



# Vendor Profile

Salesforce Services

## Apexon

### Report Abstract

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16 pages

### Contents of Full Report

1. Foreword
2. Background
3. Revenue Summary
4. Key Offerings
5. Delivery Capabilities
6. Target Markets
7. Strategy
8. Strengths & Challenges
9. Outlook

## Who is this Vendor Assessment for?

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NelsonHall's vendor profile on Apexon is a comprehensive assessment of Apexon'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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This NelsonHall vendor assessment analyzes Apexon's offerings and capabilities in Salesforce services.

Apexon results from the April 2022 merger of Apexon and Infostretch:

Apexon has a headcount of 6.5k, including 4.8k personnel in India, 1.5k in the Americas, and 200 in the U.K. It targets three verticals: BFSI (primarily), healthcare & life sciences (primarily healthcare payers and providers and expanding to pharma), and high-tech & manufacturing (primarily medical device manufacturing and the U.S. mid-sized high-tech industry).

Apexon initiated its Salesforce capabilities in April 2020 and became a Salesforce partner in June 2020. The company expanded its Salesforce capabilities with the acquisition of Saggezza in March 2021.

Saggezza addresses BFSI and healthcare in the U.S. Midwest and the U.K. It is headquartered in Chicago and has offices in the Silicon Valley, the U.K., and India. It focuses on UX design, RPA and automation, and CRM/Salesforce. The company had, at the time of the acquisition, around ~500 personnel.

Currently, Apexon is in development mode, having ~100 Salesforce-certified personnel. The company has growth ambitions, targeting ~250 personnel by the end of 2027.

Apexon has structured its Salesforce capabilities around five areas:

- Advisory services, from presales discovery workshops to blueprinting to organizational change management to PoCs
- Business process optimization, including sales process automation, contact center transformation, marketing automation, and employee experience
- Data migration and integration, including data cleansing, MuleSoft integrations, and analytics, reports, and dashboards
- Managed services and custom platform development
- Industry solutions for Financial Services Cloud, Health Cloud, and Manufacturing Cloud.

## Scope of the Report

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The report provides a comprehensive and objective analysis of Apexon’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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- Coforge
- Cognizant
- EPAM Systems
- Grazitti
- 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.

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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