



Everest Group Salesforce Services PEAK Matrix® Assessment 2024

Focus on Wipro

July 2024



Introduction

Over the past few years, Salesforce has transformed from a Customer Relationship Management (CRM) platform to a comprehensive suite empowering enterprises. The focus shifted toward a unified customer view with Einstein Analytics and Customer 360, while industry-specific cloud solutions catered to diverse needs. The integration of AI and ML further boosted its automation, personalization, and data analytics capabilities. The acquisition of Slack further streamlined communication and collaboration.

Looking ahead, Salesforce is poised to empower enterprises further with its enhanced focus on data and AI with the recent launch of focused products such as Data Cloud and the Einstein 1 platform aimed to meet the AI-specific objectives of enterprises in the short and long term, while making significant advances in the generative AI space. Its launch of SMB-focused products such as Starter and Pro Suites showcases its commitment to serving a new customer base, while enhancing its enterprise footprint. Its constant push for multi-cloud, industry clouds, and ecosystem partnerships to cater to enterprise dynamic needs is charting a course for hyper-efficiency and responsible innovation, ensuring enterprises

thrive in the ever-evolving technological landscape with sustainability at the core. With distinct enterprise demand and an evolving Salesforce landscape, service providers are investing in scaling their industry-specific and generative AI-specific talent pool, forging partnerships with Salesforce on AI and solutioning, and developing differentiated IP and assets to augment enterprise transformation journeys.

The full report includes the profiles of the following 24 leading Salesforce services providers featured on the [Salesforce Services PEAK Matrix® Assessment 2024](#):

- **Leaders:** Accenture, Capgemini, Cognizant, Deloitte Digital, IBM, Infosys, Persistent Systems, and Wipro
- **Major Contenders:** Coforge, DXC Technology, Eviden, Globant, Grazitti Interactive, HCLTech, LTIMindtree, NTT DATA, OSF Digital, TCS, Tech Mahindra, and West Monroe
- **Aspirants:** Mastek, Mphasis, Jade Global, and YASH Technologies

Scope of this report

Geography: Global

Industry: Market activity and investments of 24 leading Salesforce services providers

Services: Salesforce services

Salesforce Services PEAK Matrix® characteristics

Leaders

Accenture, Capgemini, Cognizant, Deloitte Digital, IBM, Infosys, Persistent Systems, and Wipro

- Leaders are characterized by their ability to successfully execute large-scale, complex, end-to-end Salesforce services, underpinned by their strong global delivery network and robust partner ecosystem
- These providers have showcased end-to-end transformational case studies covering a larger portfolio of key Salesforce product areas to help enterprises in areas such as customer relationship management, automation, and analytics, effectively reducing cost and expediting their time-to-market
- Leaders have helped enterprises with their advisory capabilities to navigate the business transformation and have leveraged a mature suite of in-house and Salesforce-certified industry solutions to accelerate time-to-market for their clients

Major Contenders

Coforge, DXC Technology, Eviden, Globant, Grazitti Interactive, HCLTech, LTIMindtree, NTT DATA, OSF Digital, TCS, Tech Mahindra, and West Monroe

- These providers have built meaningful capabilities to deliver Salesforce services – advisory, implementation, and managed services; however, their service portfolios are not as balanced and comprehensive as those of Leaders (in terms of coverage across Salesforce product areas, geographies, or verticals)
- These providers have good partnerships with Salesforce and often specialize in select verticals in delivering Salesforce-specific services. Some of them are also recognized by Salesforce with multiple partner awards, showcasing their credibility in the Salesforce market
- Also, Major Contenders are making continued investments in building proprietary tools and solutions, as well as scaling their talent for delivering Salesforce services

Aspirants

Mastek, Mphasis, Jade Global, and YASH Technologies

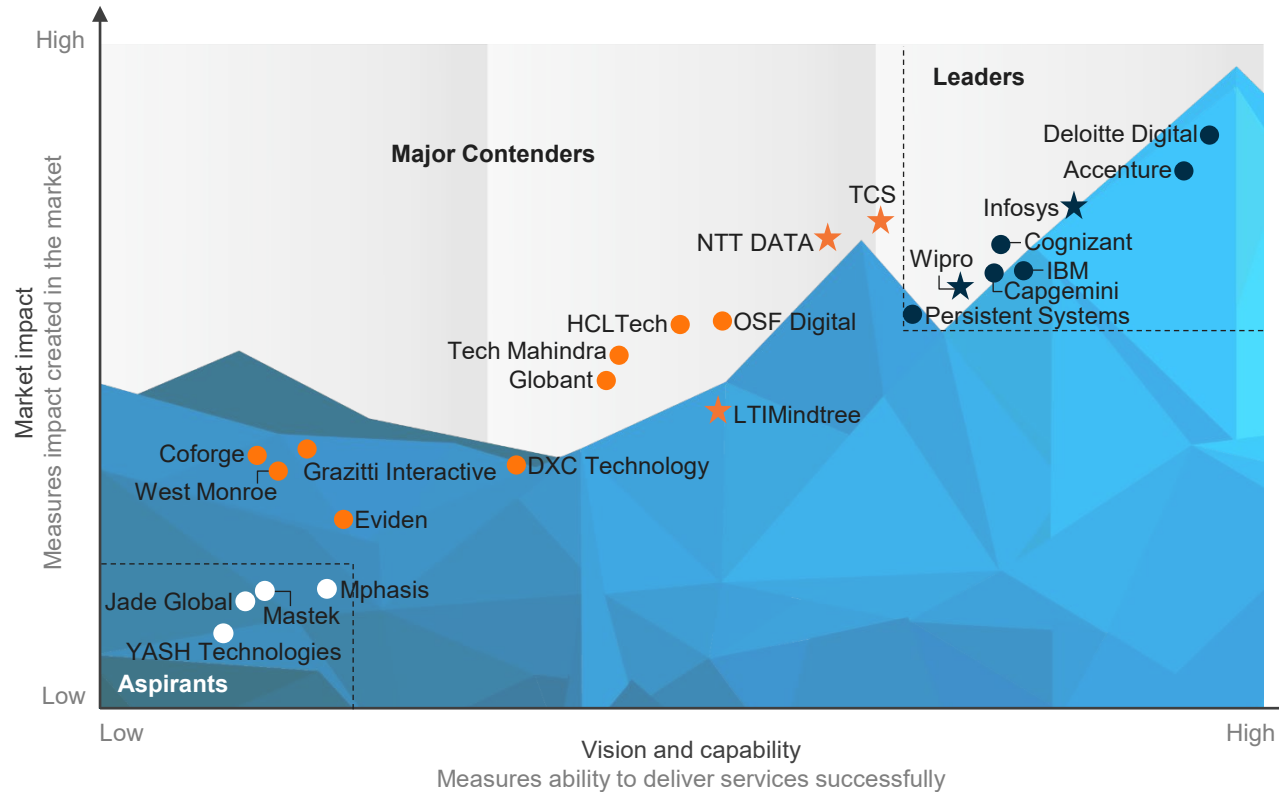
- Aspirants have good proof points in delivering low to medium-complex implementation and maintenance Salesforce services, primarily for Small and Midsize Buyers (SMBs)
- They are either focused on a region(s) or vertical(s) or currently have a relatively small Salesforce practice
- Clients acknowledge aspirants' pricing and commercial flexibility as well as account management capabilities

Everest Group PEAK Matrix®

Salesforce Services PEAK Matrix® Assessment 2024 | Wipro is positioned as a Leader and a Star Performer

Everest Group Salesforce Services PEAK Matrix® Assessment 2024^{1,2}

- Leaders
- Major Contenders
- Aspirants
- ☆ Star Performers



¹ Assessments for Accenture, Deloitte Digital, IBM, and Globant exclude service provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, provider public disclosures, and Everest Group's interactions with buyers

² Analysis for Capgemini, DXC Technology, and West Monroe is based on partial inputs provided

Source: Everest Group (2024)

Wipro profile (page 1 of 6)

Overview

Vision for Salesforce services

Wipro aims to be the leading Salesforce services provider globally by leveraging AI, CRM, and data to enhance customer life cycle experiences. It focuses on industry-specific solutions, digital processes, and partnerships to drive innovation and deliver value. Through selective geographic expansion, it aims to penetrate important markets while elevating its position as a leading partner in AI and data cloud technologies.

Salesforce Customer Satisfaction Score (CSAT): 4.8/5.0

Number of projects completed in 2023: 500

Number of Salesforce certified experts: 4,650

Proportion of Salesforce services revenue

By buyer size

● Low (<10%) ● Medium (10-25%) ● High (>25%)

- Small (annual client revenue <US\$1 billion)
- Medium (annual client revenue US\$1-5 billion)
- Large (annual client revenue US\$5-10 billion)
- Very large (annual client revenue US\$10-20 billion)
- Mega (annual client revenue >US\$20 billion)

By solution area

● Low (<10%) ● Medium (10-25%) ● High (>25%)

- Sales Cloud and Service Cloud
- Marketing Cloud and Commerce Cloud
- Mulesoft
- Data Cloud
- AI Cloud
- Tableau
- Einstein 1 Platform
- Industry Clouds
- Other Products

Proportion of Salesforce services revenue

By industry

● Low (<10%) ● Medium (10-15%) ● High (>15%)

- Banking and financial services
- Electronics, hi-tech, and technology
- Healthcare and life sciences
- Retail, distribution, and CPG
- Telecom, media, and entertainment
- Travel and transport
- Energy and utilities
- Manufacturing
- Public sector
- Professional services
- Others

By business function

● Low (<15%) ● Medium (15-30%) ● High (>30%)

- Consulting
- Implementation
- Maintenance and support

By geography

● Low (<10%) ● Medium (10-25%) ● High (>25%)

- North America
- Europe
- United Kingdom
- Asia Pacific
- South America
- Middle East and Africa
- Rest of the World

Wipro profile (page 2 of 6)

Key solutions

Proprietary solutions (representative list)

Solution name	Industry in focus	Focused Salesforce module	No. of engagements leveraged in	Details
Amplify DX	All industries	Salesforce Platform, DevOps	N/A	The solution transforms the way organizations develop on the Salesforce platform, empowering teams to realize the dual DevOps goals of fast innovation and system reliability
Partner 360	All industries	Salesforce Experience Cloud, MuleSoft – Anypoint CMS	N/A	This solution empowers businesses through innovative partnerships, by creating an API self-service portal to increase partner productivity and opening new Go-to-market (GTM) strategies with tools such as API browsing and registrations, agreements and monetization, and API data-driven actions.
Experience-enabled Insurer	Banking and Financial Services (BFS)	Financial Services Cloud, MuleSoft, Experience Cloud, ChatGPT	N/A	This solution allows busy users to go through with insurance journey driving adoption and business value in six use cases: sales, marketing, pricing, underwriting, service, and policy administrators and claims that applies to all insurance line of business.
Wipro Utilities-CX	Energy and utilities	SaleEnergy and Utilities Cloud, Experience Cloud, MuleSoft	N/A	This solution for utilities retailers, enable agents to support the end users throughout their customer lifetime journey, through real-time integration and 360-degree view of customer.
Patient Care Management	Health and life sciences	Experience Cloud, Lightning, Health Cloud, Field Service Lightning	N/A	The solution helps in patient engagement with empowered mobile health teams.

Wipro profile (page 3 of 6)

Key solutions

Salesforce-certified solutions on Salesforce AppExchange compatible with Salesforce (representative list)

Solution name	Industry in focus	Focused Salesforce module	No. of engagements leveraged in	Details
PURVUE	All industries	Experience Cloud, Service Cloud	N/A	This solution helps enterprises identify the key capabilities, prioritize investments, and measure the value. It also helps in driving actionable solutions focused on the long-term implementation, user, operational and financial success of investments.
Higher Education Student Experience Bolt	Education and non-profit	Experience Cloud, Service Cloud, Lightning Cloud	N/A	This solution provides students with a single view of their academic life through a Student Dashboard and promote inclusion by providing all students with access to campus calendars, maps, and social media postings.
Loan Life Cycle Servicing Accelerator for Financial Services	Banking and Financial Services (BFS)	Experience Cloud, Financial Services Cloud	N/A	This solution grants customers the instant insights needed to track the status, details, and follow up tasks of all their outstanding loan applications while providing internal users with the tools needed to efficiently work loans through the servicing life cycle.
Student Remote Onboarding Accelerator	Education and non-profit	Experience Cloud, Service Cloud, Lightning Cloud	N/A	This solution ensures students are provided with a safe and secure onboarding experience through contactless interactions while mitigating the challenges associated with phased re-opening restrictions and guidelines. The solution can be accessed on any mobile device.

Wipro profile (page 4 of 6)

Investments and partnerships

Key investments (representative list)

Investment theme	Focused Salesforce module	Details
Certification	Salesforce Einstein, AI, and Data Cloud	Wipro has invested in upskilling and certifying 5,000 Wipro associates on the Salesforce AI Cloud. This is backed by Wipro's US\$1 billion investment into AI.
Center of Excellence (CoE)	All Salesforce modules	Wipro's Salesforce Practice has invested in building CoEs for all its focus areas including Communication Cloud, Financial Services Cloud, CPG Cloud, MFG Cloud / Auto Cloud, and Health Cloud along with expanding into AI capabilities across industries.
Acquisition	All Salesforce modules	Wipro made multiple acquisitions including CAS Group – a consulting firm focused on the telecom industry for driving transformation for Fortune 100 communications service providers, CAPCO – a global management and technology consultancy to banking and financial services industry, 4C – a leading Salesforce Platinum Multi-cloud Partner in Europe and Middle East, and Rational Interaction – a full-service digital Customer Experience (CX) company.

Partnership ecosystem

Salesforce

Mulesoft

Anaplan

nCino

DocuSign

Conga

Certinia (FinancialForce)

Apttus

Wipro profile (page 5 of 6)

Case studies

CASE STUDY 1

Increasing growth with over 200 million new consumers in Direct-to-consumer (D2C) business for a British multinational leader in premium drinks

Business challenge

Client was seeking to move in to the D2C space aiming to secure 25% net new revenue on top of its existing core retail and hospitality revenues. Its strategy was to reach over 200 million consumers to drive D2C sales engagement, building from a base of 17 million opt-in records.

Solution

Wipro globally rolled out the Salesforce Marketing Automation Suite (SFMC, Interaction Studio, and Mobile Studio) across in nine countries and three super brands, leveraging Treasure Data as their Customer Data Platform (CDP). Wipro helped in building the digital commerce and content strategy to accelerate revenue in D2C by infusing data and AI. It also enabled the hyper-personalized capability of spatial technology (Mixed Reality(MR)), with AR- and AI-assisted real-time indoor navigation in brand homes and virtual brand ambassadors. Data quality rules were implemented for standardization and harmonization purposes. It enabled real-time personalization of brand websites through interaction studio and leveraged MuleSoft for real-time integrations of customer interactions.

Impact

- Insight-driven consumer engagement and marketing automation
- Rich content hub powering brilliant consumer experiences
- Digital commerce ecosystem for providing enhanced omnichannel experience
- Balanced Key Performance Indicator (KPI) scorecard for business value realization
- Increased unified known consumers to 20 million
- Improved cost of acquisition by 28%
- Increased D2C revenue share

CASE STUDY 2

Digital transformation for a global top 20 brands multinational conglomerate manufacturer of automobiles modernizing

Business challenge

The client faced challenges with legacy systems and business processes with a diversified vendor base across business units, which created complex processes to manage in an outdated manner. The 15-year-old e-commerce platform reduced growth potential of online sales, unmanaged product catalog, and restricted brand visibility. Multiple legacy reports and dashboards hindered management decision-making, multiple touch points across unplanned customer journey impacted customer experience across multiple websites with inconsistent User Experience (UX), absence of any central access point for customer to retrieve their purchase history, and low post-sale customer engagement.

Solution

Wipro replaced legacy e-commerce solution, enhancing dealer experience with modernized digital marketplace enabling direct transaction between customer and dealer, and licensees selling through platform increasing cross sales and foot traffic utilizing Salesforce B2B Commerce Cloud. It implemented commerce capabilities that enable customers to efficiently shop and transact. It replaced six legacy systems with an integrated CRM for lead routing across dealer websites for all business units. Wipro integrated Marketing Cloud (Interaction Studio) with CRM for multiple brand websites providing real time marketing experience to end customers and established simple and easy universal navigation for multi-product with one ownership experience










Impact

- Catered 2,000+ dealers in selling over three million parts and accessories inventory online through enhanced customer experience and dealer enablement
- Reduced 50+ existing legacy 3rd party reports and dashboards to three using Tableau
- Consolidated 14 owner-facing websites to one owner's portal
- Delivered complete customer view via better segmentation, and enabled real-time email communications
- Omnichannel availability of the application across desktops and mobiles with 99.8% uptime

Wipro profile (page 6 of 6)

Everest Group assessment – Leader and Star Performer

Measure of capability:  Low  High

Market impact				Vision and capability				
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
								

Strengths

- Clients have appreciated its technical expertise and cost-effectiveness while handling Salesforce engagements
- Wipro has made a meaningful investment in upskilling and certifying its talent pool on Salesforce AI Cloud to demonstrate its commitment to AI-specific services
- It has made meaningful investments in developing IP and solutions such as PURVUE, Amplify DX, and Partner 360 to expedite time-to-market for its clients

Limitations

- Clients have highlighted its account management and project reporting capabilities as key areas of improvement while delivering Salesforce services
- It needs to continuously win Salesforce and MuleSoft awards to further its credibility in the Salesforce services market
- Clients from the public sector may need to assess its delivery capabilities within these industries in depth before engaging for Salesforce services

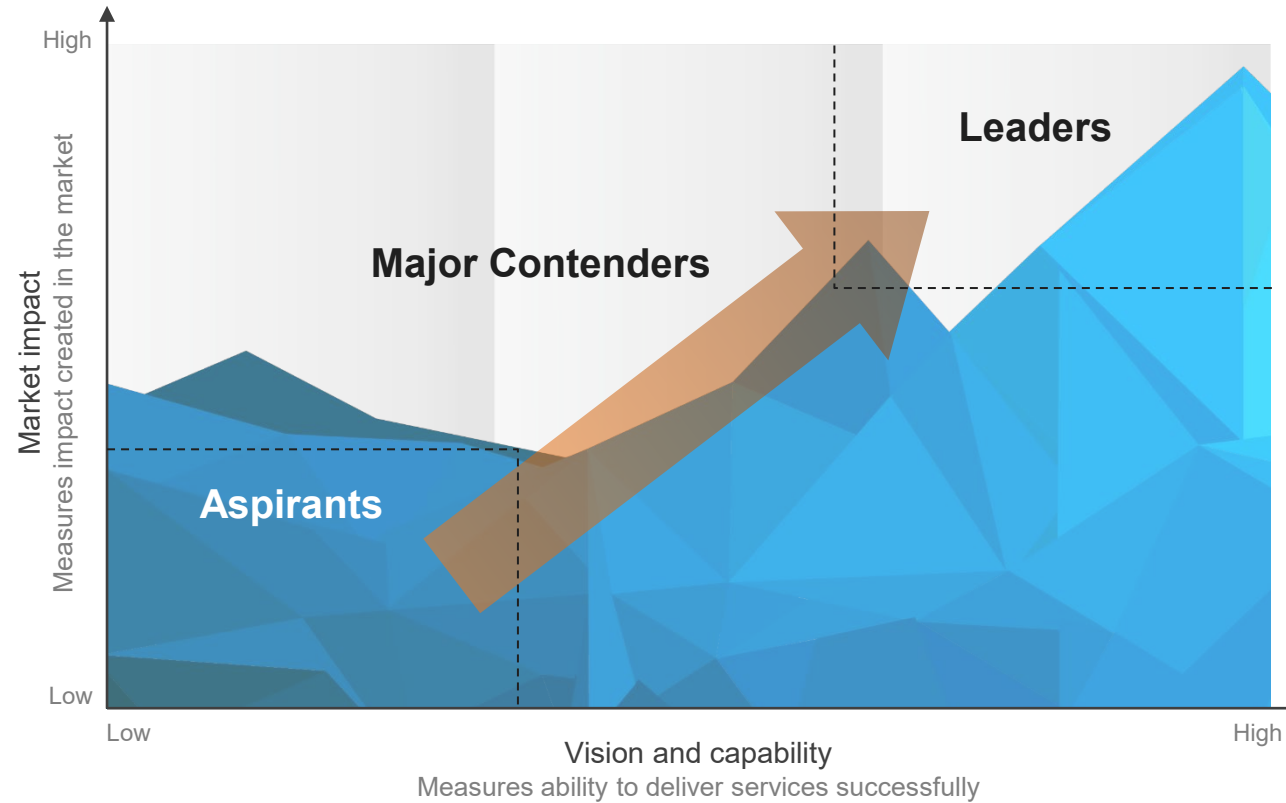
Appendix

PEAK Matrix® framework

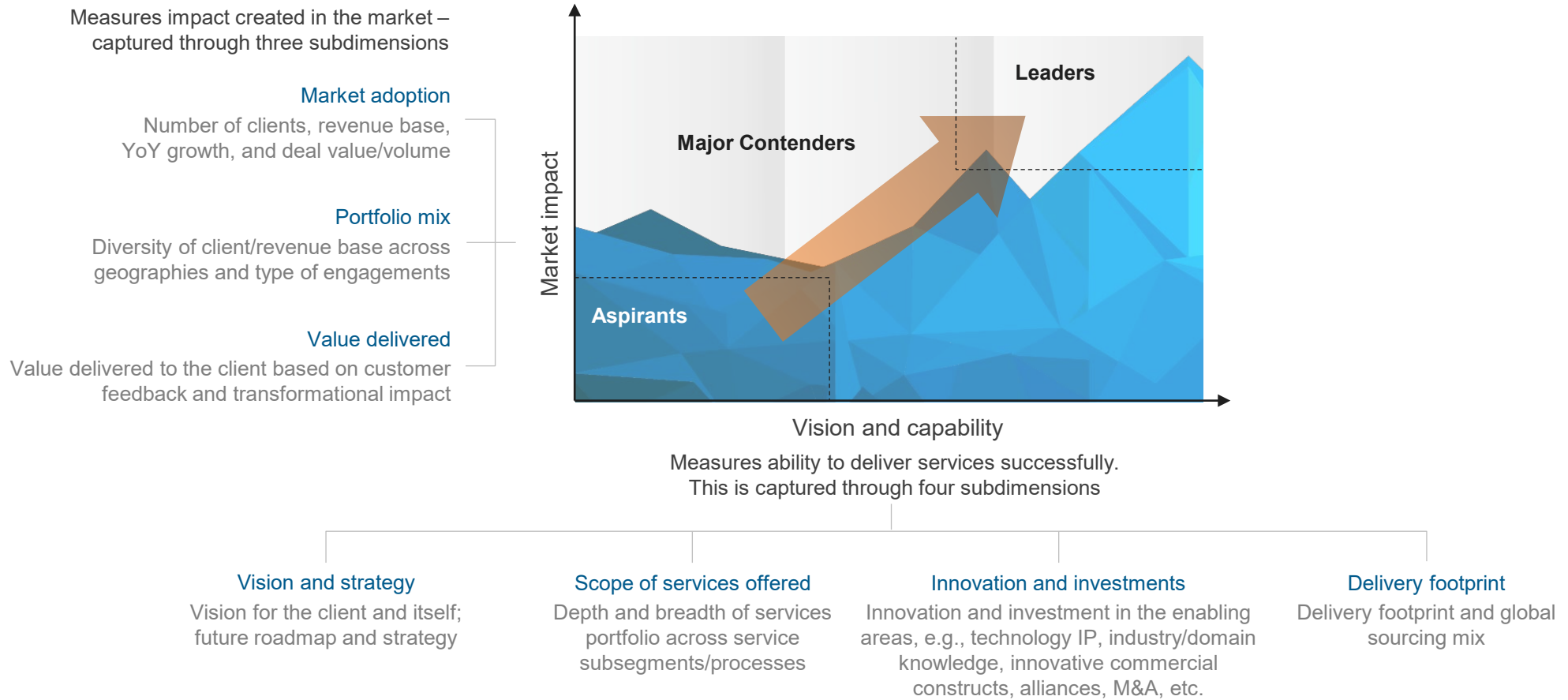
FAQs

Everest Group PEAK Matrix® is a proprietary framework for assessment of market impact and vision and capability

Everest Group PEAK Matrix



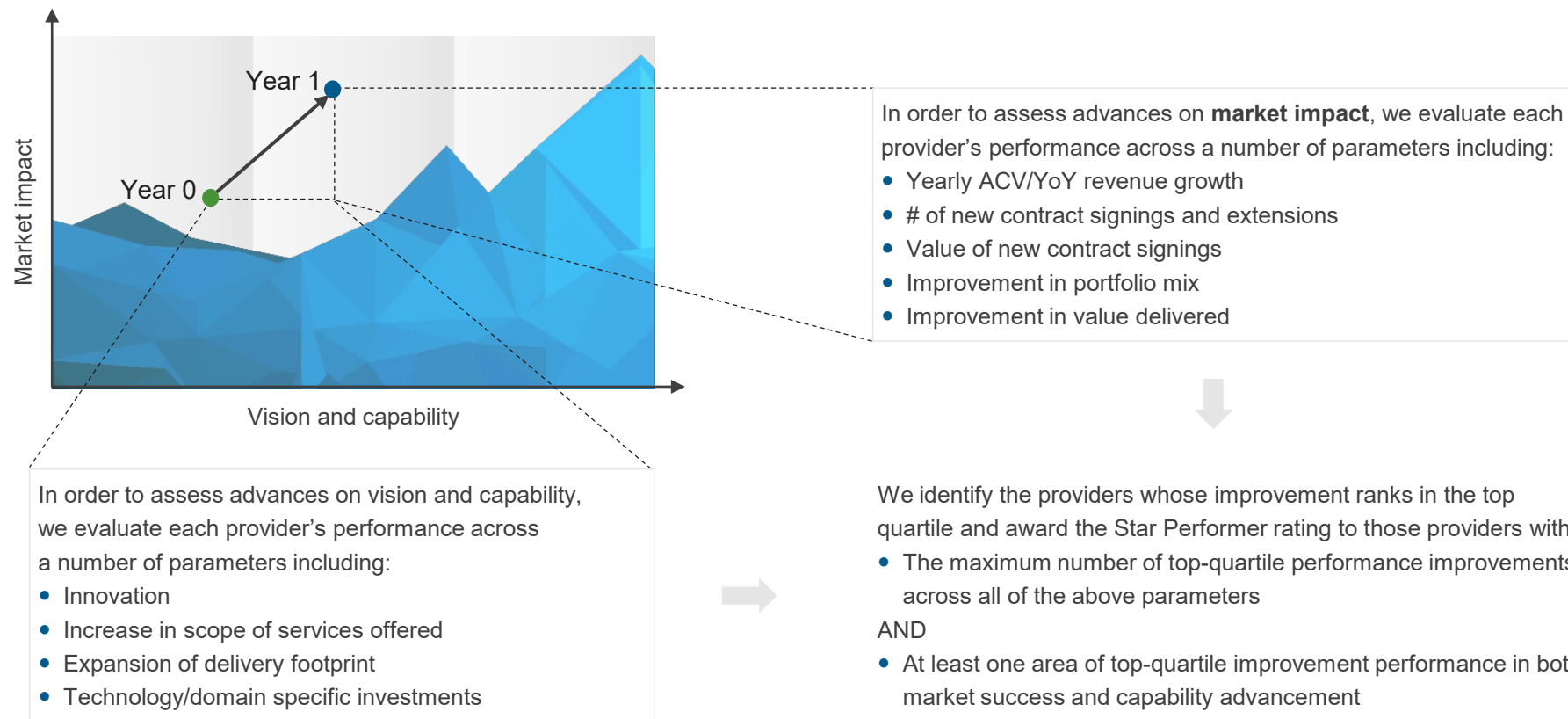
Services PEAK Matrix® evaluation dimensions



Everest Group confers the Star Performer title on providers that demonstrate the most improvement over time on the PEAK Matrix®

Methodology

Everest Group selects Star Performers based on the relative YoY improvement on the PEAK Matrix



The Star Performer title relates to YoY performance for a given provider and does not reflect the overall market leadership position, which is identified as Leader, Major Contender, or Aspirant.

FAQs

Q: Does the PEAK Matrix® assessment incorporate any subjective criteria?

A: Everest Group's PEAK Matrix assessment takes an unbiased and fact-based approach that leverages provider / technology vendor RFIs and Everest Group's proprietary databases containing providers' deals and operational capability information. In addition, we validate/fine-tune these results based on our market experience, buyer interaction, and provider/vendor briefings.

Q: Is being a Major Contender or Aspirant on the PEAK Matrix, an unfavorable outcome?

A: No. The PEAK Matrix highlights and positions only the best-in-class providers / technology vendors in a particular space. There are a number of providers from the broader universe that are assessed and do not make it to the PEAK Matrix at all. Therefore, being represented on the PEAK Matrix is itself a favorable recognition.

Q: What other aspects of the PEAK Matrix assessment are relevant to buyers and providers other than the PEAK Matrix positioning?

A: A PEAK Matrix positioning is only one aspect of Everest Group's overall assessment. In addition to assigning a Leader, Major Contender, or Aspirant label, Everest Group highlights the distinctive capabilities and unique attributes of all the providers assessed on the PEAK Matrix. The detailed metric-level assessment and associated commentary are helpful for buyers in selecting providers/vendors for their specific requirements. They also help providers/vendors demonstrate their strengths in specific areas.

Q: What are the incentives for buyers and providers to participate/provide input to PEAK Matrix research?

A: Enterprise participants receive summary of key findings from the PEAK Matrix assessment

For providers

- The RFI process is a vital way to help us keep current on capabilities; it forms the basis for our database – without participation, it is difficult to effectively match capabilities to buyer inquiries
- In addition, it helps the provider/vendor organization gain brand visibility through being included in our research reports

Q: What is the process for a provider / technology vendor to leverage its PEAK Matrix positioning?

A: Providers/vendors can use their PEAK Matrix positioning or Star Performer rating in multiple ways including:

- Issue a press release declaring positioning; see our citation policies
- Purchase a customized PEAK Matrix profile for circulation with clients, prospects, etc. The package includes the profile as well as quotes from Everest Group analysts, which can be used in PR
- Use PEAK Matrix badges for branding across communications (e-mail signatures, marketing brochures, credential packs, client presentations, etc.)

The provider must obtain the requisite licensing and distribution rights for the above activities through an agreement with Everest Group; please contact your CD or contact us

Q: Does the PEAK Matrix evaluation criteria change over a period of time?

A: PEAK Matrix assessments are designed to serve enterprises' current and future needs. Given the dynamic nature of the global services market and rampant disruption, the assessment criteria are realigned as and when needed to reflect the current market reality and to serve enterprises' future expectations.

Stay connected

Dallas (Headquarters)
info@everestgrp.com
+1-214-451-3000

Bangalore
india@everestgrp.com
+91-80-61463500

Delhi
india@everestgrp.com
+91-124-496-1000

London
unitedkingdom@everestgrp.com
+44-207-129-1318

Toronto
canada@everestgrp.com
+1-214-451-3000

Website
everestgrp.com

Blog
everestgrp.com/blog

Follow us on



Everest Group is a leading research firm helping business leaders make confident decisions. We guide clients through today's market challenges and strengthen their strategies by applying contextualized problem-solving to their unique situations. This drives maximized operational and financial performance and transformative experiences. Our deep expertise and tenacious research focused on technology, business processes, and engineering through the lenses of talent, sustainability, and sourcing delivers precise and action-oriented guidance. Find further details and in-depth content at www.everestgrp.com.

Notice and disclaimers

Important information. Please review this notice carefully and in its entirety. Through your access, you agree to Everest Group's terms of use.

Everest Group's Terms of Use, available at www.everestgrp.com/terms-of-use/, is hereby incorporated by reference as if fully reproduced herein. Parts of these terms are pasted below for convenience; please refer to the link above for the full version of the Terms of Use.

Everest Group is not registered as an investment adviser or research analyst with the U.S. Securities and Exchange Commission, the Financial Industry Regulatory Authority (FINRA), or any state or foreign securities regulatory authority. For the avoidance of doubt, Everest Group is not providing any advice concerning securities as defined by the law or any regulatory entity or an analysis of equity securities as defined by the law or any regulatory entity.

All Everest Group Products and/or Services are for informational purposes only and are provided "as is" without any warranty of any kind. You understand and expressly agree that you assume the entire risk as to your use and any reliance upon any Product or Service. Everest Group is not a legal, tax, financial, or investment advisor, and nothing provided by Everest Group is legal, tax, financial, or investment advice. Nothing Everest Group provides is an offer to sell or a solicitation of an offer to purchase any securities or instruments from any entity. Nothing from Everest Group may be used or relied upon in evaluating the merits of any investment. Do not base any investment decisions, in whole or part, on anything provided by Everest Group.

Products and/or Services represent research opinions or viewpoints, not representations or statements of fact. Accessing, using, or receiving a grant of access to an Everest Group Product and/or Service does not constitute any recommendation by Everest Group that recipient (1) take any action or refrain from taking any action or (2) enter into a particular transaction. Nothing from Everest Group will be relied upon or interpreted as a promise or representation as to past, present, or future performance of a business or a market. The information contained in any Everest Group Product and/or Service is as of the date prepared, and Everest Group has no duty or obligation to update or revise the information or documentation. Everest Group may have obtained information that appears in its Products and/or Services from the parties mentioned therein, public sources, or third-party sources, including information related to financials, estimates, and/or forecasts. Everest Group has not audited such information and assumes no responsibility for independently verifying such information as Everest Group has relied on such information being complete and accurate in all respects. Note, companies mentioned in Products and/or Services may be customers of Everest Group or have interacted with Everest Group in some other way, including, without limitation, participating in Everest Group research activities.