

Salesforce Ecosystem Partners

A research report comparing strengths
and advantages of Salesforce partners



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The Salesforce Ecosystem study examines various offerings of the Salesforce platform, which has been categorized into implementation services (the Change usiness) and managed application services focusing on operational support for productive applications (the Run Business). These segments have been further categorized based on the clients they serve into large enterprise clients and the midmarket due to the significant need for Salesforce integration into the complex application landscape for large enterprise clients. Furthermore, these clients primarily have globally operating businesses that require corresponding delivery capabilities from service providers.



Key focus areas for Salesforce Ecosystem Partners 2023

Simplified Illustration Source: ISG 2022

Multicloud Implementation and Integration Services for Large Enterprises

Implementation Services for Core Clouds Midmarket

Implementation Services for Marketing Automation Midmarket

Managed Application Services for Large Enterprises

Managed Application Services for Midmarket

Implementation Services for Industry Clouds

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, U.K., France, 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.



Multicloud Implementation and Integration Services for Large Enterprises

Definition

This quadrant includes providers of implementation services for Salesforce applications and their integration with other major standard software solutions. These solutions are usually part of the complex system landscape of large and globally operating enterprise clients. The scope of this study takes into consideration that these clients, in most cases, use various cloud products of the Salesforce portfolio. In many cases, the implementation is conducted as a part of a long-term program, with multiple rollouts in various divisions of the client organization and regions. From a functional perspective, implementation services include process consulting, design, configuration, data clean-up, migration and finally, go-live support.

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, in addition to 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 evaluates providers that specialize in Salesforce Sales Cloud, Service Cloud, Commerce Cloud and Community Cloud. These products are broadly considered as the core clouds of Salesforce. These providers take an agile approach to implementation and focus on cases where low levels of integration is required, which is typical for mid-size and small clients. Therefore, in many cases, these projects are conducted within a few months. An important aspect of the required services revolves around consulting on the redesign of processes while using Salesforce applications. From a functional perspective, implementation services include process consulting, design, configuration, data clean-up, migration and finally the go-live support.

Eligibility Criteria

1. Strong implementation capabilities (**consulting, configuration, data migration and go live**) for Salesforce Core Clouds (at least for Sales, Service and Commerce clouds)
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 Midmarket

Definition

This quadrant includes providers that specialize in Salesforce Marketing Cloud for cases where the need for real-time integration into a complex system landscape is limited; this is more typical for mid-sized and small clients. In addition, provider expertise in marketing specific aspects such as the use of media and multichannel approaches is essential. As the interaction with end clients usually implies a large volume of transactions, the automation of these functionalities – for instance, Pardot – is another important success factor in this quadrant. From a functional perspective, the implementation services include process consulting, design, configuration, data clean-up, migration and finally the go-live support.

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 Presence of **unique differentiators**
4. Economic **stability and significant delivery capabilities** to serve numerous clients
5. Compelling list of **use cases and references**



Managed Application Services for Large Enterprises

Definition

This quadrant evaluates providers with the capability 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 the case of large enterprise clients, this usually includes the providers' capability to offer these services in the context of global reach and complex application landscapes, which comprise a variety of solutions from different software providers. Another important aspect is the continuous improvement of the solutions to generate additional value for the underlying business. Managed services are characterized by the transfer of responsibilities to a service provider and are driven according to defined SLAs.

Eligibility Criteria

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



Managed Application Services for Midmarket

Definition

This quadrant focuses on 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. The midmarket clients usually have lower integration requirements, and, in many cases, have a more regional focus. Another important aspect is the continuous improvement of the solutions to generate additional value for the underlying business. Managed services are characterized by the transfer of responsibilities to a service provider and are driven according to defined SLAs.

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 focus on outcome-based approaches and continuous improvement
5. Compelling list of **use cases and references**



Implementation Services for Industry Clouds

Definition

This quadrant includes providers of implementation services that are focused on industry cloud products of Salesforce such as Financial Services Cloud and Health Cloud. Industry-specific skills and appropriate accelerators are important success factors for this segment. Furthermore, service providers need the capability to develop comprehensive solutions based on the various Salesforce products that are relevant in a particular client situation. With Salesforce currently moving its offerings toward higher verticalization, this topic will become a high priority in future implementations. From a functional perspective, the implementation services include process consulting, design, configuration, data clean-up, migration and finally the go-live support.

Eligibility Criteria

1. Well-proven **domain expertise** for respective industries
2. Strong implementation capabilities (**consulting, configuration, data migration, 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**, for example, proven industry-specific accelerators
5. Economic **stability and significant delivery capabilities** to serve numerous clients
6. Compelling list of **use cases and references**



Quadrants By Region

As part of this ISG Provider Lens™ quadrant study, we are introducing the following five region on Salesforce Ecosystem Partners 2023. France and the U.K. are new this year.

Quadrant	U.S.	Germany	Brazil	France	U.K.
Multicloud Implementation and Integration Services for Large Enterprises	✓	✓	✓	✓	✓
Implementation Services for Core Clouds Midmarket	✓	✓	✓	✓	✓
Implementation Services for Marketing Automation Midmarket	✓	✓	✓	✓	✓
Managed Application Services for Large Enterprises	✓	✓	✓	✓	✓
Managed Application Services for Midmarket	✓	✓	✓	✓	✓
Implementation Services for Industry Clouds	✓	✓	✓	✓	✓



The research phase falls in the period between October and November 2022, during which survey, evaluation, analysis and validation will take place. The results will be presented to the media in March 2023.

Milestones	Beginning	End
Survey Launch	Oct 27, 2022	
Survey Phase	Oct 27, 2022	Nov 28, 2022
Sneak Preview	Feb 2023	
Press Release and Publication	Mar 2023	

Please refer to the [link](#) to view/download the ISG Provider Lens™ 2022 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!

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.



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



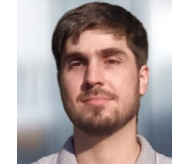
**Rainer
Suletzki**
Lead Analyst - U.S.



**Marcio
Tabach**
Lead Analyst - France



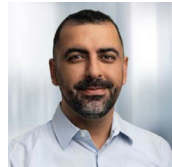
**Rodrigo
Barreto**
Lead Analyst - U.K.



**Gabriel
Sobanski**
Research Analyst



**Mauricio
Ohtani**
Lead Analyst - Brazil



**Reza
Sarwari**
Lead Analyst -
Germany



**Puranjeet
Kumar**
Research Analyst



**Monika
Kathuria**
Group Project
Manager



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

**EMEA Lead –
Digital Platforms
and Solutions**



Bill
Huber

**Partner, Digital
Platforms and
Solutions**



Invited Companies

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

[kolekto]*

Accenture*

adesso SE*

AllCloud*

aquilliance GmbH*

Atile.Digital*

Atos*

BearingPoint*

BeeCloud*

Birlasoft*

Brillio*

Cadastra*

Capgemini*

CGI*

Cloud Consulting*

Cloudfy*

Coastal Cloud*

Coforge*

Cognizant*

Customertimes*

Deloitte Digital*

Dentsu*

Deutsche Telekom*

DIA die.interaktiven*

DIGITALL*

Eigenherd GmbH*

Empaua*

Enext*

EPAM*

Everymind*

Factory42*

Fujitsu*

Gentrop*

Globant*

Grazitti Interactive*

HCLTech*

Hexaware Technologies*

Huron*

IBM*

ilum:e informatik AG*

Infosys*

Jade Global*

JFOX*

Konecta*

LTI*

Marlabs*

Match.mt*

Mindtree*

Mphasis*

Multiedro*

Nagarro*

Nèscara*



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* Rated in previous iteration

NTT DATA*

Perficient*

PwC*

Reply*

Salesfive GmbH*

Silverline*

Slalom*

SLK Software*

Sopra Steria*

Tavant*

TCS*

Tech Mahindra*

TOPi*

Traction on Demand*

Visionet*

Wings IT*

Wipro*

Zennify*

Zensar Technologies*

360 Degree Cloud

7Summits (acquired by IBM)

A5

ABSYZ

ADVANCE Solutions

Algoworks

Amber

Aoop

APISERO

Aspire Systems

Ayesa

BCG

Bluewave Group

Brightgen

BRQ

Builders

Business & Decision

Carrenet

Cloud Giraffe

Cloud Monsters

CloudGaia

Comforth - Karoo

Comselect

Craftware

CRM IT Solutions

Demandblue

Devoteam

DP6

Dreamm Tecnologia

DXC

Easyfront Consulting

ec4u expert consulting ag

Edifixio



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* Rated in previous iteration

eFrontech	Inpulso	Manao Consulting	Orange Business Service
El Technologies, a Cognizant company	iSmartBlue	Marketdata	OSF Digital
Emakina	Isobar	Math	Penfield Digital
enxoo	Jüssi	Maverick Digital	Persistent Systems
Epsilon	K2 Partnering Solutions	Media Monks	Pexlify
ETO Publicis	Key Performance Consulting	Minsait	PMWeb
EY	Keyrus	Moldsoft	PolSource
GFT	KPMG	MST Solution	Publicis Group
Global Hitss	LabsXD	Mydral	Publicis Sapient
Hardis Group	Levana	Niji	R1 RafterOne
ília	Lima Consulting Group	NIX Solutions	Reej Consulting
Imaginedone	Lutech Group	NTT DATA Deutschland GmbH, NTT everis and NTT Data	Sercante
Inetum	Makepositive	Numen	Siway



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Softtek	Telekom Deutschland GmbH	Virtusa
Solutis	Texei	Viseo
Sottelli	Torrent Consulting	VO2 GROUP
SpringFive	Tquila ANZ	VRP Consulting
SR Consulting	Triscal	Waeg
Stratesys	T-Systems	Webresults
Suntseu Nova	Twelve Consulting	Werise (an OSF.Digital Company)
SYNTAX	Uptima	West Monroe
Sys4B	UST	WPP
S4G Consulting (McKinsey)	valtech	Wunderman Thompson France
SysMap	ValueLabs	XCL
Tech6	Vera Solutions	



*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™

ISG Research™ provides subscription research, advisory consulting and executive event services focused on market trends and disruptive technologies driving change in business computing. ISG Research delivers guidance that helps businesses accelerate growth and create more value.

ISG offers research specifically about providers to state and local governments (including counties, cities) as well as higher education institutions. Visit: [Public Sector](#).

For more information about ISG Research subscriptions, please email contact@isg-one.com, call +1.203.454.3900, or visit research.isg-one.com.

*ISG

ISG (Information Services Group) (Nasdaq: III) is a leading global technology research and advisory firm. A trusted business partner to more than 800 clients, including more than 75 of the world's top 100 enterprises, ISG is committed to helping corporations, public sector organizations, and service and technology providers achieve operational excellence and faster growth. The firm specializes in digital transformation services, including automation, cloud and data analytics; sourcing advisory; managed governance and risk services; network carrier services; strategy and operations design; change management; market intelligence and technology research and analysis.

Founded in 2006, and based in Stamford, Conn., ISG employs more than 1,300 digital-ready professionals operating in more than 20 countries—a global team known for its innovative thinking, market influence, deep industry and technology expertise, and world-class research and analytical capabilities based on the industry's most comprehensive marketplace data. For more information, visit www.isg-one.com.





OCTOBER, 2022

REPORT: SALESFORCE ECOSYSTEM PARTNERS