

Everest Group PEAK Matrix™ for Digital Workplace Service Providers 2019

Focus on Cognizant
July 2019



Introduction and scope

Everest Group recently released its report titled “[Digital Workplace Services PEAK Matrix™ Assessment 2019: Enterprises, It is Time to Humanize the Workplace Experience](#).” This report analyzes the changing dynamics of the digital workplace services landscape and assesses service providers across several key dimensions.

As a part of this report, Everest Group updated its classification of 21 service providers on the Everest Group PEAK Matrix™ for digital workplace services into Leaders, Major Contenders, and Aspirants. The PEAK Matrix is a framework that provides an objective, data-driven, and comparative assessment of digital workplace service providers based on their absolute market success and delivery capability. Everest Group also identified 5 service providers as the “2019 Digital Workplace Services Market Star Performers” based on the strongest forward movement demonstrated on the PEAK Matrix year-on-year.

Based on the analysis, **Cognizant emerged as a Leader and Star Performer**. This document focuses on Cognizant’s digital workplace experience and capabilities and includes:

- Cognizant’s position on the digital workplace services PEAK Matrix
- Detailed digital workplace services profile of Cognizant

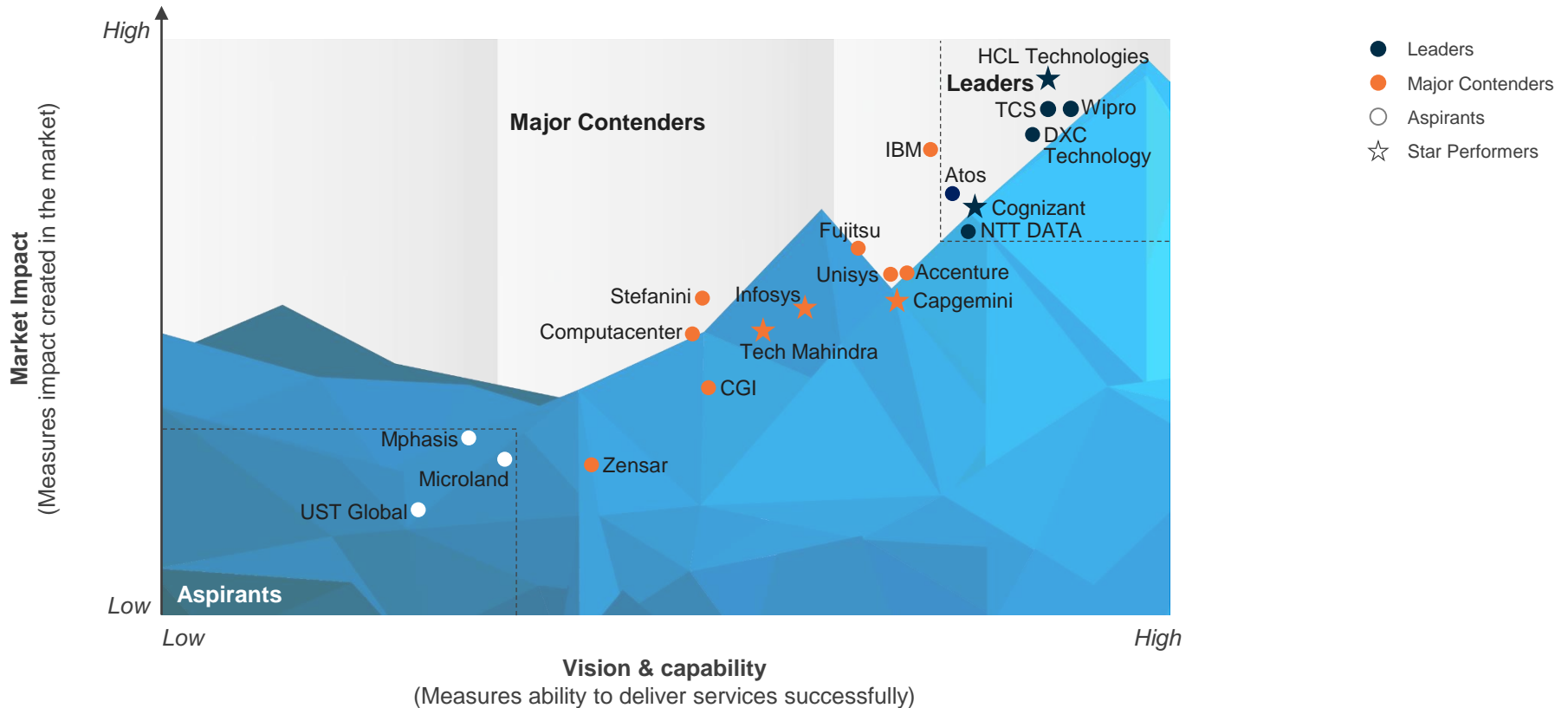
Buyers can use the PEAK Matrix to identify and evaluate different service providers. It helps them understand the service providers’ relative strengths and gaps. However, it is also important to note that while the PEAK Matrix is a useful starting point, the results from the assessment may not be directly prescriptive for each buyer. Buyers will have to consider their unique situation and requirements, and match them against service provider capability for an ideal fit.

Source: Everest Group (2019) unless cited otherwise

Everest Group PEAK Matrix™

Digital Workplace Services PEAK Matrix™ Assessment 2019 | Cognizant positioned as Leader

Everest Group Digital Workplace Services PEAK Matrix™ Assessment 2019¹



¹ Assessment for Atos, CGI, Fujitsu, and IBM excludes service provider inputs in this particular study and is based on Everest Group's estimates that leverage Everest Group's proprietary Transaction Intelligence (TI) database, ongoing coverage of these service providers, service provider public disclosures, and interaction with buyers

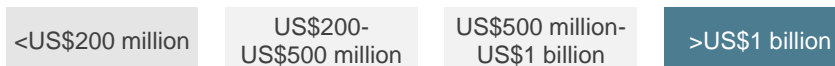
Source: Everest Group (2019)

Digital workplace services overview

Strengths

- Strong focus on partnerships across key areas such as analytics and automation
- Cognizant has been able to showcase stronger thought leadership than its global peers across multiple engagements
- Clients appreciate Cognizant's responsiveness and nimbleness to dynamic requests
- Ability to showcase value addition through upfront investments is a key strength

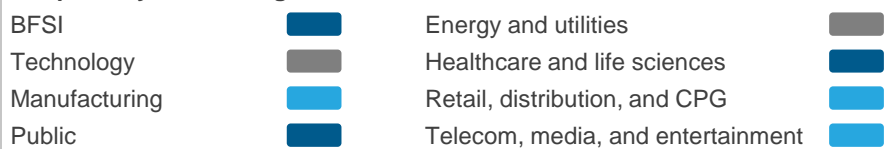
Workplace services revenue



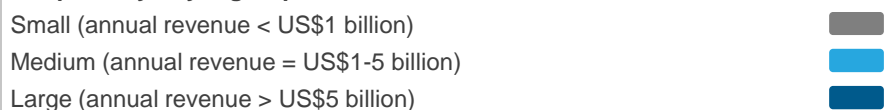
Scope of coverage

Cognizant has more than 16,300 FTEs dedicated to workplace services. Currently, it services ~6 million users through service desk support and ~1.8 million users through desk-side support. The company manages more than 4 million end-user devices across desktops, laptops, mobile devices, telephony devices, etc.

Adoption by service segments



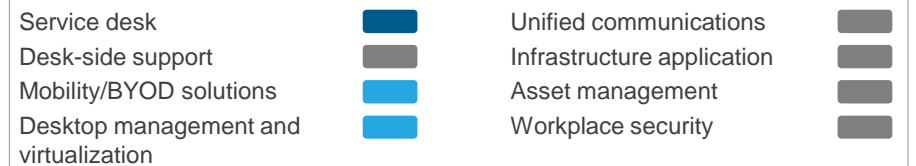
Adoption by buyer groups



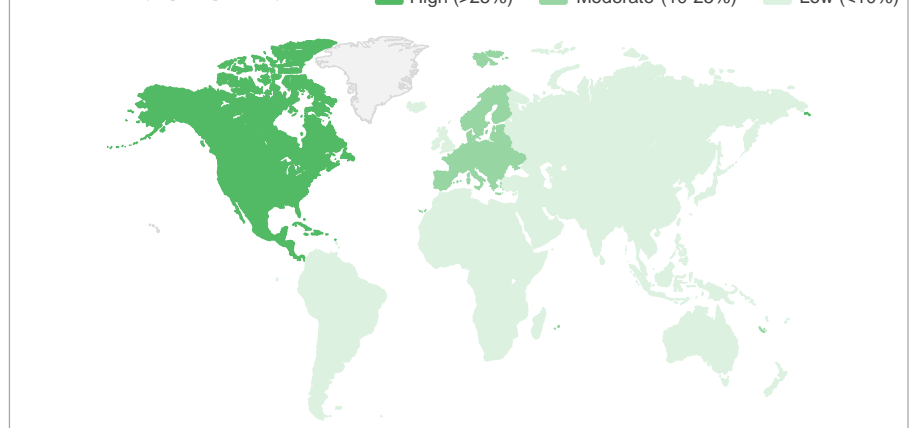
Areas of improvement

- Needs to be more aggressive regarding investments in next-generation workplace services such as connected workplace and as-a-service models
- Needs to elevate its value proposition around workplace transformation by linking value to business-led KPIs
- Lack of innovation push and mismatch in client's expectation and delivery quality have been highlighted as a gap area by certain clients

Adoption by service segments



Adoption by geography



Source: Everest Group (2019)

Cognizant | Digital workplace services profile (page 2 of 2)

Digital workplace services overview

Cognizant's Digital Workplace Services (DWP) vision is to elevate employee experience for customers with a strong focus on providing personalized employee experience, innovation, collaboration, and agility. Cognizant's goal is to deliver a secure digital workplace environment that aligns to the business metrics of the customers as per their needs through digital workplace solutions that are contextual & insight enabled, cloud-ready & easy to consume, and powered by AI & automation.

Proprietary solutions (representative list)

Solution	Details
WorkNEXT™ AI powered experience Desk	iVA is an AI powered virtual assistant powered by Cognizant's HiveCenter™ platform. iVA provides multi-channel capability, allowing it to be accessed via Webchat, SFB, Cisco Spark, SIP Telephony, Cortana, and Alexa. It facilitates knowledge & enquiry searches, self-service automations, proactive updates, and experience surveys with the capability to support up to 30+ languages
AR-led field services	The AR enabled field services efficiently manages diverse IT estates including complex and non-standard equipment leveraging augmented reality
DigiHub	A device agnostic modular support hub platform that brings facets of IT support and services together unfolding digital experience for end users
WorkNEXT™ Persona Services	Cognizant's Persona service provides eight unique business-aligned and domain-specific personas as part of its service catalog. The service catalog provides service differentiation (based on personas) with varied productivity, user experience, and pricing catering to client's business needs
Modern Desktop & Collaboration	A secured and automated desktop solution that enriches workplaces with latest productivity, collaboration, and teamwork experiences

Workplace services partnerships (representative list)

Partner Name	Type of partnership	Details
Microsoft	Technology partnership	Partnership includes digital workplace engineering, productivity, mobility, automation, BOT, AI, analytics (PowerBi), and UC services. Cognizant was included in the Microsoft 365 incubation program & fast-track program to create joint offerings around Microsoft Modern Workplace Products
VMware	Technology partnership	Provides unified workplace services that includes identity, virtual desktop, app store, and mobility services. Cognizant is a premier professional services partner, elite technology alliance partner, and premier solution provider with VMware
Citrix	Technology partnership	Provides unified workplace services that includes identity, virtual desktop, file share & sync, app store, and mobility
Cognizant has additional partnerships with ServiceNow, Nextthink, AWS, Google, Cisco, LogMeIn, and Avaya amongst others		

Recent activities (representative list)

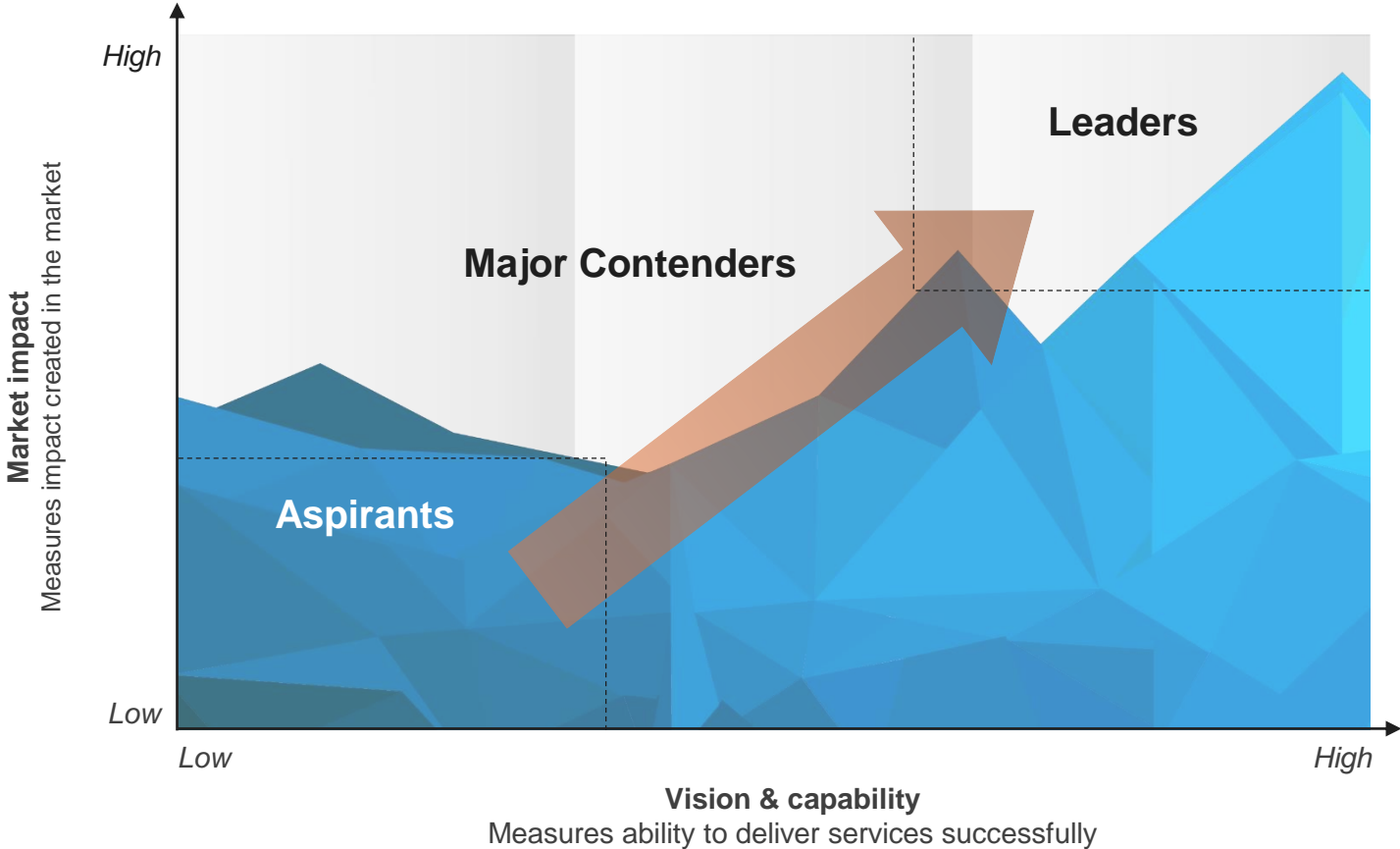
Development	Details
Acquisitions	Cognizant has acquired multiple digital agencies and consulting firms in 2018 such as Hedera Consulting, Softvision, and Mustache with the aim of improving user experience and complementing its digital workplace services portfolio. .

Source: Everest Group (2019)

Appendix

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

Everest Group PEAK Matrix



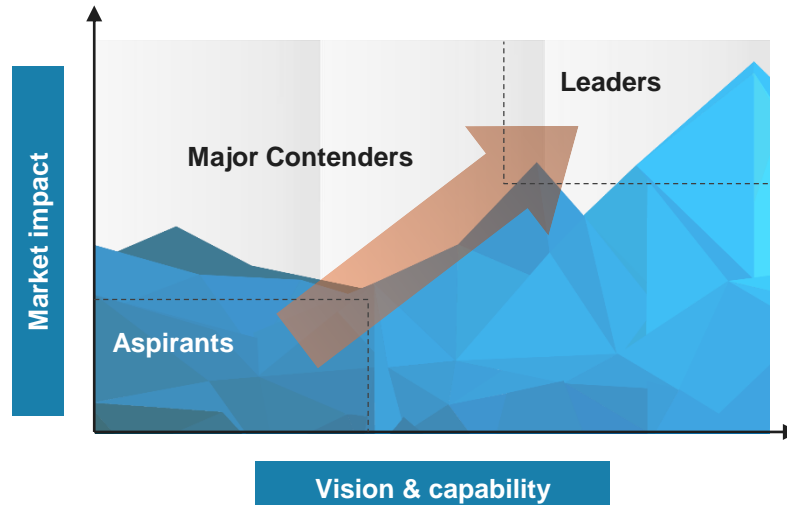
Services PEAK Matrix™ evaluation dimensions

Measures impact created in the market – captured through three subdimensions

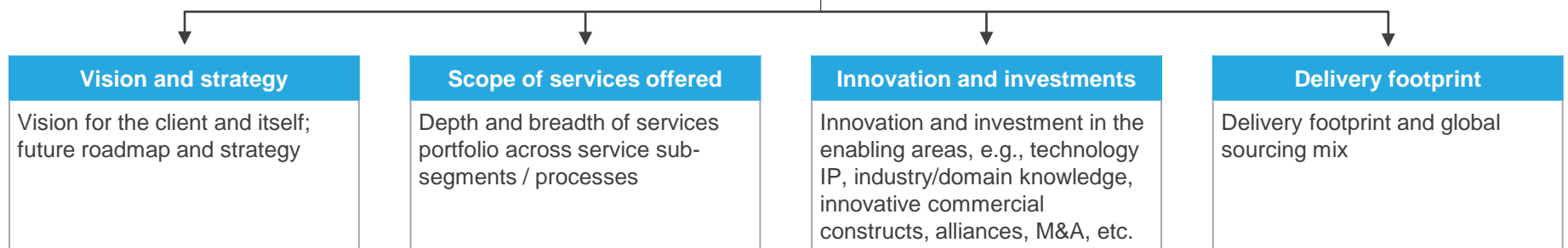
Market adoption
No. of clients, revenue base, and YOY growth, deal value/volume

Portfolio mix
Diversity of client/revenue base across geos and type of engagements

Value delivered
Value delivered to the client based on customer feedback and transformational impact



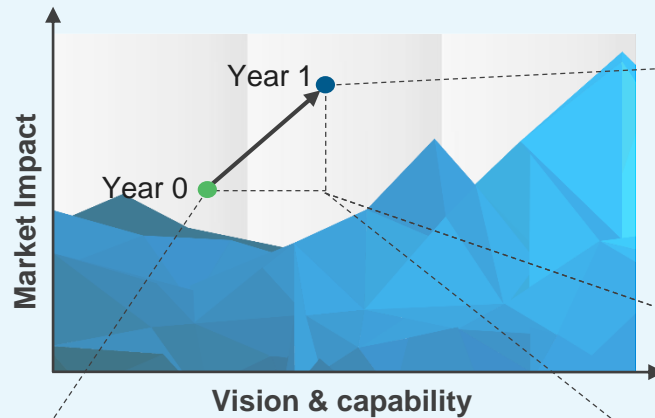
Vision & capability
Measures ability to deliver services successfully. This is captured through four subdimensions



Everest Group confers the Star Performers title on providers that demonstrate the most improvement over time on the PEAK Matrix™

Methodology

Everest Group selects Star Performers based on the relative YOY improvement on the PEAK Matrix



In order to assess advances on **market impact**, we evaluate each service provider's performance across a number of parameters including:

- Yearly ACV/YOY revenue growth
- # of new contract signings and extensions
- Value of new contract signings
- Improvement in portfolio mix
- Improvement in value delivered

In order to assess advances on **vision and capability**, we evaluate each service provider's performance across a number of parameters including:

- Innovation
- Increase in scope of services offered
- Expansion of delivery footprint
- Technology/domain specific investments

We identify the service providers whose improvement ranks in the top quartile and award the Star Performer rating to those service providers with:

- The maximum number of top-quartile performance improvements across all of the above parameters AND
- At least one area of top-quartile improvement performance in both market success and capability advancement

The Star Performers title relates to YOY performance for a given vendor and does not reflect the overall market leadership position, which is identified as Leader, Major Contender, or Aspirant.

Does the PEAK Matrix™ assessment incorporate any subjective criteria?

Everest Group's PEAK Matrix assessment adopts an unbiased and fact-based approach (leveraging service provider / technology vendor RFIs and Everest Group's proprietary databases containing providers' deals and operational capability information). In addition, these results are validated / fine-tuned based on our market experience, buyer interaction, and provider/vendor briefings

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

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

What other aspects of PEAK Matrix assessment are relevant to buyers and providers besides the “PEAK Matrix position”?

A PEAK Matrix position is only one aspect of Everest Group's overall assessment. In addition to assigning a “Leader”, “Major Contender,” or “Aspirant” title, Everest Group highlights the distinctive capabilities and unique attributes of all the PEAK Matrix providers assessed in its report. The detailed metric-level assessment and associated commentary is helpful for buyers in selecting particular providers/vendors for their specific requirements. It also helps providers/vendors showcase their strengths in specific areas

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

- Participation incentives for buyers include a summary of key findings from the PEAK Matrix assessment
- Participation incentives for providers/vendors include adequate representation and recognition of their capabilities/success in the market place, and a copy of their own “profile” that is published by Everest Group as part of the “compendium of PEAK Matrix providers” profiles

What is the process for a service provider / technology vendor to leverage their PEAK Matrix positioning and/or “Star Performer” status ?

- Providers/vendors can use their PEAK Matrix positioning or “Star Performer” rating in multiple ways including:
 - Issue a press release declaring their positioning. See [citation policies](#)
 - Customized PEAK Matrix profile for circulation (with clients, prospects, etc.)
 - Quotes from Everest Group analysts could be disseminated to the media
 - Leverage PEAK Matrix 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 the designated POC at Everest Group.

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

PEAK Matrix assessments are designed to serve present and future needs of the enterprises. 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 as well as serve the future expectations of enterprises



About Everest Group

Everest Group is a consulting and research firm focused on strategic IT, business services, and sourcing. We are trusted advisors to senior executives of leading enterprises, providers, and investors. Our firm helps clients improve operational and financial performance through a hands-on process that supports them in making well-informed decisions that deliver high-impact results and achieve sustained value. Our insight and guidance empower clients to improve organizational efficiency, effectiveness, agility, and responsiveness. What sets Everest Group apart is the integration of deep sourcing knowledge, problem-solving skills and original research. Details and in-depth content are available at www.everestgrp.com.

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