Salesforce Ecosystem Partners

A research report comparing strengths and advantages of Salesforce partners
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dolore magna nostrud
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Introduction

The Salesforce Ecosystem study will examine various offerings of the Salesforce platform, categorized into implementation services (the change business) and managed application services focusing on operational support for productive applications (the run business). Based on the clients they cater to, these segments have been further categorized into large enterprises and the midmarket. This categorization is particularly significant due to the substantial demand for Salesforce integration into the complex application landscape of large enterprises. Furthermore, large enterprises primarily have globally operating businesses that require corresponding delivery capabilities from service providers.

Expanding on the segmentation outlined above, the study will also include quadrants examining focused offerings, which are the sweet spot for a large pool of participants within the ecosystem and are sought after by clients.

As a yearly investigation, running for the sixth consecutive year, the study is constantly updated to analyze Salesforce’s year-over-year innovations. This sometimes results in adjustments to existing quadrants or the replacement of a quadrant with a new and more relevant topic. For example, the Implementation Services for Industry Clouds quadrant was introduced last year. The study’s updates also allow us to adapt our examination of existing quadrants, incorporating innovation that Salesforce introduces to improve its cloud offerings. This year, Salesforce has renewed emphasis on data, generative AI (GenAI) and trust across its entire portfolio that we considered in our analysis.
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, the U.K., France and Brazil

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

Definition

This quadrant will assess providers of implementation services tailored for Salesforce applications and their seamless integration with other significant enterprise software solutions. These integrations often form a critical part of the multifaceted systems used by large, global enterprises.

Our extensive study will recognize the integral complexity of these clients’ IT environments and the fact that they heavily rely on various Salesforce Clouds within the expansive Salesforce portfolio. This intricate landscape requires a comprehensive approach to implementation of long-term programs. These programs may span multiple rollouts across diverse divisions of client organizations, operating across various regions and markets.

From a functional perspective, these implementation services encompass process consulting to streamline operations, designing to create tailored solutions, configuration to maintain optimal system performance, data clean-up to ensure data quality and accuracy, migration of legacy systems to new platforms, and go-live support to ensure a smooth transition.

In conclusion, this quadrant is vital for enabling large, global enterprises to harness the full potential of Salesforce applications, aligning their systems optimally to achieve operational excellence and remain competitive in their respective markets.

Eligibility Criteria

1. Strong implementation capabilities (consulting, configuration, data migration and go live) across all Salesforce products
2. Deep knowledge about the major standard software packages other than Salesforce, along with the ability to implement end-to-end processes
3. Broad competencies in architecture and realization of complex application landscapes
4. Availability of predefined solutions and accelerators, preferably both functionally oriented and industry specific
5. Delivery capabilities at scale to serve large enterprise clients
6. Compelling list of use cases and references
Definition
This quadrant will assess providers specializing in Salesforce’s core offerings — Sales Cloud, Service Cloud, Commerce Cloud, and Community Cloud. These products are often considered to form the foundation of Salesforce’s cloud-based services. Providers in this category adopt an agile implementation approach, typically catering to clients with midsize or smaller operations. They excel in cases that require minimal integration, resulting in projects within this quadrant often concluding in just a few months.

Key aspects of the services offered by providers in this quadrant revolve around process redesign using Salesforce applications. Implementation services cover process consulting to optimize workflows, designing to tailor Salesforce solutions, configuration to maintain seamless system performance, data clean-up to enhance data quality, data migration to transition smoothly, and go-live support to ensure a successful launch.

This agile approach, coupled with a focus on Salesforce’s core clouds, is suitable for midsized and small enterprises with less complex requirements. It seamlessly aligns with their needs, enabling them to swiftly harness Salesforce’s capabilities and enhance their operations. By streamlining processes and leveraging these core cloud products, enterprises can efficiently adapt to evolving market demands and achieve better outcomes within a relatively short timeframe.

Eligibility Criteria

1. Strong implementation capabilities (consulting, configuration, data migration and go live) for Salesforce Core Clouds (for example, Sales Cloud, Service Cloud and Commerce Cloud)

2. Provision of training and enabling client personnel to use the application

3. Availability of predefined solutions and accelerators, preferably both functionally oriented and industry specific

4. Presence of unique differentiators

5. Economic stability and significant delivery capabilities to serve numerous clients

6. Compelling list of use cases and references
Implementation Services for Marketing Automation

Definition
This quadrant will examine providers specializing in Salesforce Marketing Cloud, catering to a wide spectrum of implementation scenarios. These range from minimal real-time integration into a complex system landscape to more challenging projects with a foundation of Salesforce Marketing Cloud for sophisticated e-commerce and omnichannel marketing endeavors. These scenarios require deep integration into a client’s enterprise IT landscape.

Expertise in marketing-specific aspects such as media utilization and multichannel strategies is paramount in this quadrant. Given that integration with end clients often involves a high volume of transactions, the automation of processes emerges as a critical success factor.

The implementation services offered cover process consulting to optimize marketing strategies, designing to tailor Salesforce solutions, configuration to ensure seamless performance, data clean-up to enhance data quality, data migration to enable smooth transitions. These services also cover go-live support to ensure a successful launch.

Providers in this quadrant play a pivotal role in helping businesses harness the potential of Salesforce Marketing Cloud for simple implementations as well as complex, data-intensive omnichannel marketing initiatives. They ensure that a client’s marketing capability is efficient and fine-tuned to deliver the best possible results in a competitive business landscape.

Eligibility Criteria
1. 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.
2. Provision of training and enabling client personnel to use the application.
3. Availability of predefined solutions and accelerators preferably both functionally oriented and industry-specific.
4. Presence of unique differentiators.
5. Economic stability and significant delivery capabilities to serve numerous clients.
6. Compelling list of use cases and references.
Managed Application Services for Large Enterprises

Definition
This quadrant will assess providers that offer managed application services for maintenance and support functions. These include continuous monitoring, remote support, centralized management of Salesforce applications, meticulous data quality management, and data security and compliance-related aspects.

For large enterprise clients, these managed services expand in scope to address global reach and the inherent complexity of application landscapes. Such landscapes often involve a variety of solutions from various software providers, making centralized management and support a challenging but essential undertaking.

A key focus in this quadrant is the persistent pursuit of improvements and innovation in the solutions offered. The aim is to enhance the business value generated for enterprises consistently. These managed application services are defined by the transfer of key responsibilities to the service provider and are provided within the confines of rigorously defined SLAs.

Providers in this quadrant serve as the backbone of large enterprises’ Salesforce operations, ensuring not only meticulous maintenance of essential functions but also increased business value. Simultaneously, they are responsible for safeguarding data integrity, security and regulatory compliance within enterprise operations’ complex, global landscape.

Eligibility Criteria

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

Definition
This quadrant will focus on providers’ proficiency to deliver managed application services that encompass vital maintenance and support functions. These functions cover a comprehensive array of services, including monitoring, remote support, centralized administration of Salesforce applications, data quality management, and data security and compliance adherence.

Midmarket clients often have more modest integration requirements and tend to concentrate their operations within a specific region. They demand strong regional support, and providers in this quadrant are equipped to meet these requirements.

An essential aspect within this quadrant is the ongoing commitment to enhance the solutions offered. Providers constantly seek to improve and innovate their services to generate additional value for their clients. The capacity for ongoing refinement and adaptation is pivotal in a rapidly evolving business landscape.

Managed application services are defined by the transfer of key responsibilities to a dedicated service provider. These services are offered within the well-defined SLAs, network, ensuring that the clients’ expectations are consistently met and exceeded.

Providers in this quadrant play a pivotal role in offering a regional focus and tailored support to midmarket clients, while diligently catering to the intricate Salesforce applications, data quality and compliance requirements. These factors contribute to the continued growth and success of their clients’ businesses.

Eligibility Criteria
1. Well-proven experience in operational support for application landscapes with specific focus on Salesforce products
2. Availability of strong methodology and comprehensive tool support, along with a high degree of automation
3. Economic stability and significant delivery capabilities to serve numerous clients
4. Provision of mature pricing and contract models with a focus on outcome-based approaches and continuous improvement
5. Compelling list of use cases and references
Implementation Services for Industry Clouds

Definition

This quadrant will assess providers offering implementation services tailored to Salesforce’s Industry Cloud products. These industry-specific offerings, such as Financial Services Cloud and Health Cloud, require unique skills and the deployment of relevant accelerators to ensure successful implementation. Having a deep understanding of the nuances and particularities within such specific industries is essential for providers in this segment.

Another pivotal aspect within this quadrant is the ability to craft holistic solutions by seamlessly integrating various Salesforce products. This skill enables providers to create comprehensive, tailored solutions that exactly match the unique needs of each client’s specific situation. Salesforce’s strategic shift toward increased verticalization underlines the growing significance of this capability, making it a top priority in new implementations.

From a functional perspective, the implementation services cover process consulting to optimize workflows, designing to create tailored solutions, configuration to ensure seamless system performance, data clean-up to enhance data quality, data migration to facilitate a smooth transition, and go-live support to ensure the successful launch of these specialized industry cloud solutions. Providers in this quadrant play a vital role in ensuring that businesses within specific industries harness the full potential of Salesforce’s industry cloud products. Their industry-specific expertise and proficiency in integrating multiple Salesforce offerings empower organizations to tackle sector-specific challenges efficiently and gain a competitive edge in their respective fields.

Eligibility Criteria

1. Well-proven domain expertise for respective industries
2. Strong implementation capabilities (consulting, configuration, data migration and go-live) for the Salesforce industry cloud products and the products provided by Vlocity (recently taken over by Salesforce)
3. Deep knowledge of the Salesforce data architecture
4. Presence of unique differentiators such as proven industry-specific accelerators
5. Economic stability and significant delivery capabilities to serve numerous clients
6. Compelling list of use cases and references
As part of this ISG Provider Lens™ quadrant study, we are introducing the following five regions on Salesforce Ecosystem Partners 2024.

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The research phase falls in the period between November and December 2023, during which survey, evaluation, analysis and validation will be carried out. The results will be presented to the media in March 2024.

**Milestones**

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<td>Survey Launch</td>
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<td>December 1, 2023</td>
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<td>Sneak Previews</td>
<td>February 2024</td>
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<td>Press Release &amp; Publication</td>
<td>March 2024</td>
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**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.

Please refer to the [link](#) to view/download the ISG Provider Lens™ 2023 research agenda.

**Access to Online Portal**

You can view/download the questionnaire from [here](#) using the credentials you have already created or refer to instructions provided in the invitation email to generate a new password. We look forward to your participation!
ISG Star of Excellence™ – Call for nominations

The Star of Excellence™ is an independent recognition of excellent service delivery based on the concept of “Voice of the Customer.” The Star of Excellence™ is a program, designed by ISG, to collect client feedback about service providers’ success in demonstrating the highest standards of client service excellence and customer centricity.

The global survey is all about services that are associated with IPL studies. In consequence, all ISG Analysts will be continuously provided with information on the customer experience of all relevant service providers. This information comes on top of existing first-hand advisor feedback that IPL leverages in context of its practitioner-led consulting approach.

Providers are invited to nominate their clients to participate. Once the nomination has been submitted, ISG sends out a mail confirmation to both sides. It is self-evident that ISG anonymizes all customer data and does not share it with third parties.

It is our vision that the Star of Excellence™ will be recognized as the leading industry recognition for client service excellence and serve as the benchmark for measuring client sentiments.

To ensure your selected clients complete the feedback for your nominated engagement please use the Client nomination section on the Star of Excellence™ website.

We have set up an email where you can direct any questions or provide comments. This email will be checked daily, please allow up to 24 hours for a reply.

Here is the email address: ISG.star@isg-one.com
Contacts For This Study

Puranjeet Kumar
Senior Research Analyst

Mauricio Ohtani
Lead Analyst (Brazil)

Marcio Tabach
Lead Analyst (France)

Rodrigo Barreto
Lead Analyst (U.K.)

Mauricio Ohtani
Lead Analyst (Brazil)

Marcio Tabach
Lead Analyst (France)

Rainer Suletzki
Lead Analyst (U.S. and Germany)

Puranjeet Kumar
Senior Research Analyst

Gabriel Sobanski
Research Analyst

Monika Pathak
Project Manager

Ilamaran Mages
Data Analyst

Rodrigo Barreto
Lead Analyst (U.K.)

Mauricio Ohtani
Lead Analyst (Brazil)

Marcio Tabach
Lead Analyst (France)

Rainer Suletzki
Lead Analyst (U.S. and Germany)
ISG Provider Lens Advisors Involvement Program

ISG Provider Lens offers market assessments incorporating practitioner insights, reflecting regional focus and independent research. ISG ensures advisor involvement in each study to cover the appropriate market details aligned to the respective service lines/technology trends, service provider presence and enterprise context.

In each region, ISG has expert thought leaders and respected advisors who know the provider portfolios and offerings as well as enterprise requirements and market trends. On average, three advisors participate as part of each study's quality and consistency review team (QCRT). The QCRT ensures each study reflects ISG advisors' experience in the field, which complements the primary and secondary research the analysts conduct. ISG advisors participate in each study as part of the QCRT group and contribute at different levels depending on their availability and expertise.

The QCRT advisors:
- Help define and validate quadrants and questionnaires,
- Advise on service provider inclusion, participate in briefing calls,
- Give their perspectives on service provider ratings and review report drafts.

ISG Advisors to this study

Yadu Singh
Director, Technology Modernization

Bill Huber
Partner, Digital Platforms and Solutions

Aman Munglani
Director and Principal Analyst
If your company is listed on this page or you feel your company should be listed, please contact ISG to ensure we have the correct contact person(s) to actively participate in this research.

* Rated in previous iteration

Accenture*  
adesso*  
AgileThought  
Akkodis  
AllCloud*  
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Alvares & Marsal  
Amber  
Andela  
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aquilliance*  
Assist Digital*  
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DreamExperience  
DXC Technology  
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Elera.  
Empaua*
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Niji*  
NTT DATA*  
Numen  
Orange Business  
OSF Digital*  
Perficient*  
Persistent Systems*  
Pexlify (a Merkle co)*  
PMWeb  
PPN Tecnologia  
Pracedo*  
Publicis Sapient  
PwC*  
R3 Digital  
Reej Consulting*  
Reply*  
Salesfive*  
Sercante*  
Silver Softworks  
Silverline*  
Slalom*  
Softtek  
Solutis  
Sopra Steria*  
Sottelli  
Spaulding*  
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Sys4B  
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Tech Mahindra*  
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UST*  
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Visionet*  
Visum Digital  
VO2 GROUP*  
VRP Consulting*  
Westbrook  
Wipro*  
Wunderman Thompson*  
XCL*  
Zennify*  
Zensar Technologies*
ISG Provider Lens™

The ISG Provider Lens™ Quadrant research series is the only service provider evaluation of its kind to combine empirical, data-driven research and market analysis with the real-world experience and observations of ISG’s global advisory team. Enterprises will find a wealth of detailed data and market analysis to help guide their selection of appropriate sourcing partners, while ISG advisors use the reports to validate their own market knowledge and make recommendations to ISG’s enterprise clients. The research currently covers providers offering their services across multiple geographies globally.

For more information about ISG Provider Lens™ research, please visit this webpage.

ISG Research™

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For more information, visit isg-one.com.