital workplace services business.

Unisys has also moved to a business unit-led organization to increase traction in selected markets and geographies. The four business units are:

- Digital Workplace Solutions
- Cloud & Infrastructure Solutions
- Enterprise Computing Solutions
- Business Process Solutions.

In line with its strategy to acquire capabilities in support of digital workplace services, Unisys recently acquired Unify Square for \$152.5m. It brings capabilities to Unisys' digital workplace business, including its UCaaS portfolio and Unified Experience Management (UXM) capabilities. Unify Square was founded in 2008 and is headquartered in Bellevue, Washington, with ~220 employees. Its IP cloud-based PowerSuite solution manages, secures, and optimizes enterprise communications and collaboration. Unify Square is a global elite partner for Microsoft and Zoom and has delivered ~6m collaboration seats globally across multiple verticals.

Unisys focuses on higher margin EUX services across DWS advisory, UCaaS and Unified Experience Management. It can leverage Unify Square's capabilities across transformation advisory services, intelligent workplace services, unified experience management, and governance and management. In addition to UCaaS and experience capabilities, it also provides an opportunity to upsell Unify Square solutions into existing Unisys clients and cross-sell Unisys solutions into Unify Square clients.

Across the digital workplace, Unisys is focused on six go-to-market portfolio areas:

- *Transformation Advisory Services*: UCaaS consulting (utilizing Unify Square capabilities), DWS advisory and adoption (OCM), workplace transformation (i.e., assessing environments such as MECM and planning to move to modern management), experience design (using UX designers), and persona discovery and design (understanding different personas and learning styles within an enterprise and designing services and SLA/XLA reporting to match those personas)
- *Seamless Collaboration*: includes UCaaS monitoring, O365 services, voice & video integration, managed meeting rooms, managed voice, citizen developer CoE (utilizing Power Platform), and smart offices
- *Workplace as a Service*: Intelligent VDlaaS in partnership with Dell and VMware to enable cloud bursting from on-premise VDI to Horizon on Azure, cloud-native VDI (Microsoft WVD, Amazon WorkSpaces), and device subscription services
- *Intelligent Workplace Services*: global service desk, IntelliServe platform, mobile support, global onsite services, Tech Cafes (378), also providing a walk-up concierge-type service, lockers and vending machines, and mobile applications



- *Modern Device Management*: includes unified endpoint and application management (UEAM) and the ability to provision, track, image, secure, deploy, and manage all endpoints and applications in an environment, whether traditional PC, virtual or mobile. Also, legacy device management services (MECM), and helping clients to move to an out of the box zero-touch experience, and asset management services
- *Proactive Experience*: employee experience platform, experience feedback management (Qualtrics and Medallia), XLAs reporting, automation, digital adoption platform, and workplace analytics.

Unisys also provides security-related services within its core service bundles, including secure access service edge to protect access to cloud services for end-users who may be WFH, in the field or office. It also provides AI-based phishing detection, where Unisys looks at each phishing email. This goes through additional layers of analysis, including pulling data from the cloud to determine what URL may be embedded in an email that could be an issue. It marries this back to the ML that Unisys itself is doing in terms of phishing attacks. It then evolves the algorithm so it can identify with confidence if an email is okay or is malware. Unify Square's PowerSuite platform enables clients to manage and secure unified communication and collaboration platforms, including Teams and Zoom. Unisys also provides service desk security support to enable remote users to safely configure and set up their home office to ensure maximum security.

Unisys will also leverage its wider security capabilities in digital workplace support, including Stealth providing dynamic isolation services. Other capabilities include U-Pass health testing and passport solution integrating with biometric systems and building access to facilitate a safe return to the corporate office. It also provides zero trust advisory services and has multiple FTEs dedicated to endpoint security across eight global SOCs.

The company has ~11k FTEs in total across Managed Workplace Services, of which ~3.5k are dedicated to service desk services. Its service desk resource split by geography is: North America 20%, EMEA 17%, APAC 40%, Latin America 23%.

Unisys has ~7k field services technicians and 3k FTEs in support of cloud services.

It has ~260 key clients across digital workplace services, with a NelsonHall estimated split by geography as follows: North America 50%, EMEA 30%, ROW: 20%.

## Financials

Unisys' CY 2020 revenues were ~\$2.0bn, and of this, NelsonHall estimates that ~43% (~\$866m) is associated with digital workplace services.

NelsonHall estimates the geographical breakdown of Unisys' digital workplace services revenues in CY 2020 to be: North America 48% (~\$416m), EMEA 30% (~\$260m), APAC 12% (~\$104m), Latin America 10% (~\$86m).

NelsonHall estimates the vertical industry breakdown of Unisys' digital workplace services revenues in CY 2020 to be: commercial 40% (~\$346m), public sector 32% (~\$277m), financial services 28% (~\$243m).



## Strengths

- Extensive IP and accelerators including IntelliServe, Unify Square, CloudForte AI-Ops, Unisys Stealth, and U-Pass
- Utilizing \$1.2bn from the U.S. Federal business divestment to fund targeted acquisitions in support of digital workplace services
- Investing in Experience Management Organization (XMO) and an XLA-based approach
- Integrating Amelia virtual agent and NexThink to derive end-to-end automated detection and resolution of issues with natural language interface
- Ability to utilize Unify Square to deliver new services around UCaaS performance, monitoring, and experience
- Extensive field services capabilities and Digital Tech Cafés; expanding AR/VR and immersive technologies for remote services, and through modern device management for remote device refresh, enabling field services to focus on more complex issues
- Unisys fast-track transformation services and digital maturity index approach through its consulting-led advisory services
- Established workplace services client base across multiple industry verticals
- Developing LeanBiz culture-based approach to drive modernization through scaled agile
- AI/ML capabilities of Stealth security offering
- AI and IntelliServe CoE and cloud experience centers to showcase partners' capabilities and innovation.

## Challenges

- Increasing XLA-based adoption and focus on business outcomes
- Need to continue to expedite its AI and cognitive capabilities
- Ramping dedicated automation resources and certifications
- Expanding innovation centers and CoEs in support of DWS
- A limited number of business consultants.

## Strategic Direction

Unisys is looking to expand its digital workplace services capabilities through the following initiatives over the next 12-18 months:

### Investing in and Expanding IP and Accelerators

- IntelliServe: propagating automation, AI, and analytics capabilities across its existing client base and new named clients as standard and expanding beyond the service desk to the rest of the digital workplace
- Experience Management Organization (XMO): to monitor clients' worker experience and in the development of XLAs, and moving support from reactive to proactive



- Utilizing Unify Square: integrating UC&C monitoring capability with Seamless Collaboration and Proactive Experience capabilities to help clients on their UC&C rollout and usage. Also, to provide protective monitoring and management of their end-user UC&C experience. Unisys will integrate Unify Square's UXM capabilities into its solutions, cross-sell Unisys bundles to Unify Square clients, and upsell Unify Square to Unisys clients
- Making three to five targeted acquisitions to enhance its digital workplace transformation advisory services
- Expanding AI-Ops use cases across IP and third-party tools to optimize several operational and business-related capabilities
- Enhancing modern device management capabilities, including OCM
- Greater investment in analytics in support of predictive awareness, behavioral analytics, and proactive user experience
- Increasing smart building capabilities, including U-Pass health testing and passport solution, integrating building access and biometric systems for safe office entry.

#### **Expanding CoEs**

- Increasing IntelliServe CoE use cases (currently 176 EPA and RPA use cases in various stages for clients, including onboarding, offboarding, how-to-guides, etc.)
- Increasing the footprint of AI CoEs and supporting skillsets across AI and cloud architects, data scientists, AI/ML engineers, and automation engineers
- Continued focus on measurement of automation effectiveness across assisted automation and auto-resolution and outcomes-driven.

#### **Enhancing field services capabilities**

- AR/VR: enhancing remote support via merged reality and modern device management for remote device refresh and enabling field services personnel to concentrate on more complex issues instead of, for example, device re-imaging and swap issues
- Field Assist: improving the efficiency of field services engineers with routine admin tasks (i.e., logging on/off, en route to a job, job completion), through the ability to interact with Unisys' virtual agent Amelia
- Tech Assist: empowering partner field services capabilities through integration with Unisys' capabilities, including knowledge articles, how-to guides, etc., to increase productivity and UX
- Virtual TecLink and Tech Cafe: increasing installations at smaller client sites to enable an end-user to go to a booth and initiate a video call for guided assistance through an engineer or virtual assistant
- Digital Tech Cafés: increasing self-help technical services and digital gurus, including vending machines and smart IT lockers.



## Outlook

Unisys is utilizing its recent U.S. Federal business sale to fund targeted acquisitions in support of its Digital Workplace Services which is now one of four separate business-unit led divisions within Unisys. Across the digital workplace, Unisys is now focused on six go-to-market portfolio areas, building on its traditional managed services offerings to evolve the focus of support from a reactive to a proactive model. This includes a clear focus on higher-margin EUX offerings, evolving services to experience, and commercial arrangements toward client outcomes. A key investment in support of proactive experience includes its Experience Management Organization (XMO) to coordinate measurement, management, and proactive workplace experience across the ecosystem and developing XLAs.

Unisys is focusing on its workplace consulting and advisory services through its Fast Track process and digital maturity index aligned to seven tracks to drive a client's digital workplace transformation roadmap. Through the IntelliServe platform, Unisys wants to accelerate the adoption of automation, AI, and analytics across its client base, providing the platform at no additional cost to existing and new clients. It has currently retrofitted 16 clients, and it will take time to retrofit across its existing client base. Unisys will also need to increase its resources across consulting and advisory services to expedite this approach further. It is also focusing on organizational change management (OCM) to drive adoption of services and understand employee sentiment, and tailoring support and marketing campaigns during rollout to help users understand what is being done and why, and how it will benefit them and the company.

Unisys is focused on sentiment analysis and digital experience monitoring through ecosystem partners, including NexThink and Happy Signals, and Microsoft Viva. However, its acquisition of Unify Square provides it with UCaaS monitoring, security, and experience service, particularly in support of Teams and Zoom. We expect Unisys to gain traction in this area as clients improve the overall experience delivered through unified collaboration platforms. Unisys has further opportunities to cross and up-sell services to Unisys and Unify Square clients and drive its UXM capabilities moving forward.

Unisys has utilized Virtual Tech Cafes and AR/VR, and immersive technologies to support clients during the pandemic. With greater use of Modern Device Management for remote device refreshes, field technicians can concentrate on more complex issues without the need to deal with device re-imaging or swaps. In addition, it is developing and enhancing its field services capabilities in support of DWS, including greater interaction with Unisys' Virtual Assistant (Amelia) in dealing with admin-based tasks. It is further investing in AI and smart glasses to enable lower-skilled resources in the field to provide onsite support, including remote technical diagnostics and assistance guided remotely by an expert.

As Unisys develops its Experience Management Organization, we expect it will continue to increase its partner ecosystem through its vendor-agnostic approach to complement current key partners, including ServiceNow, NexThink, 1E Tachyon, Medallia, and Qualtrics. In addition, Unify Square can now bring UCaaS experience into the ecosystem. Unisys will need to increase the development and adoption of XLAs and in aligning to wider business outcomes.

We expect Unisys to acquire further bolt-on complementary capabilities in support of AI, analytics, and ML and across start-ups and digital ISVs. It is likely to expand its U-Pass biometric systems and building access to facilitate a safe return to the office. Finally, we expect to see more GTM traction with key hyperscalers moving forward supporting digital workplace services.



## Advanced Digital Workplace Services Market Summary

### Buy-Side Dynamics

The key decision factors in selecting a vendor to deliver digital workplace services are:

- Providing proactive & predictive support services (self-healing, remote monitoring, automation, AIOps, cognitive service desk and proactive and predictive analytics)
- Self-serve capabilities (portal-based access to knowledge articles, smart chat, AI powered self-help and self-serve including virtual agents and mobile support applications)
- On-site and virtual support services (Tech Cafes, smart lockers, IT vending machines, remote video support)
- Focusing on wellbeing, and driving digital adoption through organizational change management (OCM)
- AR/VR and immersive technologies for remote support and field services
- Smart meeting rooms and smart offices including voice and gesture controls, and safety management in support of the phy-gital workplace
- Accelerating adoption of Device as a Service, Workspace as a Service, VDI, and cloud productivity platforms M365, Cisco WebEx, Citrix Collaboration, Amazon Workspaces, and VMware Workspace ONE
- Increasing focus on XLAs and sentiment analysis to further enhance employee experience, and driving a human-centric approach across DWS
- Increasing proactive experience centers and a real-time data insights-driven approach across the workplace
- Expanding AI virtual agent to HR (onboarding and offboarding)
- Deploying Microsoft Viva for employee wellbeing
- Driving personas by industry and personalized experience services
- Developing new skillsets including machine coaches, business value specialists, automation and AI architects, CX leads, service resiliency engineers, cloud architects, and cloud DevOps orchestrators
- Increasing low-code/no-code (Power Platform) skills
- Expediting resources building automation use cases and system capability by industry, and dedicated automation and AI leads by client account
- Ability to support clients' ESG initiatives and drive carbon-neutral agendas
- Providing agile and DevOps frameworks and methodologies across the workplace environment
- Provision of design thinking-led consulting engagements, supplemented with dedicated innovation centers for co-innovation and co-creation across the digital workplace
- Enabling safe return to the office and supporting a hybrid working environment
- Ability to enact AI-Ops and an AI-led service desk environment





- Providing a fault-free IT infrastructure environment in support of remote workers
- Increasing productivity of cloud environments to expedite new cloud services
- Flexibility in approach and cultural alignment of the vendor across the client organization
- Ability to provide industry-specific expertise across digital workplace services.

## Market Size & Growth

The global digital workplace services market is estimated by NelsonHall as ~\$43,312m in 2021. It is expected to grow at 3.1% CAGR to reach ~\$48,856m by 2025.

## Success Factors

The key success factors for digital workplace services vendors include:

- *Modern Management:* provide Evergreen services to enable clients to keep up to date with latest features and release updates on Windows 10 and M365, and Evergreen CoE to drive adoption of new features. Also, providing support for Windows 365, Windows 11 and Apple DaaS. Increasing modern management toolsets including Microsoft Autopilot, Intune, and VMware Workspace ONE. Providing support for clients' ESG and carbon-neutral agendas through DaaS and Evergreen services
- *Consulting & Advisory Services:* increase onshore consulting and advisory services, supported by digital workplace SMEs, providing a design thinking and collaborative approach to define clients' hybrid digital workplace transformation roadmap, and virtual labs to showcase multiple use cases in support of a hybrid workplace
- *Increasing Skill-Sets:* ramp digital reskilling and new skill sets including automation architects, site reliability engineers (SRE), machine coaches, business value specialists, experience leads, hyperscaler full-stack SMEs, and AI/ML specialists
- *Intelligent Collaboration:* expanding intelligent collaboration capabilities to smart meeting rooms and utilizing AI and automation to enhance meetings. Increasing user adoption and transformation through Microsoft Teams and bringing LOB applications into teams (e.g., ServiceNow, Workday), and developing IP in the Teams app store
- *Increasing Automation and AI:* using AI-Ops to trigger automation and enable automated remediation. Expanding AI-Ops to No-Ops cloud managed services and developing more complex use cases in support of a hybrid workplace environment. Enabling agile and zero-touch service desk and digital support through self-healing, self-service, and AI-chat, including the expansion of AI virtual agent use cases. Providing one-click resolution of common issues, and IVR-led automation capabilities (AI-enabled voice for automation). In addition, enacting event and incident automation to diagnose and remediate (self-heal) incidents through AI, cognitive bots, and proactive and predictive analytics
- *XLAs and Employee Experience:* increase focus on XLAs and sentiment analysis including wellbeing and HR (Microsoft Viva), to further enhance employee experience, and driving a human-centric approach across digital workplace. Developing proactive experience centers to monitor real-time data insights and XLA dashboard performance
- *Focus on Innovation:* expand AR/VR and immersive capabilities to support remote field support, in particular across Microsoft HoloLens and Mesh services. Combining digital kiosk solutions with digital experience and ability to interact with digital agent at locker or video conferences and collaborate with a live agent. Increase innovation hubs to drive an



experience-led approach and support co-innovation with clients on smart hybrid work environments

- *Low-Code/No-Code Development Capability*: utilize citizen development principles to reduce ongoing IT costs and increase the value of adopting low-code platforms (Microsoft Power Platform). Vendors need to ensure they have defined a robust and encompassing capability to support this transformation. This capability should span training the individuals, building foundational tools and processes, and defining governance structures
- *Deeper Personalization*: driving a hyper-personalized approach at the start of client engagements to better understand clients' business and customize services accordingly. Also, defining personas by industry and personalized experience services across the workplace and wider enterprise ecosystem
- *Smart Working Environment*: increase safe workplace capabilities including workplace signage for social distancing, gesture and voice control and biometric entry with building entry. Provide integration with third-party platforms including ServiceNow Safe Workplace Suite, and utilizing M365 to provide IoT and AI-enabled employee safety applications. Also, provision of management dashboards providing real-time monitoring and reporting capabilities. In addition, smart meeting rooms and wayfinding solutions for next-generation collaboration and parity of experience regardless of location.

## Challenges

The key challenges for digital workplace services vendors include:

- Clients want vendors to focus more on enabling the transformation to a hybrid workplace environment. The once typically constrained and traditional workplace services-focused RFP framework is now necessitating vendors to demonstrate both a proactive and transformative approach, and to bring collaborative 'blue-sky' thinking into the process. This is driven through a modular approach, IP, methodologies, modern toolsets, innovation hubs and ecosystem partnerships to achieve the client's desired outcomes
- Clients are placing greater focus on the experience and wellbeing of end-users across the workplace. They are increasingly looking to drive the adoption of digital tools, assets, and processes. Also, to increase the experience monitoring capabilities of end-users both from a device and HR (wellbeing) perspective, including remote onboarding. Through organizational change management, understanding how users react to change and identifying learning patterns. In addition, clients are further challenging vendors to deliver tailored workplace solutions targeting industry objectives to further drive adoption
- Clients are increasingly focused on defining and developing XLAs in parallel with SLAs as they seek to improve employee experience across the enterprise. Both vendors and clients need to ensure XLAs are well defined and structured, with a focus on developing XLA dashboard measurement across a number of areas including automation and virtual agent effectiveness. Also, measuring end-user sentiments across device, application, network, and home office. Vendors should also broaden the scope of XLAs across the wider enterprise, (e.g., onboarding and wellbeing in HR) to further improve employee experience across 'hire-to-retire'
- Clients are looking to adopt modern management capabilities and move to a hybrid workplace environment to facilitate a flexible, safe, work-from-anywhere culture. The office is now seen as a destination for collaboration. Clients are looking for the skillsets to facilitate this transition and drive employee experience and support the hybrid workplace of the future. Vendors need to ramp digital re-skilling initiatives to enable more



productivity for clients and a greater focus on purpose, wellbeing, experience, and sustainability as primary drivers for enterprises.

## Outlook

The future direction for digital workplace services will include:

- Greater focus on human-centric experience design and employee experience platforms including utilization of Microsoft Viva. Also, targeting installed M365 client bases with Viva to improve productivity and UX
- Investing in decarbonization measurement and reducing onsite support, and developing green apps to educate and provide end-users with visibility of their carbon footprints
- Development of proactive mass healing (L2/3) with service desk resolving data corrections or data validation errors and site reliability engineers (SRE) approving solutions offered by self-healing systems. Also, investing in platforms designed for the future of work, including the gig workforce and remote talent
- More focus on the development of industry-specific personas to create solutions and use cases to fit specific industry requirements for hybrid digital workplace services. Also, standardization of XLAs in support of digital workplace and customizing XLAs by persona, client verticals, and client-specific requirements
- Investing in MarTech and contextualizing the workplace for users, and targeting ads to an end-user in an enterprise for training and adoption services, and continuing focus on OCM to drive digital adoption
- Vendors will increase joint GTM and business plan approaches with strategic ecosystem partners (i.e., Microsoft, AWS, Google, Citrix, VMware), in particular across M365, Unified Device Management, DaaS, and Cloud Workspace
- Vendors will increase AI-Ops and ML capabilities to enable enterprises to utilize AI as a collaboration tool to augment workforces and further enhance UX. Also, supporting the transition to a future No-Ops model
- Greater focus on Teams including Teams Calling, Power Platform, Windows 365 (Cloud PC), Win 11 and Apple DaaS; and repurposing offices to become collaboration hubs
- Vendors will increase capabilities across AR/XR, IoT, 5E edge technologies and mixed reality IoT integration with virtual twin. Also, focusing on frontline workers as a service (FWaaS) capabilities across the workplace.



## NEAT Methodology for Advanced Digital Workplace Services

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NelsonHall's (vendor) Evaluation & Assessment Tool (NEAT) is a method by which strategic sourcing managers can evaluate outsourcing vendors and is part of NelsonHall's *Speed-to-Source* initiative. The NEAT tool sits at the front-end of the vendor screening process and consists of a two-axis model: assessing vendors against their 'ability to deliver immediate benefit' to buy-side organizations and their 'ability to meet client future requirements'. The latter axis is a pragmatic assessment of the vendor's ability to take clients on an innovation journey over the lifetime of their next contract.

The 'ability to deliver immediate benefit' assessment is based on the criteria shown in Exhibit 1, typically reflecting the current maturity of the vendor's offerings, delivery capability, benefits achievement on behalf of clients, and customer presence.

The 'ability to meet client future requirements' assessment is based on the criteria shown in Exhibit 2, and provides a measure of the extent to which the supplier is well-positioned to support the customer journey over the life of a contract. This includes criteria such as the level of partnership established with clients, the mechanisms in place to drive innovation, the level of investment in the service, and the financial stability of the vendor.

The vendors covered in NelsonHall NEAT projects are typically the leaders in their fields. However, within this context, the categorization of vendors within NelsonHall NEAT projects is as follows:

- **Leaders:** vendors that exhibit both a high capability relative to their peers to deliver immediate benefit and a high capability relative to their peers to meet future client requirements
- **High Achievers:** vendors that exhibit a high capability relative to their peers to deliver immediate benefit but have scope to enhance their ability to meet future client requirements
- **Innovators:** vendors that exhibit a high capability relative to their peers to meet future client requirements but have scope to enhance their ability to deliver immediate benefit
- **Major Players:** other significant vendors for this service type.

The scoring of the vendors is based on a combination of analyst assessment, principally around measurements of the ability to deliver immediate benefit; and feedback from interviewing of vendor clients, principally in support of measurements of levels of partnership and ability to meet future client requirements.

Note that, to ensure maximum value to buy-side users (typically strategic sourcing managers), vendor participation in NelsonHall NEAT evaluations is free of charge and all key vendors are invited to participate at the outset of the project.



*Exhibit 1*

**‘Ability to deliver immediate benefit’: Assessment criteria**

Assessment Category	Assessment Criteria
Offerings	<ul style="list-style-type: none"> <li>VDI services and capabilities</li> <li>Modern management and Evergreen services capabilities</li> <li>XLA-based engagement capability</li> <li>Intelligent collaboration and M365 capabilities</li> <li>Digital support services and AI-enabled capabilities</li> <li>AR/VR, smart spaces and IoT-enabled capabilities</li> <li>Workplace security services</li> </ul>
Delivery	<ul style="list-style-type: none"> <li>DWS North America delivery capabilities</li> <li>DWS EMEA delivery capabilities</li> <li>DWS APAC delivery capabilities</li> <li>DWS LATAM delivery capabilities</li> <li>Dedicated resources for build capabilities and consulting-led approach</li> <li>Dedicated resources for run capabilities including DTCs, CoEs; and reskilling programs</li> <li>Ability to provide proactive and predictive self-serve and self-heal capabilities</li> <li>Ability to support next-generation AI-led workplace services</li> <li>Ability to utilize analytics to improve end-user insights and overall employee experience</li> <li>Extent of digital startups and ecosystem partner GTM for digital workplace services</li> </ul>
Presence	<ul style="list-style-type: none"> <li>Scale of Ops - Overall</li> <li>Scale of Ops – N. America</li> <li>Scale of Ops - EMEA</li> <li>Scale of Ops - APAC</li> <li>Scale of Ops - LATAM</li> <li>Number of clients overall for digital workplace services</li> </ul>
Benefits Achieved	<ul style="list-style-type: none"> <li>Level of cost savings achieved</li> <li>Improved speed problem resolution</li> <li>Reduced number of service tickets</li> <li>Increased end-user/business satisfaction</li> <li>Pricing approach</li> </ul>



*Exhibit 2*

**‘Ability to meet client future requirements’: Assessment criteria**

Assessment Category	Assessment Criteria
Overall Future Commitment to Advanced DWS	Financial rating Commitment to next generation digital workplace services Commitment to innovation in digital workplace services
Investments in Advanced DWS	Investment in IP and platforms, including cognitive and AI in support of DWS Investment in support of virtualization Investment in support of modern management (inc. Evergreen) Investment in support of XLA-based approach to workplace Investment in support of intelligent collaboration Investment in support of AI-enabled services, and data-driven proactive approach to DWS Investment in support of AR/VR, immersive services, and smart spaces
Ability to Partner and Evolve Services	Key partner Ability to evolve services

For more information on other NelsonHall NEAT evaluations, please contact the NelsonHall relationship manager listed below.



[research.nelson-hall.com](http://research.nelson-hall.com)

**Sales Enquiries**

NelsonHall will be pleased to discuss how we can bring benefit to your organization. You can contact us via the following relationship manager:  
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