



# Vendor Profile

## Salesforce Services

# Wipro

### Report Abstract

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21 pages

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## Who is this Vendor Assessment for?

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NelsonHall's vendor profile on Wipro is a comprehensive assessment of Wipro's 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

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

Wipro Technologies (Wipro) was founded in India in 1980 and has its headquarters in Bangalore. The company had in FY23, the year ending March 31, 2023, revenues of \$11.1bn. Its headcount at the end of June 30, 2023, was 249.8k.

Wipro has grouped its Salesforce capabilities under Wipro's Enterprise Futuring global business line (GBL), which provides enterprise application services, data and analytics, cybersecurity, and digital operations (business process management).

Enterprise Futuring is part of Wipro's four GBLs, along with FullStride Cloud, Engineering Edge, and Consulting. Each GBL has four geo GTMs: Americas 1, targeting industries such as consumer goods, retail, communication & media, healthcare & life science, medical devices, tech products, and platforms; Americas 2, addressing BFSI, manufacturing, and E&U; Europe; and APMEA. With this structure, Wipro believes it has simplified its GTM and increased its scale across industries and geographical alliances.

Wipro's Salesforce practice has ~500 clients. It currently has a headcount of 5k.

It services clients in North America, Japan, Australia, the U.K., Ireland, Belgium, the Netherlands, Sweden, Germany, Brazil, Mexico, and France.

Verticalization is a primary element of Wipro's Salesforce practice's strategy. The company wants to provide the full range of Salesforce services, from consulting to systems integration and managed services (Thrive offering).

The company continues to create solutions and has 15 listed on AppExchange.

## Scope of the Report

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The report provides a comprehensive and objective analysis of Wipro's 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:

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- Apexon
- Coforge
- Cognizant
- EPAM Systems
- Grazitti
- Infosys
- LTIMindtree
- Mastek
- NTT DATA
- TCS
- Tech Mahindra.

## About The Author

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Kishore focuses on application services related to cloud-based/SaaS platforms.

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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](mailto:guy.saunders@nelson-hall.com)

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