



Wipro Appirio Salesforce Services

Vendor Assessment
Report Abstract

October 2018

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12 pages

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Who Is This Vendor Assessment For?

NelsonHall's Salesforce Services Vendor Assessment for Wipro Appirio is a comprehensive assessment of Wipro Appirio's Salesforce service offerings and capabilities designed for:

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

Key Findings & Highlights

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 was headquartered in Indianapolis, IN, with offices in San Francisco, London, Dublin, and Tokyo. Appirio also had an offshore delivery center in Jaipur, India.

Also, Appirio brought to Wipro, a small crowdsourcing business, Topcoder, which Wipro has now amalgamated with its internal crowdsourcing initiative, TopGear.

Appirio was Wipro's second most expensive acquisition ever (after that of Infocrossing, which provided hosting and IT infrastructure services). The strategic rationale for Wipro acquiring Appirio was both:

- Increasing its exposure to an offering with high traction
- Expanding its client base from IT departments to business and marketing departments.

Wipro brought Appirio an estimated 600 FTEs from its SFDC practice and helped Appirio double its headcount in India.

Appirio keeps operating as an independent company, under the brand 'Appirio, a Wipro company.'

Scope of the Report

The report provides a comprehensive and objective analysis of Wipro Appirio's Salesforce service offerings, capabilities, and market and financial strength, including:

- Analysis of the company's offerings and key service components, accelerators, and "platforms"
- Revenue estimates
- Identification of the company's strategy, emphasis and new developments
- Analysis of the profile of the company's customer base including the company's targeting strategy
- Analysis of the company's strengths, weaknesses and outlook.



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