



Everest Group Digital Workplace Services PEAK Matrix® Assessment 2026 – Mid-market Enterprises

Focus on Unisys
January 2026



Introduction

The mid-market segment in Digital Workplace Services (DWS) is entering a phase of accelerated modernization, driven by the need to balance next-generation technology-led solutions with cost efficiency and rapid time to value. Like large enterprises, mid-market organizations are increasingly preferring contextualized, domain-specific solutions, with outcome-driven DWS bundles. However, they prioritize turn-key, high-impact projects over large-scale, slow-paced transformations.

To address the dual imperatives of operational efficiency and enhanced experience, mid-market businesses are increasingly investing in workplace transformations and gravitating toward Lean IT models – enabled by streamlined implementation and templated, pre-configured components – while still expecting customizable models and modular solutions that align with their specific needs. Mid-market enterprises are also increasingly considering alternative technology stacks that provide lighter, more flexible platforms with lower complexity and faster rollout. They also value prescriptive guidance that streamlines decision-making, reduces uncertainty, and accelerates adoption.

Service providers are adjusting their approaches to better serve this segment by introducing lighter, more adaptable workplace offerings, with accelerators designed for quicker deployment and minimal overheads. In parallel, providers are introducing innovative metrics that enhance transparency and help clients more clearly quantify the outcomes of their workplace initiatives. Many are also offering readiness evaluations and structured improvement pathways to guide mid-market firms through capability building.

The full report includes the profiles of the following 23 leading digital workplace service providers featured on the [Digital Workplace Services PEAK Matrix® Assessment 2026 – Mid-market Enterprises](#):

- **Leaders:** Avanade, Cognizant, Lenovo, Movate, Pomeroy, Stefanini Group, and Unisys
- **Major Contenders:** Birlasoft, Brillio, Compucom, HP, Infinite Computer Solutions, Microland, Milestone Technologies, Mphasis, Persistent Systems, Randstad Digital, Sutherland Global, Yash Technologies, and Zensar
- **Aspirants:** Dexian, Itransition, and Synoptek

Scope of this report

Geography: global

Industry: 23 leading digital workplace service providers

Services: DWS for mid-market enterprises (annual revenue US\$1-5 billion)

Scope of the evaluation

This report examines provider capabilities and trends shaping the rapidly evolving cloud security services market

Focus of research



Consulting/assessment services

Strategy, roadmap formulation, feasibility, and readiness assessments, compliance assessment and evaluation, and TCO/Rol analysis



Design and implementation

Design, migration, post-migration, consolidation, integration, change management, and validation



Managed services

End-to-end management and support, monitoring, governance, and other operations/services

Workplace experience management, workplace security, digital adoption, service management, analytics, ESG, and automation

Included in the scope – DWS

- Service desk: End-to-end incident/request management, omnichannel contact services, multilingual support, self-healing/self-help solutions, AIOps, ticket workflow management, intelligent swarming, real-time translation, agent assist solutions, remote access management, AI agents, and conversational AI
- Asset management (Hardware and Software): Management of IT assets (forecasting, discovery, procurement, deployment, and disposal of endpoint devices such as desktops, AI PCs, tablets, and workplace applications), financial reporting, license management, asset discovery, stock management, follow-me print services, Just-in-time (JIT) procurement, smart refresh, and circular economy
- Desk-side/Client-site support services: Install, Move, Add, Change (IMAC) solutions and services, VIP support, tech cafes (genius bars), remote support, digital lockers, IT Vending Machine(ITVM) /kiosks, AR-/VR-based smart field support, smart-hands support, physical AI, digital twin, field-service management platforms, and site-support services for end-user devices
- Enterprise mobility: Unified Endpoint Management (UEM) including Enterprise Mobility Management (EMM), Mobile Device Management (MDM), Mobile Application Management (MAM), Mobile Identity Management (MIM), BYOD, and Identity and Access Management (IAM)
- Smart workplace: IoT-based smart office, hot desking, wayfinding, visitor management, connected devices, Heating, Ventilation, and Air Conditioning (HVAC) solutions, facilities and energy management, and smart wearables
- Unified Communication and Collaboration (UCC): Productivity suites (M365 and Google Workspace), UCC Copilots (M365 Copilot, and Gemini), Copilot Studio extensions, telephony, messaging and meeting services, directory services, Unified Communication-as-a-Service (UCaaS), Meeting Room-as-a-Service (MRaaS), Contact Center-as-a-Service (CCaaS), Voice over Internet Protocol (VoIP), intranet, intelligent knowledge management, and workplace content and collaboration services (including immersive collaborations such as avatars and AR/VR/MR for collaboration)
- Desktop management and virtualization
 - Virtual desktop management: VDI deployment, implementation, patch and image management, and cloud PC management
 - Operating System (OS) and application management: packaging, imaging, distribution, patching, on-demand provisioning, and zero-touch deployment / modern provisioning
 - Workspace-as-a-Service (WaaS): Includes various as-a-service workplace models such as Desktop-as-a-Service (DaaS), VDI-as-a-Service (VDIaaS), PC-as-a-Service (PCaaS), and Experience-as-a-Service (EXPaaS)

DWS – mid-market enterprises PEAK Matrix® characteristics

Leaders

Avanade, Cognizant, Lenovo, Movate, Pomeroy, Stefanini Group, and Unisys

- Leaders demonstrate a strong proficiency in serving mid-market clients, delivering workplace offerings tailored to the segment's unique needs. They maintain high satisfaction by offering balanced portfolios, a clear mid-market vision, and robust contextualized solutions, supported by talent and delivery models optimized for the mid-market
- They effectively apply next-generation capabilities, including copilot, generative AI, and agentic AI, backed by extensive partnerships with mid-market-focused technology vendors, enabling co-created solutions and joint go-to-market efforts that accelerate tangible outcomes
- However, despite this, Leaders face tough competition from Major Contenders in both retaining and winning new deals and must continue enhancing their capabilities to offer clients unique benefits

Major Contenders

Birlasoft, Brillio, Compucom, HP, Infinite Computer Solutions, Microland, Milestone Technologies, Mphasis, Persistent Systems, Randstad Digital, Sutherland Global, Yash Technologies, and Zensar

- While these providers continue to strive to augment their workplace capabilities with targeted investments in their mid-market strategy, suite of IP and technology, delivery capabilities, and partnership ecosystem, their mid-market-focused workplace capabilities continue to have some visible gaps
- Despite building meaningful capabilities across workplace towers, their portfolio and delivery capabilities are not as balanced as Leaders', reflecting in their relative market success
- However, these providers are making targeted investments in talent skills, delivery frameworks, internal IP, and partnerships to address capability gaps, positioning themselves as strong contenders to Leaders in workplace services

Aspirants

Dexian, Itransition, and Synoptek

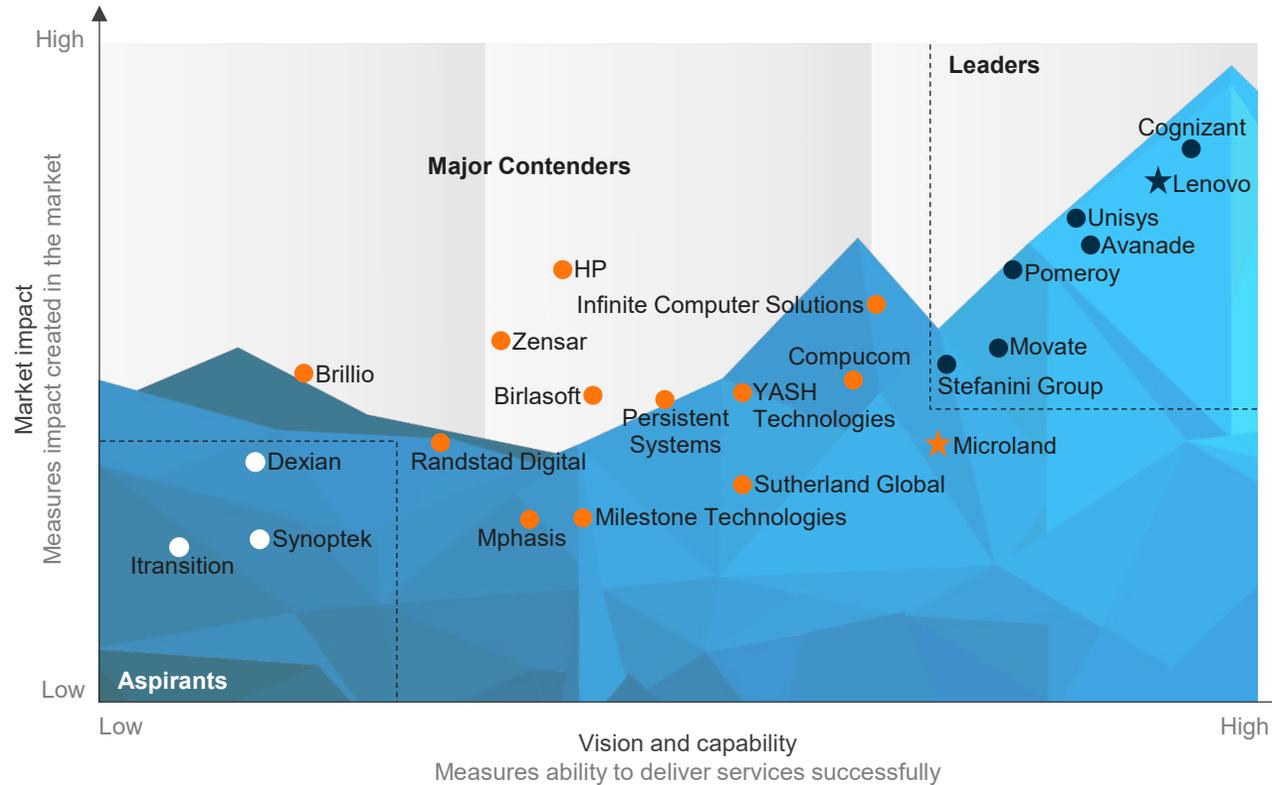
- Aspirants' mid-market-focused workplace services show gaps in service scope, internal IP maturity, and coverage across industry verticals and geographies
- However, these providers are focused on expanding their workplace capabilities through investment in service flexibility, experience-centricity, and technology partnership to help generate major workplace revenue and improve market positioning

Everest Group PEAK Matrix®

Digital Workplace Services PEAK Matrix® Assessment 2026 – Mid-market Enterprises | Unisys is positioned as a Leader

Everest Group Digital Workplace Services PEAK Matrix® Assessment 2026 – Mid-market Enterprises¹

- Leaders
- Major Contenders
- Aspirants
- ☆ Star Performers



¹ Assessments for Brillio, Itransition, Persistent Systems, and Synoptek excludes service provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, provider public disclosures, and Everest Group's interactions with buyers
Source: Everest Group (2026)

Unisys

Everest Group assessment – Leader

Measure of capability:  Low  High

Market impact

Vision and capability

Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
								

Strengths

- Unisys offers alternative, cost-efficient technology stack options through partnerships with niche, emerging, and start-up technology providers, catering specifically to the functional needs of mid-market enterprises
- By expanding its consulting depth in a broad range of digital workplace domains, backed by its persona-driven user journeys, Unisys is positioning itself as a differentiated advisory partner
- Unisys’ Experience-as-a-Service (XaaS) solution, which combines telemetry and human sentiment analysis to deliver actionable experience insights, can be an appealing offering for businesses pursuing holistic experience management
- Clients prioritizing cost-efficient transformations have appreciated Unisys’ flexible pricing structures and strong commercial competitiveness

Limitations

- Unisys’ progress in next-generation AI innovation remains in the nascent stages, with limited proof points in themes such as agentic AI and autonomous decision-making
- Given its limited reach and client base in MEA, Unisys may necessitate deeper evaluation from businesses seeking strong delivery capabilities in the region
- Unisys would benefit from a structured, long-term roadmap that clearly defines its workplace vision and the actionable milestones needed for sustained strategic impact
- Mid-market businesses seeking bundled, end-to-end workplace solutions may need to evaluate fit, as Unisys offers a limited range of pre-packaged, plug-and-play transformation suites

Market trends

Market size and growth

- The DWS for mid-market revenue stood at US\$ 26.5 billion in 2025, with an annual growth rate of 30-35%
- The DWS mid-market investments are climbing steadily owing to rising cost pressures, growing operational complexity, the need to adopt Lean IT models with AI-led modernization
- With overall DWS demand rising, this segment is becoming one of the most compelling growth avenues for service providers

Key drivers for DWS – mid-market

Alternative technology stack

Mid-market enterprises are increasingly exploring non-traditional, lighter-weight technology ecosystems as alternatives to large, complex platforms. These stacks offer lower costs, faster deployment, and greater flexibility, allowing mid-sized firms to modernize with minimal overheads.

Modular, composable solutions

Demand is rising for modular, composable digital workplace offerings that are ironically both out-of-the-box and customizable. Mid-market firms value plug-and-play components, configurable templates, and scalable modules that minimize complexity, while also aligning to business needs.

Streamlined IT operations

With smaller IT teams and constrained budgets, mid-market organizations emphasize Lean IT principles. They seek simplified architectures, right-sized operations, and streamlined governance models that reduce management burden.

Opportunities and challenges

Consulting-led support

Mid-market clients often lack dedicated transformation strategy, creating an opportunity for providers to lead with defining maturity baselines, prioritizing use cases, and guiding adoption through prescriptive, hands-on advisory support.

Outcome-led delivery models

As mid-market businesses increasingly look for quick, measurable time to value, there is growing adoption of outcome-led constructs such as OKRs, XLAs, and milestone-based delivery. Providers must balance cost sensitivity with outcome accountability, ensuring transparent value realization.

Contextualized services

Mid-market buyers expect offerings tailored to their business context and operational constraints. Providers that deliver industry-specific, persona-led services – supported by pre-configured accelerators – can address the unique challenges of this segment.

Provider landscape analysis

Market share analysis of the providers
 2025; Percentage of overall market of DWS for mid-market enterprises



Provider market share by YoY growth
 2024-25; increase in percentage of revenue



1 Providers are listed alphabetically within each range

Key buyer considerations

Key sourcing criteria

High



Transformation expertise

Extensive understanding of the client ecosystem, the ability to prescribe effective solutions, proven experience in AI deployment, and deep partnerships with leading technology vendors



Commercial innovation and flexibility

Offering innovative and flexible pricing constructs, tying commercials to actual value realization, and keeping contracts reasonably priced



Talent management

Providing skilled resources, particularly trained in next-generation technology such as AI and capable of navigating human-AI augmented scenarios, while effectively managing attrition to ensure delivery continuity



Strategic partnership

Proactively identifying improvement areas and recommending tailored, innovative, value-added solutions and services, beyond the immediate ask



Client engagement and relationship building

Responsiveness, flexibility, and proactive engagement, combined with regular facetime with senior leadership and the ability to influence key stakeholder decisions

Priority

Low

Summary analysis

Mid-market enterprises are approaching digital workplace sourcing with greater precision, seeking partners that can deliver tangible impact through right-sized transformation and accelerated adoption. They increasingly value providers that bring practical AI enablement and can translate it into measurable outcomes through simplified, outcome-linked commercial models suited to mid-market budgets. There is rising interest in partners that offer lean, modular solutions and hands-on guidance rather than large-scale, complex programs.

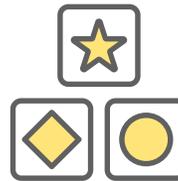
Key takeaways for buyers

Mid-market enterprises should prioritize providers that deliver contextualized, next-generation workplace modernization, while accommodating mid-market constraints through right-sized, outcome-led models with simplified, rapid deployments.



Shifts in provider capabilities

Mid-market enterprises should prioritize providers that balance agility with strategic depth and offer segment-specific solutions, enabling next-generation modernization with meaningful impact, while also accounting for mid-market constraints.



Differentiation across provider types

Enterprises need to prioritize providers based on their varied strategies, such as leading through domain-specific offerings, agile and outcome-led delivery, or consulting expertise, to align with their maturity, budget posture, and workplace priorities.



Key innovations

Providers demonstrating progress in areas such as modular workplace architectures, contextualized transformation, and value-linked commercial models will be best positioned to help mid-market firms achieve sustainable outcomes.

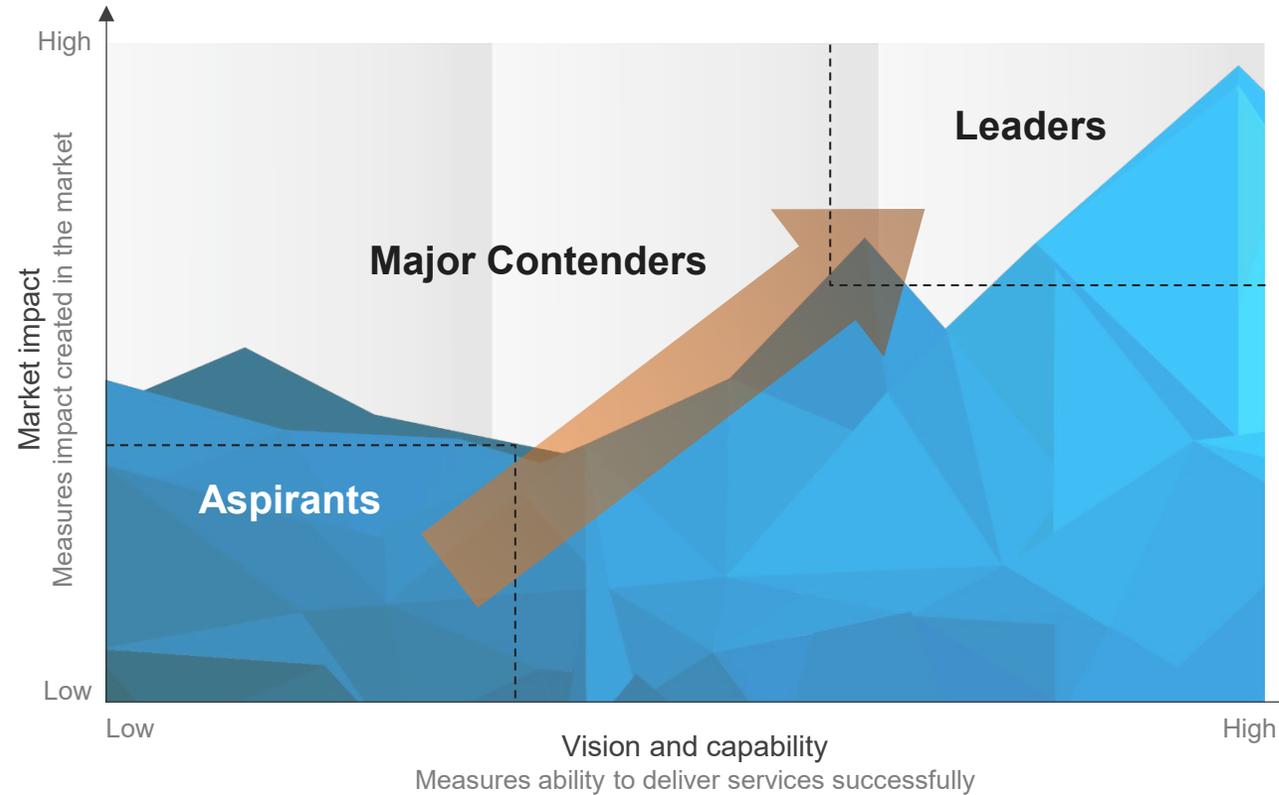
Appendix

PEAK Matrix® framework

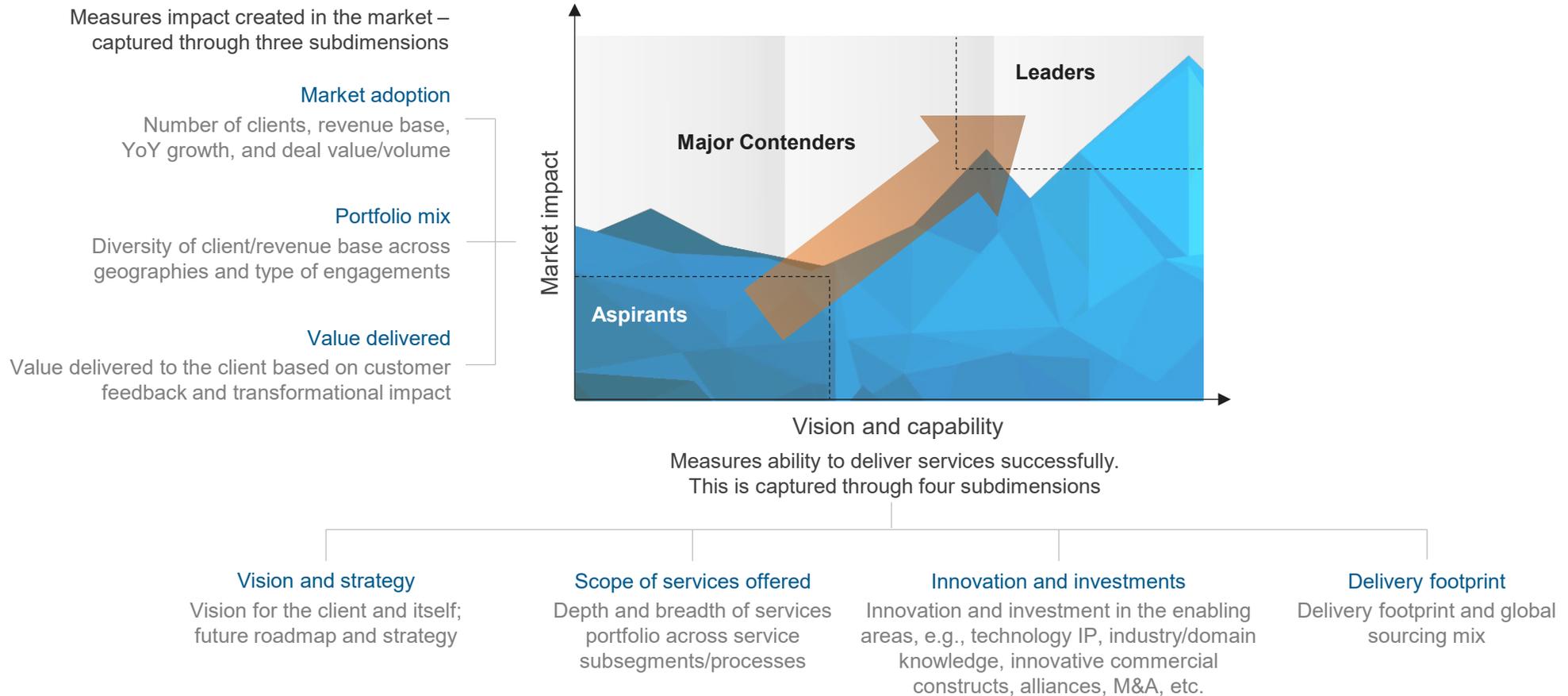
FAQs

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

Everest Group PEAK Matrix



Services PEAK Matrix® evaluation dimensions



FAQs

Q: Does the PEAK Matrix® assessment incorporate any subjective criteria?

A: Everest Group's PEAK Matrix assessment takes an unbiased and fact-based approach that leverages provider / technology vendor RFIs and Everest Group's proprietary databases containing providers' deals and operational capability information. In addition, we validate/fine-tune these results based on our market experience, buyer interaction, and provider/vendor briefings.

Q: Is being a Major Contender or Aspirant on the PEAK Matrix, an unfavorable outcome?

A: No. The PEAK Matrix highlights and positions only the best-in-class 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.

Q: What other aspects of the PEAK Matrix assessment are relevant to buyers and providers other than the PEAK Matrix positioning?

A: A PEAK Matrix positioning is only one aspect of Everest Group's overall assessment. In addition to assigning a Leader, Major Contender, or Aspirant label, Everest Group highlights the distinctive capabilities and unique attributes of all the providers assessed on the PEAK Matrix. The detailed metric-level assessment and associated commentary are helpful for buyers in selecting providers/vendors for their specific requirements. They also help providers/vendors demonstrate their strengths in specific areas.

Q: What are the incentives for buyers and providers to participate/provide input to PEAK Matrix research?

A: Enterprise participants receive summary of key findings from the PEAK Matrix assessment

For providers

- The RFI process is a vital way to help us keep current on capabilities; it forms the basis for our database – without participation, it is difficult to effectively match capabilities to buyer inquiries
- In addition, it helps the provider/vendor organization gain brand visibility through being included in our research reports

Q: What is the process for a provider / technology vendor to leverage its PEAK Matrix positioning?

A: Providers/vendors can use their PEAK Matrix positioning or Star Performer rating in multiple ways including:

- Issue a press release declaring positioning; see our citation policies
- Purchase a customized PEAK Matrix profile for circulation with clients, prospects, etc. The package includes the profile as well as quotes from Everest Group analysts, which can be used in PR
- Use PEAK Matrix badges for 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 Everest Group; please contact your CD or contact us

Q: Does the PEAK Matrix evaluation criteria change over a period of time?

A: PEAK Matrix assessments are designed to serve enterprises' current and future needs. 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 and to serve enterprises' future expectations.

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