



Vendor Profile

Salesforce Services

Cognizant

Report Abstract

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17 pages

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Who is This Vendor Assessment For?

NelsonHall's Salesforce services profile on Cognizant is a comprehensive assessment of Cognizant's offerings and capabilities, designed for:

- Sourcing managers monitoring the capabilities of existing IT services suppliers of front-office, Salesforce, and digital transformation applications
- 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

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

Cognizant has grouped its Salesforce expertise, including MuleSoft, in a separate service line with P&L responsibility. Cognizant's Salesforce Practice (SP) operates in North America and global growth markets (GGM, i.e., outside North America). It includes several units, including:

- CoEs for areas including Field Service Lightning, Vlocity for competency development
- Strategy, marketing, and analyst relations
- Demo engineering for building PoCs in its centers in India, Barcelona, Missoula, MT, and Sydney
- Delivery excellence around processes, standards, automation, and audits
- Digital technology office, around next-gen technologies beyond Salesforce
- Advisory & Solutions.

Cognizant has grouped its Salesforce capabilities and personnel in the Enterprise Application Service (EAS) horizontal line. EAS itself is part of Cognizant Digital Business and Technology.

Scope of the Report

The report provides a comprehensive and objective analysis of Cognizant's Salesforce service 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 Services Vendor Assessments also Available for:

- Capgemini
- CGI
- Coforge
- EPAM Systems
- Grazitti Interactive
- Infostrech
- Mindtree
- NTT DATA
- Persistent Systems
- TCS
- Tech Mahindra
- Wipro.

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.

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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

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