



Salesforce Services – Provider Compendium 2024

August 2024: Complimentary Abstract / Table of Contents

Provider Compendium
Enterprise Platform Services



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- ▶ Multi-country Payroll
- ▶ Network Services and 5G
- ▶ Oracle Services
- ▶ Outsourcing Excellence
- ▶ Payer and Provider Business Process
- ▶ Payer and Provider Information Technology
- ▶ Price Genius – AMS Solution and Pricing Tool
- ▶ Pricing Analytics as a Service
- ▶ Process Intelligence
- ▶ Process Orchestration
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- ▶ Retail and CPG
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Locations: costs, skills, sustainability,
portfolios

Contents

4 Introduction and overview

- 5 Research methodology
- 6 Key information on the report
- 7 Introduction

8 Provider profiles

- 9 Accenture
- 14 Capgemini
- 18 Coforge
- 22 Cognizant
- 27 Deloitte Digital
- 31 DXC Technology
- 35 Eviden
- 40 Globant
- 44 Grazitti Interactive
- 48 HCLTech
- 52 IBM
- 57 Infosys
- 62 Jade Global

- 66 LTIMindtree
- 71 Mastek
- 75 NTT DATA
- 80 OSF Digital
- 85 Persistent Systems
- 89 TCS
- 94 Tech Mahindra
- 98 West Monroe
- 102 Wipro
- 107 YASH Technologies

111 Appendix

- 112 Glossary
- 113 Research calendar

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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 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 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

Provider 1 profile (page 1 of 4)

Overview

Vision for Salesforce services
Provider 1 aims to be a global leader in enabling digital tra...
Its goal is to help its businesses change their customer ex...
brand loyalty, better customer relationships, and a person...

Salesforce Customer Satisfaction Score (CSAT): 4.6

Number of projects completed in 2023: 382

Number of Salesforce-certified experts: 14,367

Proportion of Salesforce services revenue

- By buyer size Low (
- Small (annual client revenue <US\$1 billion)
 - Medium (annual client revenue US\$1-5 billic
 - Very large (annual client revenue US\$10-20 billion)
 - Mega (annual client revenue >US\$20 billi

- By solution area Low (
- Sales Cloud and Service Cloud
 - Marketing Cloud and Commerce Cloud
 - Data Cloud
 - AI Cloud
 - Einstein 1 Platform
 - Industry Clouds

Provider 1 profile (page 2 of 4)

Key solutions

Proprietary solutions

Solution name	Industry in focus	F
Solution 1	All Industries	A

Solution 2	All Industries	A
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Salesforce-certified solutions on Salesforce AppExch

Solution name	Industry in focus	F
Solution 1	Manufacturing	A

Solution 2	Public	S
------------	--------	---

Solution 3	All industries	S
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Solution 4	All Industries	S
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Provider 1 profile (page 3 of 4)

Investments and partnerships

Key investments

Investment theme	Focused Salesforce
Partnership	Marketing Cloud
Training	All modules
Innovation	All modules
Acquisition	Sales and Service
Talent	All modules

Partnership ecosystem

Partner 1	Partner 2
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Provider 1 profile (page 4 of 4)

Case studies

CASE STUDY 1

Transformed client operations and implementation of Salesforce solutions with CRM cloud integration

Business challenge

The client needed a cloud-based customer relationship management system to improve human interactions, ensuring it was secure and compatible with their existing IT setup.

Solution

Provider 1 worked with the client to address problems and sustain its CRM cloud solution, utilizing the lightning platform. An organizational architecture to enable DevOps capabilities was developed, coupled with training across support layers.

Impact

- Implemented an operating model aligned with the institution's strategy and organizational structure
- Implemented new Salesforce solution features using the Agile methodology
- Filtered and resolved incoming calls and made requests to update the knowledge content

CASE STUDY 2

Transformed and unified CRM experience for a leading building material manufacturer

Business challenge

The client needed a strategy to sync processes across its global network, create one customer-facing system—incorporating sales, service and marketing.

Solution

Provider 1 implemented its xyz solution, a Salesforce-based solution built especially for clients in the manufacturing sector which has pre-packaged capabilities to expedite the implementation process

Impact

- Created unified CRM solution for 2000 employees users in 34 countries
- Enabled client's employees in any location to manage customers end-to-end
- Unified sales, service, and marketing approach to enhance the customer experience

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 AI 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
ServiceNow Services Niche Provider Landscape Report 2024	Q4 2024
Microsoft Business Application Services PEAK Matrix® Assessment 2025	Q1 2025
Microsoft Business Application Services – Provider Compendium 2025	Q1 2025

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