



Market Analysis

IT Services

Next-Gen Salesforce Services

Report Abstract

September 2022

By Dominique Raviart

IT Services Practice Director

NelsonHall

88 pages

Contents of Full Report

1. Changing Shape of the Salesforce Services Market
 2. Client Requirements
 3. Market Size and Forecast
 4. Vendor Market Shares
 5. Vendor Offerings and Targeting
 6. Vendor Delivery and Trends
 7. Vendor Capability Analysis
 8. Vendor Challenges and Success Factors
 9. NEAT
- Appendix I – List of M&As
- Appendix II – Vendors Researched

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 service 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 very quickly and has done so despite the COVID-19 pandemic. Clients continue to deploy Salesforce across products.

Demand for Sales, Service, and Experience Cloud remains significant but is slowing down. New products (e.g., Marketing, Commerce, Revenue Cloud, MuleSoft, quote-to-cash, the vertical Clouds, and Vlocity) will drive adoption. Demand for Tableau and Slack will remain anecdotal.

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, and new business model 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 2021-22, 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:

- CGI
- Cognizant
- DXC Technology
- Grazitti Interactive
- EPAM Systems
- Infostretch
- Infosys
- Mindtree Magnet360
- NTT DATA
- Persistent Systems
- TCS
- Tech Mahindra
- Wipro.

About The Author

Dominique Raviart is the IT Services Practice Director at NelsonHall, with global responsibility for IT Services research programs.

Dominique covers IT Services research in the areas of Software Testing/QA, Salesforce services, and digital manufacturing. Dominique has been part of NelsonHall's IT Services analyst team since 2007, providing comprehensive and insightful coverage of IT services markets in the world. In particular, he is widely known for his extensive knowledge and coverage of software testing, having examined recently digital testing and DevOps/continuous testing. Dominique assists both buy-side and vendor organizations in assessing opportunities and supplier capability across IT service lines.

Dominique can be contacted at:

- Email: dominique.raviart@nelson-hall.com
- Twitter: [@DominiqueR_NH](https://twitter.com/DominiqueR_NH)



About NelsonHall

NelsonHall is the leading global analyst firm dedicated to helping organizations understand the 'art of the possible' in digital operations transformation. With analysts in the U.S., U.K., and Continental Europe, NelsonHall provides buy-side organizations with detailed, critical information on markets and vendors (including NEAT assessments) that helps them make fast and highly informed sourcing decisions. And for vendors, NelsonHall provides deep knowledge of market dynamics and user requirements to help them hone their go-to-market strategies. NelsonHall's research is based on rigorous, primary research, and is widely respected for the quality, depth and insight of its analysis.

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

Boston

Riverside Center, 275 Grove Street, Suite 2-400, Newton Massachusetts 02466
Phone: +1 857 207 3887

London

Unit 6, Millars Brook, Molly Millars Lane, Wokingham, RG41 2AD
Phone: + 44 (0) 203 514 7522

Paris

115 rue de Reuilly, 75020 Paris
Phone: +33 (0) 6 23 81 17 54

Copyright © 2022 by NelsonHall. All rights reserved. No part of the publication may be reproduced or distributed in any form, or by any means, or stored in a database or retrieval system, without the prior written permission of the publisher. The information provided in this report shall be used only by the employees of and within the current corporate structure of NelsonHall's clients, and will not be disclosed to any other organization or person including parent, subsidiary, or affiliated organization without prior written consent of NelsonHall. NelsonHall exercises its best efforts in preparation of the information provided in this report and believes the information contained herein to be accurate. However, NelsonHall shall have no liability for any loss or expense that may result from incompleteness or inaccuracy of the information provided.