IDC Names Leaders and Major Players for Asia/Pacific Salesforce Implementation Services in 2020

SINGAPORE, November 05th, 2020 – According to the IDC MarketScape : Asia/Pacific Salesforce Implementation Services 2020 Vendor Assessment, Appirio, Accenture, Deloitte, IBM, Infosys, and PwC are identified (in alphabetical order) as “Leaders” among the Salesforce implementation partner ecosystem in Asia/Pacific. This pack of 'Leaders' is closely followed by "Major Players" in the market namely (in alphabetical order) Capgemini, Cognizant, DXC, and NTT DATA.

Creating differentiated customer experiences that goes beyond omni-channel support and personalized interactions is a key driver for enterprises embarking on a front office transformation journey in Asia/Pacific. Over the years, Salesforce has positioned itself as a front office transformation platform capable of converging data and intelligence to transform every aspect of the customer experience – ensuring there is business value generation throughout the customer journey. According to Salesforce, Asia/Pacific had witnessed tremendous growth in its adoption and is now a key strategic region contributing to its overall growth. Consequently, the services ecosystem around Salesforce implementation is expected to grow as fast if not faster than Salesforce in the Asia/Pacific region.

As Salesforce adds new products to its portfolio (e.g. Tableau, MuleSoft, Vlocity, work.com, etc.), aligns its go-to-market with industry cloud solutions, and ties its value proposition to business outcomes of customers, the implementation of Salesforce solutions is becoming increasingly complex. Enterprise buyers bank on the expertise of their implementation service partners to enhance and, in some cases, realize the value of their investments.
"Salesforce Implementation partners continue to make strategic investments to bolster capabilities in the Asia/Pacific region. The success however will be dictated by the implementation partner's focus in creating differentiated and immersive experiences by: tailoring the growing portfolio of Salesforce solutions to the customer's respective industry; attaching localized support services; and extending innovations on the Salesforce platform to fit long term business needs," says Rijo George Thomas, Senior Market Analyst for Software and Services at IDC Asia/Pacific.

This IDC MarketScape employs an extremely detailed assessment framework that evaluates vendors on their current ability to support customers with end-to-end Salesforce implementation services, and how well placed they are to grow the adoption of Salesforce solutions with their sound growth strategy in Asia/Pacific. This report is a result of a detailed vendor assessment across 24 different elements across a range of criteria – with information gathered from vendor responses to IDC’s request for information (RFI) questionnaire, vendor briefings and sharing sessions, customer references, and IDC's internal research. This study also provides pertinent guidance for enterprise buyers in Asia/Pacific planning to embark
on a Salesforce implementation journey and identifies the key elements of differentiation brought by 10 Salesforce implementation partners that maximizes the value of customer’s investments.

IDC's Asia/Pacific Services Opportunities in the Digital Economy: Transformation and Acceleration service offers timely and responsive market analysis and competitive coverage of the IT and business services markets in Asia/Pacific. Developed in the perspective of demands from both the supply and the demand side of the market, this research program provides customers with in-depth analysis on buying behavior, market trends and forecasts, and competitive activities across the Asia/Pacific services markets. The program is designed to aggregate research across multiple coverage areas – including consulting services, implementation services, managed/outsourcing (including cloud based) services, business process outsourcing, and support and training services – and to provide a comprehensive and an opinionated analysis to tech buyers and providers. To learn more, contact Cathy Huang at chuang@idc.com or click HERE.

For more information on this IDC MarketScape document, please contact Rijo Thomas at rgthomas@idc.com. For media inquiries, please contact Theresa
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*Note: Asia/Pacific excluding Japan

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About IDC MarketScape

**IDC MarketScape** vendor analysis model is designed to provide an overview of the competitive fitness of IT, telecommunications, or industry-specific suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each vendor’s position within a given market. IDC MarketScape provides a clear framework in which the product and service offerings, capabilities and strategies, and current and future market success factors of IT, telecommunications, or industry-specific vendors can be meaningfully compared. The framework also provides technology buyers with a transparent foundation to allow companies to independently compare the strengths and weaknesses of current and prospective vendors.

For more information about IDC MarketScape, please contact Karen Moser at kmoser@idc.com.

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