



NTT DATA Salesforce Services

Vendor Assessment
Report Abstract

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Who Is This Vendor Assessment For?

NelsonHall's Salesforce Services Vendor Assessment for NTT DATA is a comprehensive assessment of NTT DATA'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

NTT DATA has put its Salesforce (SFDC) capabilities under the structure of geography-based SFDC practices and the coordination of a Global One CoE. NTT DATA's Global One CoE has several roles, including optimizing offerings and IPs created in one geo across NTT DATA countries, or funding training and certification, or the development of IP.

NTT DATA has developed its SFDC capabilities both internally and externally. The company has acquired two SFDC service specialists:

- Centerstance (2012, U.S.). Portland, OR -based Centerstance, a Salesforce consulting partner in North America, had at the time of the acquisition a headcount of 140
- Nefos (2016, Switzerland). Nefos, a Zurich -based Salesforce partner, was founded in 2007 and served German-speaking markets in DACH. Nefos also had a nearshore development center in Croatia. Its client base included manufacturing, automotive, telecom, and services.

Finally, NTT DATA gained some SFDC capabilities from

- The 2014 acquisition of everis, a well-respected consulting and systems integration firm headquartered in Spain, and also operating in Latin America
- The 2016 acquisition of Dell Services, which significantly expanded NTT DATA's presence in North America.

NTT DATA has based its SFDC value proposition on several elements:

- A consulting approach put into the context of digital transformation and agile development
- A delivery model that is largely onshore to accommodate clients' needs for intimacy in their transformation programs
- Investment in IP and software products complementing the functionality brought by SFDC.

Scope of the Report

The report provides a comprehensive and objective analysis of NTT DATA'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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