

## Salesforce Services – Provider Compendium 2024

August 2024: Complimentary Abstract / Table of Contents



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- ▶ Insurance Business Process
- ► Insurance Information Technology
- ► Insurance Technology (InsurTech)
- ▶ Insurance Third-Party Administration (TPA) Services
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- ► Interactive Experience (IX) Services
- ▶ IT Services Excellence
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- ▶ Life Sciences Commercial Technologies
- ► Life Sciences Information Technology
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- ▶ Market Vista™
- ▶ Microsoft Azure
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- ► Modern Application Development (MAD)

- ▶ Mortgage Operations
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- ► Software Product Engineering Services
- ► Supply Chain Management (SCM) Services
- ► Sustainability Technology and Services
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Tracking: providers, locations, risk, technologies

Locations: costs, skills, sustainability, portfolios

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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 streamlined communication and collaboration.

Looking ahead, Salesforce is poised to empower enterprises further with its enhanced focus on data and Al with the recent launch of focused products such as Data Cloud and the Einstein 1 platform aimed to meet the Alspecific 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 Al-specific talent pool, forging partnerships with Salesforce on Al and solutioning, and developing differentiated IP and assets to augment enterprise transformation journeys.

This report includes the profiles of the following 23 leading Salesforce services providers: Accenture, Capgemini, Coforge, Cognizant, Deloitte Digital, DXC Technology, Eviden, Globant, Grazitti Interactive, HCLTech, IBM, Infosys, Jade Global, LTIMindtree, Mastek, NTT DATA, OSF Digital, Persistent Systems, TCS, Tech Mahindra, West Monroe, Wipro, and YASH Technologies

#### Scope of this report

Geography: Global

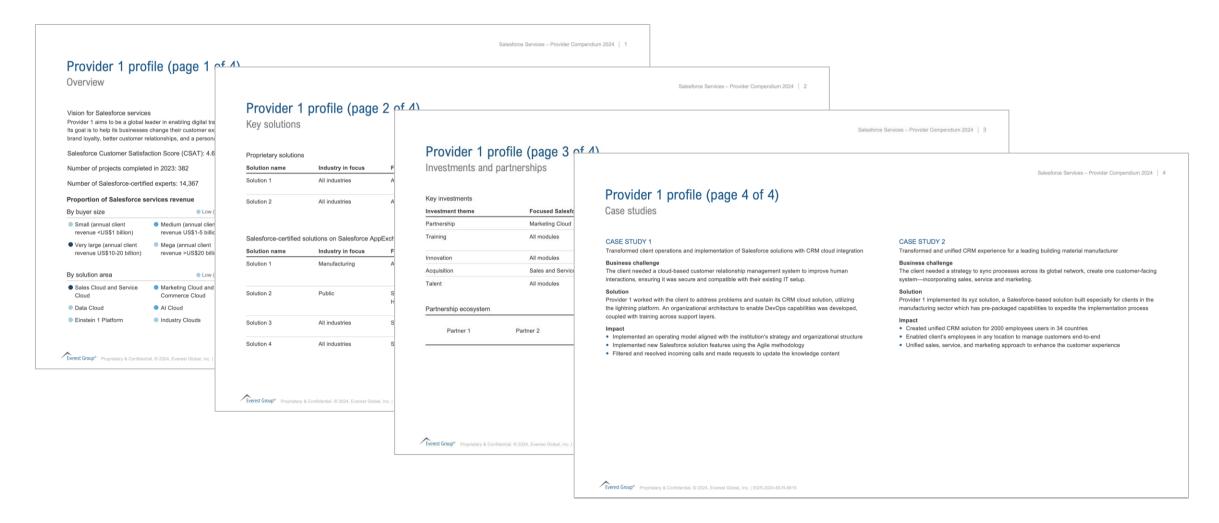
**Industry:** Market activity and investments

of 24 leading Salesforce services

providers

**Services:** Salesforce services

## The Salesforce Services – Provider Compendium 2024 has 23 provider profiles



### Research calendar

### **Enterprise Platform Services**

	Published Current release Planned
Reports title	Release date
Microsoft Dynamics 365 Services PEAK Matrix® Assessment 2023	June 2023
Oracle Cloud Applications Services PEAK Matrix® Assessment 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
Salesforce Services PEAK Matrix® Assessment 2024	April 2024
Pega Services – Provider Compendium 2024	May 2024
Salesforce Services PEAK Matrix® Assessment 2024	July 2024
Microsoft Business Applications Services – Riding the Al Waves	August 2024
Salesforce Services – Provider Compendium 2024	August 2024
SAP Business Application Services – Global PEAK Matrix® Assessment 2024	Q4 2024
SAP Business Application Services – Provider Compendium 2024	Q4 2024
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Microsoft Business Application Services – Provider Compendium 2025	Q1 2025

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