



Vendor Profile

Salesforce Services

EPAM

Report Abstract

January 2024

Kishore Gorti

Principal Analyst

NelsonHall

14 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?

NelsonHall's vendor profile on EPAM Systems is a comprehensive assessment of EPAM Systems' 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

This NelsonHall vendor assessment analyzes EPAM's offerings and capabilities in Salesforce services.

EPAM Systems (EPAM) is a Newtown, PA-headquartered, Central and Eastern Europe delivery-centric IT services vendor. It was founded in 1993 in New Jersey, with its first offshore development center in Minsk, Belarus. EPAM had 2022 revenues of \$4.8bn. The company has provided CC revenue guidance of \$4,663-4,673m for 2023. EPAM's headcount at the end of September 30, 2023, was 54.6k.

EPAM has a Salesforce practice that addresses Salesforce's products. It also has MuleSoft capabilities in its API & Integration practice and Tableau in its Data & Analytics unit. EPAM had, at the end of 2022, ~1,800 practitioners involved in Salesforce services activities. This includes ~1,450 focused on Salesforce, 320 on MuleSoft, and ~50 on Salesforce Industries/Vlocity. Additionally, it has 1,470 Tableau practitioners.

EPAM has expertise across Cloud products, with Sales, Service, and Experience Cloud still representing its core activities. The company continues to expand to Marketing Cloud/Pardot, B2C and B2B Commerce/Demandware, taking an API-based approach, targeting Customer 360 opportunities.

The company targets several sectors, including healthcare (initially with service providers through Health Cloud and now payers through Vlocity), retail and consumer goods, and BFSI. The company is targeting opportunities in financial services not covered by the Financial Services Cloud, such as wealth management and insurance.

Outside of the Salesforce practice, EPAM highlights that it developed, for several ISVs, software products that run on top of Salesforce.

The company made several acquisitions in the Salesforce services area: Ricston, PolSource, and Emakina.

Scope of the Report

The report provides a comprehensive and objective analysis of EPAM'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:

- Apexon
- Coforge
- Cognizant
- 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.

Kishore can be contacted at:

- Email: kishore.gorti@nelson-hall.com
- Twitter: [@KishoreG_NH](https://twitter.com/KishoreG_NH)



About NelsonHall

NelsonHall is the leading global analyst firm dedicated to helping organizations understand the ‘art of the possible’ in digital operations transformation. With analysts in the U.S., U.K., Continental Europe, and Asia, NelsonHall provides buy-side organizations with detailed, critical information on markets and vendors (including NEAT assessments) that helps them make fast and highly informed sourcing decisions. For vendors, NelsonHall provides deep knowledge of market dynamics and user requirements to help them hone their go-to-market strategies. NelsonHall conducts rigorous, primary research and is widely respected for the quality, depth, and insight of its analysis.

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

Boston

Riverside Center, 275 Grove Street, Suite 2-400, Newton Massachusetts 02466
Phone: +1 857 207 3887

London

29 Rose Hill
Binfield
Bracknell, RG42 5LH
Phone: +44(0) 208 638 7282

Paris

115 rue de Reuilly,
75020 Paris
Phone: +33 (0)6 23 81 17 54

Copyright © 2024 by NelsonHall. All rights reserved. No part of the publication may be reproduced or distributed in any form, or by any means, or stored in a database or retrieval system, without the prior written permission of the publisher. The information provided in this report shall be used only by the employees of and within the current corporate structure of NelsonHall’s clients, and will not be disclosed to any other organization or person including parent, subsidiary, or affiliated organization without prior written consent of NelsonHall. NelsonHall exercises its best efforts in preparation of the information provided in this report and believes the information contained herein to be accurate. However, NelsonHall shall have no liability for any loss or expense that may result from incompleteness or inaccuracy of the information provided.

