NelsonHall Vendor Profile

Salesforce Services

Tata Consultancy Services

Report Abstract

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26 pages

Contents of Full Report

Who is this Vendor Assessment for?

NelsonHall's vendor profile on Tata Consultancy Services (TCS) is a comprehensive assessment of Tata Consultancy Services' Salesforce 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 Tata Consultancy Services' offerings and capabilities in Salesforce services.

TCS is the largest of all India-centric IT service vendors. TCS had FY23 (the year ending March 31, 2023) revenues of $27.9bn. TCS' headcount reached 609k (as of September 30, 2023).

TCS has put most of its Salesforce capabilities into its Salesforce Practice (SP) which has a size of 6.1k consultants, including ~1,100 Vlocity/Salesforce Industries practitioners. It is a horizontal line within TCS' Enterprise Solutions (ES) unit, which groups SAP, Oracle, and application integration capabilities.

TCS also has Salesforce capabilities outside of SP: Field Service is located in its Digital Field Service Management practice, which has ~100 practitioners, and the company has its MuleSoft capabilities (with ~1000 practitioners) in its ES unit within the API and integration practice.

The company also has Tableau Software capabilities across its ADM vertical units and even within its Analytics & Insights unit. TCS estimates it has ~4.5k personnel with Tableau skills.

SP has its own P&L. It relies on a geographical structure. North America is a large enough market for SP to enable alignment by sector.

Unlike competitors, TCS has followed an organic strategy and refrained from making Salesforce-related acquisitions. The company "is open to acquisitions" but prefers organically-building capability. It relies on the strength of its recruitment engine to attract talent.

SP manages its service portfolio proactively, with several initiatives in place. TCS is expanding in Salesforce's next-gen products, e.g., Commerce, Marketing, Revenue, Salesforce Industries/Vlocity Cloud, and MuleSoft. MuleSoft fits TCS' multi-Cloud commercial expansion strategy nicely.

SP highlights that it benefits from capabilities brought by other TCS units, such as in strategy and business process consulting (Consulting & Systems Integration unit) and UX design and content strategy (TCS Interactive). The capabilities of other groups help TCS to address digital transformation opportunities. In total, Salesforce projects involve another 800 consultants, mainly in C&SI, TCS Interactive, and industry units.

Scope of the Report

The report provides a comprehensive and objective analysis of Tata Consultancy Services' 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

- NTT DATA

- 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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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., Continental Europe, and Asia, 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. For vendors, NelsonHall provides deep knowledge of market dynamics and user requirements to help them hone their go-to-market strategies. NelsonHall conducts 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

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