

The logo features a stylized starburst or lens shape composed of several overlapping rectangular bars in shades of blue and white, centered against a dark blue background with a starry space theme and a bright light source. Below the logo is a horizontal bar with segments of orange, light blue, dark blue, and lime green.

**\*ISG** Provider Lens™

# Bechtle's Enterprise CX Differentiation

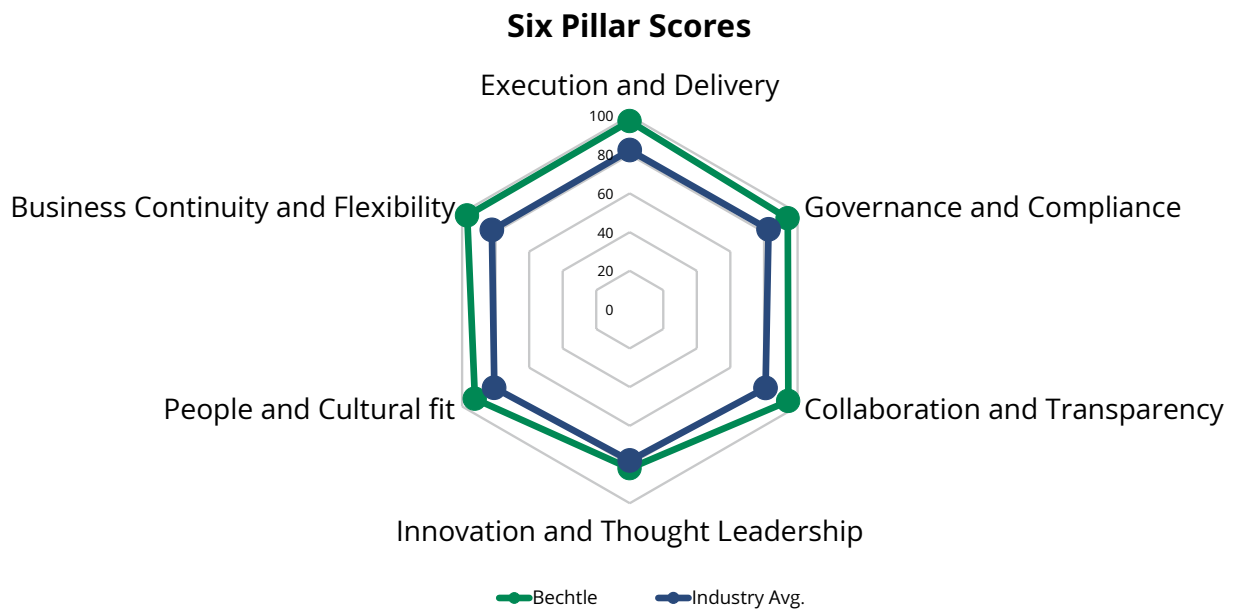
MAY 2024 | STAR OF EXCELLENCE BRIEFING NOTES

# Introduction

Bechtle’s clients have rated it with high satisfaction scores across the six enterprise CX pillars. Its satisfaction scores for each of the six pillars are higher than the industry average, as shown in Figure 1. Clients have expressed the highest satisfaction with Bechtle’s service execution and delivery approach, particularly its ability to provide highly skilled resources.

Clients, on average, have also expressed high satisfaction with Bechtle’s ability to ensure uninterrupted services and minimum downtime, ensuring business continuity and flexibility for its clients. Clients, in their response to ISG’s Voice of Customer (VoC) survey, have appreciated Bechtle’s openness to constructive criticism from its clients.

**Figure 1: Enterprise CX pillar satisfaction scores for Bechtle**



**Methodology:**

ISG Star of Excellence™ CX Score is the weighted average of satisfaction and importance scores for all six categories, a survey by ISG Research. Enterprise clients rate providers from 0 (very dissatisfied) to 100 (very satisfied) on specific topics.

Bechtle's clients' top priority	Enterprise CX pillar	Areas where Bechtle received the highest satisfaction scores
1	Execution and Delivery	Providing the agreed resources to deliver services
2	Collaboration and Transparency	Being open to constructive criticism or suggestions for improvement
3	Governance and Compliance	Maintaining effective security measures
4	Business Continuity and Flexibility	Ensuring there was limited downtime in the systems or services provided
5	Innovation and Thought Leadership	Identifying processes or operations to apply innovative services
6	People and Cultural Fit	Adapting to clients' working culture

Source: ISG Star of Excellence™ research, 2024

# Bechtle's differentiation in Microsoft Ecosystem

Bechtle is a digital workplace service provider that offers scalable managed services with a solid German clientele, including the public sector. It leverages deep Microsoft expertise and a user-centric approach while integrating solutions from over 300 technology vendors to cater to diverse industry needs. Bechtle's hybrid readiness and people-centric offerings include hybrid meeting rooms and extended reality solutions. It provides comprehensive device lifecycle management, covering procurement to recycling, and has a robust local presence in Germany. It offers reliable service desk support and onsite assistance to drive efficiency and user satisfaction.

Bechtle is a leading service provider in the Microsoft ecosystem, providing customized or standardized

Azure solutions to various industries, such as healthcare and financial services. Bechtle prioritizes security and compliance using Azure Sentinel, Microsoft Defender and multifactor authentication (MFA). It also innovates with Digital Workplace rooms for user training, setting new standards in experiential learning. Bechtle creates effective solutions integrating productivity, collaboration and mobility, supporting strategic corporate goals. It also offers ERP and CRM solutions for modernizing IT systems and facilitating clients with digital transformation. Bechtle provides Dynamics 365 starter kits for project management, catering to SMEs and large enterprises, enabling smooth migration to Dynamics 365 and cloud technologies with access to Power Apps and Power BI.

## Bechtle's approach to enhancing enterprise CX

Bechtle follows a robust client servicing approach that results in high satisfaction scores. ISG analyzed some examples of client success as a testament to its high client-centricity.

**Proximity to clients:** Bechtle has subsidiaries across Europe and in 70 locations in Germany alone. It has a strong presence and client base in Germany. This proximity enables Bechtle to maintain a strong connection with its clients. Bechtle is also a Leader in the ISG Provider Lens™ research reports for Microsoft Ecosystem and Digital Workplace in Germany across many quadrants.

**Strong talent base:** Bechtle has a strong team of specialists for multiple areas within the Microsoft ecosystem. Clients have appreciated that they can easily access specialists from a large, connected talent base. Bechtle is investing in building new capabilities and offers a career changer program for its workforce. It organizes its boot camps and partners with Microsoft for experts to showcase client scenarios and possible solutions. This approach enables Bechtle

to provide its clients with the right resources and knowledge.

**Focus on change management:** Bechtle organizes workshops to accelerate cloud-based technology adoption among its clients. These standardized workshops, developed in-house or in collaboration with Microsoft, enable its clients to achieve desired business results with Microsoft ecosystem technologies. Bechtle has dedicated change and adoption managers who engage with its clients early in the project to identify risks.

**Security risk management:** Bechtle assists its clients in achieving a Microsoft secure score while assessing its clients' environments. It also advises clients to improve their scores to reach the next level. It leverages its Security Operations Center (SoC) to work with clients to help them overcome in case of a security breach.

Bechtle's work with its clients in Germany illustrates its robust approach to assisting clients in effectively adopting Microsoft ecosystem technologies.

It assisted a textile service provider with a smooth data center migration to Azure. The client looked up to Bechtle for managing its network and security issues, establishing SOC and transitioning to the cloud with a lift-and-shift approach. Bechtle migrated the data and applications to Azure, creating a modern and scalable IT infrastructure. For another client in Germany, Bechtle assisted in its software asset management (SAM) program to manage IT estate. Being a Microsoft Cloud Solution Partner, Bechtle effectively optimized the client's SAM program and achieved the objective of consistently possessing legally compliant IT equipment.

### Respondents' demographics

ISG collected responses from five of Bechtle's clients about their satisfaction with the company's services in the ISG Star of Excellence™ program. Its clients have a revenue range of less than or equal to \$200 million. These clients represent industries, such as financial services, business services, manufacturing and the public sector. The respondents of these clients come from diverse business functions, such as IT and other lines of business.

## ISG Star of Excellence™ Methodology

The Overall ISG Star of Excellence™ CX score is the weighted average calculation of the score given by the client respondent about the importance of the six CX pillars and satisfaction level against each pillar. Providers' CX scores for different service lines are based on the direct satisfaction score given by their clients for the respective service line. ISG also factors in the number of responses a provider receives when calculating the CX scores.

- If a provider receives less than five responses, 60 percent weightage will be given to the CX score calculated and 40 percent to the number of responses.
- If a provider receives more than five responses, 80 percent weightage will be given to the CX score calculated and 20 percent to the number of responses.

This ensures a provider does not get undue privilege because of low response count and high satisfaction scores. A provider should not get penalized even after getting more responses. Please note that the number of reactions includes both ISG independently sourced and provider-sourced responses (providers with the latter have a slight advantage in CX calculation).

There will be three types of CX scores for providers:

1. CX scores by different industries, business roles and regions are based on the weighted average calculation of the importance and satisfaction level of the six CX pillars.
2. CX scores for individual IT and BPO service lines are directly given by clients in the survey.
3. The overarching CX score is the average of 1 and 2 (all applicable service lines).

ISG will apply the weightage to the number of responses for the above three CX score calculations.

**Survey period:** The ISG Star of Excellence™ survey is open for the entire year. Once a year, the information collected is assessed to recognize providers that stand out in different categories with related awards.

**Quality checks:** The information received from the clients undergoes thorough quality checks to ensure the validity of client responses. Responses where technology or service providers receive incredibly high scores, such as 100 across all CX pillars, are scrutinized and validated after an interview with the client representative.

# About the Author

## Mrinal Rai

Assistant Director and Principal Analyst

[Mrinal.Rai@isg-one.com](mailto:Mrinal.Rai@isg-one.com)



Mrinal Rai is the Assistant Director and Principal Analyst at ISG and leads research for the future of work and enterprise customer experience. His expertise is in the digital workplace, emerging technologies and the global IT outsourcing industry. He covers critical Workplace and end-user computing areas, viz., modernizing workplace, Enterprise mobility, BYOD, DEX, VDI, managed workplace services, service desk, and IT architecture. He also focuses on unified communications collaboration as a service, enterprise social software, content collaboration, team collaboration, employee experience and productivity services and solutions.

He has been with ISG for 10+ years and has 16+ years of industry experience. Mrinal works with ISG advisors and clients in engagements related to the digital workplace, unified communications and service desk. He also leads the ISG Star of Excellence™ program that tracks and analyzes enterprise customer experience in the technology industry. He is also the official media spokesperson for ISG in India. Mrinal was honored as one of the top analysts in APAC by the Institute of Influencer & Analyst Relations (IIAR) and recognized as an Indian Achiever by the Indian Achievers Forum in 2023.



# About the Editor

## Heiko Henkes

Managing Director and Product Owner —  
ISG Star of Excellence™ program

[Heiko.Henkes@isg-one.com](mailto:Heiko.Henkes@isg-one.com)



Heiko Henkes is a Director and Principal Analyst at ISG; as Global ISG Provider Lens™ (IPL) Content Lead and Program Manager, he is responsible for strategic business management and acts as thought leader for IPL Lead Analysts. As ISG Star of Excellence™ Product Owner, he leads the program design and IPL integration. His core competencies are in defining derivations for all types of companies within their IT-based business model transformation. Within this context, Mr. Henkes supports companies undergoing continuous transformation, combining IT competencies with sustainable business strategies and change management. He acts as a Keynote speaker in the context of digital innovation.



### **Headquarters**

Neckarsulm, Germany



### **Service Portfolio**

Business Applications, Data Center, Modern workplace, networking, IT Security, IoT, Data and Analytics



# Provider Facts



ISG (Information Services Group) (Nasdaq: III) is a leading global technology research and advisory firm. A trusted business partner to more than 900 clients, including more than 75 of the top 100 enterprises in the world, 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 AI and 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 1,600 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](http://www.isg-one.com).



## About ISG Research™

ISG Research™ provides proprietary research, advisory consulting and executive event services focused on market trends and disruptive technologies driving change in business computing. ISG Research™ gives business and technology leaders the insight and guidance they need to accelerate growth and create more value.

© 2024 Information Services Group, Inc. All rights reserved. Reproduction of this publication in any form without prior permission is strictly prohibited. Information contained in this report is based on the best available and reliable resources. Opinions expressed in this report reflect ISG's judgment at the time of this report and are subject to change without notice. ISG has no liability for omissions, errors or completeness of information in this report. ISG Research™ is a trademarks of Information Services Group, Inc.

For more information, please email [contact@isg-one.com](mailto:contact@isg-one.com)

call +1.203.454.3900, or visit [research.isg-one.com](http://research.isg-one.com)