

Workplace Transformation Intelligence Service

Part of the Digital Workplace Service Area Package

Businesses across all industries and geographies continue to wrestle with a diverse set of workplace disruptions. Today's digital business priorities look very different from those of just a few years ago as organizations rapidly accelerate efforts to improve employee experiences, enable hybrid work, and develop more modern, mobile, and digitally enabled workplaces. This intelligence service provides business and IT leaders, service providers, and technology vendors with analysis and data into the future of work trends and solutions driving workplace transformation.

**PRODUCT OVERVIEW | Workplace
Transformation Intelligence Service**

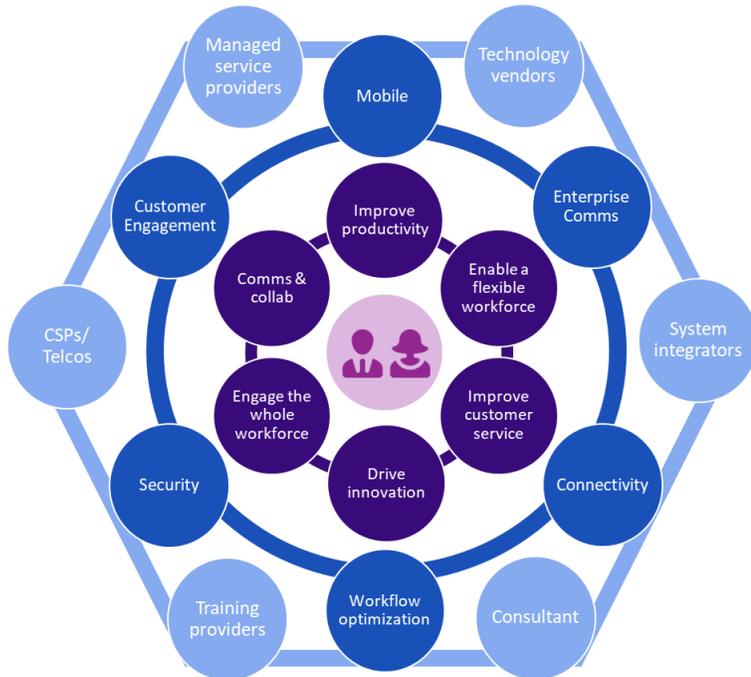
The VMware logo, consisting of a stylized 'V' followed by the letters 'M', 'W', 'A', and 'R' in a bold, sans-serif font.

“ In optimizing employee productivity, end-user computing, and enterprise communications, businesses have become reliant on a diverse ecosystem of different technologies. Ensuring these capabilities are adopted in an integrated fashion, and that they provide value for as many employees as possible, is vital in ensuring people can work productively and securely. ”

Adam Holtby
Principal Analyst

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Source: OMDIA

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HOW OMDIA HELPS YOU

- Understand the trends driving future of work initiatives, and the digital workplace goals businesses are prioritizing
- Establish how workplace transformation technologies, services, and practices are evolving and learn about the trends driving hybrid work
- Research into the key end-user compute and digital experience trends driving workplace transformation

NEW ENHANCEMENTS

- Analysis and data on the sustainability objectives businesses are prioritizing as part of a workplace transformation strategy
- New research on the frontline worker digital transformation opportunity
- New comparative report on digital employee experience platforms

KEY QUESTIONS ADDRESSED

- How has the sudden shift to more hybrid work styles impacted employee productivity, well-being, and their experience at work?
- How can organizations improve digital employee experiences, endpoint management, and optimize workflows that guide how work gets done?
- What do service providers, technology vendors, and enterprises need to consider for hybrid workers to be productive and secure both in and away from the office?
- What are the digital workplace services and technologies that will help enable the future of work for enterprises?
- How can technology vendors and service providers better partner enterprises on the path to the future of work?
- What are the important end-user computing solutions businesses are looking to invest in, and how do they compare?

Workplace Transformation: Our Expert Analysts



Adam Holtby
Principal Analyst
Mobile Workspace



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.

Workplace Transformation: Reports

Comparative Reports

Unified Endpoint Management / Digital Workspace Platforms Universe 2023

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.

Unified Endpoint Management / Digital Workspace Platforms Universe 2023

Publication: Q2

In this Market Radar report, Omdia explores analyzes the Digital Employee Experience (DEX) market and their growing importance to employee productivity and mobile-first work styles. Omdia compares different solutions that offer DEX capabilities, with the goal of understanding not only the differing technical capabilities offered by these solutions and vendors, but also their visions and strategies, partner ecosystems, and breadth of integration capabilities offered.

Market Landscape Reports

Market Landscape: Digital Workplace Services – 2023

Publication: Q3

The pandemic has brought about 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.

Market Landscape: Human Capital Management Platforms – 2023

Publication: Q1

The role of HR teams in supporting optimal employee experiences has increased. This report will explore the market for HCM solutions, including profiles of the different vendors offering technologies in this space.

Workplace Transformation: Market Data

Unified Endpoint Management and Mobile Security Management Market Size / Forecast

New forecast consolidating global mobile security management and unified endpoint management technologies

DETAILS

Frequency: Updated annually (Q3)

Measures

- Forecast on Unified Endpoint management (UEM) and Mobile Security Management (MSM) tools, also known as mobile threat defense (MTD) solutions

Coverage

- Total Unified Endpoint Management (UEM) and Mobile security management (MSM/MTD) market size
- 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 (Per-device; Per-user)
- Market size by software delivery method (SaaS; On-premises)

Managed Mobility Services Market Forecast

Forecast for projected growth of the managed mobility services market

DETAILS

Frequency: Annual (Q4)

Measures

- Services and solutions that support the procurement, allocation, deployment, and management of mobile devices. Mobile device management/unified endpoint management (MDM/UEM), and mobile threat defense (MTD) capabilities are included. Inclusive of device lifecycle management services. Also includes services and solutions that support enterprises in the provision and management of virtual desktop or, increasingly, entire digital workspace end-user computing environments.
- Total managed mobility services market size

Workplace Transformation: Reports & Survey

Global Trends to Watch 2023: 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.

Survey Reports: The Future of Work

Insight into real-world business trends and the future of workspace mobility

Publication: Q3

Analysis and results from Omdia's 2023 future of work survey, providing insight on emerging digital workplace trends, new buying points within enterprises, the impact of hybrid working, and emerging employee workstyles and preferences

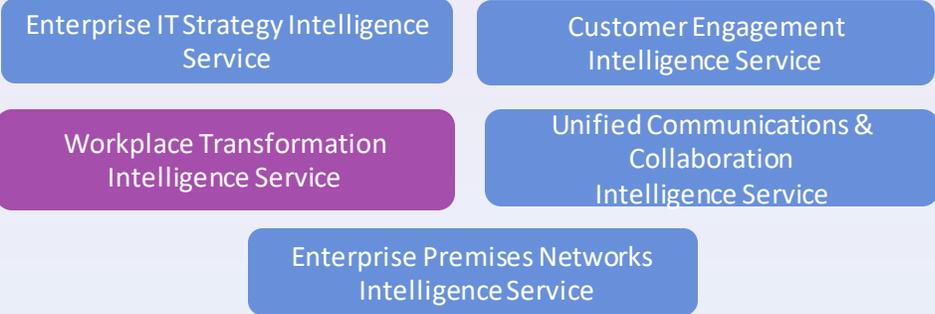
Topical Coverage

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



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, leveraging the most comprehensive industry dataset available, will 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.



Our “Ask an Analyst” Service Provides Best in Class Customer Support

Whether you need guidance to navigate the service, information regarding our methodologies or you want to better understand a data trend, Omdia’s support team is here to help.

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Thank you

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