



# Cognizant Salesforce Services

Vendor Assessment  
Report Abstract

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## Who Is This Vendor Assessment For?

NelsonHall's Salesforce Services Vendor Assessment for Cognizant is a comprehensive assessment of Cognizant's Salesforce service offerings and capabilities designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of IT services and identifying vendor suitability for Salesforce services
- Vendor marketing, sales and business managers looking to benchmark themselves against their peers
- Financial analysts and investors specializing in IT services and digital.

## Key Findings & Highlights

Cognizant highlights the comprehensiveness of its relationship with Salesforce. Cognizant is:

- A systems integration partner
- A support partner. Cognizant highlights it is a Premier Success partner, providing support services on behalf of Salesforce
- A significant client of Salesforce with 6.5K personnel using Sales Cloud internally
- An ISV partner with its MedVantage product (targeting the medical devices industry). Also, Cognizant has several Full Force and Lightning Bolt IPs
- A BPaaS partner with three offerings: contact center BPS and Service Cloud systems integration work; Marketing Cloud and marketing campaign services; and loan processing based on its Mortgage 360 IP.

Cognizant has grouped its Salesforce capabilities and personnel as part of the Enterprise Application Service (EAS) horizontal line. EAS itself is part of Cognizant Digital Systems Integration and Technology. In total, EAS has 3.5k personnel with Salesforce capabilities.

Cognizant focuses its Salesforce activities on several industries, i.e., banking, financial services, and insurance (BFSI), healthcare and life sciences, utilities, and retail and consumer goods. Cognizant has ~300 Salesforce clients.

In H2 2018, Cognizant acquired two Salesforce service specialists:

- SaaSfocus, a Pune-based vendor targeting the Australian and Indian market. SaaSfocus was large with 350 FTEs, and a client base in BFSI, manufacturing and automotive segments.
- Advanced Technology Group, a Kansas-based CPQ specialist.



## Scope of the Report

The report provides a comprehensive and objective analysis of Cognizant's Salesforce service offerings, capabilities, and market and financial strength, including:

- Analysis of the company's offerings and key service components, accelerators, and "platforms"
- Revenue estimates
- Identification of the company's strategy, emphasis and new developments
- Analysis of the profile of the company's customer base including the company's targeting strategy
- Analysis of the company's strengths, weaknesses and outlook.

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## Report Length

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