



Salesforce Services

# Persistent Systems

## Report Abstract

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## Who is This Vendor Assessment For?

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NelsonHall's Salesforce services profile on Persistent Systems is a comprehensive assessment of Persistent's offerings and capabilities, designed for:

- Sourcing managers monitoring the capabilities of existing IT services suppliers of front-office, Salesforce, and digital transformation applications
- 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 Persistent Systems' offerings and capabilities in Salesforce services.

Persistent started its Salesforce journey in 2008, initially providing software product engineering services to the Salesforce ecosystem. Early clients included Jigsaw (acquired by Salesforce in 2010), Radian6 (acquired by Salesforce in 2011), BMC for its RemedyForce product (launched in 2010), and Kenandy (quote-to-cash and ERP running on Salesforce).

Over time, Persistent expanded its Salesforce focus from product engineering to consulting and implementation services. The company expanded its work to three healthcare ISVs focused on developing software and solutions complementary to Salesforce, i.e., Healthwise, MyStrength, and TigerText.

From 2016 onward, Persistent made several acquisitions outside of the U.S. to accelerate its internationalization process.

In the Salesforce services area, the company acquired in H1 2016 PRM Cloud Solutions, an Australia-based Salesforce service specialist. PRM serviced the healthcare, construction, and property management firms with key clients, including Honda, Rio Tinto, Furniture Options, Breast Cancer Network Australia, Synergy, and Workpower. NelsonHall estimates that the headcount of PRM was below 50 at the time of the acquisition.

In H2 2017, Persistent Systems moved its Salesforce M&A focus to Europe and acquired PARX, a Salesforce Platinum partner. PARX was based in Zurich and Lausanne, Switzerland, and had a presence in Hamburg, Berlin, and Munich (Germany).

In H2 2019, Persistent complemented PARX by youperience, a Germany-based Marketing Cloud specialist, which also had some presence in the U.K. Persistent merged the two companies and currently has ~180 Salesforce personnel in the region (and 520 certifications).

Thanks to the acquisition, the practice in Europe has a background in servicing clients in retail, manufacturing, and professional services while aligning with the overall corporate focus on financial services and healthcare, and life science.

In 2021, Persistent made a further acquisition in the Salesforce ecosystem with CAPIOT for \$5.5m, excluding earn-outs. Palo Alto-headquartered CAPIOT was a MuleSoft and TIBCO partner. The company also provided consulting and management information services with Confluent and Red Hat partners. Its FY20 revenues were \$6.3m (~50% from financial services). CAPIOT had, at the time of the acquisition, ~200 specialists and served ~40 clients in the past six years in the BFSI, telco, and retail & commerce sectors.

## Scope of the Report

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The report provides a comprehensive and objective analysis of Persistent Systems's Salesforce service capabilities, and 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 locations.

## Salesforce Services Vendor Assessments also Available for:

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- Capgemini
- CGI
- Coforge
- EPAM Systems
- Grazitti Interactive
- Infostrech
- Mindtree
- NTT DATA
- Persistent Systems
- TCS
- Tech Mahindra
- Wipro.

## About The Author

Dominique Raviart is the IT Services Practice Director at NelsonHall, with global responsibility for IT Services research programs.

Dominique covers IT Services research in the areas of Software Testing/QA, Big Data and Analytics Services, Salesforce services, and IoT Services. Dominique has been part of NelsonHall's IT Services analyst team since 2007, providing comprehensive and insightful coverage of IT services markets in the world. In particular, he is widely known for his extensive knowledge and coverage of software testing, having examined recently digital testing and DevOps/continuous testing. Dominique assists both buy-side and vendor organizations in assessing opportunities and supplier capability across IT service lines.

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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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