



IBM Bluewolf Salesforce Services

Vendor Assessment
Report Abstract

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Who Is This Vendor Assessment For?

NelsonHall's Salesforce Services Vendor Assessment for IBM Bluewolf is a comprehensive assessment of IBM Bluewolf'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

In 2016, IBM announced the acquisition of an SFDC service specialist headquartered in NYC, U.S. Bluewolf was founded 19 years ago, as the first services partner of SFDC. At the time of the acquisition, Bluewolf had ~500 SFDC specialists. The company had developed internationally from the U.S. to London, Paris, Prague, and Melbourne. Bluewolf was mostly an organic growth story, although the company had acquired an Australian SFDC service specialist, in 2012.

IBM has kept Bluewolf operating as an independent organization, within its IBM iX unit, itself a unit of IBM GBS. iX is IBM's digital agency unit and brand focusing on UX and commerce. IBM iX has a large service portfolio, ranging from product design, and UX consulting, to the implementation of e-commerce applications such as SAP hybrid, Adobe, and SFDC.

Bluewolf argues, by being part of iX, now gets access to complementary skills such as design and UX, mobile app development, and to its network of IBM iX Studios, and of garages. Also, Bluewolf is benefiting indirectly from the 2017-announced partnership between IBM Software and SFDC around the integration of SFDC Einstein and IBM Watson. The company is also expecting to benefit from the September 2018-announced partnership between Apple and Salesforce and is working for clients like T-Mobile on related projects.

Finally, at the time of the acquisition, Bluewolf had initiated a verticalization effort in terms of portfolio and go-to-market. IBM has strengthened this approach, notability, through GBS, and strengthened Bluewolf development in several key sectors, including insurance, health, banking, and telecom.

Scope of the Report

The report provides a comprehensive and objective analysis of IBM Bluewolf'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.



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