

capioIT Announces the Global Salesforce.com Systems Integration and Services Market Leadership

capioIT has released the 2014 Global salesforce.com Systems Integration and Services Market Capture Share Report. Accenture is the market leader.

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/EINPresswire.com/ -- Leading emerging market analyst and advisory firm, [capioIT](http://capioIT.com) has released the 2014 Global salesforce.com Systems Integration and Services Market Capture Share Report. This extensively researched report supports global technology buyers by evaluating the key strengths and weaknesses of 14 prominent salesforce.com Systems Integration and Services providers.



According to capioIT CEO Phil Hassey; "Salesforce.com has been a global innovator not just in CRM and SaaS, but also the PaaS market. It has created an ecosystem around itself to maximise customer outcomes." The initial focus of "simply swiping a credit card" and non-IT teams buying salesforce.com limited the requirements of implementation services. However, as the complexity of salesforce.com deployments increased, alongside concerns over data quality and integration, the growth in services and systems integration requirements has accelerated across the salesforce.com ecosystem.

"Organisations cannot maximise the value of their salesforce.com environment without investments in services such as architectural support, change management and data integration. Successful and accelerated implementation provides enhanced Return on Investment and other measurable business outcomes," Mr. Hassey added. Despite these customer requirements the salesforce.com marketplace is still far from maturity when compared with platforms such as SAP and Oracle.

Reflecting the emerging market nature of the salesforce.com ecosystem, capioIT has released the first Capture Share for the Global salesforce.com SI and Services Marketplace.

The analysis identified six vendors were ranked as "Market Makers" (the leading position in the Capture Share model).

These six leaders are:

- [Accenture](#)
- Bluewolf
- Deloitte
- Cloud Sherpas
- Appirio
- Capgemini

Accenture has a clear leadership position in the market. It effectively uses scale with over 250% more certified salesforce.com consultants than any other vendor.

Bluewolf is the first of a trio of market maker vendors that were born in, and focused on, cloud application services. Alongside Cloud Sherpas and Appirio, they represent the next wave of application services provider. Bluewolf was the first ever partner for salesforce.com and has continued to grow in alignment.

Deloitte and Capgemini have leveraged their consulting pedigree to also gain a leadership position, particularly in their home markets of US and Europe respectively.

The remaining vendors in the study are a mix of Indian based services providers and large legacy services vendors. The market for salesforce.com services is still evolving and is a long way from maturity. There is still time for these lagging vendors to invest in order to create differentiation and leadership.

As the market for salesforce.com services heats up, buyers and perspective clients need to ensure that their vendor of choice is able to demonstrate the following:

- Ability to integrate the diversifying salesforce.com platform particularly as it invests in markets such as analytics and wearable technology
- Ecosystem partnerships across the SaaS provider marketplace and the ability to integrate
- Data governance expertise
- A deep bench of industry aligned salesforce.com professionals
- Strong record of innovation

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Note:

The following Vendors are included in this study

- Accenture
- Appirio
- Bluewolf
- Capgemini
- Cloud Sherpas
- Cognizant

- Deloitte
- Fujitsu
- HCL
- IBM
- Infosys
- NTT
- TCS
- Wipro

Capture Share Reports are independent research. They are not prepared on behalf of any vendor or provider. It is a rigorous and tested methodology that is based on extensive qualitative and quantitative engagement with a range of stakeholders.

For more on capture share reports please see:

What is the capioIT Capture Share Report? <http://wp.me/p15cZf-7H>

For more on the Business Principles of capioIT <http://wp.me/p15cZf-8x>

If you require further information, please contact Phil Hassey, CEO capioIT. capioIT is an advisory firm focused on helping organisations to understand emerging technology in emerging markets. Phil may be contacted by email or phone below.

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