



IT Services: Salesforce Services

Grazitti Interactive

Report Abstract

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Ten pages

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Who is This Vendor Assessment For?

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

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

Key Findings & Highlights

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

Grazitti Interactive (GI) is a privately-held digital agency headquartered in Panchkula, Haryana, in India.

The company provides a range of services around the creation of portals and websites, and in particular, for the support/customer services organization of its clients, working with several partners, including Adobe, Alteryx, AWS, Khoros, Salesforce, ServiceNow, Shopify, and Zendesk. It also has B2B marketing experience with Salesforce marketing Cloud/Pardot and Adobe Marketo (acquired in 2018).

Grazitti has several practices:

- CRM: Salesforces and Microsoft Dynamics 365
- Online Communities
- Marketing Automation
- Digital Marketing
- Web Development
- Design and Content
- Analytics.

GI has a headcount of 650. NelsonHall estimates its revenues in 2019 were ~\$30m.

The company has put India at the center of its delivery model. It, however, has some delivery presence in the U.S, Australia, and Canada, along with a sales office in Singapore and in Sydney.

GI's Salesforce practice shares the company's background in servicing the support/customer service units of its clients, mostly for technology clients, who are primarily ISVs. It, therefore, has its strengths in Sales, Service, and Community Clouds. Also, GI has developed expertise in CPQ.

The practice has, over time, expanded its portfolio to the broader Salesforce set of products, with a focus on technical development and systems integration, along with business process reengineering. GI complements its technology services profile in its Salesforce practice by the UX/UI/design thinking capabilities of its other units and analytics, along with digital marketing.

Grazitti's Salesforce practice serves ~100 clients. In total, the company has ~250 experts working with Salesforce, MuleSoft, and Tableau Software expertise. The company has one Salesforce practice that includes MuleSoft expertise. It also has Tableau capabilities in its Analytics practice.

Scope of the Report

The report provides a comprehensive and objective analysis of Grazitti Interactive's Salesforce service offerings and 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 Service Vendor Assessments also Available for:

- Accenture
- Cognizant
- DXC
- IBM Bluewolf
- Infosys
- Mindtree/Magnet360
- NTT DATA
- Sopra Steria
- TCS
- T-Systems
- 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

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