



# KPN Corporate Market Virtual Desktop Services

Vendor Assessment  
Report Abstract

February 2012

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12 pages

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## Who Is This Vendor Assessment For?

[destination]

NelsonHall's Virtual Desktop Vendor Assessment for KPN Corporate Market is a comprehensive assessment of KPN's virtual desktop offerings and capabilities designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of virtual desktop services and identifying vendor suitability for IT services, end-user computing services and virtual desktop technology and services
- Vendor marketing, sales and business managers looking to benchmark themselves against their peers
- Financial analysts and investors specializing in the IT services sector.

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This NelsonHall vendor assessment analyzes KPN's offerings and capabilities in Virtual Desktop Services. KPN is one of a number of Virtual Desktop Services companies analyzed in NelsonHall's comprehensive industry analysis programs.

[/head]

## Key Findings & Highlights

[ignore]

KPN Corporate Market is the ICT services subsidiary of Dutch telecom service provider KPN.

KPN Corporate Market has developed a tier-three approach to determining client needs and the right desktop service offering to the client:

- Initially, it takes a client view and goals with regards to Human Resources e.g. to promote home working, facilities e.g. reduce office space, financial constraints e.g. budgets, green agenda and IT workspace goals
- In a second phase, KPN Corporate Market considers the workspace from an end-user perspective
- Finally, KPN Corporate Market with the client will work on the scope of the potential contract and the type of SLAs expected by the client, given its budget constraints.

KPN Corporate Market has three main desktop service offerings, which include a virtual desktop service element:

- Future Ready Workspace: FRW is the flagship offering targeting enterprises with 500+ users and traditional or hybrid IT environments. The service and solution are essentially customized to the client requirements. However, as much as possible, KPN Corporate Market will use standard service components for targeted environments in order to lower the cost of the service and solution and offer a competitive price to the client.
- Workspace Online (WO): WO was launched in 2010; it targets companies with 150+ seats, up to large enterprises. WO differs from FRW in its

hosting location, which is in a KPN datacenter. WO exists under two options: premium and basic. The difference between the two options lies in the client being willing to accept or not a standard set of applications or services.

- Workspace Select (WS). WS is a 2011 offering targeting company size in the 150-500 seats range with traditional or hybrid IT environments.

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[highlights]

KPN Corporate Market has three main desktop service offerings, which include a virtual desktop service element:

- Future Ready Workspace: FRW is the flagship offering targeting enterprises with 500+ users and traditional or hybrid IT environments. The service and solution are essentially customized to the client requirements.
- Workspace Online (WO): WO targets companies with 150+ seats, up to large enterprises. WO differs from FRW in its hosting location, which is in a KPN datacenter.
- Workspace Select (WS). WS is targeting company size in the 150-500 seats range with traditional or hybrid IT environments.

KPN Corporate Market utilizes the Getronics Workspace Alliance (GWA) to service the international operations of Netherlands-headquartered clients and vice-versa service the Dutch operations of international clients.

[/highlights]

## Scope of the Report

[scope]

The report provides a comprehensive and objective analysis of KPN's virtual desktop offerings, capabilities, and market and financial strength, including:

- Analysis of the company's offerings and key service components
- Revenue estimates
- Identification of the company's strategy, emphasis and new developments
- Analysis of the profile of the company's customer base including the company's targeting strategy and examples of current contracts
- Analysis of the company's strengths, weaknesses and outlook.

[/scope]

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2. Revenue Summary
3. Key Offerings
4. Delivery Capabilities & Partnerships
5. Strategy



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6. Strengths & Challenges

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6.2 Challenges

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7. Outlook

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## Report Length

12 pages

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