



**\*ISG** Provider Lens™

2020

Salesforce Ecosystem  
Partners 2020

imagine your future®

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# Definition

The “Salesforce Ecosystem” study examines various offerings around the Salesforce platform. First it analyzes providers who act as implementation partners for Salesforce and design, configure and implement solutions for clients of this platform. Within this group a distinction is made between on one hand those providers that beside their Salesforce related knowledge are also capable of integrating Salesforce based solutions into major system landscapes (system integrators) and on the other hand those providers that are specialized in the implementation of Salesforce itself. Furthermore, the study analyzes providers that offer services to support their customers in the operation of the implemented Salesforce solutions (managed application services).

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

- Transparency of the strengths and weaknesses of relevant providers
- Differentiated positioning of providers by segments
- Focus towards different markets, including the U.S. and Germany

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 new engagements.

# Quadrant Research

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

Simplified illustration



Source: ISG 2019

## Definition of segments

### Implementation & Integration Services

This segment addresses the providers of implementation services for Salesforce applications as well as their integration with other major standard software solutions that are usually part of the sophisticated system landscapes of large and globally operating enterprise customers. These services include consulting, configuration and implementation of the respective applications for the client, integration within the customer’s system landscape, data migration and go-live support.

### Implementation Services for Core Clouds

This segment addresses providers that are highly specialized in Salesforce sales, service and Commerce Cloud and are mainly focused on an agile approach for implementation. An important aspect revolves around consulting on the redesign of processes while using Salesforce applications. These providers tend to be best suited for projects without major integration needs, typically for medium and small size customers.

### Implementation Services for Marketing Cloud

This quadrant addresses providers that are highly specialized in the Salesforce Marketing Cloud. In addition to general aspects, deep knowledge of marketing-specific aspects such as the use of media and multi-channel approaches for information gathering, customer experience and digital customer journey optimization are essential in this segment. In this specific context of marketing, the need for real-time integration into a sophisticated system landscape is mostly limited.

## Managed Application Services

The assessment in this quadrant covers 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, etc.

The following main evaluation criteria apply to all the segments:

- Technology competency
- Delivery capabilities
- Use cases
- Unique differentiators
- Economic stability
- Market position

The three implementation-oriented segments additionally have the following criteria:

- Predefined solutions, accelerators and templates
- Partnerships

The following additional criteria apply for the operational support services segment:

- Maturity of delivery and contract models
- Experience with support for Salesforce-based applications
- Broad customer base

## Scope of the study – Quadrant and Geography coverage

	U.S.	Germany	Brazil
Implementation & Integration Services	√	√	√
Implementation Services for Core Clouds	√	√	√
Implementation Services for Marketing Cloud	√	√	√
Managed Application Services	√	√	√

# Schedule

The research phase is between November 2019 and January 2020 during which survey, evaluation, analysis and validation will take place. A presentation of the results to the media is planned for March 2020.

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

<b>Milestones</b>	<b>Beginning</b>	<b>End</b>
Launch	December 20, 2019	
Survey Phase	December 20, 2019	January 20, 2020
Sneak Preview	March 8, 2020	
Press release	March 2020	

## 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.

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### **Do you need any further information?**

If you have any questions, please do not hesitate to contact us at [isglens@isg-one.com](mailto:isglens@isg-one.com).



# A partial list of invited companies for the survey

**Are you in the list or do you see your company as a relevant provider that is missing in the list?** Then feel free to contact us to ensure your active participation in the research phase.

4C Group	Deloitte Digital	Parx
7Summits	ec4u	Perficient
Accenture	Eigenherd GmbH	Persistent
Acumen	Empaua	Polsource
Acumen Solutions	Factory42	Publicis Sapient
Appirio	Fujitsu	PwC
aquilliance GmbH	Hexaware	Salesfive GmbH
Arlanis Reply	Huron	Silverline
Atos	ilum:e informatik AG	Simplus
Birlasoft	Infosys	Slalom
Bluewolf	LTI	TCS
Capgemini	Magnet360	Tech Mahindra
Cloud Consulting Group GmbH	Mavens	Traction on Demand
Coastal Cloud	Nagarro	T-Systems
Cognizant	NTT	youperience GmbH
Customertimes	NTT DATA	
Deloitte	OSF Commerce	