

# Salesforce Marketing and Commerce Cloud Services Provider Compendium 2020

August 2020: Complimentary Abstract / Table of Contents



# Our research offerings for global services

<ul style="list-style-type: none"> <li>▶ <b>Market Vista™</b> Global services tracking across functions, sourcing models, locations, and service providers – industry tracking reports also available</li> </ul>	
<ul style="list-style-type: none"> <li>▶ Application Services</li> </ul>	<ul style="list-style-type: none"> <li>▶ Finance &amp; Accounting</li> </ul>
<ul style="list-style-type: none"> <li>▶ BPS   Banking &amp; Financial Services</li> </ul>	<ul style="list-style-type: none"> <li>▶ Human Resources</li> </ul>
<ul style="list-style-type: none"> <li>▶ BPS   Healthcare &amp; Life Sciences</li> </ul>	<ul style="list-style-type: none"> <li>▶ ITS   Banking &amp; Financial Services</li> </ul>
<ul style="list-style-type: none"> <li>▶ BPS   Insurance</li> </ul>	<ul style="list-style-type: none"> <li>▶ ITS   Healthcare</li> </ul>
<ul style="list-style-type: none"> <li>▶ Catalyst™</li> </ul>	<ul style="list-style-type: none"> <li>▶ ITS   Insurance</li> </ul>
<ul style="list-style-type: none"> <li>▶ Cloud &amp; Infrastructure</li> </ul>	<ul style="list-style-type: none"> <li>▶ IT Services Executive Insights™</li> </ul>
<ul style="list-style-type: none"> <li>▶ Customer Experience Management Services</li> </ul>	<ul style="list-style-type: none"> <li>▶ ITS   Life Sciences</li> </ul>
<ul style="list-style-type: none"> <li>▶ Contingent Workforce Management</li> </ul>	<ul style="list-style-type: none"> <li>▶ Locations Insider™</li> </ul>
<ul style="list-style-type: none"> <li>▶ Data &amp; Analytics</li> </ul>	<ul style="list-style-type: none"> <li>▶ PricePoint™</li> </ul>
<ul style="list-style-type: none"> <li>▶ Digital Services</li> </ul>	<ul style="list-style-type: none"> <li>▶ Procurement</li> </ul>
<ul style="list-style-type: none"> <li>▶ Engineering Services</li> </ul>	<ul style="list-style-type: none"> <li>▶ Recruitment Process Outsourcing</li> </ul>
<ul style="list-style-type: none"> <li>▶ Enterprise Platform Services</li> </ul>	<ul style="list-style-type: none"> <li>▶ Service Optimization Technologies</li> </ul>

## More about membership

In addition to a suite of published research, a membership may include

- Accelerators™
- Analyst access
- Data cuts
- Pinnacle Model® reports
- PriceBook
- Virtual Roundtables
- Workshops

## Custom research capabilities

- Benchmarking | Pricing, delivery model, skill portfolio
- Peer analysis | Scope, sourcing models, locations
- Locations | Cost, skills, sustainability, portfolio – plus a tracking tool
- Tracking services | Service providers, locations, risk
- Other | Market intelligence, service provider capabilities, technologies, contract assessment

## Membership information

- This report is included in the following research program(s)
  - [Enterprise Platform Services \(EPS\)](#)
- If you want to learn whether your organization has a membership agreement or request information on pricing and membership options, please contact us at [info@everestgrp.com](mailto:info@everestgrp.com)

# Contents

<b>1. Introduction and overview</b>	<b>5</b>
• Research methodology	6
• Key information on the report	7
• Background and/or introduction	8
• Focus of the research	9
<b>2. PEAK Matrix® for Salesforce Marketing and Commerce Cloud services</b>	<b>10</b>
• PEAK Matrix framework	11
• Everest Group PEAK Matrix for Salesforce Marketing and Commerce Cloud services	13
• Service provider capability summary dashboard	14
<b>3. Profiles of Salesforce service providers</b>	<b>17</b>
• Leaders	17
– Accenture	18
– Capgemini	19
– Deloitte	20
• Major Contenders	21
– Appirio	22
– Bluewolf	23
– Cognizant	24
– DXC Technology	25

Yugal Joshi, Vice President

Alisha Mittal, Practice Director

Abhishek Mundra, Senior Analyst

AS Yamohiadeen, Senior Analyst

Sangamesh Kadagad, Senior Analyst

# Contents

– Infosys	26
– ISOBAR	27
– PwC	28
– TCS	29
– Traction on Demand	30
• Aspirants	31
– Mphasis	32
– UST Global	33
– Zensar	34
<b>4. Appendix</b>	<b>35</b>
• Glossary	36
• Research calendar	37

## Background of the research

- Early adopters of Salesforce services were looking to effectively manage customer relationships, market-targeted products, explore sales performance, and drive cost efficiency riding on the cloud wave. As the Salesforce technology landscape broadened, enterprises' approach toward Salesforce has evolved from a “reactive” relationship management to a “proactive” approach toward Customer Experience (CX)
- Marketing Cloud by Salesforce helps in delivering relevant, personalized journeys to target audience across the right channels and devices. Enterprises can take advantage of integrated solutions such as Customer Journey Management, Email Studio, Mobile Studio, Social Studio, web personalization, advertising, content management and creation, and data analysis
- Likewise, Commerce Cloud by Salesforce helps businesses in transforming commerce experience for target audience with seamless ordering, personalizing with AI, leveraging social extensions, managing multiple sites and regions, empowering customer service teams, thereby enhancing customer satisfaction and improvising conversion funnel
- In this research, we present an assessment of 15 service providers featured on the Salesforce Marketing and Commerce Cloud services PEAK Matrix®

The assessment is based on Everest Group's annual Request For Information (RFI) process for calendar year 2019, interactions with leading Salesforce service providers, client reference checks, and an ongoing analysis of the Salesforce services market

**This report includes the profiles of the following 15 leading Salesforce service providers featured on the Salesforce Marketing and Commerce Cloud services PEAK Matrix:**

- **Leaders:** Accenture, Capgemini, and Deloitte
- **Major Contenders:** Appirio, Bluewolf, Cognizant, DXC Technology, Infosys, ISOBAR, PwC, TCS, and Traction on Demand
- **Aspirants:** Mphasis, UST Global, and Zensar

### Scope of this report:



**Geography**  
Global



**Service providers**  
15 leading Salesforce service providers



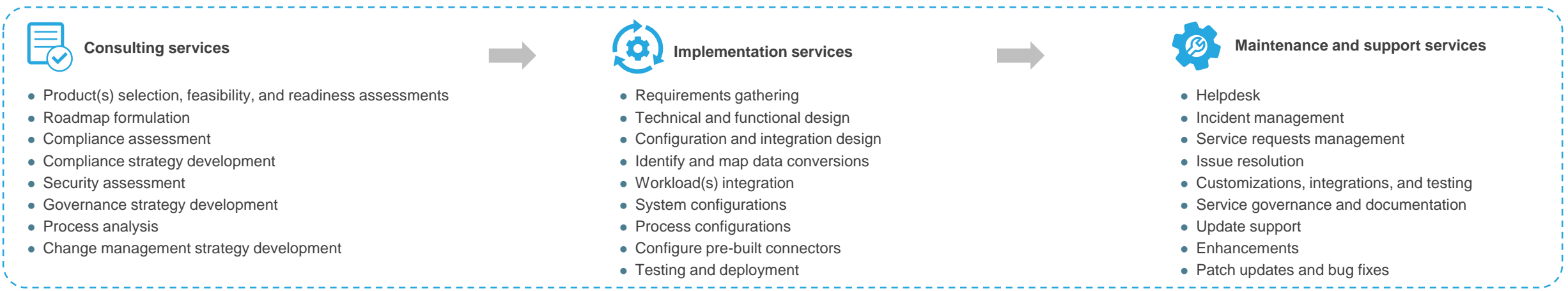
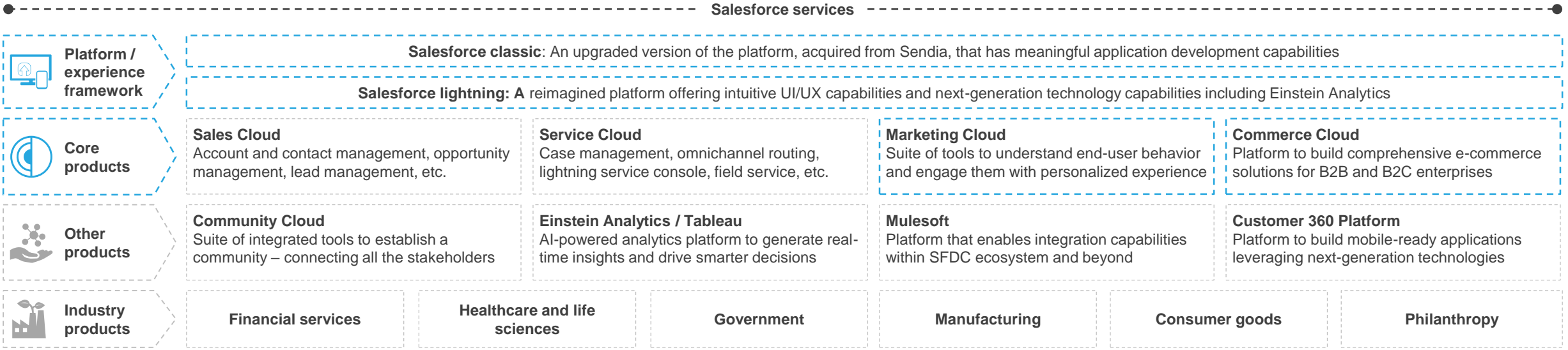
**Services**  
Salesforce Marketing and Commerce Cloud services



# Everest Group's definition of scope of Salesforce Marketing and Commerce Cloud services

*NOT EXHAUSTIVE*

 Focus of research



<<Report Name, Title Case, Arial (regular), 10.5 pt., grey (25%)>>

# The Salesforce Marketing and Commerce Cloud Services Provider Compendium report has over 15 service provider profiles

<<Report Name, Title Case, Arial (regular), 10.5 pt., grey (25%)>>

## <<Service provider>> | XXX services profile

### Everest Group assessment – Leader

Strengths	Areas of improvement
<ul style="list-style-type: none"> <li>&lt;&lt;Headline assessment – to be written by analyst&gt;</li> </ul>	<ul style="list-style-type: none"> <li>&lt;&lt;Headline assessment – to be written by analyst&gt;</li> </ul>

Partnership status	Salesforce expertise level
Current partnership status with Salesforce: <span style="color: #0070C0;">■</span> Global Strategic <span style="color: #0070C0;">■</span> Platinum <span style="color: #FF8C00;">■</span> Gold <span style="color: #A9A9A9;">■</span> Silver <span style="color: #A9A9A9;">■</span> Registered	Marketing Cloud: <span style="color: #0070C0;">■</span> Master <span style="color: #0070C0;">■</span> Specialist <span style="color: #0070C0;">■</span> Certified <span style="color: #A9A9A9;">■</span> Not certified Commerce Cloud: <span style="color: #0070C0;">■</span> Master <span style="color: #0070C0;">■</span> Specialist <span style="color: #0070C0;">■</span> Certified <span style="color: #A9A9A9;">■</span> Not certified

Total number of Salesforce Marketing Cloud certifications<sup>1</sup>: 1200-1350

Total number of Salesforce Commerce Cloud certifications<sup>2</sup>: 80-100

Proprietary solutions (representative list)	
Solution name	Details
Moments That Matter in Banking	The solution provides real-time customer engagement through machine learning, behavioral and real-time data for more informed insights and better customer outcomes
Moments That Matter in Service	This solution helps deliver a full-service experience to create stronger emotional connections with customers by diagnosing, understanding, and prioritizing the moments that matter most to customers in their service journey
Accenture Chemical Customer solution	The solution can help companies accelerate customer digital transformation by rapidly activating B2B Commerce program and drive customer self-service and engagement

Key investments (representative list)	
Investment theme	Details
Salesforce innovation centers	Launched Accenture innovation center for Salesforce in San Francisco, the United States, and rolled out Salesforce innovation experiences in its innovation hubs across the globe – Chicago, Sydney, Houston, Atlanta, New York, Boston, Philadelphia, London, Dublin, Paris, Amsterdam, Essen, Melbourne, Tokyo, Hong Kong, Bangalore, and Brazil
Acquisitions	<ul style="list-style-type: none"> <li>Acquired Meredith Xcelerated Marketing (MXM), a US-based digital agency, to bolster its data and analytics, content creation, and customer engagement capabilities</li> <li>Acquired Media Hive, an e-commerce solutions provider, to expand its commerce capabilities and deliver integrated commerce experiences that leverage Salesforce Commerce Cloud</li> </ul>

<sup>1</sup> Salesforce Marketing cloud certifications include Pardot Specialist, Pardot Consultant, Marketing Cloud Email Specialist, Marketing Cloud Developer, Marketing Cloud Consultant, and Marketing Cloud Social Specialist  
<sup>2</sup> Salesforce Commerce cloud certifications include B2C Commerce Developer, Salesforce Accredited B2B Commerce Developer, B2C Commerce Architect, and Commerce Cloud Digital Developer  
 Note: This assessment is derived from our [Salesforce Services PEAK Matrix assessment](#) report published on May 21, 2020. However, we may have updated the service provider profile to include recent and relevant market updates

Everest Group® Proprietary & Confidential. © 2020, Everest Global, Inc. | EGR-2020-50-CA-3914 7

<<Report Name, Title Case, Arial (regular), 10.5 pt., grey (25%)>>

## <<Service provider>> | XXX services profile

### Everest Group assessment – Leader

Strengths	Areas of improvement
<ul style="list-style-type: none"> <li>&lt;&lt;Headline assessment – to be written by analyst&gt;</li> </ul>	<ul style="list-style-type: none"> <li>&lt;&lt;Headline assessment – to be written by analyst&gt;</li> </ul>

Partnership status	Salesforce expertise level
Current partnership status with Salesforce: <span style="color: #0070C0;">■</span> Global Strategic <span style="color: #0070C0;">■</span> Platinum <span style="color: #FF8C00;">■</span> Gold <span style="color: #A9A9A9;">■</span> Silver <span style="color: #A9A9A9;">■</span> Registered	Marketing Cloud: <span style="color: #0070C0;">■</span> Master <span style="color: #0070C0;">■</span> Specialist <span style="color: #0070C0;">■</span> Certified <span style="color: #A9A9A9;">■</span> Not certified Commerce Cloud: <span style="color: #0070C0;">■</span> Master <span style="color: #0070C0;">■</span> Specialist <span style="color: #0070C0;">■</span> Certified <span style="color: #A9A9A9;">■</span> Not certified

Total number of Salesforce Marketing Cloud certifications<sup>1</sup>: 300-450

Total number of Salesforce Commerce Cloud certifications<sup>2</sup>: 220-240

Proprietary solutions (representative list)	
Solution name	Details
Rapid Marketing Launch Program	It collaborates with Salesforce's email marketing program, the Email Studio. Capgemini, along with Salesforce, helps clients with faster go-to-market strategy
Conversational Commerce	The tool facilitates a new way for brands to build relationships of value with consumers and a new way for consumers to interact with brands
Unified Commerce Solution for Grocery	Capgemini leverages templated assets for design, software development, and testing to help clients with faster time to market. Cost savings are achieved by using the solution's design and code assets, along with a reduction in testing efforts

Key investments (representative list)	
Investment theme	Details
Acquisitions	Capgemini has acquired Lyon Consulting Group to strengthen its Salesforce capabilities, especially around Commerce and Marketing Cloud
Talent initiatives	It has heavily invested in cross-skilling and upskilling initiatives and has the highest level of expertise across all the major Salesforce products

<sup>1</sup> Salesforce Marketing cloud certifications include Pardot Specialist, Pardot Consultant, Marketing Cloud Email Specialist, Marketing Cloud Developer, Marketing Cloud Consultant, and Marketing Cloud Social Specialist  
<sup>2</sup> Salesforce Commerce cloud certifications include B2C Commerce Developer, Salesforce Accredited B2B Commerce Developer, B2C Commerce Architect, and Commerce Cloud Digital Developer  
 Note: This assessment is derived from our [Salesforce Services PEAK Matrix assessment](#) report published on May 21, 2020. However, we may have updated the service provider profile to include recent and relevant market updates

Everest Group® Proprietary & Confidential. © 2020, Everest Global, Inc. | EGR-2020-50-CA-3914 7

# Research calendar

## Enterprise Platform Services

■ Published
 ■ Planned
 ■ Current release

### Flagship EPS reports

	Release date
Enterprise Platform IT Services in BFS PEAK Matrix™ Assessment 2019: Modernization at Speed and Scale	June 2019
Workday Human Capital Management (HCM) IT Services – PEAK Matrix™ Assessment and Market Trends 2019	July 2019
Services for Cloud ERP – PEAK Matrix™ Assessment 2020: The Market is Growing but Not Fast Enough	November 2019
Salesforce Services PEAK Matrix® Assessment 2020	May 2020
Salesforce Services – Solving for the Missing Link	June 2020
Salesforce Marketing and Commerce Cloud Services PEAK Matrix® Assessment 2020	July 2020
<b>Salesforce Marketing and Commerce Cloud Services Provider Compendium 2020</b>	<b>August 2020</b>
ServiceNow Services PEAK Matrix® Assessment 2020	Q3 2020
ServiceNow Services – State of the Market Report 2020	Q3 2020
Pega Services PEAK Matrix® Assessment 2020	Q4 2020

### Thematic EPS reports

	Release date
BigTech Battle: Digital Experience Platforms (DXP) Assessment – Rise of the Digital Experience Platform	June 2019
Cloud Cost Management Platforms Trailblazers	Q3 2020
Rebooting your SaaS Adoption Strategy	Q4 2020
Platform Businesses: Orchestrating Internal and External Ecosystem	Q4 2020
S/4HANA: Learnings from Current Adoption	Q4 2020

Note: For a list of all of our published EPS reports, please refer to our [website page](#)





Everest Group is a consulting and research firm focused on strategic IT, business services, engineering services, and sourcing. Our clients include leading global enterprises, service providers, and investors. Through our research-informed insights and deep experience, we guide clients in their journeys to achieve heightened operational and financial performance, accelerated value delivery, and high-impact business outcomes. Details and in-depth content are available at [everestgrp.com](https://www.everestgrp.com).

## Stay connected

### Website

[everestgrp.com](https://www.everestgrp.com)

### Social Media

-  @EverestGroup
-  @Everest Group
-  @Everest Group
-  @Everest Group

### Blog

[everestgrp.com/blog](https://www.everestgrp.com/blog)

### Podcast

DigitalReallTy



### Dallas (Headquarters)

[info@everestgrp.com](mailto:info@everestgrp.com)  
+1-214-451-3000

### Bangalore

[india@everestgrp.com](mailto:india@everestgrp.com)  
+91-80-61463500

### Delhi

[india@everestgrp.com](mailto:india@everestgrp.com)  
+91-124-496-1000

### London

[unitedkingdom@everestgrp.com](mailto:unitedkingdom@everestgrp.com)  
+44-207-129-1318

### New York

[info@everestgrp.com](mailto:info@everestgrp.com)  
+1-646-805-4000

### Toronto

[canada@everestgrp.com](mailto:canada@everestgrp.com)  
+1-416-388-6765

*This document is for informational purposes only, and it is being provided "as is" and "as available" without any warranty of any kind, including any warranties of completeness, adequacy, or fitness for a particular purpose. Everest Group is not a legal or investment adviser; the contents of this document should not be construed as legal, tax, or investment advice. This document should not be used as a substitute for consultation with professional advisors, and Everest Group disclaims liability for any actions or decisions not to act that are taken as a result of any material in this publication.*