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Brazil Takes on COVID-19 Work Disruptions with Network Expansion, Digital Workplace Technologies

ISG Provider Lens™ report finds beefed-up Internet capacity and enterprise adoption of managed mobility, collaboration and other capabilities easing transition to remote working

SÃO PAULO, Brazil, Nov. 12, 2020 (GLOBE NEWSWIRE) -- Faced with the need for millions of employees to work from home during the COVID-19 pandemic, Brazilian enterprises accelerated their adoption of digital workplace technologies while the nation's carriers quickly increased network capacity, according to a new report published today by Information Services Group (ISG) (Nasdaq: III), a leading global technology research and advisory firm.

The 2020 ISG Provider Lens™ Digital Workplace of the Future – Services & Solutions report for Brazil found that, as in other countries, COVID-19 heightened the importance of digital workplace technologies in Brazil as enterprises facilitated transitions to home and remote work. This immediately increased demand for large-scale managed workplace services to take the place of in-person technical support. Brazilian enterprises benefited from global service providers that addressed the challenges of the pandemic in Asia and Europe first, according to ISG.

In addition, a joint effort by Brazilian carriers prevented major Internet service disruptions in 2020 despite significantly higher traffic on both mobile and landline networks. Changes triggered by the crisis included migration of traffic from mobile to landline and a shift from prepaid to postpaid accounts for a majority of the country's 225 million mobile devices.

"Employees in Brazil were able to work from home quickly and effectively, thanks to rapid responses by carriers, workplace consultants and other providers," said Pedro Luís Bicudo Maschio, an ISG distinguished analyst and author of the report. "Remote work actually made employees more productive in some cases, though that effect may not survive once workers have more options for their time. But it is likely many will continue to work at home even after a vaccine is available."

Enterprise and team collaboration solutions have also taken on greater importance with the move to working from home. New solutions becoming available in Brazil fill gaps in the Microsoft

and Google platforms that dominate the market, the report says. There are solutions available that integrate well with the dominant players and with open source, as well as options for industry niches that require specific security and privacy measures.

Managed mobility services have helped companies make sure remote employees have the devices, applications and data they need. However, cybersecurity is a growing concern as cybercriminals explore the vulnerabilities of newly enterprise-connected mobile devices to gain access to corporate networks. Leading providers of mobility and endpoint management are improving their platforms and services to deal with this issue, ISG says.

The pandemic dramatically increased the use of online conferences and events, and while enterprises realized the value of video streaming as a sales and marketing tool, they also discovered the need for robust platforms to meet their needs, the report says. Meanwhile, the sudden need for virtual collaboration and communication revealed that one size may not fit all. This heightened interest in vertical-specific solutions for applications such as classes, medical appointments and financial presentations.

The 2020 ISG Provider Lens™ Digital Workplace of the Future – Services & Solutions report evaluates the capabilities of 50 providers across seven quadrants: Digital Workplace Consulting Services, Managed Workplace Services – Large Accounts, Managed Workplace Services – Midmarket, Managed Mobility Services, Enterprise Collaboration Solutions, Unified Endpoint Management, and Meeting and Conferencing Solutions.

The report names IBM a leader in five quadrants and Stefanini a leader in four quadrants. It names Microsoft and Unisys each as leaders in three quadrants and Google and Sonda as leaders in two quadrants. The report names Atos, Capgemini, Cisco, Citrix, DXC Technology, HCL, ilegra, LogMeIn, SantoDigital, TIVIT, VMware, Wipro and Zoom as leaders in one quadrant.

Wipro was named as a Rising Star—a company with a “promising portfolio” and “high future potential” by ISG’s definition—in two quadrants. Blackberry and RocketChat each were named as Rising Stars in one quadrant.

The 2020 ISG Provider Lens™ Digital Workplace of the Future – Services & Solutions report for Brazil is available to subscribers or for one-time purchase on this webpage.

About ISG Provider Lens™ Research

The ISG Provider Lens™ Quadrant research series is the only service provider evaluation of its kind to combine empirical, data-driven research and market analysis with the real-world experience and observations of ISG's global advisory team. Enterprises will find a wealth of detailed data and market analysis to help guide their selection of appropriate sourcing partners, while ISG advisors use the reports to validate their own market knowledge and make recommendations to ISG's enterprise clients. The research currently covers providers offering their services globally, across Europe and Latin America, as well as in the U.S., Germany, Switzerland, the U.K., France, the Nordics, Brazil and Australia/New Zealand, with additional markets to be added in the future. For more information about ISG Provider Lens research, please visit this webpage.

A companion research series, the ISG Provider Lens Archetype reports, offer a first-of-its-kind evaluation of providers from the perspective of specific buyer types.

Starting this year, each ISG Provider Lens™ study will include a Global Summary to help enterprise subscribers better understand provider capabilities across all geographic markets covered by that study. All ISG Provider Lens™ reports also will now include an Enterprise Context feature to help executives quickly identify key insights related to their roles and responsibilities.

About ISG

ISG (Information Services Group) (Nasdaq: III) is a leading global technology research and advisory firm. A trusted business partner to more than 700 clients, including more than 75 of the world's top 100 enterprises, ISG is committed to helping corporations, public sector organizations, and service and technology providers achieve operational excellence and faster growth. The firm specializes in digital transformation services, including automation, cloud and data analytics; sourcing advisory; managed governance and risk services; network carrier services; strategy and operations design; change management; market intelligence and technology research and analysis. Founded in 2006, and based in Stamford, Conn., ISG employs more than 1,300 digital-ready professionals operating in more than 20 countries—a global team known for its innovative thinking, market influence, deep industry and technology expertise, and world-class research and analytical capabilities based on the industry's most comprehensive marketplace data. For more information, visit www.isg-one.com.

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