



# Everest Group Salesforce Services PEAK Matrix® Assessment 2024

Focus on Infosys

September 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

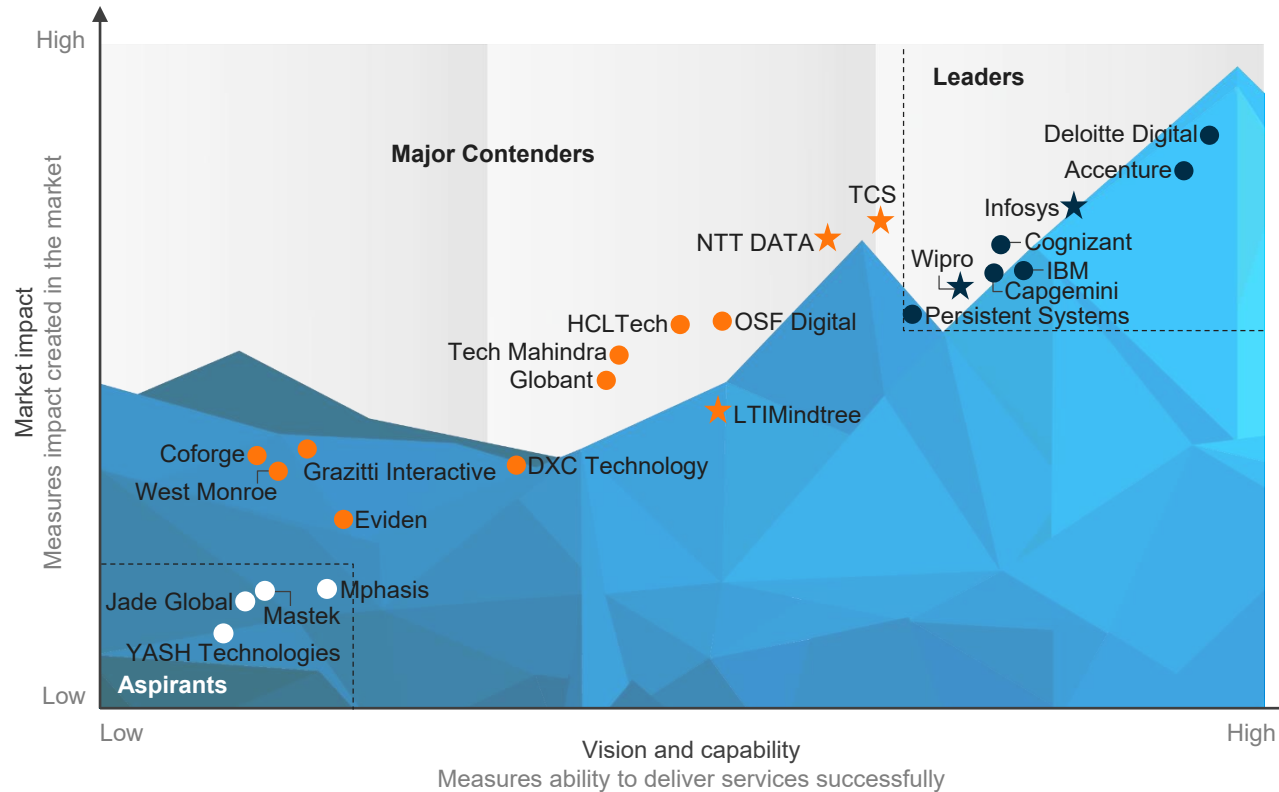
- Aspirants have good proof points in delivering low to medium-complex implementation and maintenance Salesforce services, primarily for Small and Midsize Buyers (SMBs)
- They are either focused on a region(s) or vertical(s) or currently have a relatively small Salesforce practice
- Clients acknowledge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

# Everest Group PEAK Matrix®

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

## Everest Group Salesforce Services PEAK Matrix® Assessment 2024<sup>1,2</sup>

- Leaders
- Major Contenders
- Aspirants
- ☆ Star Performers



<sup>1</sup> 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

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

Source: Everest Group (2024)

# Infosys profile (page 1 of 6)

## Overview

### Vision for Salesforce services

Infosys aims to be the leading partner within the Salesforce ecosystem, and a trusted partner and navigator in the digital transformation journey of its clients.

Salesforce Customer Satisfaction Score (CSAT): 4.9/5.0

Number of projects completed in 2023: 366

Number of Salesforce-certified experts: 7,284

### 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

# Infosys profile (page 2 of 6)

## Key solutions

[REPRESENTATIVE LIST]

### Proprietary solutions

Solution name	Industry in focus	Focused Salesforce module	No. of engagements leveraged in	Details
Salesforce Gen AI Workbench	All industries	All modules	N/A	It is a gen AI based project lifecycle efficiency improvement platform covering discovery, requirements capture & grooming, development, testing, configuration management leveraging Einstein and other LLMs through Prompt Engineering.
Panaya ForeSight and Panaya ForeSight ExplAI	All industries	All modules	12+	It is a cloud application solution built for Salesforce.com that provides daily certainty for the delivery of modifications in an agile setting. Panaya ForeSight ensures that Salesforce upgrades, projects, and releases be placed into production by recognizing delivery risks ahead of time, using data-driven decision-making.
Infosys LaborForce – Unemployment Insurance System	Insurance	Sales Cloud, service Cloud, Experience Cloud, Public sector Cloud	2	It is an integrated, cloud-first enterprise platform that turns the client's current unemployment insurance applications into a digital system. The platform offers a design for transforming unemployment insurance procedures.
Infosys-Fluido Wealth360	Financial Services	Financial Services Cloud, Experience Cloud	1	Infosys-Fluido Wealth360 is developed to enable advisor firms with efficient technology, streamlining processes, reducing re-keying tasks, and improving user experiences. It offers features such as client relationship visibility, streamlined processes with audit trails, task management, automation, and advanced reporting. This solution enables firms with holistic client views, streamlined workflows, and operational efficiency through automation and reporting tools.
Energy Management Solution	Energy and Utility	Energy and utility Cloud and Net Zero Cloud	2	It is part of Infosys Cobalt, and it leverages utility process areas and Salesforce technology mapping as a starting point to construct energy consumption trends and emission scopes for various commodities. It aids potential remediation efforts to minimize carbon footprints and increase energy efficiency.

# Infosys profile (page 3 of 6)

## Key solutions

[REPRESENTATIVE LIST]

Salesforce-certified solutions on Salesforce AppExchange compatible with Salesforce

Solution name	Industry in focus	Focused Salesforce module	No. of engagements leveraged in	Details
Infosys Salesforce CPQ accelerator	All industries	Revenue cloud	5	It is a tool for measuring implementation best practices and management of CPQ configuration data. It also includes an on-screen filter functionality to bundle the configuration data by criteria. It provides configuration data extract SoQL statements, which can be exported and utilized with an ETL tool for actual configuration data migration.
Infosys data masking	All industries	All modules	3	It is an application that ensures sensitive data is masked with reduced setup in the testing environment, resulting in faster test data preparation. This leads to better test coverage, which results in enhanced solution quality.
Infosys code coverage manager	All industries	All modules	8	It is an application that centrally manages the code coverage of the Salesforce installation across organizations by utilizing features such as visual representation, trends, and release tracking, hence helps with delivery predictability and code quality.

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## Investments and partnerships

[REPRESENTATIVE LIST]

### Key investments

Investment theme	Focused Salesforce module	Details
Certifications	All modules	Invested in certifications for gen AI, Data Cloud, Industry cloud, and other new products primarily focused on creating an AI-first approach. Infosys is an authorized Salesforce training partner and has invested in skilling of 7000+ associates.
CoE	All modules	Investment on creating Industry Cloud CoEs in addition to AI and Data Cloud CoEs. It also focuses on developing Salesforce thought leadership and Insights into future roadmap leveraging its presence in Salesforce Partner Advisory board. The CoE also co-develops business platform solutions such as Infosys-Fluido Wealth360, Infosys LaborForce – Unemployment Insurance System, Infosys Driver and Vehicle Solution, etc..
Acquisitions	All modules	Acquired Fluido, Simplus, Wongdoody, BlueAcorn Aci, Oddity, Carter to reduce dependence on external channel partners. Expanded to near shore centers Manila, Poland, Hungary, and Philippines.
Customer success centers	All modules	It is responsible for driving large enterprise architecture, AI, industry expertise and organizational management team that provides transformation support to customers. Its Outsourcing Service Provider (OSP) partnership with Salesforce provides Infosys the ability to buy & own bulk licenses on behalf of the End Clients and offer options between CapEx and OpEx budgets as the situation warrants.

### Partnership ecosystem

Anaplan	Autorabit	Certinia	Cloud Sense	Conga	Copado	DocuSign	Enosix	Map Anything
nCino	Own	Seismic	Walk Me	Whatfix	Veeva	Xactly	ServiceMax	



# Infosys profile (page 5 of 6)

## Case studies

### CASE STUDY 1

Salesforce transformation of Singapore's leading telecommunications firm in a cost-controlled environment.

#### Business challenge

The client faced complications due to legacy stack and digital stack running in parallel. The client was cost conscious and preferred OOTB solutions with minimal customizations. The Salesforce data center was outside Singapore, so the customer personal data had to be maintained in an external database.

#### Solution

Infosys transitioned the architecture from heavily customized applications to commercial off the shelf and out-of-the-box functionality applications. COVID impact management was implemented through distributed DevOps team approach. As part of the engagement UX was enhanced simplified. End-to-End transformation was done in 6 months' time. The implementation also involved collaboration with 18 other Partners.

#### Impact

- Increased market share of mobile customer base from 10% to 26.2%, with a postpaid share of 26.6% and a prepaid share of 25.8%
- Reduced the IT stack of 300 apps to 30 cloud-native applications
- Sales personnel's end-to-end navigation time reduced by 75%
- Consolidated 200 databases into a unified data lake

### CASE STUDY 2

Simplifying business processes for a global automotive manufacturer and distributor.

#### Business challenge

Client face challenges such as lack of a standardized CRM solution to provide a 360° view of the customer, disparate selling processes in different markets which created challenge of customer segmentation and targeting. Some other challenges included complex business process, data privacy and lack of agility.

#### Solution



Infosys standardized the global business process by streamlining integration strategies to achieve scalability during multi-market rollouts. It also propagated the idea of 'Personalization': Intuitive and smart online car buying process. The OneAPI implementation was built with 80% reusable components.










#### Impact

- 50% increase in time to market through a simplified bid management portal
- 140% increase in the click-through rate by customized Marketing Campaigns and AI
- Personalized and Responsive User Interface resulting in 80%+ customers using online platform
- License Cost reduction of over US \$300,000 annually by OneAPI architecture
- Faster Rollout to 9 markets in a year through global template design

## Infosys 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

- Infosys has credible proof points for delivering end-to-end Salesforce transformations for clients in the telecom and manufacturing industries
- Clients have appreciated its collaborative nature and overall dependability while handling Salesforce transformations
- Its IP and solutions such as Panama Foresight, Fluido Wealth360, and Infosys LaborForce help clients expedite implementation timelines; it has also invested in developing generative AI IP through its flagship Infosys Topaz offering
- Clients can benefit from its investments in building a strong and scalable talent base for Salesforce services; it has a good spread of certifications across key certification tracks

### Limitations

- Clients have highlighted its ability to bring proactive innovation during Salesforce engagements as key area of improvements
- Most of its clients are enterprises with an annual revenue >US\$5 billion; clients from the SMB segment may not find it suitable for small-scale Salesforce engagements
- Clients seeking to engage for Salesforce-specific services in regions such as South America and MEA may need to assess its delivery capabilities within these regions in depth before engaging

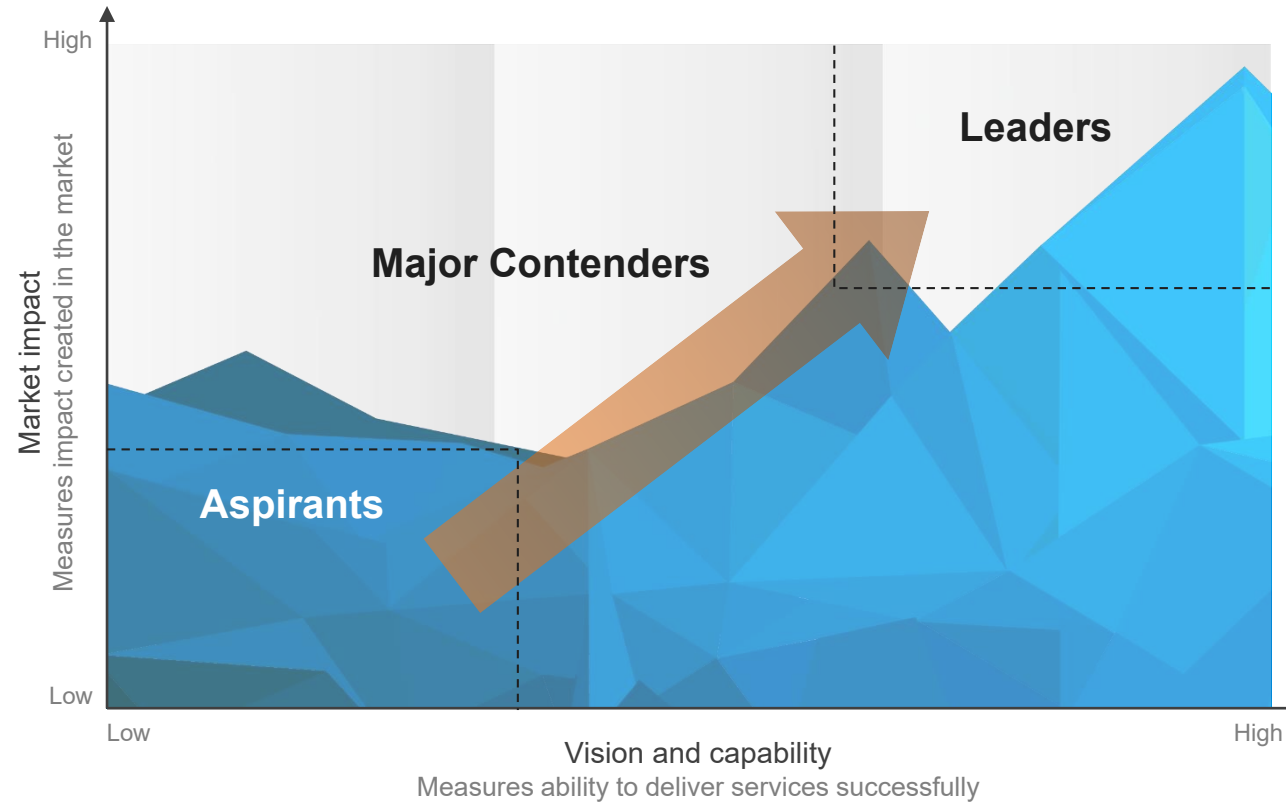
# Appendix

PEAK Matrix® framework

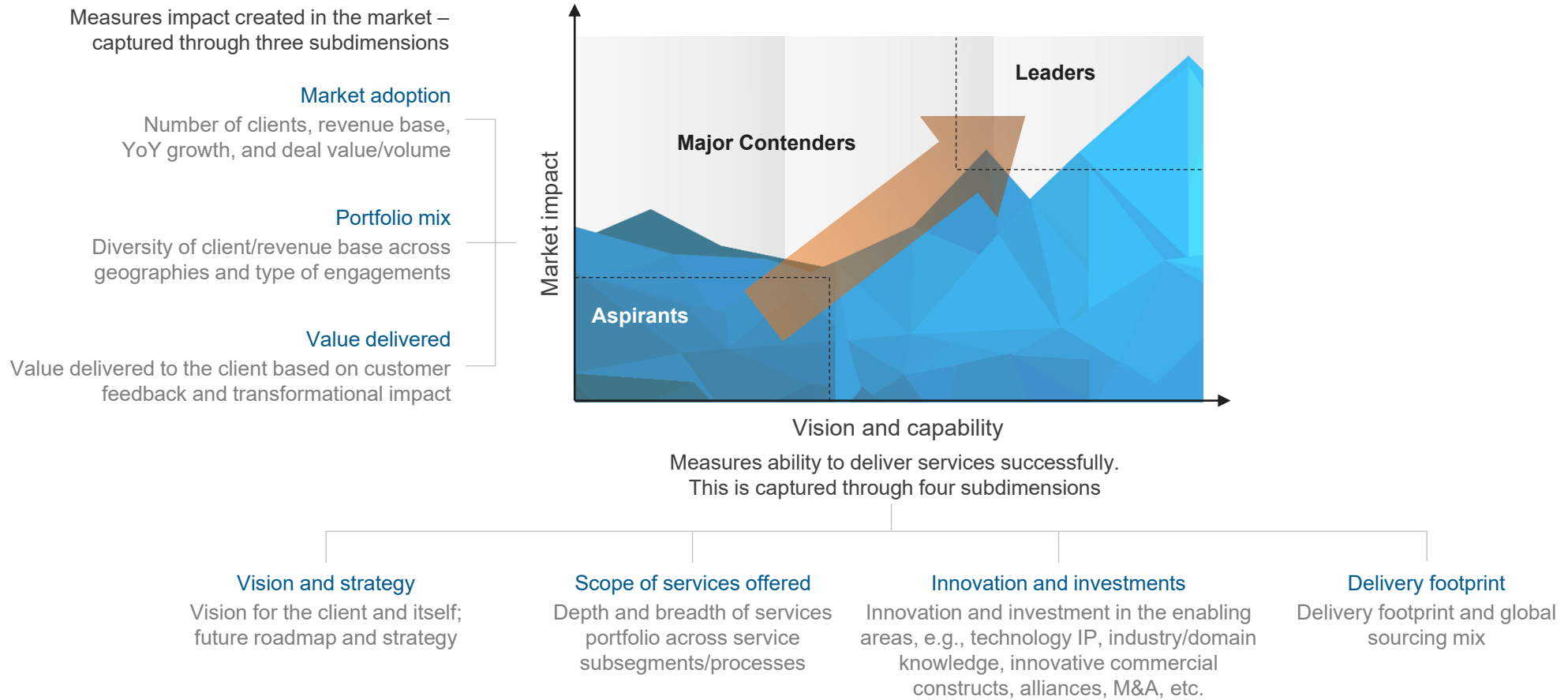
FAQs

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

Everest Group PEAK Matrix



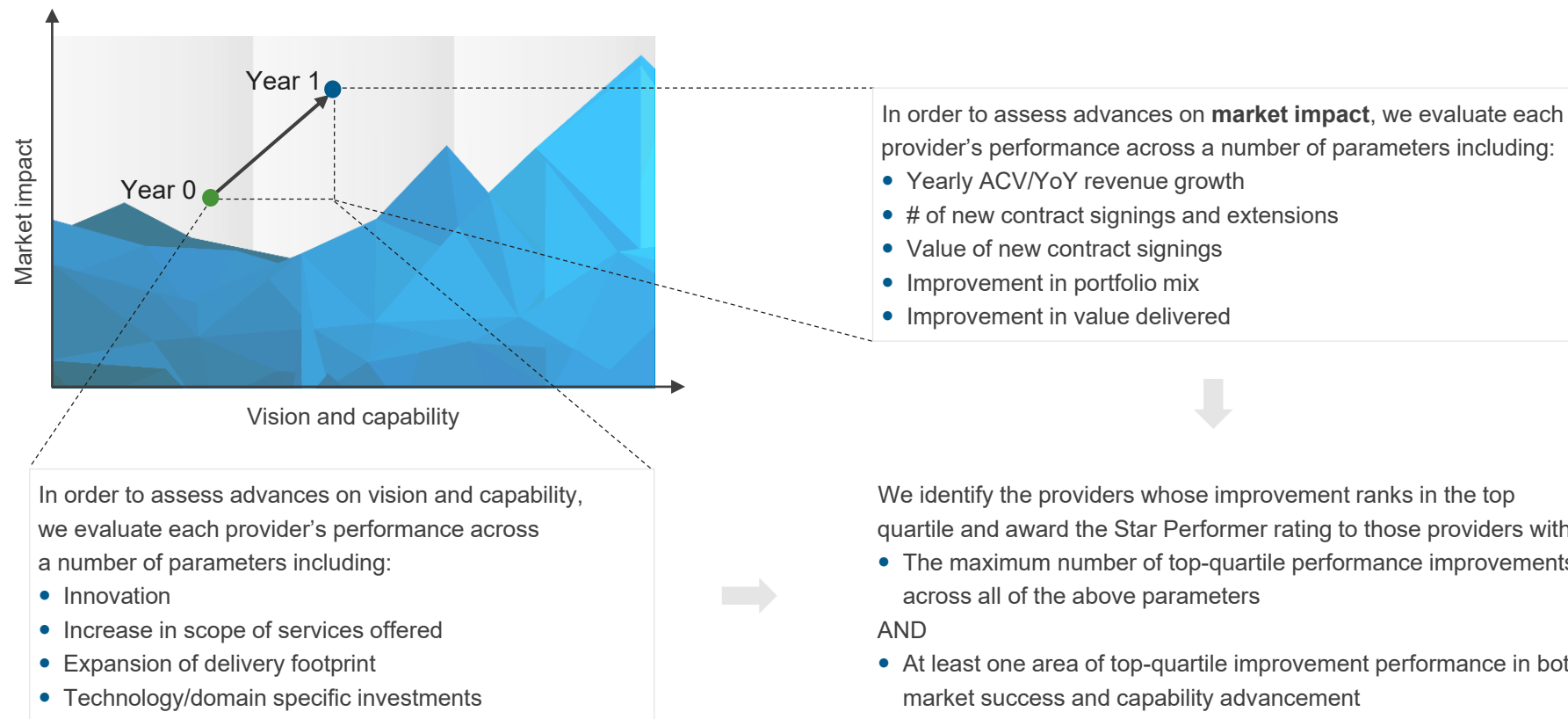
# Services PEAK Matrix® evaluation dimensions



# 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

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