Solution Provider Profile

Kyndryl

August 2023

Brandon Hall Group Smartchoice®
Preferred Solution Provider
GOLD 2023-2024

Company At-a-Glance: Kyndryl	
Name of Product/Offered	Kyndryl
Headquarters	New York, NY
Year Founded	2021
Geographic Coverage	Global
Industries	Cross-industry
Website	Kyndryl.com

Kyndryl OVERVIEW AND VALUE PROPOSITION

Kyndryl is a leading technology services company and the largest IT infrastructure services provider in the world, serving thousands of enterprise customers and with operations in over 60 countries. We have a long track record of helping enterprises navigate major technological changes, particularly by enabling our customers to focus on the core aspects of their businesses during these shifts while trusting us with their most critical systems. Our purpose is to design, build and manage secure and responsive private, public and multi-cloud environments to serve our customers' needs and accelerate their digital transformations.

As a focused, independent company, we're building on our foundation of excellence by creating new systems, bringing in the right partners, investing in our business and working side-by-side with our customers to unlock potential. In addition, we provide engineering talent, operating paradigms and insights derived from our data around IT patterns.

Our employees receive extensive training in their technical disciplines as well as continuous professional and career growth development mentorship. Kyndryl encourages our team to have subject matter expertise in each discipline rather than mere IT generalists, which our clients have come to rely upon to solve complex issues.

Today, organizations are remaking themselves in real-time to meet the demands of a digital-first world; but many businesses are struggling to adapt. Leaders know continuous

transformation is key — driving them to shift from buying to investing in digital to deliver growth, efficiency and resiliency, and to build technology to meet their specific needs.

Success requires a new approach. Businesses must address their needs of agility, retaining/attaining top talent, and achieving simplicity and resiliency to deliver:

- Boundary-less employee experiences
- New and novel customer experiences
- Innovation to drive growth
- Increased productivity and control
- Secure and resilient operations

Kyndryl helps businesses, regardless of where they are in their transformation journey, by serving as a partner with the knowledge, skills and alliance relationships to modernize, innovate and help secure complex environments at scale.

With over 30 years of experience serving customers across all industries with mission-critical systems, Kyndryl helps to:

- Modernize for efficiency and growth — Modernize apps, data, and infrastructure to be more responsive to business needs.
- Innovate for differentiated experiences — Unlock the value of data and emerging technologies for distinctive employee and customer experiences.
- Secure for resilient business — Integrate security and resiliency to protect more and recover faster.

At Kyndryl, we harness the combined power of people + technology to deliver exceptional business outcomes for our customers.

We continuously learn from every engagement and apply intelligence to engineer and optimize the world's most complex technology estates. Together, each of us power our customers' progress, supporting continuous innovation.

Digital Workplace Services

With our Digital Workplace services, Kyndryl addresses the challenges of today's hybrid world and co-creates an integrated, seamless digital workplace that elevates employee and customer experiences — enabling organizations to build an equitable culture, empower their employees to collaborate — no matter where they work — and fuel productivity to drive better business outcomes.
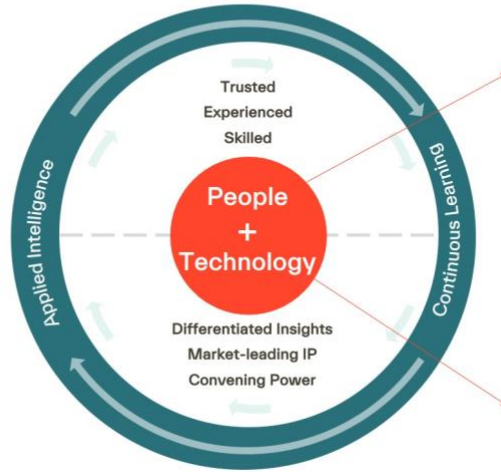
Screenshots

Our Differentiation: The Power of Kyndryl People + Technology

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Together, each of us powers our customers' **progress**, supporting **continuous innovation**.

Applied Intelligence · **Continuous Learning**

Trusted
Experienced
Skilled

People + Technology

Differentiated Insights
Market-leading IP
Convening Power

Our People

Trusted
Tenured and rooted in a heritage of secure-by-design, customers trust Kyndryl with their most sensitive data.

Experienced
30+ years of experience in operating complex IT environments; Kyndryl is the world's largest technology service provider.

Skilled
Technical experts with hands-on expertise and extensive credentials in operating mission-critical systems.

Our Technology

Differentiated Insights
Derived from our vast quantity of IT operational data.

Market-leading Intellectual Property
IP embodied in our service delivery, across heterogeneous environments.

Convening Power
Ability to organize and orchestrate best-in-class technology partners to deliver what customers want and need.

Bringing it together: Services that advance customers' business transformation

Our **people + technology** are supported by leading services that advance each customer's unique business transformation

- Advise and co-create to **accelerate business outcomes**
- Apply proven, composable, replicable solutions to **accelerate time to value, reduce risk**
- Leverage holistic observability and data-driven insights to inform decisions and **continuously innovate**
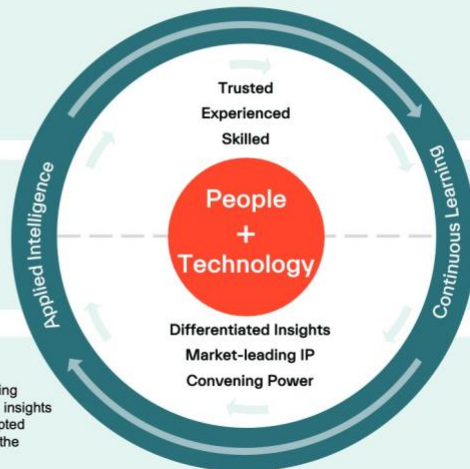
kyndryl vital.
Designers who creatively co-create solutions to our customers business challenges.

kyndryl consult
Professionals who collaborate with customers to remove barriers to innovation and enable modern management of their IT environments.

kyndryl bridge.
An open integration platform leveraging Kyndryl's core strengths, data-driven insights and expertise, to create an uninterrupted path between a digital business and the technology that delivers it.

Applied Intelligence · **Continuous Learning**

Trusted
Experienced
Skilled

People + Technology

Differentiated Insights
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Convening Power

kyndryl collaborative
The places our people and technology come together to drive transformation and deliver progress for our customers globally.

All screenshots provided by Kyndryl

Analysis by Brandon Hall Group™

Situational Analysis

All organizations are focused on employee experience. Many HR organizations have committed themselves more than ever before to listening to employees and fostering engagement, and considering employee well-being as a driver of individual and organizational performance, according to Brandon Hall Group™ research.

Challenges to the Business

Most employers are not tuned in to what employees experience every day, especially in terms of their use of technology and the problems or barriers they encounter. This can have a profound impact on their productivity, which impacts not only their own experience, but the experience of customers and the success of the business.

Implications for the Business

Businesses that don't understand what employees are experiencing — not just regarding culture and development, but the tools they use every day to do their work — are missing a vital piece of the employee experience.

Questions to be Answered by the Business

- Are we listening to our employees and connecting with them consistently and in meaningful ways?
- Do we include the technology user experience as much as we should in analyzing the quality of employee experience and its impact on how employees serve customers and deliver business results?

Kyndryl as the Answer

Kyndryl provides employers with a technology-centric approach to employee experience that fits the needs of the evolving remote and hybrid work environments.

Brandon Hall Group™ research shows that most HR organizations believe the most important aspects of employee experience are:

- Company culture
- Meaningful work
- Professional growth
- Work-life balance

Those are certainly important, but Kyndryl's Digital Workplace Services focuses on helping organizations remove day-to-day technology barriers that impact employees' productivity and their ability to deliver a great experience to customers.

Kyndryl's services focus on ensuring speedy deployment and adoption of digital technologies that employees use in their everyday work, decreasing the number of support incidents and shortening the time to process service requests.

Our research shows that only 41% of organizations believe they have the right technology that their employees need to successfully navigate the hybrid work environment. Only 30% believe they have AI-powered tools to pull together data that can show the need for improvements in employee experience.

Kyndryl fills that gap.

Three elements of Kyndryl's Digital Workplace Services offerings stand out:

- Their focus on employee experience to drive customer experience. They believe — as most HR functions do — that employees who have the tools they need and the support they need to do their work are better able to deliver customer satisfaction, which drives business results.
- Their attention to "contribution equity." No matter where or how someone works or the barriers they may face, Kyndryl strives to create products and processes that empower everyone to be productive.
- Their dedication to Experience Level Agreements (XLAs) with their customers. Traditionally, tech providers use Service-Level Agreements (SLAs), which emphasize the technical integrity of IT services. XLAs emphasize the quality of the human-IT interaction. They take a more holistic view to include subjective, emotional elements of end-user experience and measure the impact. Kyndryl uses an XLA framework that focuses on improving the various touchpoints that affect users' end-to-end technology journey, and thereby their overall experience. Kyndryl offers XLA as a service (XLAaaS) and has successfully fulfilled XLAs for more than 300 clients.

Brandon Hall Group™ research shows that HR leaders are collaborating more closely with their IT teams to ensure technology is working to improve employee experience. But for that collaboration to truly pay off, organizations must work with technology providers who understand that functionality is only table stakes — not the end game. Tech providers must be true partners with their customers to ensure technology is not only fully adopted but provides experiences that empower productivity, which in turn, boosts business results.

Kyndryl fits those requirements in spades. Our own experience with Kyndryl shows that they:

- Provide secure digital infrastructure and collaboration tools to support remote and hybrid work models
- Help to simplify work, reduce complexity and empower employees through technology
- Strive to create personalized, consumer-grade employee experiences that drive engagement and customer satisfaction

If your organization is looking for a technology provider focused on being a true partner focused on quality of service to expand your focus on employee experience, give Kyndryl a good look.

- Claude Werder, Senior VP and Principal Analyst, Brandon Hall Group™

Contribution Team:
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About Brandon Hall Group™

With more than 10,000 clients globally and 30 years of delivering world-class research and advisory services, Brandon Hall Group™ is focused on developing research that drives performance in emerging and large organizations, and provides strategic insights for executives and practitioners responsible for growth and business results.

Membership
Individual and Enterprise Membership Options: Includes research assets, advisory support, a client success plan and more.

Professional Certifications
Self-paced certification programs. Virtual group sessions for companies. In-person conferences and summits.

Advisory Offerings
Custom Research Projects, including surveys, focus group interviews and Organization Needs Assessment for Transformation, Technology Selection and Strategy.

Excellence Awards
Two annual programs recognize the best organizations that have successfully deployed programs to achieve measurable results.

SOME WAYS WE CAN HELP

ORGANIZATIONAL EXCELLENCE CERTIFICATION PROGRAM

recognizes world-class HCM programs that transform their organization and achieve breakthrough results. This designation is the next step beyond the HCM Excellence Awards, which focus on a single program, and looks at the department as a whole.

SMARTCHOICE® PREFERRED PROVIDER PROGRAM

uniquely places HCM service and technology companies at the top of organizations' consideration list of vendors. It adds an unmatched level of credibility based on BHG's twenty-eight-plus years of experience in evaluating and selecting the best solution providers for leading organizations around the world.