



## IT Services: Salesforce Services

# Capgemini

### Report Abstract

October 2020

By Dominique Raviart

IT Services Practice Director

NelsonHall

15 pages

### Contents of Full Report

1. Background
2. Revenue Summary
3. Key Offerings
4. Delivery Capability
5. Target Markets
6. Strategy
7. Strengths & Challenges
8. Outlook

## Who is This Vendor Assessment For?

---

NelsonHall's Salesforce services profile on Capgemini is a comprehensive assessment of Capgemini'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 Capgemini's offerings and capabilities in Salesforce services.

### Salesforce Background

Capgemini has been a long-time partner of Salesforce, and in 2016 accelerated its Salesforce growth through M&As, initially in Europe, and then from 2017 onward, in the critical U.S. market. The company mostly focused on gaining Commerce Cloud capabilities.

An important acquisition was Liquidhub in 2018. LiquidHub was a digital agency of significant size, with its headcount of 2.8k. The company brought (mostly) commerce, and marketing, and CRM capabilities in the U.S. across technologies from Salesforce, and also SAP Hybris and Adobe.

Capgemini has become a significant partner of Salesforce. The company has ~5.2k Salesforce practitioners across Salesforce and MuleSoft, excluding Tableau. It has ~7k certifications, making it one of the top-four vendors by the number of certifications.

## Scope of the Report

---

The report provides a comprehensive and objective analysis of Capgemini'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/Appirio.

## 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](mailto:dominique.raviart@nelson-hall.com)
- Twitter: [@DominiqueR\\_NH](https://twitter.com/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](mailto: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

Copyright © 2020 by NelsonHall. All rights reserved. No part of the publication may be reproduced or distributed in any form, or by any means, or stored in a database or retrieval system, without the prior written permission of the publisher. The information provided in this report shall be used only by the employees of and within the current corporate structure of NelsonHall's clients, and will not be disclosed to any other organization or person including parent, subsidiary, or affiliated organization without prior written consent of NelsonHall. NelsonHall exercises its best efforts in preparation of the information provided in this report and believes the information contained herein to be accurate. However, NelsonHall shall have no liability for any loss or expense that may result from incompleteness or inaccuracy of the information provided.