

Workplace Transformation Intelligence Service

Part of the Digital Workplace Service Area Package

The workplace is currently experiencing unprecedented levels of change due to a variety of factors. These include shifting employee preferences, the need for digital transformation, and macroeconomic influences. Businesses must navigate these challenges and identify opportunities to build successful workplaces that align with their broader goals, enhance the employee experience, foster positive work cultures, and positively impact their bottom line.

PRODUCT OVERVIEW | Workplace
Transformation Intelligence Service



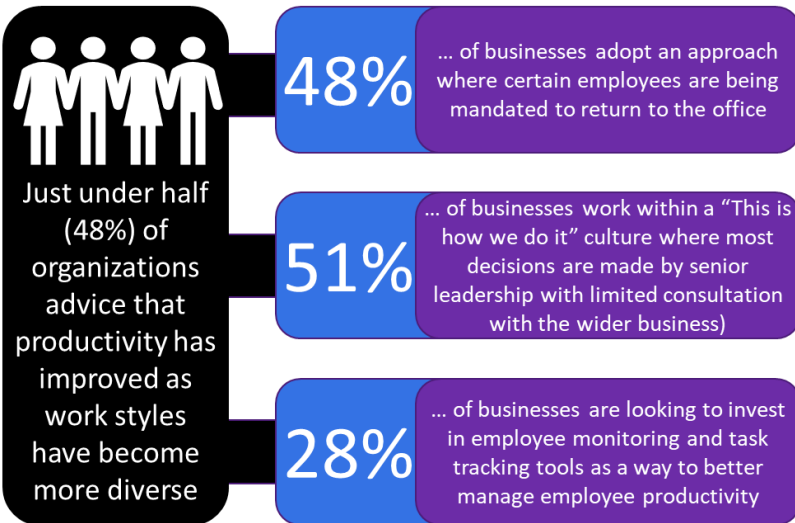
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“ Work has become more complex and fragmented than ever before. Technology ecosystems, processes, and teams are more dispersed and siloed. But amidst this disruption lies a great opportunity for organizations to transform and deliver better business outcomes and experiences for employees and customers. ”

Adam Holtby
Principal Analyst

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Source: OMDIA

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HOW OMDIA HELPS YOU

- Understand the trends and technologies impacting employee productivity and mobile collaboration.
- Learn about the solutions, services, and practices driving hybrid and flexible work styles.
- Research into the key end-user compute and digital experience trends driving workplace transformation.

NEW ENHANCEMENTS

- Hybrid worker management and security technology forecast. (consolidates Unified endpoint management, mobile threat defense, digital employee experience (DEX), and managed mobility services (including DaaS))
- New research on the fixed mobile convergence and collaboration opportunity – how this technology enhances enterprise collaboration and employee productivity.
- New emerging Digital Workplace Funding Tracker covers start-up funding from emerging vendors across categories, such as employee collaboration and enterprise metaverse.

KEY QUESTIONS ADDRESSED

- What interest do senior business leaders have in mobile collaboration capabilities and in improving integration between native mobile and over-the-top collaboration capabilities (Teams, Zoom, etc.)
- How are businesses looking to better measure and impact employee experience and productivity? What indicators of success are they exploring, and how can digital partners better help them here?
- How much of a priority are businesses attaching to digitally enabling the frontline workforce? Which digital capabilities will be an important support here?
- What are the major opportunities and challenges business leaders see in utilizing generative AI to improve EX and employee productivity?
- As the lines between work and home become more blurred, what are the employee privacy considerations business and IT leaders must consider?

Workplace Transformation: Our Expert Analysts



Adam Holtby
Principal Analyst



Tim Banting
Practice Leader

Workplace Transformation: Deliverables



MARKET DATA

Market sizing and five-year forecasts for unified endpoint management, mobile security management, and managed mobility services



MARKET RADAR

Comparative assessments of technologies and services that help businesses manage, secure, and enable mobile and hybrid working



REPORTS

Reports providing insight on emerging technologies, services and business models and the evolving market landscape



SURVEY REPORT

Omdia annual Future of Work survey



ANALYST INSIGHTS

Analyst commentary on market shifts, technology and regional developments, vendors, events, and more.



ANALYST ACCESS

Prompt responses from Omdia's regional analyst team to urgent and unique questions.

Quantitative Research

Digital Workplace Emerging Technology Investment Tracker

This tracker covers digital workplace start-up funding from emerging vendors across nine main categories, such as customer engagement, employee experience and productivity, collaboration, workplace automation, and so on, as well as related sub-categories.

DETAILS

Frequency: Bi-annual

Coverage

- The tracker includes investment data across 9 digital workplace categories including:
 - Workplace automation and AI
 - Customer engagement
 - Enterprise collaboration
 - Employee productivity
 - Employee experience
 - End-user computing
 - Smart office solutions
 - Enterprise metaverse

Measures

- Omdia's Digital Workplace Funding Tracker that encompasses investment data from 362 emerging vendors across 45 countries from 2019–23.

2024 Hybrid Worker Management and Security Forecast

New forecast consolidating global mobile security management, unified endpoint management, employee engagement platforms (including HCM), and managed mobility services solutions.

DETAILS

Frequency: Annual

Measures

- Technologies that support businesses in securing and enabling a more flexible workforce. Capabilities explored include unified endpoint management (UEM), mobile threat defense (MTD), digital employee experience (DEX), and managed mobility services (MMS).
- Market size by region (5)
- Market size by industry (12)
- Market size by customer size
- Market size by channel (Direct; Indirect)
- Market size by license type

Qualitative Research (1/2)

Comparative Reports

Unified Endpoint Management / Digital Workspace Platforms Universe 2024

Publication: Q4

Omdia's new Digital Workspace Platforms Universe builds on the foundations of the unified endpoint management and mobile device management comparative reports that Omdia has a long history of publishing. Omdia has a long history of publishing in-depth comparative research in the mobile device management and unified endpoint management areas, with Adam Holtby, our lead analyst in this space, covering this area for over ten years now. This new report is the evolution of that work.

Market Landscape Reports

Market Landscape: Digital Workplace Services – 2024

Publication: Q3

There is great change not only in the locations that people work from but also in the very nature of how work gets done and how employees' working habits have adapted to new ways of collaborating. To address these needs and engage and empower employees to work as productively as possible, businesses are increasingly interested in the concept of a digital workplace. This market landscape report profiles the trends driving interest in digital workspace services. The report also profiles various providers of digital workplace services.

Business Mobile Convergence Market Landscape – 2024

Publication: Q1

Enterprise communications and collaboration are converging, with mobile being a vital endpoint. This market landscape explores the market opportunity and outlook for mobile convergence solutions, including the likes of Microsoft Teams Phone Mobile and Cisco WebEx Go

Qualitative Research (2/2)

Global Trends to Watch 2024: Workplace Transformation

An annual assessment of the major workplace transformation digital trends predicted to shape the market in following year, with recommendations.

Publication: Q4

This report identifies and discusses the major digital workplace transformation. The report explores how work is changing, and the implications for enterprises, technology vendors, and service providers with these shifts. Hybrid work, employee experience, workflow automation, and how to better enable and secure a more mobile-centric workforce are all key themes discussed.

Generative AI: The employee productivity impact

Generative AI conversation is seemingly everywhere, but what will its impact be on the workforce? This report will shed light on the impact of Generative and Conversational AI on employee productivity and experiences.

Publication: Q2

Survey Reports: 2024 Employee productivity and collaboration

Employee experience and collaboration: what are businesses actually doing to understand what this looks like, and how important do they really feel it is? Additionally, what metrics and technologies do they need in order to be successful?

Publication: Q3

Analysis and results from Omdia's 2024 Employee productivity and collaboration survey of over 1.5k business and IT leader respondents, providing insight on emerging digital workplace trends, new buying points within enterprises, the impact of hybrid working, and emerging employee workstyles and preferences.

Topical Coverage

Commentary, research notes and reports providing insight on new services, technologies and business models from top providers and new entrants. Research will address major industry themes, including the role of workplace mobility, digital experience, service management, ESG, frontline work, and extended reality.

Related Content: Digital Workplace Service Area Coverage



Service Area Package: **Digital Workplace**

Workplace Transformation
Intelligence Service

Customer Engagement
Intelligence Service

Unified Communications &
Collaboration Intelligence Service

Enterprise Network Platforms
Intelligence Service

About Omdia’s Digital Workplace Services

Omdia provides expert analysis and data on service providers, their markets, and the strategies for success. We can help you assess which markets and services will drive future growth, understand the changing digital landscape, navigate market regulation, benchmark competitors, and select the appropriate partnerships and business models to exploit new technologies, services and segments.

Our global team of domain and local market experts leverage the most comprehensive industry dataset available to help you unlock value in entirely new and profound ways.

Custom Solutions

Omdia’s consulting services offer a true end-to-end service capability across all aspects of your product lifecycle, from concept and product development, to go-to-market and sales effectiveness. **Contact us** if you have a project that you would like to discuss with a member of the team.



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