



Salesforce Services

Grazitti Interactive

Report Abstract

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Who is This Vendor Assessment For?

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

Grazitti Interactive (GI) is a privately-held digital agency headquartered in Panchkula, Haryana, in India.

Grazitti is a digital agency whose client base primarily includes technology firms and ISVs. To address its client base, the company has specialized its overall capabilities around ITSM and customer services tools, expanding to front-office applications, software, and mobile app development, UX design, and data and analytics. Its key technology partners include Adobe, Alteryx, AWS, Khoros, Salesforce, ServiceNow, Shopify, and Zendesk. It also has B2B marketing experience with Salesforce Marketing Cloud/Pardot and Adobe Marketo (acquired in 2018). The company has developed a wealth of products, and accelerators, most of which focused on integrating its partners' technologies.

The company provides a range of services around the creation of portals and websites, and in particular, for the support/customer services organization of its clients, working with several partners, including:

Grazitti has several practices:

- CRM: Salesforces and Microsoft Dynamics 365
- Online Communities
- Marketing Automation
- Digital Marketing
- Web Development
- Design and Content
- Analytics.

The company continues to expand its digital capabilities. Grazitti has, for instance, expanded into RPA and automation with UiPath and AutomationAnywhere, and application integration.

GI has a headcount of 1K. NelsonHall estimates its revenues in 2021 were ~\$50m.

Scope of the Report

The report provides a comprehensive and objective analysis of Grazitti Interactive'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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