



IT Services: Salesforce Services

Wipro / Appirio

Report Abstract

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By Dominique Raviart

IT Services Practice Director

NelsonHall

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Who is This Vendor Assessment For?

NelsonHall's Salesforce services profile on Wipro / Appirio is a comprehensive assessment of Wipro's offerings and capabilities, designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of digital services and Salesforce and identifying vendor suitability for security services RFPs
- Vendor marketing, sales, and business managers looking to benchmark themselves against their peers
- Financial analysts and investors specializing in the IT services sector.

Key Findings & Highlights

This NelsonHall vendor assessment analyzes Wipro / Appirio's offerings and capabilities in Salesforce services.

Appirio was the foundation of Wipro's Salesforce activities. Wipro acquired Appirio in November 2016, for \$500m. U.S.-based Appirio is a consulting and systems integration firm that has historically focused on Salesforce (SFDC) applications, Workday applications, and, more recently, around Google's technology. At the time of the acquisition, Appirio had ~1,250 employees and had its headquarters in Indianapolis, IN, with offices in San Francisco, London, Dublin, and Tokyo. Appirio also had an offshore delivery center in Jaipur, India.

To-date, Appirio is the brand under which Wipro operates its Salesforce activities. It is a horizontal practice that is part of the Cloud Enterprise Platform (CEP). CEP groups other business units such as the SAP, Oracle, Microsoft Dynamics ones along with other smaller COTS practices. Wipro believes that putting all its significant COTS service practices under CEP provides significant commercial synergies, as 80% of Appirio's clients also are SAP or Oracle clients.

Wipro has bold ambitions for Appirio. It targets for its Salesforce practice revenues of \$1bn by FY25.

Some of the growth will come from acquisitions. In H2 2020, Wipro took over 4C, a Belgian Salesforce services vendor. 4C is a significant Platinum Salesforce partner and brings 350 consultants and €35m in revenues. The company has its headquarters close to Antwerp: it has a presence in London (~100) and Paris (~50) along with Dubai and Copenhagen. 4C started its operations, focusing on CRM and CX, and has expanded its capabilities to Marketing, Field Services Lightning and CPQ. It has the majority of its clients in the manufacturing and financial services.

Scope of the Report

The report provides a comprehensive and objective analysis of Wipro / Appirio's Salesforce service offerings and capabilities, and 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 locations.

Salesforce Service Vendor Assessments also Available for:

- Accenture
- Capgemini
- Cognizant
- DXC Technology
- Grazitti Interactive
- IBM Bluewolf
- Infosys
- Mindtree/Magnet360
- NTT DATA
- Persistent Systems
- TCS
- Tech Mahindra
- T-Systems
- 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, Big Data and Analytics Services, Salesforce services, and IoT Services. 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



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

4 place Louis Armand, Tour de l'Horloge, 75012 Paris
Phone: + 33 1 86266 766

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