



# TRANSFORMING WORKPLACE SERVICES WITH PRODUCT CENTRIC VALUE DELIVERY

## Abstract

Digital workplace services are central to enterprise agility, resilience, and employee productivity. This White Paper explores how Product Centric Value Delivery (PCVD) can transform workplace services and elevate employee experience, drive business agility and foster a culture of rapid innovation. Enterprises that run workplace services with product mindset, deliver measurable, sustained business value through better employee outcomes.

## Executive Summary

In today's competitive landscape, enterprises must evaluate how they want to create and deliver value, especially as they face increasing challenges to deliver sustained, capability-driven outcomes instead of isolated one-time outcomes. Client expectations are evolving at a fast pace and traditional delivery models are finding it difficult to keep up.

Product Centric Value Delivery can provide the necessary pivot for these enterprises. It enables enterprises to focus on delivering greater value to their clients by helping them structure their IT delivery around customer journeys and value streams instead of traditional business functions. This addresses current inefficiencies and allows enterprises to be more agile, resilient and achieve sustained growth.

Digital Workplace Services has become a strategic lever for enterprise growth, resilience, and innovation. It no longer has a limited mandate of supporting operations, collaboration tooling, or improving helpdesk efficiency. The expectation from the Digital Workplace is to directly shape employee productivity, speed of decision-making, compliance posture, and improve the enterprise's ability to launch new products and services at pace.

## The Challenge Faced by Enterprises

With employee experience becoming the core tenet, enterprises are under increasing pressure to adapt and innovate. As enterprise environments become more distributed and experience expectations rise, traditional project-based and function-centric operating models struggle to sustain value. These legacy structures hinder innovation, slow down value realization, and create barriers to delivering seamless employee experiences.

Many enterprises still run workplace modernization as disconnected programs, for example, collaboration tooling upgrade, endpoint modernization, automating support services and modernizing HR systems, amongst others. These initiatives may succeed locally yet underperform at enterprise level because accountability is distributed across functions rather than anchored to end-to-end outcomes. The result is predictable: local improvements, but uneven employee outcomes.

This disconnect is prompting a fundamental shift towards a product-centric operating model, underpinned by a robust platform ecosystem. Product-centric delivery uses value-based metrics to maximize customer value within budget limits. Gartner<sup>1</sup> says top 20% of enterprises are 3.2x more likely to measure product teams on business outcomes, while IDC<sup>2</sup> reports that 83% of enterprises are rationalizing their technology infrastructure, only 35% say their approach is effective.

### Gartner

"The top 20% most effective organizations are 3.2x more likely to use product teams and are measured on business outcomes. 73% of the executives are prioritizing digital transformation, with infrastructure modernization being a key focus area."

### DIGITAL RADAR

"50% of firms indicated that they are organizing around products to enhance streams and thus help cement their innovation / digital / next 200 objectives. These companies are 60% more likely to be in the top quintile of fastest product creators."

## Product Centric Value Delivery

In this new paradigm, enterprises are reimagined as agile, customer-focused enterprises where product thinking, outcome orientation and continuous value flow are central to every function. A digital-ready enterprise embraces this transformation by aligning cross-functional teams around shared goals, fostering innovation through integrated platforms, and delivering personalized experiences that drive engagement and growth.

By embedding agility and product mindset into the core of operations, enterprises can unlock new levels of responsiveness, scalability, and strategic alignment—ultimately positioning themselves to thrive in a dynamic, experience-driven economy.

## The Strategic Shift in Workplace Services

Applying Product Centric Value Delivery model to Digital Workplace Services requires reframing of how value is defined and delivered. Success is measured by employee friction reduction, time-to-productive work, first-time resolution, collaboration and collaboration velocity, amongst others.

Product teams are organized around workplace journeys rather than technology towers. For example, the 'Employee Device and Access Experience' product can span hardware provisioning, identity workflows, conditional access, virtual desktop options, and support as one integrated value stream.

Workplace teams use product telemetry, experience analytics, and support signals to continuously improve service performance, adoption, and usability.



The product-centric operating model aligns employee goals with client value, ensuring greater value in outcomes and transforming both employee and client experiences.

To realize this, Human Resources and Workplace IT must work in close partnership to deliver personalized, immersive, and secure employee services. Thus, fostering a productive and motivated workforce that is empowered to drive product success. (see Figure 1)

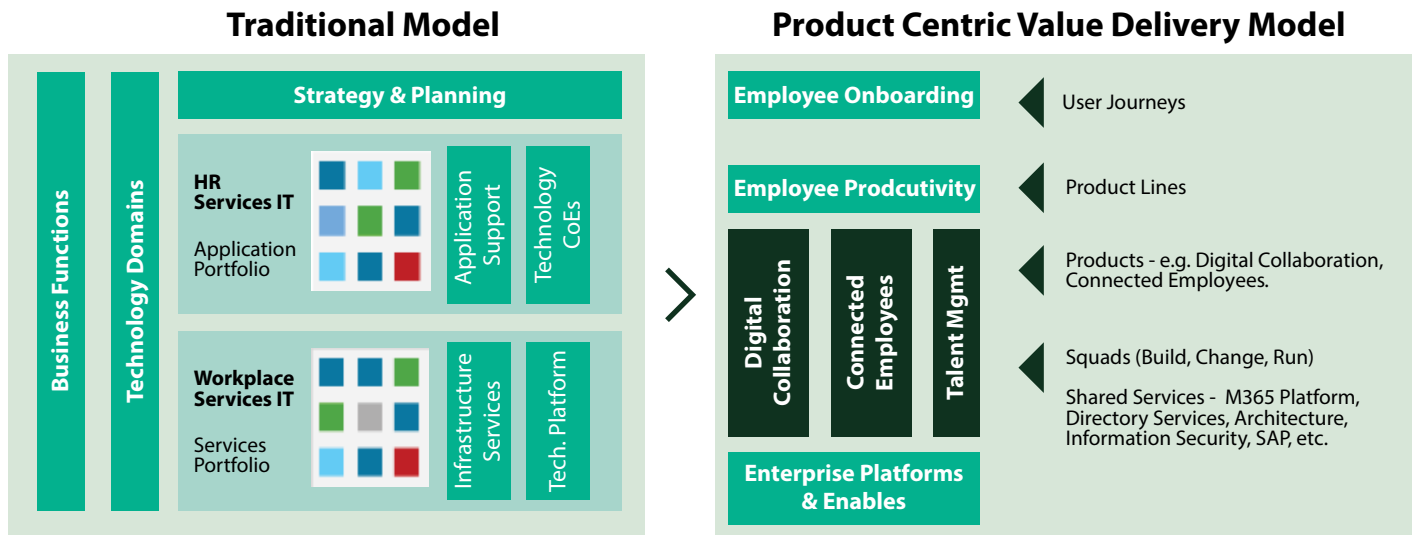


Figure 1

By integrating employee experience into the core of this transformation, enterprises can unlock higher productivity, faster time-to-market, and sustain competitive advantage in a digital-first world.

For example, an American tech conglomerate considers employee productivity, collaboration, and knowledge flow as continuously evolving products supported by integrated engineering and platform teams. This reflects a product mindset where lifecycle signals, workplace enablement, and support experiences are increasingly orchestrated as connected products rather than isolated technology solutions.

In another example, a German multinational engineering and manufacturing leader, has invested in connected worker capabilities that combine mobility, shopfloor digital tooling, secure access, and context-aware support for frontline personnel. This reflects product thinking in workplace services: frontline enablement is managed as a product with continuous enhancement rather than as periodic operational upgrades.

For Workplace Services this means, value is not created by releasing more features, but by orchestrating persistent employee experiences with measurable adoption, superior quality, and productivity outcomes.

## Benefits

Adapting a product-centric approach to value delivery can result in a multitude of positive outcomes for an enterprise like:

- Accelerate value delivery by helping businesses measure outcomes by Objectives And Key Results (OKRs), track value flow, create alignment, and drive engagement through clearly defined measurable goals.
- Puts the employee at the center of the value chain and helps teams build innovative and effective products for their target employees. This leads to faster deployment of new technologies/products.
- Significantly enhance customer experience, leading to improved retention and increased sales. It also improves employee experience by fostering a sense of ownership and purpose.
- Enables enterprises to attract and retain talent, enhance crossteam productivity, and reduce cost to serve through more efficient and sustainable operations



# A New Leadership Mandate for Workplace Services

Workplace Services leaders now operate at the intersection of employee experience, enterprise agility, and digital competitiveness. Product Centric Value Delivery (PCVD) offers a way to institutionalize this mandate.

The leadership mandate is now broader than service stability. It includes employee effectiveness, enterprise speed, and trust-by-design.

Enterprises that adopt a product-centric workplace portfolio and align HR IT with Workplace Services can:

- Improve employee effectiveness and satisfaction
- Reduce execution friction across core business workflows
- Strengthen resilience through integrated security and operations ownership
- Increase speed of value realization through persistent cross-functional teams

The next era of workplace excellence will be shaped by enterprises that treat workplace services as a strategic product portfolio with measurable enterprise value. PCVD provides the structure to achieve that shift with clarity, speed, and sustained impact.

## Conclusion

Product Centric Value Delivery (PCVD) model provides a structural shift in how workplace services are designed, governed and strengthened. This shift establishes a resilient foundation for the future of workplace.

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The team brings product-centric operating model expertise, accelerators, and change enablers to help organizations confidently embark on this journey.

## Appendix A — Selected Data Points

1. [Gartner - 2024 Strategic Roadmap for CIOs to Deliver Digital Products and Services](#)
2. [IDC - Tech Buyer - Modernizing Infrastructure for the Digital Enterprise](#)

## About the Authors



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