

NEAT EVALUATION FOR ATOS:

Advanced Digital Workplace Services

Market Segment: Overall

Introduction

This is a custom report for Atos 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 Atos 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.

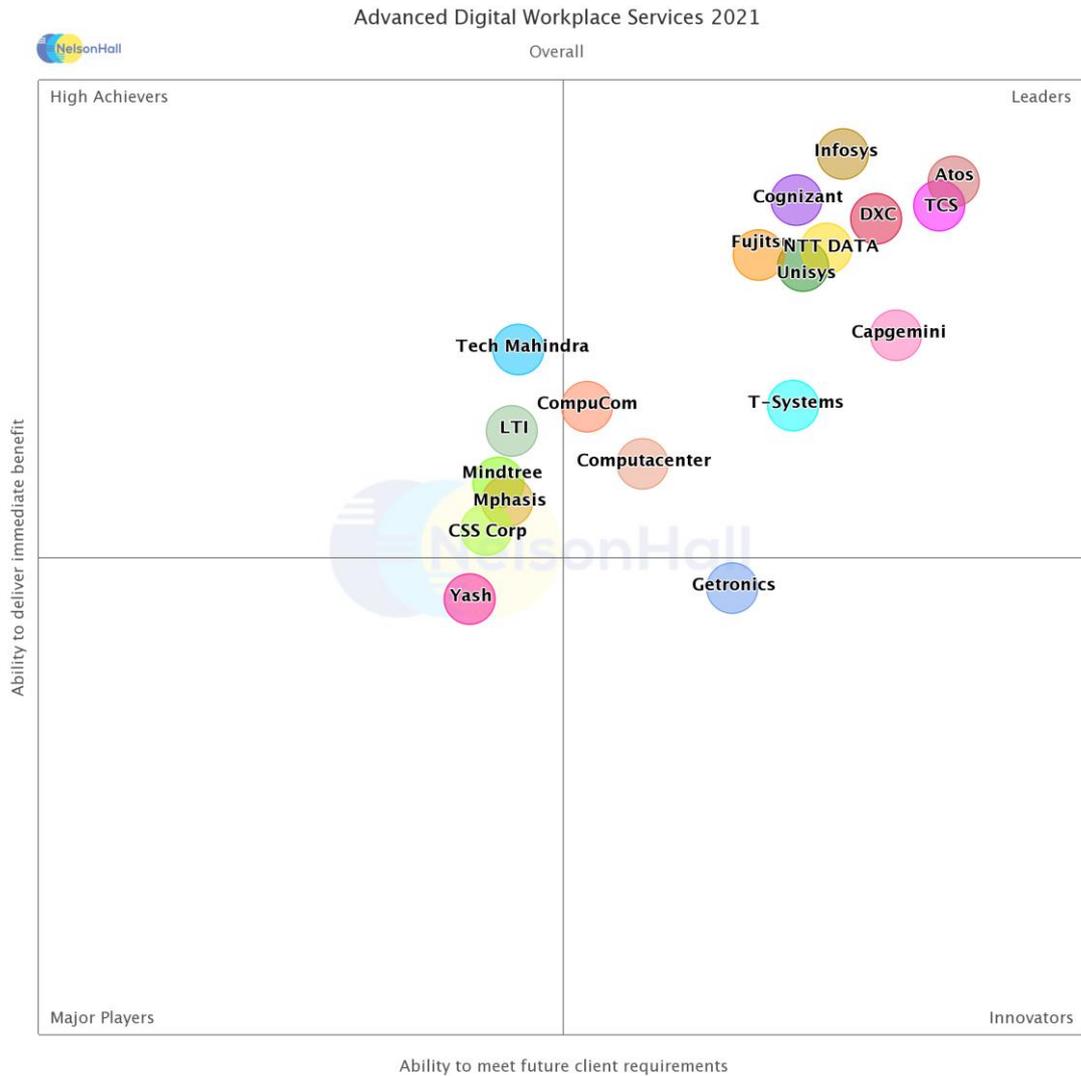
Evaluating vendors on both their 'ability to deliver immediate benefit' and their 'ability to meet client future requirements', vendors are identified in one of four categories: Leaders, High Achievers, Innovators, and Major Players.

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 Atos as a Leader in the *Overall* market segment, as shown in the NEAT graph. This market segment reflects Atos’ 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 Atos

Overview

Atos has started on a radical transformation with its SPRING initiative, reshaping its portfolio of offerings into 16 practices, reinforcing its go-to-market approach, and setting up a vertical-led organization.

Digital Workplace is one of the largest SPRING practices and pulls everything together end-to-end, including portfolio, pre-sales process, and architects engaging with clients early in the sales cycle. It enables the centralization of transition and transform, technology and people, and engineering and operations in a single delivery unit and focuses on Digital Workplace from an industry perspective. Atos offers a three-way commitment to clients on innovation, outcomes, and commercial. It focuses on employee experience and how it is embedded with defined XLAs and OCM into a contract and commercial terms. This, combined with modern management, transformation capabilities, and Engaged Employee Experience, are priority areas for Atos' Digital Workplace practice.

Atos' vision for employee experience focuses on five key areas:

- *Atos principles*: experience (6E framework and methodology), employee-centric, secure and cloud-first
- *Target state*: data-driven, dynamic and evolving, inclusive and decarbonized
- *Rethink everything*: work everywhere, 'care' model, outcomes & XLAs
- *Success factors*: co-creation, agility, adoption and usage
- *Driving efficiency*: AI and insights, journeys automated, smart collaboration.

Through its Engaged Employee Experience, Atos is focusing on several key areas, including:

- *Voice of the Employee*: also connected to wellbeing and collecting end-users' sentiment through surveys, data, and signals. It aims to understand on an individual basis what is impacting users and how to react to each user. It enables integration with the user's workspace (portal, web application, or chatbot)
- *Employee Workflows*: managing the end-to-end employee lifecycle from joiner, to mover, to leaver management. Providing a single place for employees to get corporate services across IT, HR, finance, and facilities
- *Focus on users' points of need*: bringing the touchpoint to IT wherever the end-user is working, whether this may be, for example, Teams or IT applications to provide them access to support through chatbot, live chat agent, etc. through a single contact point
- *Safe, Smart Offices and Spaces*: includes workplace signage, dynamic workspace management, device control, smart meeting rooms, and data analytics.

Another focus area includes citizen developer and empowering users in managing M365 through Power Platform and low-code, no-code applications.



Atos has redefined its Employee Experience and Digital Workplace portfolio with SPRING and a development focus around three axes:

- *Market-share gain*: leading on experience, competitiveness, and technology platform
- *New scope*: added value services and EX beyond the scope
- *Industry-specific*: working with Atos industries to customize its portfolio and consulting focused on business demand.

The Atos DWS portfolio covers:

- *Experience Design and Adoption*: DWS advisory and adoption, experience design, and continuous workplace transformation
- *Employee Experience Accelerators*: digital inclusion, micro apps, ECM, portal and intranet, decarbonization for the workplace, employee lifecycle management, Voice of the Employee, data-driven adoption, citizen developer, and wellbeing & mental health
- *Proactive Experience Centers*: EUC analytics, automation, workplace analytics, and XLA reporting
- *Intelligent Care Center*: global service desk, virtual agent, mobile apps, global onsite services, tech bars, and smart lockers & vending
- *Intelligent Collaboration*: M365 collaboration, Google Workspace, Teams voice & video, managed voice, managed meeting rooms, and smart offices
- *Digital Workplace Platform*: endpoint and apps, virtual workplace, device as a service, asset management, and zero-trust security
- *Industry Solutions*: DWS for manufacturing, healthcare, retail, digital field worker, shop floor worker, and CoE for GXP support.

Atos has ~16k FTEs across Workplace Services, of which NelsonHall estimates ~11k FTEs are dedicated to global workplace operations and run services, and ~5k FTEs are dedicated to build services (on/offshore mix). In 2020, automation as an outcome was a charter of the automation team and the digital workplace, with the entire organization responsible for automation.

Financials

Atos had calendar year (CY) 2020 revenues of ~€11,181m (~\$13.6bn), of which NelsonHall estimates ~18% (~\$2.4bn) is related to Atos Digital Workplace.

NelsonHall estimates that Atos' CY 2020 digital workplace services revenue breakdown by geography is:

- North America: 23% (~\$552m)
- Northern Europe: 25% (~\$600m)
- Central Europe: 24% (~\$576m)
- Southern Europe: 21% (~\$504m)
- Growing Markets: 7% (~\$168m).

NelsonHall estimates that Atos' CY 2020 digital workplace services revenue breakdown by sector is:



- Financial Services & Insurance: 23% (~\$552m)
- Manufacturing: 19% (~\$456m)
- Public Sector & Defense: 18% (~\$432m)
- Resources & Services: 15% (~\$360m)
- Telecom, Media & Technology: 14% (~\$336m)
- Healthcare & Life Sciences: 11% (~\$264m).

Strengths

- IP including Atos Virtual Agent (AVA) and end-user computing analytics (EUCA) in partnership with Nexthink, Proactive Experience Centers, and joint GTM with Google, NICE inContact CXOne, and Genesys DX (Bold360)
- Introduced Engaged Employee Experience, including Voice of the Employee, Smart Working including AR/VR, employee workflows, learning and adoption, citizen development, wellbeing, and decarbonization agreements
- Expanding XLAs and commitment to L1 automation utilizing chatbots and real-time chat translation, knowledge bots and articles, and API-based integration for diagnostics and self-healing
- Driving intelligent swarming to improve operations and embed UX across deals
- Consulting-led framework and methodology through 6E to evolve digital workplace portfolio and drive innovation with clients
- Increasing persona-driven industry-specific workplace offerings
- Expanding citizen developer capabilities, including managing M365 through Power Platform
- Atos and Syntel combined DevOps provide end-to-end capabilities
- Increasing AR/VR and immersive services in support of remote field services
- Dedicated central operations and assurance practices, including tooling and automation in support of the SPRING vertical-led GTM approach
- Leading position in the EMEA IT market.

Challenges

- Moving existing contracts to XLA-based agreements will take time
- The concentration of clients in Europe and manufacturing sectors
- Expanding consulting business outside Europe
- Ramping case studies and outcomes delivered in support of DWS
- Continuing to raise the profile of its North American business
- Expediting automation and AI use cases.



Strategic Direction

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

Engaged Employee Experience

- Voice of the Employee to measure, analyze and manage employee experience
- Employee wellbeing including wellness bot and stress management services
- Investing in a cloud contact center through NICE inContact CXOne
- Gamification-based services and social UX
- Integration of workplace and people analytics
- Employee workflows mapping an employee career by integrating IT, HR, and facilities and providing one single contact for corporate services, including onboarding and offboarding
- Hyper personalization including persona-driven industry offerings
- Investing in sentiment analytics capabilities and UX capabilities from Microsoft Viva.

Workplace Platform Evolution

- Investing in decarbonization measurement, including reducing onsite support to benefit carbon emission, and utilizing Atos Green app to educate and provide end-users visibility on their carbon footprint
- Persona-based device as a service, unified cloud workplace, and virtual workplace (including Microsoft AVD)
- Expanding micro apps, agile delivery, and zero-trust capabilities.

Care EUC Support

- Expanding Proactive Experience Centers and requisite skillsets, including data scientists, knowledge managers, change consultants. Taking a data-driven approach and collecting data across the entire workplace environment drives data insights to automate and proactively act on. Also, aligning with XLA objectives in support of clients. In addition, driving the transformation of L1, including automation, knowledge, adoption, and design
- Increasing complex use cases in support of Atos Virtual Agent (AVA) in partnership with Genesys (Bold360), ServiceNow, and Google CCAI; and integrating Nextthink with the virtual agent to enhance self-heal capabilities
- Expanding Nextthink partnership to enable greater proactive and predictive capabilities and data insights to support longer-term trends analysis
- Investing in helpdesk and interaction center, and driving fully-automated L1, and intelligent swarming.

Intelligent Collaboration

- Expanding citizen developer capabilities and access to low-code/no-code applications
- Investing in AR/VR and immersive services in support of remote field services
- Smart and safe offices and meeting rooms



- Remote worker package and industry and front-line worker capabilities
- Increasing collective intelligence, including knowledge bots, dynamic knowledge articles, community sharing, and peer IT support.

Digital Training

- Atos is embarking on a comprehensive workforce planning and digital skills program
- Increasing dedicated cloud and automation resources and ramping graduate programs to up-skill and re-skill resources across these services.

Outlook

Atos' Engaged Employee Experience approach has a clear focus on combining modern management, transformation, and consulting capabilities as priority areas for Atos' digital workplace practice. Its 6E consulting framework drives an employee-centric, secure and cloud-first approach, engaging early with clients to co-create and co-innovate. Atos takes a persona-based approach at the start of a client engagement to understand the client's business and defining how Atos will customize its services by persona. Atos will need to continue to ramp its consulting capabilities outside Europe to target global opportunities through its 6E framework.

Other key focus areas include the Voice of the Employee, driving sentiment analysis and wellbeing and employee workflows to provide a single place for employees to consume corporate services and support the entire employee lifecycle, including onboarding and offboarding. It also brings the touchpoint to IT wherever the user is working (e.g., in Teams or an application). Through SPRING, it is also working with Atos industries to further customize its portfolio by industry and persona (e.g., front-line worker).

A key element has been the expansion of its Proactive Experience Centers (PXC) as the core components of Atos' delivery across Digital Workplace. The PXC's own XLAs (eight standard XLAs including SOWs) and SLAs and drive continuous transformation through a data-driven approach. We expect Atos will increase its XLAs, including client-specific, over the next 12 months. It is further looking to transform L1 through intelligent automation, including speech recognition, NLU/NLP, language support (chat, voice and email), orchestration and RPA, cognitive search, diagnostic, and self-healing (API integration). Atos uses knowledge-centered services and intelligent swarming as the two core components in its Target Operating Model. Atos aims to achieve 100% automated L1, with current targets at between 60-80% for clients. It is currently supporting 16 clients through PXC's, and we expect Atos to ramp these across its existing and new logo clients.

Atos continues to invest in its end-user computing analytics (EUCA) capability with Nexthink, where it claims to have deployed it on ~1m end-user devices as of December 2020. It invests further in the partnership and develops greater proactive and predictive capabilities to identify and remediate events. It further integrates virtual agents (Genesys DX Bold360, ServiceNow, and Google CCAI) with Nexthink to enact self-healing. Atos is also increasing its capabilities in support of AIOps and is an area which it will need to make production-ready.

Post COVID-19, Atos has seen a big ramp in VDI and Microsoft AVD and intelligent collaboration services. We expect to see more GTM initiatives in these areas with leading hyperscalers. Other notable areas of focus include its helpdesk and interaction center, cloud contact center through NICE inContact CXOne; also, decarbonization and targets to reduce the carbon footprint across the workplace and enabling users to track individual consumption through Atos' Green app. In addition, there is a focus on inclusivity, AR/VR, and immersive technologies



to support remote field services and empowering citizen development through Power Platform and low-code-no-code applications.

Finally, as Atos increases its focus on Engaged Employee Experience, we expect to see more focus on Google Workspace and Microsoft Viva services; also, expanding its partner ecosystem, particularly in support of automation, analytics, AI, and ML.



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

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



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

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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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