



Salesforce Services PEAK Matrix[®] Assessment 2024

July 2024: Complimentary Abstract / Table of Contents

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- ▶ Insurance Third-Party Administration (TPA) Services
- ▶ Intelligent Document Processing
- ▶ Interactive Experience (IX) Services
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- ▶ Life Sciences Commercial Technologies
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- ▶ Multi-country Payroll
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- ▶ Payer and Provider Information Technology
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- ▶ Pricing Analytics as a Service
- ▶ Process Intelligence
- ▶ Process Orchestration
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Introduction

Over the past few years, Salesforce has transformed from a Customer Relationship Management (CRM) platform to a comprehensive suite empowering enterprises. The focus shifted toward a unified customer view with Einstein Analytics and Customer 360, while industry-specific cloud solutions catered to diverse needs. The integration of AI and ML further boosted its automation, personalization, and data analytics capabilities. The acquisition of Slack further streamlined communication and collaboration.

Looking ahead, Salesforce is poised to empower enterprises further with its enhanced focus on data and AI with the recent launch of focused products such as Data Cloud and the Einstein 1 platform aimed to meet the AI-specific objectives of enterprises in the short and long term, while making significant advances in the generative AI space. Its launch of SMB-focused products such as Starter and Pro Suites showcases its commitment to serving a new customer base, while enhancing its enterprise footprint. Its constant push for multi-cloud, industry clouds, and ecosystem partnerships to cater to enterprise dynamic needs is charting a course for hyper-efficiency and responsible innovation, ensuring enterprises thrive in the

ever-evolving technological landscape with sustainability at the core. With distinct enterprise demand and an evolving Salesforce landscape, service providers are investing in scaling their industry-specific and generative AI-specific talent pool, forging partnerships with Salesforce on AI and solutioning, and developing differentiated IP and assets to augment enterprise transformation journeys.

This report includes the profiles of the following 24 leading Salesforce services providers featured on the Salesforce Services PEAK Matrix® Assessment 2024:

- **Leaders:** Accenture, Capgemini, Cognizant, Deloitte Digital, IBM, Infosys, Persistent Systems, and Wipro
- **Major Contenders:** Coforge, DXC Technology, Eviden, Globant, Grazitti Interactive, HCLTech, LTIMindtree, NTT DATA, OSF Digital, TCS, Tech Mahindra, and West Monroe
- **Aspirants:** Mastek, Mphasis, Jade Global, and YASH Technologies

Scope of this report

Geography: Global

Industry: Market activity and investments of 24 leading Salesforce services providers

Services: Salesforce services

Overview and abbreviated summary of key messages

This report examines the global 2024 Salesforce services provider landscape and its impact on the Salesforce services market. It focuses on provider position and growth in the Salesforce services market, changing market dynamics and emerging provider trends, assessment of provider delivery capabilities, and key Salesforce services provider profiles. It also identifies the key implications of the research findings for buyers and providers..

Some of the findings in this report, among others, are:

Salesforce services provider capability

- Salesforce services providers can be classified into Leaders, Major Contenders, and Aspirants on a capability-market-share matrix
- Accenture, Capgemini, Cognizant, Deloitte Digital, IBM, Infosys, Persistent Systems, and Wipro are the Leaders in this Salesforce Services PEAK Matrix assessment with several IT service providers emerging as Major Contenders

Service Provider characteristics

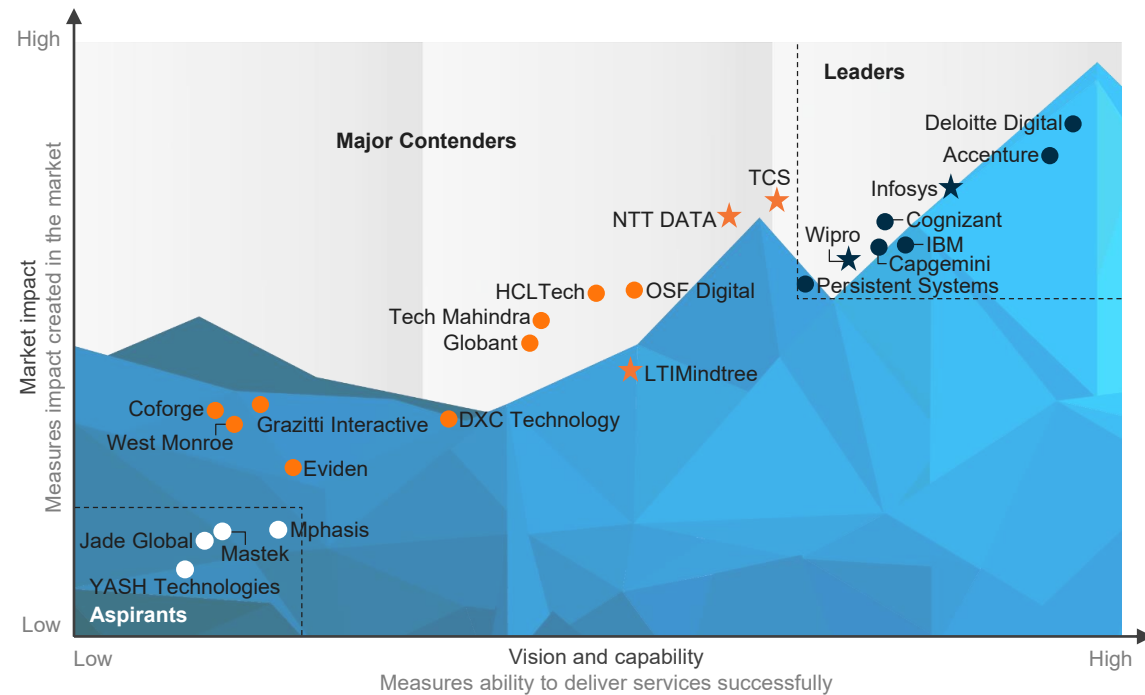
- Leaders have credible proof points of transformational engagements in various industries globally. These engagements are backed by a strong delivery network and a large pool of resources
- Leaders are characterized by their strong advisory capabilities; they have proof points of end-to-end transformation along with change management support
- Major Contenders are distinguished by their focus on pure-play implementation and managed-services engagements. They have capabilities and proof points to support both greenfield and brownfield engagements
- Aspirants offer pricing and commercial flexibility, and account management throughout the engagement

This study offers three distinct chapters providing a deep dive into key aspects of the Salesforce services market; below are three charts to illustrate the depth of the report

Everest Group PEAK Matrix® Assessment 2024

Everest Group Salesforce Services PEAK Matrix® Assessment 2024^{1,2}

● Leaders ● Major Contenders ○ Aspirants ☆ Star Performers



¹ Assessments for Accenture, Deloitte Digital, IBM, and Globant exclude service provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, provider public disclosures, and Everest Group's interactions with buyers
² Analysis for Capgemini, DXC Technology, and West Monroe is based on partial inputs provided
 Source: Everest Group (2024)

Capability assessment

Illustrative example

Measure of capability: ○ Low ● High

Providers	Market impact				Vision and capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Provider 1	●	●	●	●	●	●	●	●	●
Provider 2	●	○	●	●	●	○	●	○	●
Provider 3	●	●	●	●	●	●	●	●	●
Provider 4	○	○	●	●	○	○	●	○	●
Provider 5	●	●	●	●	●	●	●	●	●
Provider 6	○	○	●	○	●	○	○	○	○

Everest Group's remarks on providers

Illustrative example

Measure of capability: ○ Low ● High

Market impact				Vision and capability				
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
○	●	●	●	●	○	○	○	●

Strengths

- Provider 1 has a good focus on delivering Salesforce services to clients in XYZ industries and hence, can be a suitable choice for clients from these industries looking to engage for Salesforce services
- Its recent acquisition of XYZ provider has helped augment its Salesforce capabilities in the market

Limitations

- Clients seeking to engage for Salesforce-specific services in other key regions beyond North America may need to assess its delivery capabilities within these regions in depth before engaging for such services
- Most of its clients are enterprises with an annual revenue of <US\$5 billion; therefore, its ability to successfully cater to large and mega clients is somewhat untested

Research calendar

Enterprise Platform Services

	Published	Current release	Planned
Reports title	Release date		
Oracle Cloud Applications Services PEAK Matrix® Assessment 2023			July 2023
Microsoft Dynamics 365 Services – Provider Compendium 2023			July 2023
Enterprise Platform Services: Voice of the Customer 2023			August 2023
Salesforce Services – Unpacking Salesforce Industry Cloud Growth Momentum			September 2023
Oracle Cloud Applications Services – Provider Compendium 2023			October 2024
Pega Services PEAK Matrix® Assessment 2023			February 2024
SAP Business Application Services for Mid-market Enterprises PEAK Matrix® Assessment 2024			April 2024
Oracle Cloud Applications (OCA) Services – Cloud ERP as a Catalyst to Enterprise AI Adoption			April 2024
SAP Business Application Services Pulse 2024: Top Five Service Providers Delivering Superior Value for Mid-market Enterprises			June 2024
Salesforce Services PEAK Matrix® Assessment 2024			July 2024
Microsoft Dynamics 365 Services – State of the Market			July 2024
Salesforce Services – Provider Compendium 2024			Q3 2024
SAP Business Application Services – Global PEAK Matrix® Assessment 2024			Q3 2024
Microsoft Dynamics 365 Services PEAK Matrix® Assessment 2024			Q3 2024
Microsoft Dynamics 365 Services – Provider Compendium 2024			Q3 2024
Salesforce Services – State of the Market 2024			Q4 2024

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