



# BearingPoint Salesforce Services

Vendor Assessment  
Report Abstract

October 2018

By Dominique Raviart

IT Services

Practice Leader

NelsonHall

Ten pages

[research.nelson-hall.com](http://research.nelson-hall.com)





## Who Is This Vendor Assessment For?

NelsonHall's Salesforce Services Vendor Assessment for BearingPoint is a comprehensive assessment of BearingPoint's Salesforce service offerings and capabilities designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of IT services and identifying vendor suitability for Salesforce services
- Vendor marketing, sales and business managers looking to benchmark themselves against their peers
- Financial analysts and investors specializing in IT services and digital.

## Key Findings & Highlights

BearingPoint created its CRM practice taking a business consulting focus, across sales and marketing, looking at strategy and business process re-engineering, and being technology-agnostic.

By 2015, Salesforce had emerged as a tier-one ISV in the CRM space, and expanding into other areas such as e-commerce, and contact center. BearingPoint decided then to build its Salesforce service capabilities within its CRM practice.

Nowadays, The CRM practice has ~180 Salesforce consultants, representing 40% of its headcount (~450). Each consultant has an average experience of 3.5 years.

It has ~35 Salesforce clients and conducted ~80 projects in twelve countries (with most of them in Germany, France, Switzerland, Austria, U.K/Ireland, Italy, the Netherlands, and Nordics).

The CRM practice of BearingPoint follows the same strategy as BearingPoint overall, targeting its client base in financial services (50% of revenues at the corporate level), manufacturing, products, life science, and logistics (40% of revenues), and public sector (10%). In line with its corporate strategy, BearingPoint is creating IP assets in the form of applications, to complement the functionality and features of the Salesforce Clouds. The company continues this effort, focusing on financial services, where adoption of Salesforce has been low, despite the launch of Financial Services Cloud, in 2015.

Finally, BearingPoint provides a two-tier service for its delivery needs, using onshore for its consultant, business analyst, and architect needs, and Eastern Europe for its Apex development and application integration needs.

Finally, BearingPoint highlights it is enjoying very high growth and that it received in 2018 an Salesforce award for "exceptional growth."

## Scope of the Report

The report provides a comprehensive and objective analysis of BearingPoint's Salesforce service offerings, capabilities, and market and financial strength, including:

- Analysis of the company's offerings and key service components, accelerators, and "platforms"
- Revenue estimates
- Identification of the company's strategy, emphasis and new developments
- Analysis of the profile of the company's customer base including the company's targeting strategy
- Analysis of the company's strengths, weaknesses and outlook.



## Contents

|    |                                      |
|----|--------------------------------------|
| 1. | Background                           |
| 2. | Revenue Summary                      |
| 3. | Key Offerings                        |
| 4. | Delivery Capability and Partnerships |
| 5. | Target Markets                       |
| 6. | Strategy                             |
| 7. | Strengths and Challenges             |
| 8. | Outlook                              |

## Report Length

Ten pages

## Report Author

Dominique Raviart

[dominique.raviart@nelson-hall.com](mailto:dominique.raviart@nelson-hall.com)