



Vendor Profile

Salesforce Services

Mindtree

Report Abstract

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Who is This Vendor Assessment For?

NelsonHall's Salesforce services profile on Mindtree is a comprehensive assessment of Mindtree'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

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

Mindtree acquired Magnet360 in H1 2016. Magnet360 was headquartered in Minneapolis, MN, and had offices in NYC, LA, and Chicago. The company was a Salesforce Platinum partner and had ~100 certified personnel at the acquisition and primarily serviced in the manufacturing, life science and healthcare industries. It was founded in 2004, providing Salesforce CRM service and focusing on portals and UX/UI.

Mindtree merged Magnet360 with its own Salesforce practice, mainly addressing retail & CPG clients. Mindtree has aligned its Salesforce capabilities around retail and CPG, life science and healthcare (service provider), BFSI (with a focus on insurance), and manufacturing (automotive and medical devices).

Mindtree has retained the Magnet360 brand: the company has a dual branding for its Salesforce capabilities, marketing it under Magnet360 - The Mindtree Salesforce Practice. The company finds that the Magnet360 brand resonates well in the U.S. and continues to promote it.

The Mindtree Salesforce practice (MSP) groups most of the company's Salesforce expertise. Nevertheless, Mindtree also has capabilities such as MuleSoft and Tableau sitting in different practices.

Mindtree has four main divisions: Customer Success, Data and Intelligence, Cloud, and Enterprise IT. MSP is part of Customer Success.

Scope of the Report

The report provides a comprehensive and objective analysis of Mindtree’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:

- 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

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