Provider Compendium | Enterprise Platform Services

Salesforce Industry Cloud Services Provider Compendium 2023

November 2022: Complimentary Abstract / Table of Contents

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Tracking: providers, locations, risk, technologies

Locations: costs, skills, sustainability, portfolios

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Introduction

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 approach to a proactive approach toward Customer Experience (CX). Enterprises leverage CX as a key channel that opens new streams of revenue. They seek to create a 360-degree customer view leveraging advanced analytics to better engage and offer a personalized experience to generate new opportunities.

In recent times, enterprise expectations have evolved to generate faster RoI from their Salesforce investments. In this regard, Salesforce has introduced its industry cloud products and augmented industry capabilities through the acquisition of Vlocity. In order to respond to these evolving demand themes, IT service providers are investing in building industry-specific solutions to expedite time-to-market needs for their clients and have also made tuck-in acquisitions to fill gaps across their Salesforce services portfolio and further enhance their geographic footprint.

In this research, we present an assessment and detailed profiles of 16 Salesforce providers featured on the Salesforce Industry Cloud services PEAK Matrix®. Each provider profile provides a comprehensive picture of its service focus, key Intellectual Property (IP) / solutions, domain investments, and case studies. The assessment is based on Everest Group's annual RFI process for the calendar year 2022, interactions with leading Salesforce providers, client reference checks, and ongoing analysis of the Enterprise Platform Services market.

This report includes the profiles of the following 16 leading Salesforce service providers featured on the Salesforce Industry Cloud Services PEAK Matrix:

- **Leaders:** Accenture, Deloitte, and IBM
- **Major Contenders:** Capgemini, Cognizant, Globant, Infosys, NTT DATA, OSF Digital, PwC, Silverline, TCS, and Wipro
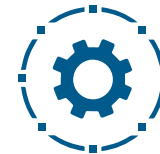- **Aspirants:** Birlasoft, Marlabs, and Tech Mahindra

Scope of this report

Geography
Global

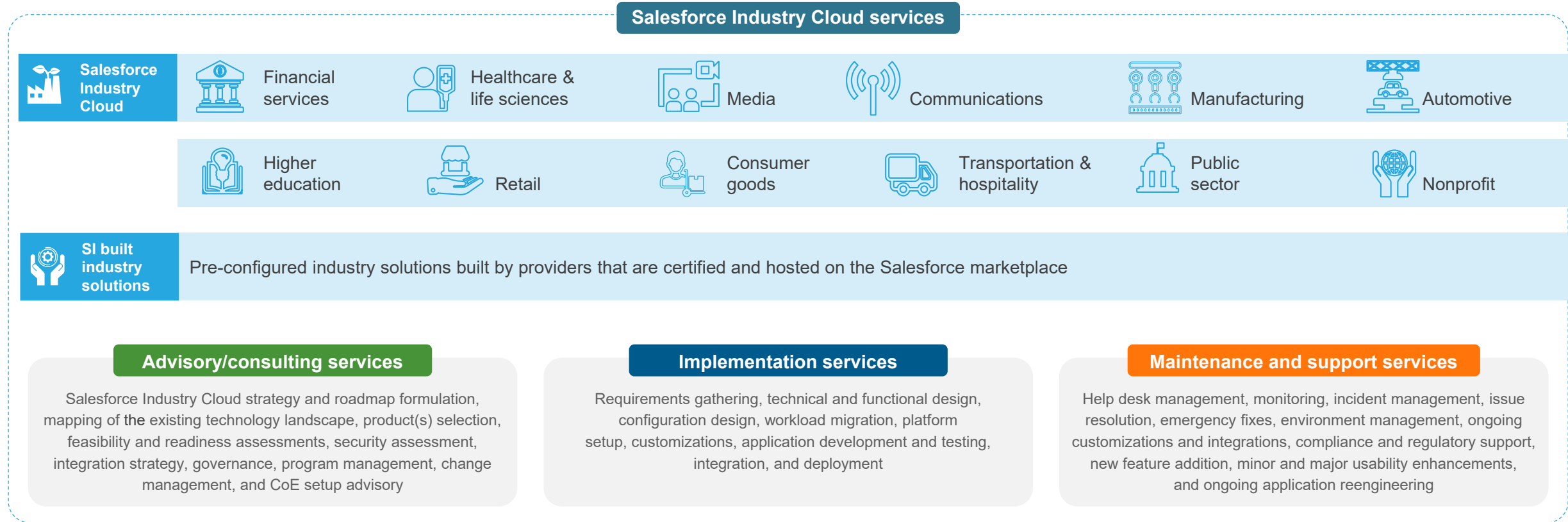**Providers**
16 leading Salesforce
service providers

Services
Salesforce Industry
Cloud services

Everest Group's definition of the scope of Salesforce Industry Cloud services

The scope includes IT services delivered for all Salesforce Industry Cloud products and industry solutions built by service providers that are certified and hosted on the Salesforce marketplace

NOT EXHAUSTIVE

Salesforce Industry Cloud services

Salesforce Industry Cloud

Financial services	Healthcare & life sciences	Media	Communications	Manufacturing	Automotive
Higher education	Retail	Consumer goods	Transportation & hospitality	Public sector	Nonprofit

SI built industry solutions

Pre-configured industry solutions built by providers that are certified and hosted on the Salesforce marketplace

Advisory/consulting services

Salesforce Industry Cloud strategy and roadmap formulation, mapping of the existing technology landscape, product(s) selection, feasibility and readiness assessments, security assessment, integration strategy, governance, program management, change management, and CoE setup advisory

Implementation services

Requirements gathering, technical and functional design, configuration design, workload migration, platform setup, customizations, application development and testing, integration, and deployment

Maintenance and support services

Help desk management, monitoring, incident management, issue resolution, emergency fixes, environment management, ongoing customizations and integrations, compliance and regulatory support, new feature addition, minor and major usability enhancements, and ongoing application reengineering

The Salesforce Industry Cloud Services Provider Compendium report has 16 provider profiles which covers their service focus, provider overview, key IPs / accelerators, industry solutions, investments, and case studies

Provider A | Salesfor
Everest Group assessme

	Market
Market adoption	Portfolio mix

Strengths

- Clients cite Provider A's advisory capab as its key strengths
- Provider A has invested in building indu of Salesforce industry cloud expertise fo consumer goods, and public sector
- Clients from finance services and teleco industry IP such as Provider A for Insur
- Provider A has its clientele spread acro partner with Provider A can benefit from region

Provider A | Salesfor
Overview

Vision for Salesforce industry cloud services
Provider A has been organized by vertical, with dee Salesforce industry cloud, multi-cloud, and industry internal technology, data, and process environment

Salesforce industry cloud services revenue

<US$50 million	US$50-100 milli

Salesforce industry product specializations:

Salesforce Customer Satisfaction score (CSAT)

Salesforce projects completed:

Salesforce-certified experts:

Overall Salesforce industry product expertise le

1 Others include automotive, higher education, retail, m

Provider A | Salesfor
Accelerators, industry solu

Proprietary horizontal accelerators/solutions/fr

IP name	Focused Salesf
IP 1	Health cloud
IP 2	CG cloud
Solution 1	Energy utility clou

Industry solutions built on Salesforce platform

Solution name	Focused functi
Industry solution 1	Security
Industry solution 2	Financial service

Other investment (representative list)

Investment name	Focused Salesf
Investment 1	Salesforce consu
Investment 2	Salesforce comm

Provider A | Salesforce industry cloud services profile (page 4 of 4)
Case studies

Case study 1	A lifestyle brand

Business challenge
The client was looking for a dynamic e-commerce solution since the previous platform was not delivering in terms of scalability, stability, and performance. The absence of an integration with OMS was not allowing the company to provide customers with a pick-up in store option, raising certain challenges. It partnered with Provider A Digital to implement OMS and PIM solutions, as well as Salesforce service and Salesforce marketing clouds.

Solution
- Provider A implemented Salesforce commerce cloud, taking a mobile-first approach. A modernized storefront template was built with the mobile user experience in mind and the ability to scale up and adapt to larger screens
- Commerce cloud website was integrated with the Order Management System for better service and return management, which improved inventory visibility and provided with an in-store pickup option
- Customers were able to see suggestions for the closest store based on geo-location embedded directly on the product page and get an estimate for the time of delivery and shipping cost
- Allowed shoppers to order blinds and curtains according to their specific measurements

Impact
- The client now had a 360-degree view of data in service and marketing clouds
- Service agents were able to quickly and efficiently resolve cases, and provide state-of-the-art support from a single location
- The client company was able to not only personalize but individualize communication with consumers and unify the shopping journey across all touchpoints and channels

Case study 2	Art and design

Business challenge
With a full, rich display in its galleries, the client wanted its website to offer the same engagement and complexity to cater to customers' needs. The museum wanted to replace an end-of-end e-commerce platform and redesign the online shopping, ticketing, membership, and donation experiences into a single basket. The goal was to create an e-commerce space customized for a multi-faceted business, allowing sales of both retail products and non-traditional products through the same system.

Solution
- Provider A re-platformed V&A's e-commerce from Magento to a flexible platform
- Salesforce commerce cloud is a solution that optimizes the purchase journey for the user, reduces the support to maintain the platform, and boosts performance
- Tailored a custom-made UX on SFRA and delivered solid, secure, and flexible integrations with ticketing, CRM, and mixed-payment providers

Impact
- Easy browsing on the website and cross-purchase through shop tickets, membership, and donations
- Sign in and self-serving memberships (renew or update details, auto-apply their shop discount to their basket, etc.)
- A personalized and customized online experience, regardless of the museum transaction

Research calendar
Enterprise Platform Services (EPS)

Reports title	Release date
Oracle Cloud Applications – Systemize Innovation to Drive Business Value	July 2022
ServiceNow Services PEAK Matrix® Assessment 2022	August 2022
ServiceNow Services Provider Compendium 2022	September 2022
The Future of Field Service Management (FSM) – Driving Business Growth by Leveraging Emerging Technologies	October 2022
ServiceNow Services – Delivering the Next Frontier of Digital Transformation	October 2022
Salesforce Industry Cloud Services PEAK Matrix® Assessment 2023	November 2022
SAP Business Application Services PEAK Matrix® Assessment 2023 – Global	November 2022
SAP Business Application Services PEAK Matrix® Assessment 2023 – Europe	November 2022
Salesforce Industry Cloud Services Provider Compendium 2023	**November 2022**
SAP Business Application Services Provider Compendium 2023 – Global	Q1 2023
SAP Business Application Services Provider Compendium 2023 – Europe	Q1 2023
State of the Market – Salesforce Industry Cloud Services	Q1 2023
Sate of the Market – SAP Business Application Services	Q1 2023
Voice of the Customer – Enterprise Platform Services	Q1 2023
Microsoft Dynamics 365 Services PEAK Matrix® Assessment 2023	Q2 2023

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