

Workplace Transformation Intelligence Service

Capitalize on \$245bn hybrid workforce opportunities with strategic workplace insights.

Key Questions Answered

- What are the major opportunities, challenges, and technologies to consider when utilizing AI to improve how people work?
- How important are integrated and mobile-centric collaboration capabilities?
- Why workflow automation plays a vital role in enhancing operational efficiencies and employee experiences?
- How can digital partners help businesses securely enable the digital workplace and drive measurable improvements in how employees work?

What We Offer

- Comprehensive market insights on employee experience, workplace AI, mobile collaboration, and automation technologies
- Strategic intelligence for market share growth and opportunity identification in the digital workplace ecosystem
- Bi-annual tracking of emerging technology investments across 9 digital workplace categories and 362 vendors



What are the opportunities for vendors and service providers in the \$245bn hybrid workplace technology market? The Workplace Transformation Intelligence Service supports vendors and service providers with critical insights and data that enable them to strategically position their solutions and capitalize on emerging workplace transformation opportunities.



Adam Holtby
Principal Analyst
**Workplace
Transformation**

SPEAK WITH OUR EXPERTS

Delivering strategic hybrid workforce intelligence

Key Deliverables



Market Data

Market sizing and 5-year forecasts for hybrid workplace technology ecosystem, including unified endpoint management, and employee engagement.



Reports

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



Survey Report

Omdia's annual Future of Work survey.



Analyst Insights and Access

Continuous expert commentary on market trends with direct access to regional analysts for urgent queries and strategic guidance.

Key Research Themes

Market intelligence and forecasting

- Comprehensive revenue opportunity forecast for hybrid workplace technologies
- Coverage of UEM, human capital management, employee engagement technologies, integrated collaboration (CPaaS) and more

Digital transformation and workplace evolution

- Hybrid working and security management solutions
- Emerging technologies and business model analysis

GenAI landscape

- Workplace AI landscape
- Adoption status and trends
- Agentic AI technology landscape for employee experience and support
- Top challenges: ROI justification, workforce impact, data security, training

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