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IDC MarketScape: Worldwide Salesforce Implementation Services 2019 Vendor Assessment (Doc #US45007219, September 2019).



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## **PwC named a Leader in the IDC MarketScape: Worldwide Salesforce Implementation Services 2019**

PwC has been named a Leader in the IDC MarketScape: Worldwide Salesforce Implementation Services 2019 Vendor Assessment (Doc #US45007219, September 2019). This IDC MarketScape study represents a vendor assessment of the Salesforce implementation services through the IDC MarketScape model. This assessment discusses both quantitative and qualitative characteristics that explain success in the Salesforce implementation integration services market. This IDC MarketScape covers a variety of vendors participating in the Salesforce implementation services

space. The evaluation is based on a comprehensive and rigorous framework that assesses vendors relative to the criteria and to one another and highlights the factors expected to be the most influential for success in the market in both the short term and the long term.

Based on IDC's Global Salesforce Implementation Services Buyer Perception Survey feedback from 77 of the evaluated vendors' customers, the most critical business priority for them was to "strengthen and expand customer experiences and relationships," while the most critical vendor attribute for successful Salesforce implementation services was being "able to achieve desired business outcomes."

Business remains the dominant sponsors of Salesforce implementation services projects, with 56.2% of projects being sponsored by business buyers. However, CIOs/CTOs are the largest key sponsor for Salesforce implementation services with 24% share.

According to the report, "PwC is positioned in the Leaders category in the 2019 IDC MarketScape for Salesforce implementation services." Commenting on PwC's Salesforce implementation work, the report states that:

"PwC offers a full range of services that span from strategy through execution. It specialises in business transformation and has significant experience assisting clients with all aspects of Salesforce implementation work. PwC has management consultants worldwide who work on strategy, deals, change management, and front-office and back-office transformation programs. By combining these capabilities with its core Salesforce and technology consulting capabilities, PwC offers clients fully integrated solutions. PwC's value proposition for Salesforce revolves around providing an industry-led, business-focused, and technology-enabled approach that integrates knowledge of industries, business processes, and technology that is necessary to effectively and comprehensively deliver Salesforce solutions."

Commenting upon PwC's strengths, the report states that "Buyers rate PwC highly for its ability to meet the project timeline and handling changes in project scope and to integrate its team with customers' internal teams. Similarly, IDC rates PwC very highly for developing future functionality and offering road maps and for its financial/funding model strategy."

It goes on to say: "Organisations should consider PwC when they are looking

for highly qualified and culturally fit external resources on their projects. PwC should also be on the short list when users are looking for the breadth and depth of IP/tools to deliver Salesforce implementation services for their needs.”

Reggie Walker, US Chief Commercial Officer; Global Salesforce Practice Leader said: “We are proud to be named a Leader in this IDC MarketScape. In a fast-paced digital world, businesses need new ways to interact with their customers, employees and partners - anywhere, anytime, across any device. When it comes to digital, one size does not fit all. Every business - and each industry - is marked by unique customer needs, business processes and governance mandates. PwC combines deep industry and business transformation experience with customised digital solutions, powered by Salesforce, to help our clients drive competitive advantage in a digital economy.”

## **About IDC MarketScape**

IDC MarketScape vendor analysis model is designed to provide an overview of the competitive fitness of 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 vendors can be meaningfully compared. The framework also provides buyers with a 360-degree assessment of the strengths and weaknesses of current and prospective

## **Notes**

- 1.For more information on how PwC helps clients visit <https://www.pwc.co.uk/services/consulting/alliances/salesforce.html>
- 2.To find out more about how PwC has been evaluated by leading business, technology and industry analysts visit [pwc.com/analystviews](https://www.pwc.com/analystviews)
- 3.At PwC, our purpose is to build trust in society and solve important problems. We’re a network of firms in 158 countries with over 250,000 people who are committed to delivering

quality in assurance, advisory and tax services. Find out more and tell us what matters to you by visiting us at [www.pwc.com](http://www.pwc.com).

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