



**NelsonHall**  
TRANSFORM THROUGH INSIGHT

# Vendor Profile

Salesforce Services

## Grazitti Interactive

### Report Abstract

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15 pages

### Contents of Full Report

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## Who is this Vendor Assessment for?

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NelsonHall's vendor profile on Grazitti Interactive is a comprehensive assessment of Grazitti Interactive'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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Grazitti's 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.

The company continues to expand its digital capabilities with a focus on using AI across the Salesforce Clouds. Grazitti has, for instance, expanded into RPA and automation with UiPath and Automation Anywhere, and application integration.

NelsonHall estimates that GI had FY23 revenues of ~\$35m and a headcount of ~1.2k. The company has put India at the center of its delivery model. It, however, has some delivery presence in the U.S., Australia, and Canada, along with a sales office in Singapore and Sydney.

Grazitti's Salesforce practice shares the company's background in servicing its clients' support/customer service units, mostly for technology clients, who are primarily ISVs. It therefore has its strengths in Sales, Service, Experience, Marketing Cloud, and CPQ. The company is deploying its corporate strategy to expand in RPA to Salesforce services, around MuleSoft RPA (ServiceTrade).

## Scope of the Report

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The report provides a comprehensive and objective analysis of Grazitti Interactive'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
- Coforge
- Cognizant
- EPAM Systems
- 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 along with Dominique Raviart, John Laherty, Eric Levine, and Mike Smart.

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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