



# Everest Group Salesforce Services PEAK Matrix® Assessment 2024

Focus on Deloitte Digital

August 2024



# 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 further 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.

**The full report includes the profiles of the following 24 leading Salesforce services providers featured on the [Salesforce Services PEAK Matrix® Assessment 2024](#):**

- **Leaders:** Accenture, Capgemini, Cognizant, Deloitte Digital, IBM, Infosys, Persistent Systems, and Wipro
- **Major Contenders:** Coforge, DXC Technology, Eviden, Globant, Grazitti Interactive, HCLTech, LTIMindtree, NTT DATA, OSF Digital, TCS, Tech Mahindra, and West Monroe
- **Aspirants:** Mastek, Mphasis, Jade Global, and YASH Technologies

## Scope of this report

**Geography:** Global

**Industry:** Market activity and investments of 24 leading Salesforce services providers

**Services:** Salesforce services

# Salesforce services PEAK Matrix® characteristics

## Leaders

Accenture, Capgemini, Cognizant, Deloitte Digital, IBM, Infosys, Persistent Systems, and Wipro

- Leaders are characterized by their ability to successfully execute large-scale, complex, end-to-end Salesforce services, underpinned by their strong global delivery network and robust partner ecosystem
- These providers have showcased end-to-end transformational case studies covering a larger portfolio of key Salesforce product areas to help enterprises in areas such as customer relationship management, automation, and analytics, effectively reducing cost and expediting their time-to-market
- Leaders have helped enterprises with their advisory capabilities to navigate the business transformation and have leveraged a mature suite of in-house and Salesforce-certified industry solutions to accelerate time-to-market for their clients

## Major Contenders

Coforge, DXC Technology, Eviden, Globant, Grazitti Interactive, HCLTech, LTIMindtree, NTT DATA, OSF Digital, TCS, Tech Mahindra, and West Monroe

- These providers have built meaningful capabilities to deliver Salesforce services – advisory, implementation, and managed services; however, their service portfolios are not as balanced and comprehensive as those of Leaders (in terms of coverage across Salesforce product areas, geographies, or verticals)
- These providers have good partnerships with Salesforce and often specialize in select verticals in delivering Salesforce-specific services. Some of them are also recognized by Salesforce with multiple partner awards, showcasing their credibility in the Salesforce market
- Also, Major Contenders are making continued investments in building proprietary tools and solutions, as well as scaling their talent for delivering Salesforce services

## Aspirants

Mastek, Mphasis, Jade Global, and YASH Technologies

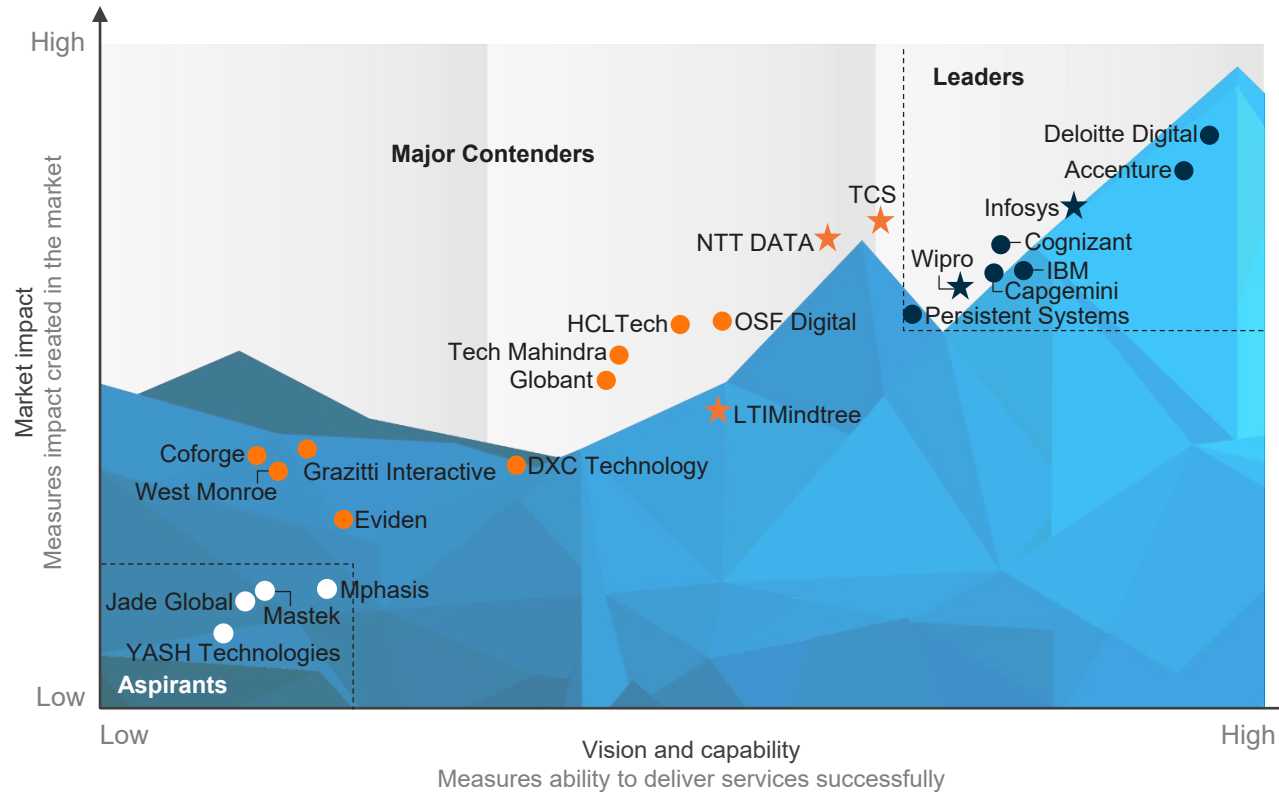
- Aspirants have good proof points in delivering low to medium-complex implementation and maintenance Salesforce services, primarily for Small and Midsize Buyers (SMBs)
- They are either focused on a region(s) or vertical(s) or currently have a relatively small Salesforce practice
- Clients acknowledge aspirants' pricing and commercial flexibility as well as account management capabilities

# Everest Group PEAK Matrix®

Salesforce Services PEAK Matrix® Assessment 2024 | Deloitte Digital is positioned as a Leader

## Everest Group Salesforce Services PEAK Matrix® Assessment 2024<sup>1,2</sup>

- Leaders
- Major Contenders
- Aspirants
- ☆ Star Performers



<sup>1</sup> Assessments for Accenture, Deloitte Digital, IBM, and Globant exclude service provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, provider public disclosures, and Everest Group's interactions with buyers

<sup>2</sup> Analysis for Capgemini, DXC Technology, and West Monroe is based on partial inputs provided

Source: Everest Group (2024)

# Deloitte Digital profile (page 1 of 6)

## Overview

### Vision for Salesforce services

Deloitte Digital aims to be a global leader in enabling digital transformation using the Salesforce platform. Its goal is to help its businesses change their customer experience journey, resulting in increased brand loyalty, better customer relationships, and a personalized sales process.

Salesforce Customer Satisfaction Score (CSAT): 4.68/5.0

Number of projects completed in 2023: N/A

Number of Salesforce-certified experts: 14,367

### Proportion of Salesforce services revenue

#### By buyer size

● Low (<10%) ● Medium (10-25%) ● High (>25%)

- Small (annual client revenue <US\$1 billion)
- Medium (annual client revenue US\$1-5 billion)
- Large (annual client revenue US\$5-10 billion)
- Very large (annual client revenue US\$10-20 billion)
- Mega (annual client revenue >US\$20 billion)

#### By solution area

● Low (<10%) ● Medium (10-25%) ● High (>25%)

- Sales Cloud and Service Cloud
- Marketing Cloud and Commerce Cloud
- Mulesoft
- Data Cloud
- AI Cloud
- Tableau
- Einstein 1 Platform
- Industry Clouds
- Other products

### Proportion of Salesforce services revenue

#### By industry

● Low (<10%) ● Medium (10-15%) ● High (>15%)

- Banking and financial services
- Electronics, hi-tech, and technology
- Healthcare and life sciences
- Retail, distribution, and CPG
- Telecom, media, and entertainment
- Travel and transport
- Energy and utilities
- Manufacturing
- Public sector
- Professional services
- Others

#### By business function

● Low (<15%) ● Medium (15-30%) ● High (>30%)

- Consulting
- Implementation
- Maintenance and support

#### By geography

● Low (<10%) ● Medium (10-25%) ● High (>25%)

- North America
- Europe
- United Kingdom
- Asia Pacific
- South America
- Middle East and Africa
- Rest of the World

## Deloitte Digital profile (page 2 of 6)

### Key solutions

Proprietary solutions (representative list)

Solution name	Industry in focus	Focused Salesforce module	No. of engagements leveraged in	Details
Pocketsales	All industries	N/A	N/A	It comprises of applications for field sales and service teams that includes call planning, offline working, and real-time reporting features.
Trustworthy AI™ for CRM	All industries	N/A	N/A	It is a solution to enhance CRM by offering seamless integration of AI with CRM systems such as Salesforce, which helps in improving customer interactions, engagement, and operational efficiency

## Deloitte Digital profile (page 3 of 6)

### Key solutions

Salesforce-certified solutions on Salesforce AppExchange compatible with Salesforce (representative list)

Solution name	Industry in focus	Focused Salesforce module	No. of engagements leveraged in	Details
Deloitte cloud4M for manufacturing	Manufacturing	N/A	N/A	It is a solution accelerator that enables CRM and provides technical roadmap and shortens implementation time. It offers a consolidated view of customer engagement processes and related items.
ConvergeHEALTH connect for public sector	Public	Sales cloud, Services Cloud, Health Cloud	N/A	It enables governments and public health agencies to take initiative and provide citizen-centric health care services to their citizens, either directly or through provider partnerships.
ChangeScout	All industries	Sales Cloud	N/A	It provides access to experts and Deloitte's change methodology change delivery. It helps in providing better change experience for stakeholders and organization.
Tracker	All industries	Sales Cloud, Service Cloud	N/A	It is a project management and agile delivery tool to speed up and help in delivering, managing requirements, and collaborate dynamically.

## Deloitte Digital profile (page 4 of 6)

### Investments and partnerships

#### Key investments (representative list)

Investment theme	Focused Salesforce module	Details
Partnership	N/A	Partnered with Salesforce to give global businesses with the accelerators and strategies to implement trusted AI into CRM
Training	N/A	Invested in adding training opportunities for university students interested in technology and consulting with the Salesforce academy
Innovation	N/A	Invested in creating Salesforce CoE to improve its capacity for prototyping and create solutions using the Salesforce stack
Acquisition	N/A	Acquired Nubik Inc., a mid-market Salesforce cloud consultant and digital transformation firm to strengthen its mid-market services
Talent	N/A	Strengthened its Salesforce team in India by acquiring a Compro Technologies' Salesforce team

#### Partnership ecosystem

AWS

Atlassian

Adobe

Ableau

Google

Mulesoft

Salesforce

Slack



# Deloitte Digital profile (page 5 of 6)

## 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**

Deloitte Digital 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 Etex, a leading building material manufacturer

#### **Business challenge**

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

#### **Solution**



Deloitte Digital implemented its Cloud4M 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 Etex employees in any location to manage customers end-to-end
- Unified sales, service, and marketing approach to enhance the customer experience

## Deloitte Digital profile (page 6 of 6)

Everest Group assessment – Leader

Measure of capability:  Low  High

Market impact				Vision and capability				
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
								

### Strengths

- Deloitte Digital’s recent generative AI-focused partnership with Salesforce along with its recognition as a Salesforce Zero Copy implementation-ready SI partner demonstrates its commitment toward AI and data services
- Clients can benefit from its scaled talent base for Salesforce services; it has maintained healthy certification ratios across key certification metrics
- Its recent acquisition of Nubik and CloseContact has helped augment its Salesforce mid-market capabilities and global delivery capabilities
- It has invested in IP and solutions such as Supplier 360, ConvergeHEALTH™ Connect, Cloud4M, and ChangeScout to accelerate time-to-market and carry effective change management for its clients

### Limitations

- The market perceives it as a premium-priced provider due to its high onshore presence; clients seeking cost-effective implementations may need to consider the same before engaging for Salesforce-specific services
- It needs to consistently win Salesforce awards to further its credibility in the Salesforce services market

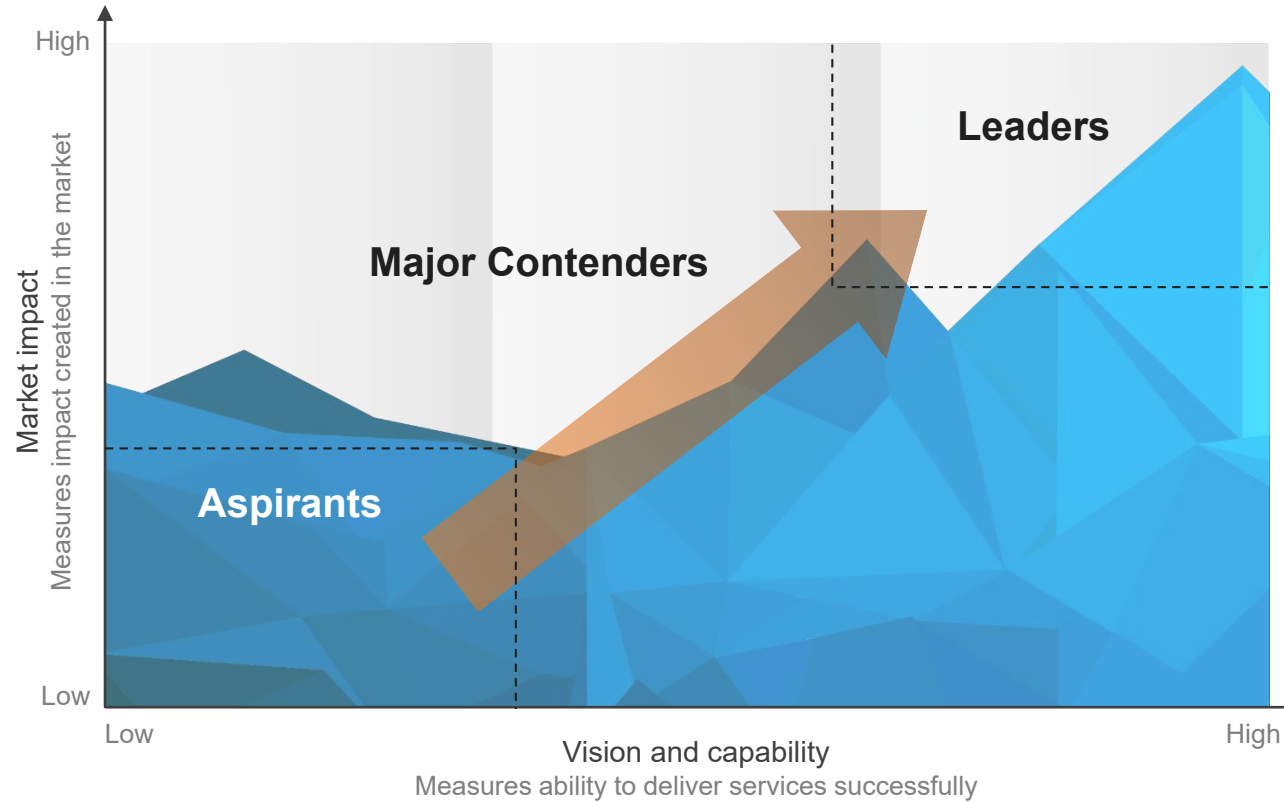
# Appendix

PEAK Matrix® framework

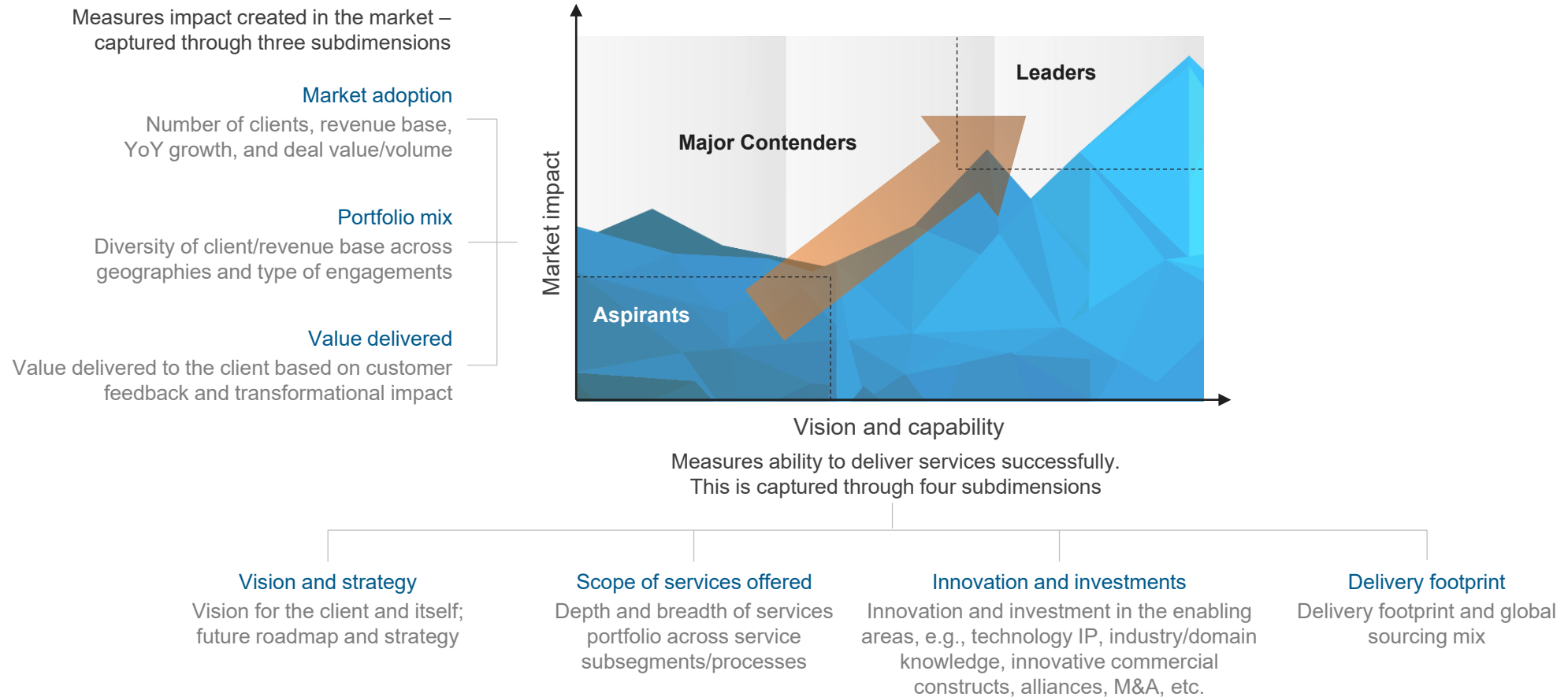
FAQs

# Everest Group PEAK Matrix® is a proprietary framework for assessment of market impact and vision and capability

Everest Group PEAK Matrix



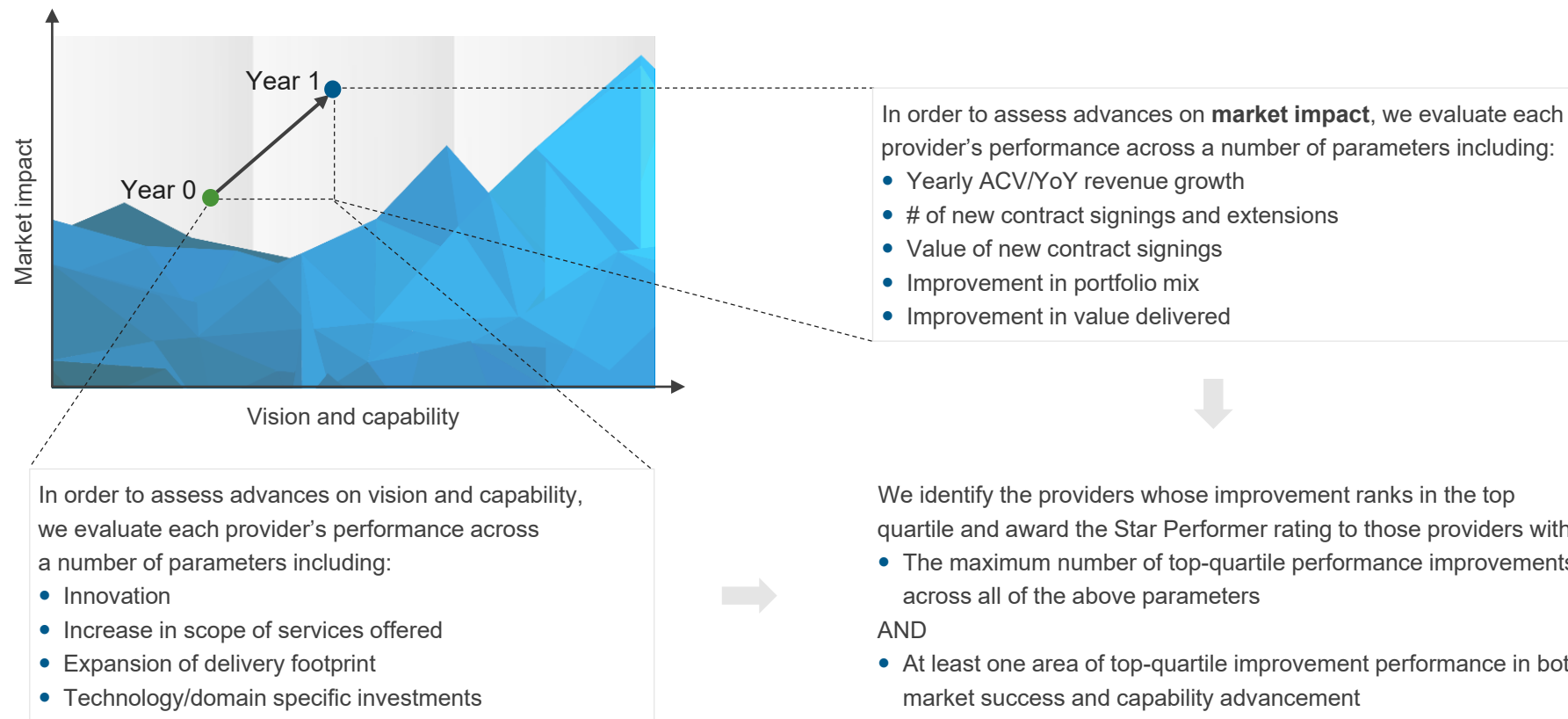
# Services PEAK Matrix® evaluation dimensions



# Everest Group confers the Star Performer title on providers that demonstrate the most improvement over time on the PEAK Matrix®

## Methodology

Everest Group selects Star Performers based on the relative YoY improvement on the PEAK Matrix



The Star Performer title relates to YoY performance for a given provider and does not reflect the overall market leadership position, which is identified as Leader, Major Contender, or Aspirant.

## FAQs

**Q: Does the PEAK Matrix® assessment incorporate any subjective criteria?**

**A:** Everest Group's PEAK Matrix assessment takes an unbiased and fact-based approach that leverages provider / technology vendor RFIs and Everest Group's proprietary databases containing providers' deals and operational capability information. In addition, we validate/fine-tune these results based on our market experience, buyer interaction, and provider/vendor briefings.

**Q: Is being a Major Contender or Aspirant on the PEAK Matrix, an unfavorable outcome?**

**A:** No. The PEAK Matrix highlights and positions only the best-in-class providers / technology vendors in a particular space. There are a number of providers from the broader universe that are assessed and do not make it to the PEAK Matrix at all. Therefore, being represented on the PEAK Matrix is itself a favorable recognition.

**Q: What other aspects of the PEAK Matrix assessment are relevant to buyers and providers other than the PEAK Matrix positioning?**

**A:** A PEAK Matrix positioning is only one aspect of Everest Group's overall assessment. In addition to assigning a Leader, Major Contender, or Aspirant label, Everest Group highlights the distinctive capabilities and unique attributes of all the providers assessed on the PEAK Matrix. The detailed metric-level assessment and associated commentary are helpful for buyers in selecting providers/vendors for their specific requirements. They also help providers/vendors demonstrate their strengths in specific areas.

**Q: What are the incentives for buyers and providers to participate/provide input to PEAK Matrix research?**

**A:** Enterprise participants receive summary of key findings from the PEAK Matrix assessment

For providers

- The RFI process is a vital way to help us keep current on capabilities; it forms the basis for our database – without participation, it is difficult to effectively match capabilities to buyer inquiries
- In addition, it helps the provider/vendor organization gain brand visibility through being included in our research reports

**Q: What is the process for a provider / technology vendor to leverage its PEAK Matrix positioning?**

**A:** Providers/vendors can use their PEAK Matrix positioning or Star Performer rating in multiple ways including:

- Issue a press release declaring positioning; see our citation policies
- Purchase a customized PEAK Matrix profile for circulation with clients, prospects, etc. The package includes the profile as well as quotes from Everest Group analysts, which can be used in PR
- Use PEAK Matrix badges for branding across communications (e-mail signatures, marketing brochures, credential packs, client presentations, etc.)

The provider must obtain the requisite licensing and distribution rights for the above activities through an agreement with Everest Group; please contact your CD or contact us

**Q: Does the PEAK Matrix evaluation criteria change over a period of time?**

**A:** PEAK Matrix assessments are designed to serve enterprises' current and future needs. Given the dynamic nature of the global services market and rampant disruption, the assessment criteria are realigned as and when needed to reflect the current market reality and to serve enterprises' future expectations.

# Stay connected

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