



Everest Group Microsoft Modern Work Services PEAK Matrix® Assessment 2025

Focus on NTT DATA

July 2025



Introduction

As enterprises embrace hybrid work across a multi-generational workforce, each with unique needs and priorities, they are reshaping their workplace strategies to support the future of work. In this evolution, Microsoft's modern work offerings such as Microsoft Teams and other Microsoft 365 applications have played a pivotal role in transforming enterprise communication and collaboration tools, boosting employee engagement and productivity.

Further, the Microsoft modern work stack has emerged as the default offering in this space, supported by service partners providing deep consulting, migration, development, deployment, and managed services.

As enterprises seek modern work solutions that can guide them through the pillars of Employee Experience (EX), productivity, and cost optimization, the need for Microsoft modern work service providers has become

more apparent. Enterprise also expect these service providers to maintain a close and strategic partnership with Microsoft to deliver best-in-class solutions for their Microsoft modern work ecosystem and provide effective support for a seamless and scalable Microsoft modern work environment within their IT infrastructure.

The full report includes the profiles of the following 20 leading Microsoft modern work service providers featured on the [Microsoft Modern Work Services PEAK Matrix® Assessment 2025](#):

- **Leaders:** Avanade, Cognizant, HCLTech, Infosys, NTT DATA, TCS, and Wipro
- **Major Contenders:** Atos, Bell Techlogix, Birlasoft, Deloitte, EY, Kyndryl, LTIMindtree, Mphasis, SHI International, and Unisys
- **Aspirants:** CDW, Mismo Systems, and UST

Scope of this report

Geography: global

Industry: 20 leading Microsoft modern work service providers

Services: Digital workplace services (Microsoft modern work)

Microsoft modern work services PEAK Matrix® characteristics

Leaders

Avanade, Cognizant, HCLTech, Infosys, NTT DATA, TCS, and Wipro

- Leaders continue to showcase high expertise and experience in delivering end-to-end Microsoft modern work engagements, while maintaining client satisfaction through their balanced portfolio, coherent vision, and robust suite of industry-agnostic and contextualized IP and solutions, supported by skilled talent and strong delivery capabilities
- Further, these providers have been able to effectively leverage emerging technologies such as Microsoft 365 Copilot and Copilot extensibility backed by their robust partnerships with Microsoft and other ancillary technology vendors, niche providers, and start-ups supporting the Microsoft modern work services and Go-to-market (GTM) strategies in this space to deliver quick business outcomes to enterprises
- However, these Leaders are facing tough competition from Major Contenders in both retaining and winning new deals, they must continue enhancing their capabilities to offer clients unique benefits

Major Contenders

Atos, Bell Techlogix, Birlasoft, Deloitte, EY, Kyndryl, LTIMindtree, Mphasis, SHI International, and Unisys

- While these providers continue to strive to augment their broader Microsoft modern work capabilities with targeted investments in developing their suite of IP and technology, delivery capabilities, and partnership status with Microsoft, their end-to-end Microsoft modern work services capabilities have some visible areas of improvement
- Despite building meaningful capabilities across Microsoft modern work segments, their portfolio and delivery capabilities are not as balanced as Leaders, as reflected in their relative market success
- However, these providers are making targeted investments in talent skills, delivery frameworks, internal IP, and partnership status with Microsoft to address capability gaps, positioning themselves as strong contenders to Leaders in Microsoft modern work services

Aspirants

CDW, Mismo Systems, and UST

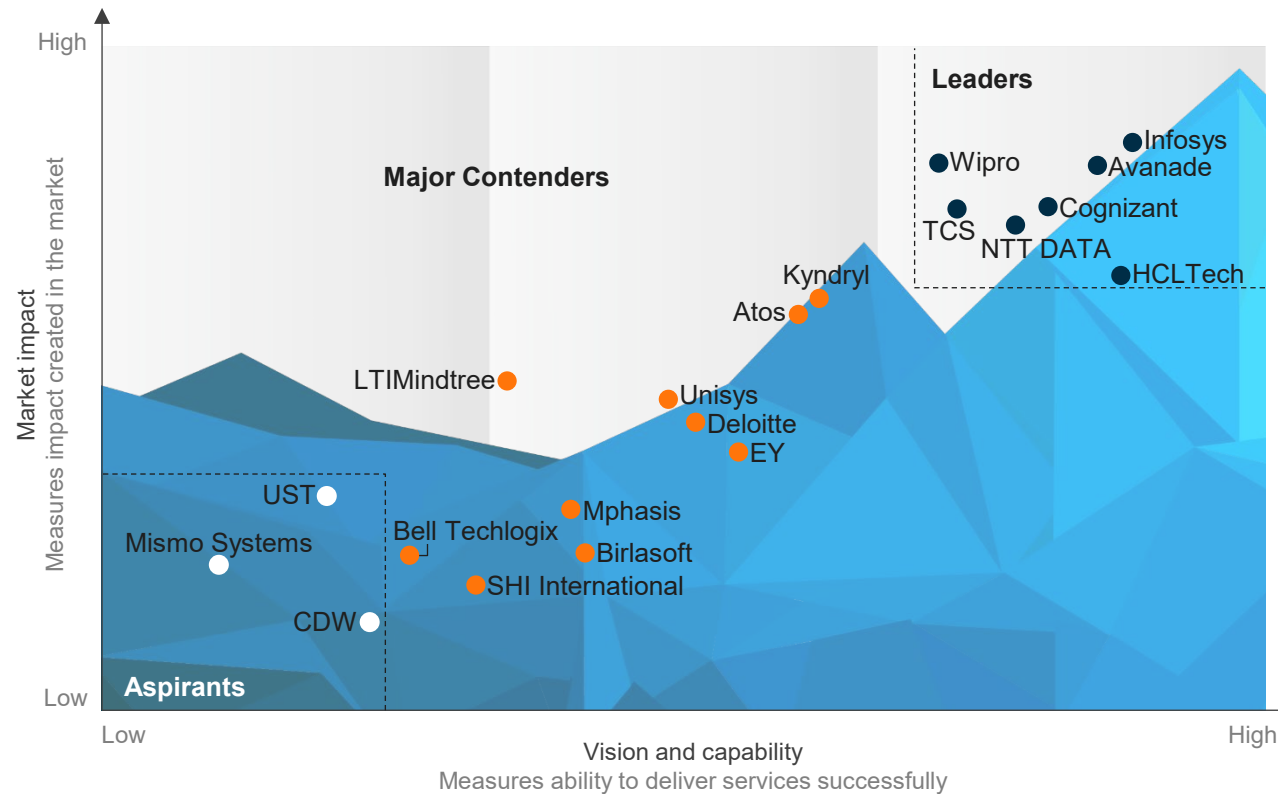
- Aspirants' Microsoft modern work services show gaps in service scope, internal IP maturity, and coverage across industry verticals and geographies
- However, these providers are focused on expanding their Microsoft modern work capabilities through investment in mindshare development and service flexibility. They are also strengthening their partnership with Microsoft to help generate major Microsoft modern work revenue and improve their market positioning

Everest Group PEAK Matrix®

Microsoft Modern Work Services PEAK Matrix® Assessment 2025 | NTT DATA is positioned as a Leader

Everest Group Microsoft Modern Work Services PEAK Matrix® Assessment 2025^{1,2}

- Leaders
- Major Contenders
- Aspirants



¹ Assessments for CDW, Deloitte, EY, SHI International, and UST exclude service providers inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, ongoing coverage of these service providers, provider public disclosures, and Everest Group's interaction with buyers

² There are no Star Performers in this PEAK Matrix® assessment since this was the inaugural year

Source: Everest Group (2025)

NTT DATA profile (page 1 of 5)

Overview

Vision for Microsoft modern work services

NTT DATA's objective is to use Microsoft modern work technologies to shape the future of work by creating safe, adaptive, and interactive workspaces that inspire creativity, drive sustainability, and provide enhanced experiences in a connected company.

Microsoft modern work services revenue (CY2024)

<US\$50 million	US\$50-100 million	US\$100-500 million	>US\$500 million
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Microsoft modern work services revenue mix (CY2024)

By geography			
● N/A (0%) ● Low (<10%) ● Medium (10-20%) ● High (>20%)			
● North America	● United Kingdom and Ireland	● Europe	
● South America	● Middle East and Africa	● Rest of the World (RoW)	

Microsoft modern work services revenue mix (CY2024)

● N/A (0%) ● Low (1-20%) ● Medium (20-40%) ● High (>40%)

By service segment

● Collaboration and productivity	● Desktop and virtualization management	● Converged communications
● Enterprise mobility	● Employee enablement	

By industry

● Banking, financial services, and insurance	● Electronics, hi-tech, and technology	● Healthcare and life sciences
● Energy and utilities	● Manufacturing	● Public sector
● Retail, distribution, and CPG	● Telecom, media, and entertainment	● Travel and transport

By buyer size

● Small (annual revenue <US\$500 million)	● Mid (annual revenue US\$500 million-US\$1 billion)	● Medium (annual revenue US\$1-5 billion)
● Large (annual revenue US\$5-20 billion)	● Mega (annual revenue >US\$20 billion)	

NTT DATA profile (page 2 of 5)

Solutions

[REPRESENTATIVE LIST]

Proprietary solutions for Microsoft modern work services

Solution name	Details
Workplace Smart AI Agent – Swarming	• It provides intelligent assistance to agents by utilizing prior resolutions and the most recent information from internal knowledge bases and the internet. It also makes it easier to communicate with a live representative, if needed • It improves the knowledge base with current resolutions and promotes continual learning for both the bot and the help team
AVD solution accelerator	It enables the migration from traditional Citrix and VMware environments to Azure Virtual Desktop (AVD) within a few weeks, with industry and persona-focused deployments.
Windows 365 Proof of Concept (PoC)	It addresses the needs of seasonal and frontline workers by deploying persona-specific virtual workspaces in minutes instead of hours, across industries.
Windows 11 migration solution accelerator	It supports the execution of a Windows 11 PoC and automates Windows 11 deployment in production to address identified issues.
Modern device management consulting	It provides consulting and assessment services for migrating endpoint management and workloads (such as patching and application deployment) from SCCM to Microsoft Intune.
Workplace Smart AI Agent – FixIt	It is an agentless bot that resolves simple IT issues, including Microsoft Outlook connectivity, without users having to wait for an agent.
Workplace Smart AI Agent – Quality	It audits service interactions, including calls and non-voice ones (chat-based as well), benchmarks them against defined KPIs and industry best practices, and provides actionable insights to enhance quality and compliance.
Workplace Smart AI Agent – Knowledge	It incorporates knowledge generation and maintenance into service delivery. NTT DATA claims that it improves efficiency, enhances the customer experience, and drives continuous development.
Workplace Smart AI Agent – TicketsIQ	It analyzes historical and real-time data to prioritize, categorize, and predict ticket resolution paths, enhancing service desk efficiency and user satisfaction.
Cloud voice	It enables seamless, scalable telephony through Microsoft Teams, combining calling, conferencing, and collaboration in a single cloud-based solution.
EXPaaS 5A	It optimizes workplace transformation through Assessment, Alignment, Acceleration, Automation, and Augmentation, powered by the Viva Suite to enhance employee experience.

Other solutions include Workplace Smart AI Agent – OpsMgr, Workplace Smart AI Agent – PwReset, and Workplace Smart AI Agent – route.

NTT DATA profile (page 3 of 5)

Partnerships

[REPRESENTATIVE LIST]

Partnerships for Microsoft modern work services

Partner name	Details
Microsoft	- Partnered with Microsoft as a Microsoft modern work solution partner and launch partner of Microsoft Copilot - Recognized by Microsoft as a gold partner in the GSI Growth Champion category and the number one Operator Connect for Microsoft Teams Voice
ASC Technologies	Partnered with ASC Technologies to deliver compliance recording and insights for Microsoft Teams.
Tango Networks	Partnered with Tango Networks, a global mobile service provider focused on corporate communications; it built its Microsoft Teams solution in partnership with Microsoft.
Luware	Partnered with Luware to deliver attendant console for Microsoft Teams to receptionists and operators.
AudioCodes	Partnered with AudioCodes as platinum partner to offer Unified Communications and Collaboration (UCC)-related services.
Logitech	Partnered with Logitech to provide meeting room-related services.

Other partnership includes Crestron and HP, Nerdio, Druva, Patch MyPC, and ProofPoint.

NTT DATA profile (page 4 of 5)

Investments and recent activities

[REPRESENTATIVE LIST]

Investments for Microsoft modern work services

Investment name	Details
Innovation	- Developed aXet, a gen AI platform that combines gen AI capabilities across its offerings for efficiency and ease of use - Created TechHub to combine enterprise gen AI solutions on a platform that allows developers to collaborate, publish code, and generate repeatable solutions - Created Productivity Cockpit, a portfolio of gen AI solutions based on an agentic-design framework
Microsoft Center of Excellence (CoE)	Created a specialized Microsoft business unit to drive the expansion of Microsoft technologies and business across customers, develop accelerators, and oversee Microsoft talent development.
Talent development	Developed two fundamental skills, such as gen AI and prompt engineering, for its technical workforce, in addition to its broader Microsoft talent.
Global gen AI CoE	Launched a global gen AI CoE dedicated to Agentic AI work, Copilot, and custom agents to deliver measurable efficiency gains for clients.

NTT DATA profile (page 5 of 5)

Everest Group assessment – Leader

Measure of capability:  Low  High

Market impact				Vision and capability				
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
								

Strengths

- Following key leadership changes at NTT DATA, enterprises can expect a stronger emphasis on value creation and productivity improvement, along with a strategic realignment to optimization in service delivery
- Leveraging the merger and ONE NTT DATA approach, it has effectively capitalized on its telecom legacy and delivered mature solutions across Microsoft modern work segments
- Enterprises would appreciate NTT DATA’s agility in aligning its vision and strategy while emphasizing the customization of solutions to meet emerging business needs
- Enterprises exploring Microsoft Copilot solutions would find value in NTT DATA’s extensive offerings, including Copilot Swarming, Prompt-as-a-Service, Security Copilot, and providing L2-level resolutions through Microsoft Copilot
- Clients have praised NTT DATA for its strong client management capabilities, supported by regular cadences, workshops, and advisory boards to engage key leadership stakeholders

Limitations

- Enterprises from retail, distribution and CPG, electronics, and hi-tech industries should do further due diligence on NTT DATA, given its limited presence in these sectors
- NTT DATA primarily uses traditional pricing models, which might not resonate well with enterprises seeking an innovative commercial approach
- NTT DATA needs to strengthen its industry-specific modern work solutions, as it currently lacks sufficient enterprise proof points to effectively demonstrate its capabilities and drive greater capability across verticals
- Clients have identified talent management as a key limitation of NTT DATA, citing challenges in retaining and timely replacing key personnel as a major issue
- Some clients have highlighted that NTT DATA could strengthen its value commitments tied to Experience Level Agreements (XLA), further enhancing its client value proposition

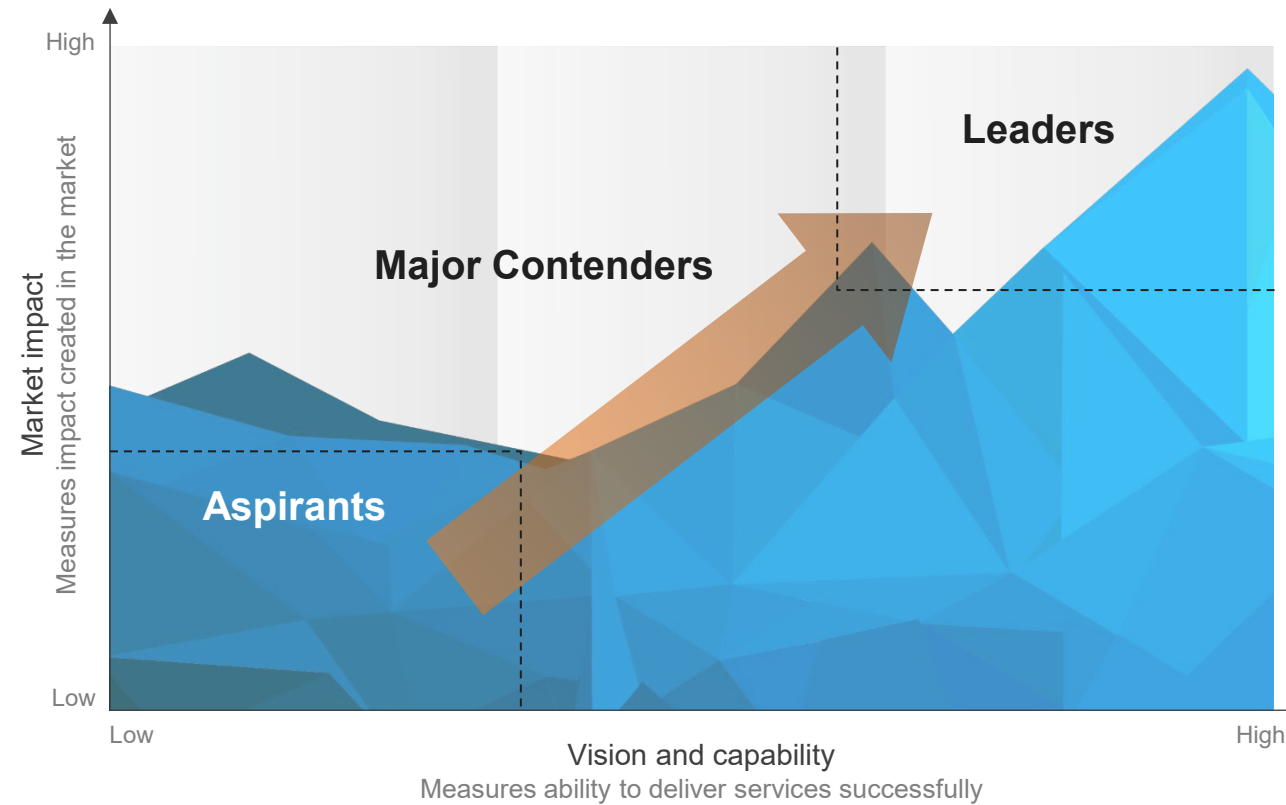
Appendix

PEAK Matrix® framework

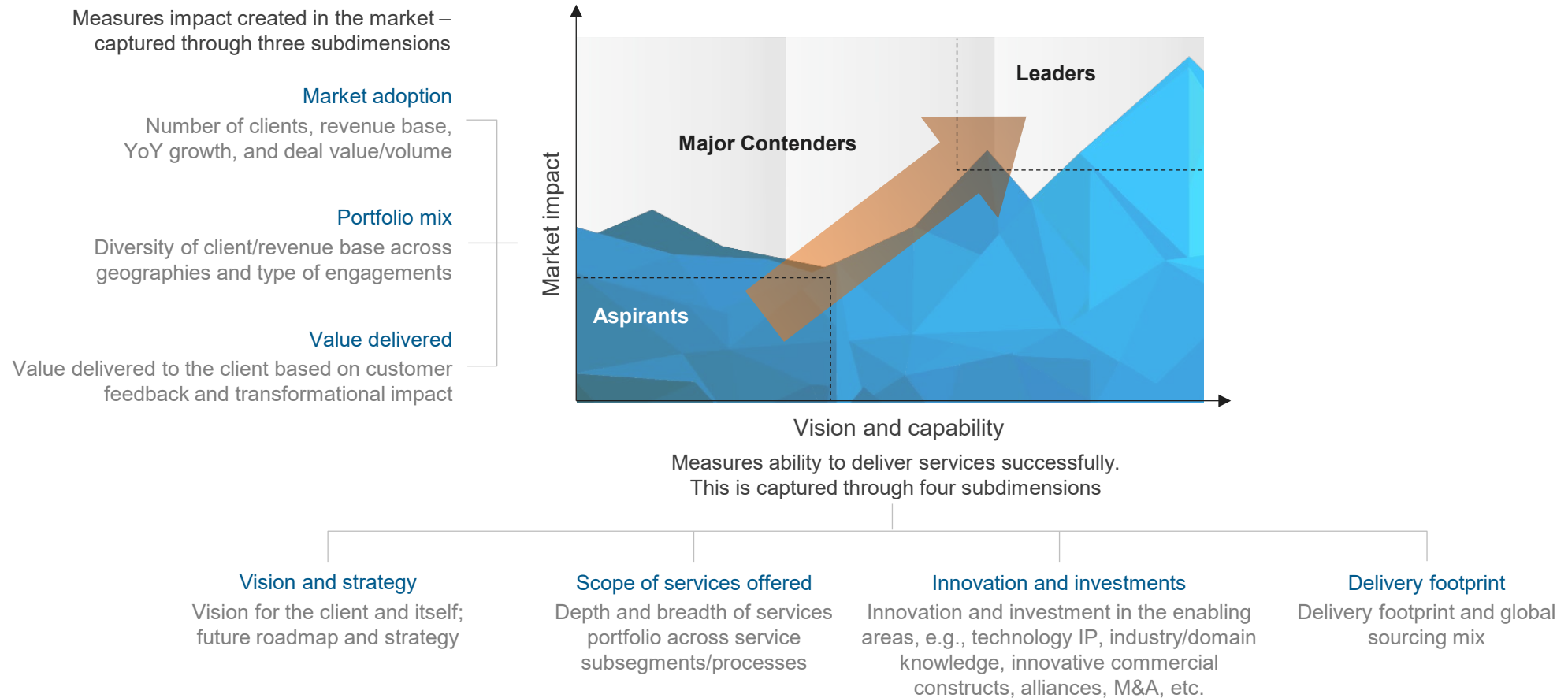
FAQs

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

Everest Group PEAK Matrix



Services PEAK Matrix® evaluation dimensions



FAQs

Q: Does the PEAK Matrix® assessment incorporate any subjective criteria?

A: Everest Group's PEAK Matrix assessment takes an unbiased and fact-based approach that leverages provider / technology vendor RFIs and Everest Group's proprietary databases containing providers' deals and operational capability information. In addition, we validate/fine-tune these results based on our market experience, buyer interaction, and provider/vendor briefings.

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

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

Q: What other aspects of the PEAK Matrix assessment are relevant to buyers and providers other than the PEAK Matrix positioning?

A: A PEAK Matrix positioning is only one aspect of Everest Group's overall assessment. In addition to assigning a Leader, Major Contender, or Aspirant label, Everest Group highlights the distinctive capabilities and unique attributes of all the providers assessed on the PEAK Matrix. The detailed metric-level assessment and associated commentary are helpful for buyers in selecting providers/vendors for their specific requirements. They also help providers/vendors demonstrate their strengths in specific areas.

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

A: Enterprise participants receive summary of key findings from the PEAK Matrix assessment

For providers

- The RFI process is a vital way to help us keep current on capabilities; it forms the basis for our database – without participation, it is difficult to effectively match capabilities to buyer inquiries
- In addition, it helps the provider/vendor organization gain brand visibility through being included in our research reports

Q: What is the process for a provider / technology vendor to leverage its PEAK Matrix positioning?

A: Providers/vendors can use their PEAK Matrix positioning or Star Performer rating in multiple ways including:

- Issue a press release declaring positioning; see our citation policies
- Purchase a customized PEAK Matrix profile for circulation with clients, prospects, etc. The package includes the profile as well as quotes from Everest Group analysts, which can be used in PR
- Use PEAK Matrix badges for 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 Everest Group; please contact your CD or contact us

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

A: PEAK Matrix assessments are designed to serve enterprises' current and future needs. 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 and to serve enterprises' future expectations.

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