



Vendor Profile

Salesforce Services

NTT DATA

Report Abstract

December 2023

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17 pages

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Who is this Vendor Assessment for?

NelsonHall's Salesforce Services profile on NTT DATA is a comprehensive assessment of NTT DATA's offerings and capabilities, designed for:

- Sourcing managers monitoring the capabilities of existing IT services suppliers of Salesforce
- Vendor marketing, sales, and business managers looking to benchmark themselves against their peers
- Financial analysts and investors specializing in the IT services sector and examining growth areas within IT services.

Key Findings & Highlights

This NelsonHall vendor assessment analyzes NTT DATA's offerings and capabilities in Salesforce services.

Japan-headquartered NTT DATA had in FY23 (the period ending March 31, 2023) revenues of ¥3.49tn (~\$24.6bn). Its guidance for FY24 is revenues of ¥4.1tn (~\$30.3bn). NTT DATA is a 54.2% subsidiary of the NTT Group and provides a broad range of consulting, systems integration, applications, infrastructure, and BPO services.

NTT DATA has ~5.8k Salesforce-certified practitioners across 30 countries, for a total of ~6.6k certifications.

The company has structured its Salesforce capabilities by region, i.e., North America, Europe/LATAM, and Japan/APAC/China. Each area has its own Salesforce practice with its P&L and responsibility for sales & marketing, offerings, delivery and consulting, and alliances. The local Salesforce practices are then verticalized across banking, insurance, telecom, utilities and energy, and the public sector.

To complement its local Salesforce practices, NTT DATA relies on a series of COEs, e.g., MuleSoft, Tableau, and Vlocity.

In broad terms, NTT DATA has core capabilities around Salesforce's core Clouds Sales and Service and is expanding to Commerce and Marketing. NTT DATA is driving this effort primarily through recruitment and training in this space.

The company has made three acquisitions that expand its Salesforce services capabilities: Centerstance, Nefos, and Apisero. Additionally, NTT DATA acquired Umvel for its design consulting capabilities in Salesforce projects.

Scope of the Report

The report provides a comprehensive and objective analysis of NTT DATA's Salesforce capabilities, market, and financial strengths, including:

- Identification of the company's strategy, emphasis, and new developments
- Analysis of the company's strengths, weaknesses, and outlook

- Revenue estimates
- Analysis of the profile of the company's customer base including the company's targeting strategy and examples of current contracts
- Analysis of the company's offerings and key service components
- Analysis of the company's delivery organization including the location of delivery centers.

Salesforce Services Vendor Assessments also available for:

- Apexon
- Coforge
- Cognizant
- EPAM Systems
- Grazitti
- Infosys
- LTIMindtree
- Mastek
- TCS
- Tech Mahindra
- Wipro.

About The Author

Kishore is a Principal Analyst and a member of NelsonHall’s IT Services research team along with Dominique Raviart, John Laherty, Eric Levine, and Mike Smart.

Kishore focuses on application services related to cloud-based/SaaS platforms.

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We would be pleased to discuss how we can bring benefit to your organization. You can contact us via the following relationship manager: Guy Saunders at guy.saunders@nelson-hall.com

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