



**NelsonHall**  
TRANSFORM THROUGH INSIGHT

# Vendor Profile

Salesforce Services

## Coforge

### Report Abstract

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17 pages

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## Who is this Vendor Assessment for?

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

Coforge is the former NIIT Technologies with headquarters in New Delhi, India. Its FY23 revenues were ~\$1bn and its headcount at the end of Q2 FY24 was 24,638. The company has provided CC revenue guidance of 13%-16% for FY24, the year ending March 31, 2024. Coforge services mostly clients in BFSI (with banking and insurance, respectively constituting 31% and 23% of revenues in Q1 FY24), travel & transportation (19%), and other (27%).

In 2019, Coforge acquired 52.7% of WHISHWORKS, a tier-one MuleSoft partner. WHISHWORKS was founded in 2010 and had its headquarters in Hyderabad, India and London. At the time of the acquisition, WHISHWORKS had FY18 revenues of ~\$15m.

In 2019, Coforge grouped its Salesforce capabilities into WHISHWORKS. In 2021, it renamed it as 'Salesforce Business Unit' (SBU).

SBU currently has ~100 clients and has a headcount of ~650 personnel (at the end of 2022) for a total of ~1000+ certifications.

SBU is a horizontal line with its own pre-sales, CoEs, and delivery. It is the primary delivery and GTM for Coforge's Salesforce capabilities, including MuleSoft and Tableau.

SBU has focused in the past two years on further strengthening its MuleSoft and Vlocity capabilities and accelerating in Salesforce's most mature products: Sales and Service Cloud.

At a high level, SBU has grouped its capabilities around four categories:

- Customer Experience, including commerce, mobile, omnichannel, customer onboarding, and customer 360/single view of the customer
- Partner Experience, with partner onboarding, collaboration, and exchange of information
- New products and services, e.g., channels, markets, analytics, and M&As
- IT operational efficiency: legacy modernization, SaaS integration, real-time, portfolio rationalization, automation, and employee productivity.

## Scope of the Report

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The report provides a comprehensive and objective analysis of Coforge'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
- Cognizant
- EPAM Systems
- Grazitti
- Infosys
- LTIMindtree
- Mastek
- NTT DATA
- TCS
- Tech Mahindra
- Wipro.

## About The Author

Kishore is a Principal Analyst and a member of NelsonHall's IT Services research team.

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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