



Market Analysis

IT Services

Salesforce Services

Report Abstract

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Who is This Market Analysis For?

NelsonHall's Next-Gen Salesforce Services report is a comprehensive market assessment report designed for:

- Sourcing managers investigating sourcing developments within the IT services market
- Vendor marketing, sales and business managers developing strategies to target IT service opportunities digital
- Financial analysts and investors specializing in the IT services sector, including digital.

Key Findings & Highlights

The evolution of the Salesforce services market is a remarkable success story. Its expansion is closely linked with the success of Salesforce's Cloud and software products, which have become a standard among front-office applications. Salesforce is growing quickly, with clients continuing to deploy Salesforce across products.

While Service Clouds continue to be significant, the growth of Marketing and Commerce Clouds is showing signs of slowing down. However, the Data Cloud continues to grow rapidly, driven by MuleSoft. Additionally, other new products, such as Revenue Cloud and vertical Clouds/Vlocity, will drive adoption.

The demand is shifting for analytics, and automation through the deployment of AI and GenAI. Analytics and AI-based predictions have become an important element of Salesforce's portfolio.

As a result of massive Salesforce adoption, the service ecosystem is booming, led by implementation services. Salesforce projects are digital transformation projects. They require traditional process re-engineering, change management, new business models, and UX consulting services.

Scope of the Report

The report analyzes the worldwide market for Salesforce services and addresses the following questions:

- What is the current and future market for Salesforce services?
- What are the client segments for Salesforce services, and what are their characteristics? What are the drivers, benefits, and inhibitors for each segment?
- What is the Salesforce services market's size and growth by client segment, geography, service line, activity, and sector?
- How did spending grow in 2023-24, and how will it increase in the next five years?
- How is the market organized? Who are the main vendors? How can they be assessed and compared? What are vendors' challenges and critical success factors by market segment?
- What are the offerings in the market?
- How will Salesforce services evolve over the next three years?

Salesforce Services Vendor Assessments Available for:

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

About The Author

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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](mailto:guy.saunders@nelson-hall.com) at guy.saunders@nelson-hall.com

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