

A collage of several skyscrapers with glass facades, viewed from a low angle looking up. The buildings are arranged in a staggered, overlapping pattern, creating a sense of depth and architectural complexity. The colors range from cool blues and greys to warmer yellows and oranges.

***ISG** Provider Lens™

2022

Salesforce Ecosystem
Partners 2022

imagine your future®

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Definition

The Salesforce Ecosystem study examines various offerings around the Salesforce platform, where a basic distinction is made between implementation services (the Change Business) and the managed application services focusing on operational support for productive applications (the Run Business). In both these basic segments, a further distinction is made between large enterprise clients and the midmarket due to the significantly higher need for Salesforce integration into the complex application landscape of large enterprise clients. Furthermore, these clients primarily have globally operating businesses that require corresponding delivery capabilities from the service providers.

The ISG Provider Lens™ study offers IT decision-makers the following:

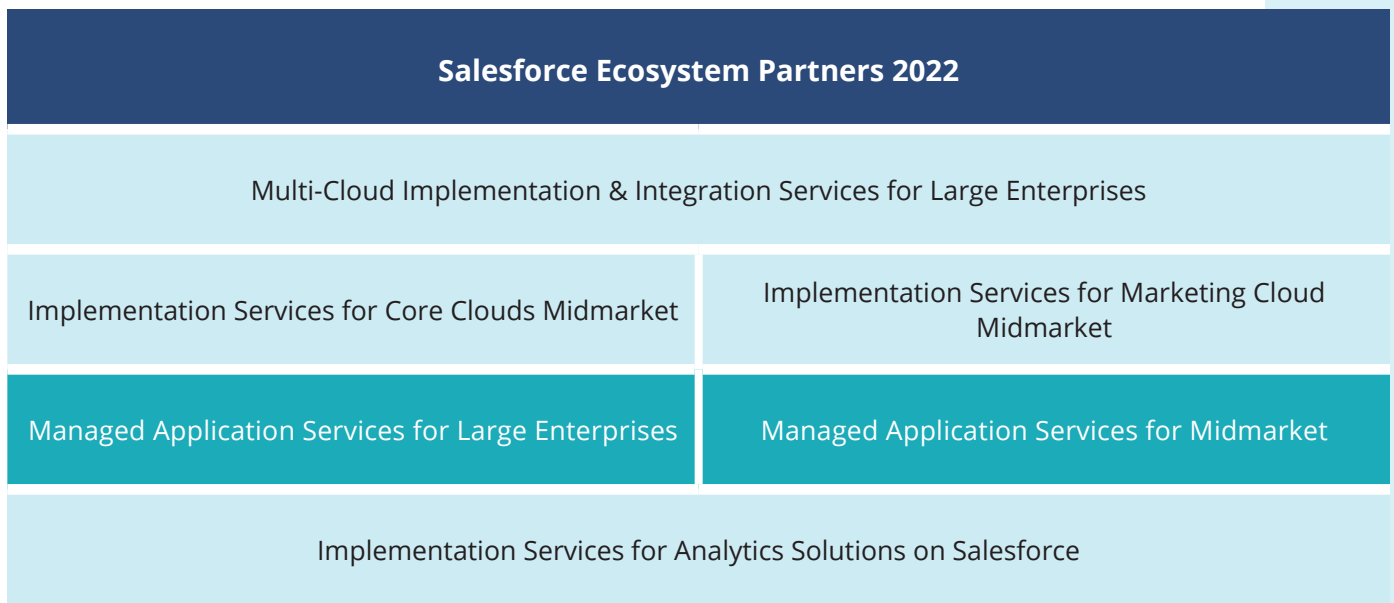
- Transparency of the strengths and weaknesses of relevant providers
- Differentiated positioning of providers by segments
- A perspective on different markets, especially the U.S., Germany and Brazil

Our study serves as an important decision-making basis for positioning, key relationships and go-to-market considerations. ISG advisors and enterprise clients also leverage information from these reports for evaluating their current vendor relationships and potential engagements.

Quadrants Research

As part of the ISG Provider Lens™ Quadrant Study, we are introducing the following five segments on the Salesforce Ecosystem.

Simplified illustration



Source: ISG 2021

Multicloud Implementation and Integration Services for Large Enterprises

This quadrant includes providers of implementation services for Salesforce applications as well as the integration of these applications with other major standard software solutions that are usually part of the complex system landscape of large and globally operating enterprise clients. The scope takes into consideration that these clients in most cases use various cloud products of the Salesforce portfolio.

Eligibility criteria

- Strong implementation capabilities (consulting, configuration, data migration and go-live) across all Salesforce products
- Deep knowledge about the major standard software packages other than Salesforce in combination with the ability to implement end-to-end processes
- Broad competencies in architecture and realization of complex application landscapes
- Availability of predefined solutions and accelerators, preferably both functionally oriented and industry specific
- Delivery capabilities at scale to serve large enterprise clients
- Compelling list of use cases and references

Implementation Services for Core Clouds Midmarket

This quadrant addresses providers that specialize in Salesforce sales, services and Commerce Cloud. These products are broadly considered as the core clouds of Salesforce. These providers mostly take an agile approach for implementation and focus on cases where less integration is required, which is typical for medium and small-sized clients. An important aspect of the services they offer revolves around consulting on the redesign of processes while using Salesforce applications.

Eligibility criteria

- Strong implementation capabilities (consulting, configuration, data migration and go-live) for the Salesforce Core Clouds (at least for Sales, Service and Commerce Cloud)
- Provision of training and enabling client personnel to use the application
- Availability of predefined solutions and accelerators, preferably both functionally oriented and industry specific
- Unique differentiators
- Economic stability and significant delivery capabilities to serve numerous clients
- Compelling list of use cases and references

Implementation Services for Marketing Cloud Midmarket

This quadrant addresses providers that specialize in Salesforce Marketing Cloud for cases where the need for real-time integration into a complex system landscape is limited, which is more typical for medium and small-sized clients. In addition, provider expertise in marketing specific aspects such as the use of media and multichannel approaches is essential.

Eligibility criteria

- Strong implementation capabilities (consulting, configuration, data migration and go-live) for the Salesforce Marketing Cloud, Pardot and for marketing specific aspects such as information gathering, customer experience, digital customer journey optimization and automation of customer interactions
- Provision of training and enabling client personnel to use the application
- Availability of predefined solutions and accelerators, preferably both functionally oriented and industry specific
- Unique differentiators
- Economic stability and significant delivery capabilities to serve numerous clients
- Compelling list of use cases and references

Managed Application Services for Large Enterprises

This quadrant includes the capability of providers to offer managed services for maintenance and support functions that include monitoring, remote support, centralized management of Salesforce applications, data quality management, data security and compliance-related aspects. In case of large enterprise clients, this usually includes the capability of providers to offer these services in the context of global reach and complex application landscapes comprising a variety of solutions from different software providers.

Eligibility criteria

- Well-proven experience in operational support for end-to-end processes across complex application landscapes with specific focus on Salesforce products
- Availability of strong methodology and comprehensive tool support with high degree of automation
- Delivery capabilities at scale to serve large enterprise clients
- Provision of mature pricing and contract models with focus on outcome-based approaches and continuous improvement
- Compelling list of use cases and references

Managed Application Services for Midmarket

The quadrant focuses on capability of providers to offer managed services for maintenance and support functions that include monitoring, remote support, centralized management of Salesforce applications, data quality management, data security and compliance-related aspects. The midmarket clients usually require lower integration aspects, and, in many cases, have a more regional focus.

Eligibility criteria

- Well-proven experience in operational support for application landscapes with specific focus on Salesforce products
- Availability of strong methodology and comprehensive tool support with high degree of automation
- Economic stability and significant delivery capabilities to serve numerous clients
- Provision of mature pricing and contract models with focus on outcome-based approaches and continuous improvement
- Compelling list of use cases and references

Implementation Services for Analytics Solutions on Salesforce

This quadrant addresses providers of implementation services for CRM analytics solutions in the context of Salesforce. In addition to the data that are available in Salesforce instances, these solutions may also use third-party data such as market research data or geographical data. The respective services include consulting, development of data definitions, configuring the data management and implementing reports and the respective visualizations. Mobile access is often an important part of the requirements.

Eligibility criteria

- Strong implementation capabilities (consulting, configuration, report development and go-live) for analytics solutions based on Salesforce data, mostly using the Tableau platform
- Deep knowledge of the Salesforce data architecture
- Availability of strong methodology and comprehensive tool support with high degree of automation
- Availability of predefined solutions and accelerators for advanced analytics functionalities, preferably with industry-specific offerings
- Compelling list of use cases and references

Scope of the study – Quadrant and Geography coverage

Quadrants	U.S.	Germany	Brazil
Multi-Cloud Implementation & Integration Services for Large Enterprises	✓	✓	✓
Implementation Services for Core Clouds Midmarket	✓	✓	✓
Implementation Services for Marketing Cloud Midmarket	✓	✓	✓
Managed Application Services for Large Enterprises	✓	✓	✓
Managed Application Services for Midmarket	✓	✓	✓
Implementation Services for Analytics Solutions on Salesforce	✓	✓	✓

Schedule

The research phase is between **21 October 2021 and 3 Dec 2021** during which survey, evaluation, analysis, and validation will take place. A presentation of the results to the media is planned for **March 2022**.

We will roll out the survey on an online platform. The invites will be sent with links for you to fill in the responses and submit.

Milestones	Beginning
Survey phase	Oct 20, 2020 – Nov 17, 2020
Sneak previews	Jan 7, 2021 – Jan 31, 2021
Content provisioning	Jan 7, 2021 – Jan 15, 2021
Press Release	Feb 15, 2021

Research production disclaimer:

ISG collects data for the purposes of writing research and creating provider/vendor profiles. The profiles and supporting data are used by ISG advisors to make recommendations and inform their clients of the experience and qualifications of any applicable provider/vendor for outsourcing the work identified by clients. This data is collected as part of the ISG FutureSource process and the Candidate Provider Qualification (CPQ) process. ISG may choose to only utilize this collected data pertaining to certain countries or regions for the education and purposes of its advisors and not produce ISG Provider Lens™ reports. These decisions will be made based on the level and completeness of the information received directly from providers/vendors and the availability of experienced analysts for those countries or regions. Submitted information may also be used for individual research projects or for briefing notes that will be written by the lead analysts.

A partial list of invited companies for the survey

Feel free to contact us to ensure your active participation in the research phase.

[kolekto]	Capgemini	enxoo
1TKS	cbcloud	Everymind (a Compasso UOL company)
360 Degree Cloud	CGI	Factory 42
7Summits	Cloud Consulting Group	Fujitsu
A5	Cloud2b	gentrop
ABSYZ	CloudGaia	GFT
Accenture	Cloudity	Globant
Ad Victoriam Solutions	Coastal Cloud	Harpia Cloud
adesso SE	Coforge	HCL Technologies
ADVANCE Solutions	Cognizant	Hexaware Technologies
Algoworks	CRMIT Solutions	HURON
allcloud	Customertimes	IBM
amber	Deloitte Digital	ília
Aoop Cloud Solutions	demandblue	ilum:e informatik AG
aquilliance GmbH	dentsu	Imaginedone
Aspire Systems	Devoteam	Infosys
atonit	DIA die.interaktiven	Innolevels
Atos	DIGITALL	isobar
BearingPoint	dp6	jFOX
Birlasoft	ec4u expert consulting ag	Konecta
Brillio	Eigenherd GmbH	LabsXD
BRQ Digital Solutions	Empaua GmbH	LTI
Cadastra	enext	Marketdata

marlabs	SkyPlanner	Virtusa
Math	Slalom	VISIONET
Mindtree	SLK Software	Werise (an OSF.Digital Company)
minsait	Softtek	Wings it
Moldsoft Tecnologia	Solutis Tecnologias	Wipro
Mphasis	Sopra Steria	XAPPIA
MST Solution	sottelli	XCL
Multiedro	Stefanini	zennify
nagarro	SYNTAX	zensar
Nèscara	SysMap	Zensar
NIX Solutions	System Partners (DXC)	
NTT Data	TCS	
numen	Tech Mahindra	
objective	TECH6	
Penfield Digital	Telekom Deutschland GmbH	
Perficient	TOPi	
Persistent	Torrent Consulting	
PMWeb	Traction on Demand	
PolSource	TRISCAL	
PwC	UST	
Reply	valtech	
Salesfive GmbH	ValueLabs	
SILVERLINE	Vera Solutions	

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Do you need any further information?

If you have any questions, please contact us at isglens@isg-one.com.