



IT Services: Salesforce Services

# Persistent Systems

## Report Abstract

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2. Revenue Summary
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5. Target Markets
6. Strategy
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## Who is This Vendor Assessment For?

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

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

Persistent Systems is an NSE-listed IT services and digital services vendor headquartered in Pune, India. The company had in FY20, the period ending March 31, 2020, revenues of \$502m. Its headcount was 10.8k at the end of June 2020.

Persistent Systems has a background in engineering and R&D services, conducting software product engineering services for ISVs, and technology firms. Over time, the company started to service other sectors such as BFSI, healthcare and life sciences, and industrial and manufacturing.

Technology companies (along with emerging verticals) still represented ~52% of revenues in FY20. BFSI and healthcare and life science, accounted for respectively 30% and 19% of revenues.

The company operates mostly in North America (81% of revenues in FY20). It is, however, internationalizing its presence, notably by developing its digital expertise. Salesforce services are an essential element of Persistent's digital initiatives, along with ISVs such as Appian and OutSystems, both in the low-code area.

Persistent started its Salesforce journey in 2008, initially through providing software product engineering services to the Salesforce ecosystem. Early clients included Jigsaw (acquired by Salesforce in 2010), Radian6 (acquired by Salesforce in 2011), BMC for its RemedyForce product (launched in 2010), and Kenandy (quote-to-cash and ERP running on Salesforce).

Over time, Persistent expanded its Salesforce focus from product engineering to consulting and implementation services. The company expanded its work to three healthcare ISVs focused on developing software and solutions complementary to Salesforce, i.e., Healthwise, MyStrength, and TigerText. Also, Persistent gained Salesforce as a client and was involved in the development of Health Cloud.

Currently, the company's Salesforce practice has reached a headcount of 1.2k (this number includes the engineers involved in developing software products that belong to the Salesforce ecosystem).

It focuses on four verticals: BFSI, healthcare and life science, and discrete manufacturing at a global level. Also, through its international expansion, notably in Europe and Australia, the practice gained Salesforce presence in retail & CPG, media & entertainment, professional sports, and education.

Persistent highlights that it remains an important partner for Salesforce and is a preferred GTM partner.

## Scope of the Report

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The report provides a comprehensive and objective analysis of Persistent Systems' 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:

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- Accenture
- Capgemini
- Cognizant
- DXC
- Grazitti Interactive
- IBM Bluewolf
- Infosys
- Mindtree/Magnet360
- NTT DATA
- Persistent
- 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](mailto:guy.saunders@nelson-hall.com)

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