



capioIT

Salesforce Asia Pacific
Systems Integration and
Services Providers
Capture Share Report -
2025

FOCUS POINTS

- > Salesforce continues to be the benchmark for the Asia Pacific SaaS and customer experience marketplace. This benchmark has been consistently in place for several years and is likely to remain so.
- > Salesforce's revenue for FY2024 is estimated at US\$34 billion, with a growth rate of 12% in constant currency. The company has approximately 73,000 employees. From a financial perspective, Salesforce achieved a 30% non-GAAP operating margin in recent quarters, up from 22% in FY2023, underscoring the success of its cost-saving initiatives.
- > Asia Pacific represents approximately 10% of Salesforce's total revenue. This revenue is growing at a substantial premium to that of the other global regions. From a revenue perspective, the strongest markets are Australia, India, and Japan. India and ASEAN have the most substantial growth rates.
- > The largest 2024 acquisition was of Salesforce backup specialist Now for \$1.9B in late 2024. Now has less of a presence in the region, so it represents a potential upside for Salesforce.
- > Salesforce continues to drive the visibility and focus of the AgentForce investment. Although this was only announced at Dreamforce in September 2024, it has made some progress particularly in Australia. Salesforce is positioning it as the future cornerstone of the business for Asia Pacific clients.
- > Agentic AI certainly has the potential to transform business operations. Its adoption in Asia will have substantial consequences that will impact the uptake. It will lead to a changing workplace environment in markets rich in human-based resources, such as India or the Philippines.
- > Salesforce has focused on providing strong local, in-region leadership. To ensure a local presence, Salesforce has accelerated the localisation of teams in the market.
- > As we enter 2025, many economic and geopolitical challenges globally and in the region impact all aspects of the economic and political environment. Salesforce customers and the ecosystem will not be immune from these, and the increased complexity of transactions is a genuine risk.
- > From a product and functional perspective, Salesforce clients face two significant challenges: pricing and integration complexity. Both reflect an organisation that has continued to expand its capabilities and offerings to clients. Salesforce needs to proactively manage these to reduce the time to outcome and enhance value generation through ease of calculation.
- > One of the critical issues enterprises face in the current cloud era is the need for Integration across platforms. GSIs need to be Systems Integrators, not System Integrators. This is true for Salesforce, SAP, AWS, or any other platform; When operating in isolation,

business benefits are reduced substantially. Increasingly, enterprises require that customers integrate across platforms to provide maximum return and value generation from investments in technology. It is the role of SIs, the platforms and the enterprise itself to ensure this happens.

> No discussion of the Salesforce ecosystem can be complete without mentioning the skills issues. These issues existed in 2014, remained in 2024, and are anticipated to remain in 2034. In our region, the skills issue will remain front and centre, but with the advent of AgentForce, the dynamic will likely change fundamentally. Skills are evolving dramatically, and there will be imbalances across the region.

> From the perspective of the System Integrator (SI), the Salesforce ecosystem stands as the most significant annual growth opportunity for any SaaS solution provider. Whether through organic development or acquisitions, major SI investments in the Salesforce ecosystem are paramount, alongside their commitments to the AWS and Azure ecosystems both globally and regionally. These investments represent the key growth opportunities and have enhanced business relevance and measurable outcomes.

> Partner acquisitions are much more specific and tend to be in place to fulfil a niche requirement based on the product of geography. The future is not so clear. SIs, particularly the top 12 or so GSIs, are under substantial business and competitive pressure. Something must give in the space, so it is going to be very interesting to watch what the outcome is likely to be. At the same time, we are seeing the rise of local providers in the region driving key capabilities in the market, which ultimately change the dynamic, particularly at the country level.

> The end users, or a customer's customer, are crucial for optimising Salesforce solutions. Vendors who truly understand these users lead successful Salesforce implementations. This demands direct engagement—onsite with clients to observe and comprehend how the technology is utilised. The same expectation is true for Salesforce itself, as clients often voice the need for it to remain closely aligned with their requirements and the broader market context.

> Accenture was the highest-ranked vendor in the 2025 study for Asia Pacific after enjoying similar success at the global level. However, the market dynamic is changing rapidly and becoming much more competitive at the local country level, regionally, and globally. Following Accenture, Deloitte, Infosys, and PwC are the lead chasers. The other leaders include IBM, Slalom, TCS, and Capgemini. The other leader is Beryl8. Thai-based Beryl8 is the first leader in the capture share to be founded and based in the Asia Pacific region.

> capioIT included 21 vendors in the study. The growth in vendors from 19 in the previous version of the report is a positive reflection of the sales ecosystem's development and increased maturity. Newly included vendors included WPP and KPMG.

HOW CAPIOIT MEASURES VENDOR CAPABILITY IN THE ASIA PACIFIC SALESFORCE SYSTEMS INTEGRATION AND SERVICES PROVIDERS MARKETPLACE

A Capture Share report is the established methodology capioIT uses to rank providers across various technology and business services sectors in global and other geographic markets. The report's output is an objective, market-based analysis of selected service providers' 17 key capabilities and attributes.

These attributes are focused on two key areas: Transform and Leverage. In simple terms, transform is a vendor's ability to engage and create processes and more substantial measurable business outcomes for clients. Leverage is focused on working in a broad, integrated ecosystem and providing scale to develop and measure client outcomes.

To ensure the integrity of the analysis and data, the individual attributes are weighted in percentage based on the overall influence of the Transform and Leverage capabilities.

Data and process integrity are critical components of a report of this type. Fundamentally, the data must be valid and untarnished. To ensure integrity, all information for measuring and assessing these attributes comes from various accurate sources. Sources of information include buyers of Salesforce services solutions globally and in region, vendor briefings and meetings, media sources, the Salesforce ecosystem, and specific end-user feedback from a range of customer sizes, use cases, and attributes.

The following table defines each attribute and provides its weighting in the analysis. Note that in 2025, the Leverage measures have slightly changed. These changes reflect a changing market with increased integration capabilities and process automation for Salesforce deployment in the region and globally. Weighting has also changed slightly. Sales Team Strength has become Client Team Capability, In-country Geographic Reach has become In-Market Capability, and Country localisation has become Process Automation. These reflect the importance of a team approach to client delivery regardless of the role, from sales to project management and programming. These changes have ensured the alignment of the analysis to the development of business outcomes by the SI community.

The transform measures have stayed the same.

Leverage Attribute	Definition	Weighting
Customer Satisfaction	Customer Satisfaction sourced from customer discussions and Salesforce AppExchange etc.	20%
Solution Portfolio Depth	Depth of offerings across customer requirements for Salesforce	15%
Certified Salesforce Professionals	Dedicated Certified Salesforce professionals in the Asia Pacific	15%
Country Strength	Depth, maturity and capability of country subsidiary	10%
Client Team Capability	Quality, depth of sales, delivery and management teams and engagement	10%
Delivery Partnerships	Partnerships to deliver to client requirements in the Asia Pacific	10%
In Market Capability	Breadth of country based geographic capabilities	10%
Country localisation	Offerings designed for the local market	10%
Total		100%

Transform Attribute		Weighting
Internal R&D	Internal R&D focused on Salesforce related Services	10%
Leverage Salesforce R&D	Platform to leverage Partner Salesforce R&D	10%
Salesforce Ecosystem Partnership	Depth of partnerships in the Salesforce ecosystem	15%
Global Solution Development	Development of portfolio offerings that are regional in scope and capability	5%
Industry Solution Development	Development of industry specific solutions for clients	15%
Country Solution Development	Strength and quality of client outcomes from engaging the provider	5%
Salesforce Platform Implementation	Investment in Salesforce platforms and related services	20%
Strength of Brand	Reputation and credibility of brand in the local and global marketplace	12%
Ability to influence external market	Strength of the provider to create market awareness and influence	8%
Total		100%

The following section highlights the leadership in each of the 17 attributes included in the report. The vendor next to an attribute represents the highest-ranked vendor for that attribute. It highlights that leadership is spread across multiple vendors for some factors, e.g., Leverage Salesforce R&D, whereas leadership rests with one vendor for other factors, such as Customer Satisfaction.

RANKING THE ASIA PACIFIC SALESFORCE SYSTEMS INTEGRATION AND SERVICES PROVIDERS

Salesforce services solutions have a full breadth across the spectrum of solutions from consulting to managed services. The ecosystem has grown steadily in recent years, with some fluctuations locally as the markets expand. Salesforce localises presence, and the services and solution ecosystem matures. This acceleration in value and opportunity has been driven by the increased strategic importance of Salesforce in the enterprise, which is operated by the need for a complete end-to-end customer experience capability.

Local in-region consolidation has been slower than expected, both from GSIs and smaller local providers. However, this may change as the market adapts to the challenges provided by Agents and, of course, the geopolitical environment.

capioIT has carefully selected 21 key providers in the Asia Pacific Salesforce Systems Integration and Services sector to undertake a Capture Share that addresses the competitive landscape of the marketplace. This marks an increase in the number of vendors and reflects the growing investment in the platform and the competitive nature of the ecosystem. For further details on the Capture Share methodology, please refer to Appendix 1.

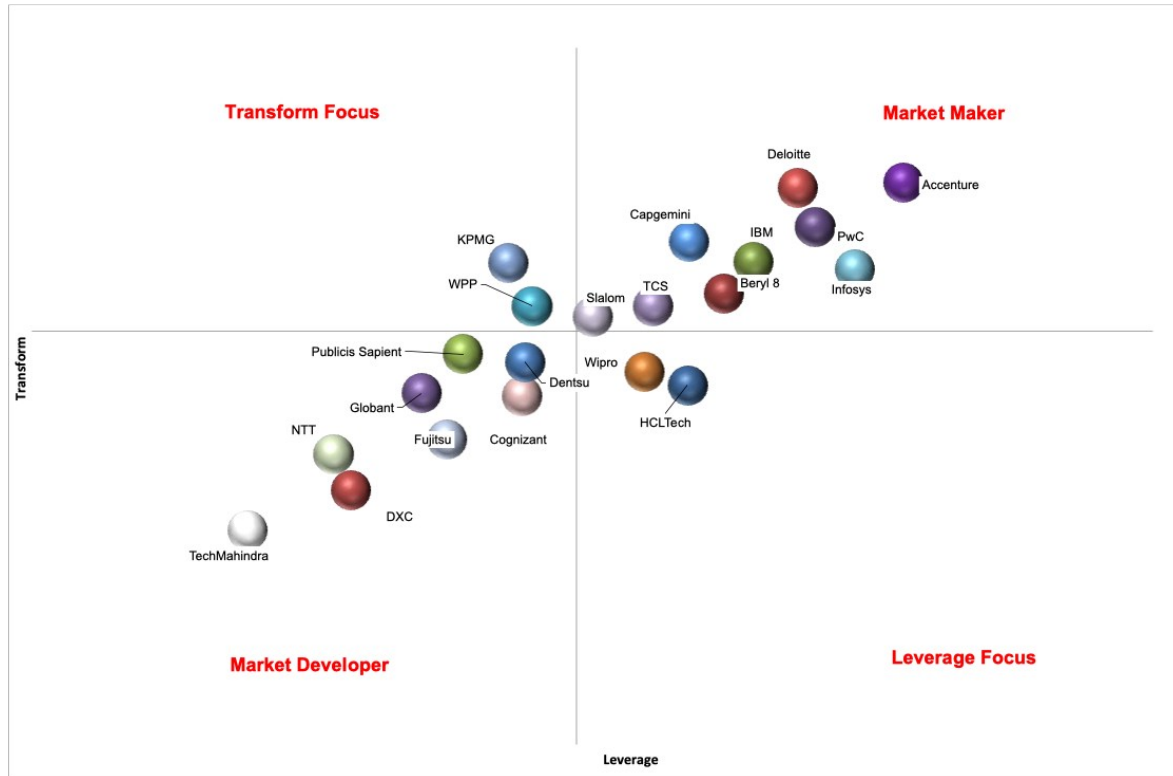
The following vendors were included in the analysis:

- Accenture
- Beryl 8
- Capgemini
- Cognizant
- Deloitte
- Dentsu
- DXC
- Fujitsu
- Globant
- HCLTech
- IBM
- Infosys
- KPMG
- NTT
- Publicis Sapient
- PwC
- Slalom
- TCS
- TechMahindra
- Wipro
- WPP

The growth in the Salesforce SI market reflects the addition of several new vendors to the analysis in 2025. Perhaps most notable is the increase in agency-based vendors, which has increased the effectiveness of their relationship with Salesforce.

The chart below highlights the Capture Share results. It's exciting to see that the 2025 market for Salesforce has welcomed new providers into the leadership Market Maker position on the grid. From a regional perspective, both Slalom and Beryl8 have graduated to leadership roles.

The leaders at the top of the Market Maker grid remain unchanged. However, there have been noticeable shifts among the leading providers as their capabilities develop alongside the Salesforce platform. Accenture continues to lead, with Deloitte, PwC, and Infosys close behind. IBM, Slalom, Capgemini, Beryl8, and TCS form part of the leadership grid. Wipro has dropped out of the leadership position but is a highly ranked Leverage Focus vendor.



The top three vendors—Accenture, Deloitte, and PwC—alongside Infosys leverage their global strength with solutions tailored for the Asia Pacific region. The consulting firms, in particular, **have** consistently aimed to provide genuine innovation and clearly defined business outcomes for clients. While Asia has generally been slow to fully recognise the value of business outcomes, they differentiate themselves based on the depth of their relationships with change-makers in their client base, the broader business technology sector, and senior-level engagement with Salesforce. It's more than just capacity; it's about the ability to transform client-customer experiences. This is fundamental for automating solutions, especially as the shift towards AI, driven by AgentForce at Salesforce, accelerates. Accenture, along with Deloitte and PwC, excels in cultivating high-level, strategic relationships with client leadership, allowing these firms to consistently deliver tailored, outcome-focused solutions both globally and, of course, in the region. These three firms maintain a strong, aligned approach to transformation initiatives, leveraging cloud.

Following these vendors are IBM, Wipro, Capgemini, Slalom TCS and local hero, Beryl8. All these leaders have strong capabilities and provide solutions across various enterprises, geographies, and offerings. They all offer differentiated solutions and have continued to

invest in a direct relationship with Salesforce. This was slightly challenged in 2023 but has improved substantially in 2024. This reinvigoration will need to continue to accelerate if AgentCloud and Salesforce itself can meet their full potential and continue to stave off any competitive threat. All have built stronger relationships with Salesforce to ensure they remain relevant in the market. It is important to note that all vendors included in the study have strong capabilities and are investing in Salesforce as a platform. With a limited number of vendors included in the platform, if you make the Capture Share shortlist, you are capable and have a genuine role in developing the salesforce ecosystem.

The chart highlights the four possible positions on the Capture Share, with the axis of transform and leverage delineating the ranking. The axes are based on the average scores across all rankings. For example, a vendor ranked as a Market Maker scored above average on the transform and leverage attributes. A Leverage Focus vendor is above average for the leverage attribute, and so on.

Vendors Rated as Market Maker

- Accenture
- Beryl8
- Capgemini
- Deloitte
- IBM
- Infosys
- PwC
- Slalom
- TCS

Vendors Rated as Transform Focus

- KPMG
- WPP

Vendors Rated as Leverage Focus

- HCLTech
- Wipro

Vendors Rated as Market Developer

- Cognizant
- Dentsu
- DXC
- Fujitsu
- Globant
- NTT
- PublicisSapient
- TechMahindra

Accenture leads in certification. With over 770,000 employees, it has a scale that is hard to match across all major cloud platforms. Selected vendors are catching up in terms of certification, but Accenture's model relies heavily on people-based solutions, which drives this certification. Other vendors like IBM, Infosys, and Slalom are boosting their certified resources, as a result, there is fierce competition for certified talent.

This will be overturned in the future if the potential and plans for AI are realised. It won't necessarily depend on the number of human resources available, but rather on the ability to deliver capabilities at scale by integrating humans with AI-based agents. This represents the business objective of AgentForce and AI in general within the customer experience sector. It will disrupt the competitive advantage of providers that aim to achieve scale purely through human resources.

The capability gap has significantly narrowed when we examine individual vendors through a direct competitive lens. Leadership is not as clear-cut as it once was. New vendors like KPMG have swiftly leveraged their strengths and provided differentiated capabilities. As the Salesforce platform has matured and expanded in scope, we see a heightened focus on specific Salesforce offerings, including particular clouds, industries, MuleSoft, and, looking ahead, GenAI and AgentForce. Consequently, there is still room for all vendors in the study to concentrate on their unique capabilities. The challenge is that only some vendors have seized the opportunity to differentiate; some need to become more objectively aware of their strengths, where they hold a competitive advantage, and which areas of the ecosystem require assistance for differentiation.

Accenture is the clear leader in five attributes and a joint leader in four others, maintaining its leadership in eight out of the 17 attributes. It has consistently been ranked as the leader in all prior Asia Pacific Salesforce Capture Share reports. Accenture utilises its scale globally and, in the region, its significant contribution to the Salesforce platform, and its ongoing relationship with Salesforce at both global and regional levels. Additionally, it can capitalise on cross-platform leadership, as it possesses strong positions on other platforms such as SAP and AWS, which are vital components of the integrated Salesforce ecosystem.

Deloitte is an outright leader in one attribute and a joint leader in five. It is continuously enhancing its position as a top integrator for Salesforce and related platforms. By leveraging its extensive consulting expertise and integration capabilities, Deloitte effectively aligns a regionally diverse talent pool with the broader organisation's strategic and operational insights. This approach enables the firm to deliver comprehensive digital transformation solutions for clients across various industries.

PwC is a clear leader in two attributes and a shared leader in four others. PwC strategically leverages its deep industry expertise and extensive transformation experience to provide high-value solutions tailored to clients' needs. By seamlessly integrating its audit and tax services, PwC delivers innovative, holistic solutions that drive synergies and create long-term business impact, aligning with the dynamic and rapidly evolving Asian market.

Infosys is a definite leader in one area and a shared leader in another, having leveraged crucial regional acquisitions, particularly in Australia, to position itself as a key player in the Asia Pacific Salesforce ecosystem. This growth driven by acquisitions has considerably enhanced its capabilities, enabling Infosys to build deeper partnerships with Salesforce and secure a robust standing in the market's upper echelon.

IBM is a clear leader in one area and a joint leader in two others. With consulting at the heart of a renewed organisation, this capability in Salesforce and platforms is expected to once again be central to its core, alongside cloud and AI. Among major consulting providers, it stands out for its unique ability to offer technology products alongside consulting services, particularly Red Hat.

Capgemini is a joint leader in two attributes, including client team capability, which enables prospective markets to grasp their focus on execution for clients and overall delivery capabilities.

Slalom has aggressively expanded its Salesforce capabilities and investments in the Asia Pacific region as it takes on global providers in the marketplace. It can leverage a model that optimises local strengths with international scale.

TCS is a joint leader in one attribute and consistently delivers Salesforce solutions in the region. It harnesses its strength in key markets like Australia and India to offer the scale clients need in the Asia Pacific region.

Beryl8 is a joint leader in one attribute and is the first local provider to be recognised as a leader. This reflects the firm's execution of its strong vision, not only for its origins in Thailand but also across ASEAN and Australia, as well as the strength of the relationship and support it has fostered with Salesforce.

Two vendors, KPMG and WPP, are scored as Transform-focused. This reflects the importance of agencies and digital transformation in helping local Asia Pacific clients maximise the business value of their Salesforce investments.

HCLTech and Wipro are recognised as leverage-focused providers. These organisations concentrate on scale and have taken different routes to achieve their current rankings, highlighting the significance of scale in their operations and integration across platforms.

The remaining vendors are Market Developers. While these organisations are at different stages of maturity in their Salesforce solutions, all recognise it as a platform worthy of continued investment and strategic focus. Market Developers' increasing geographic expansion is a key factor to consider. Sustained investment is essential to maintain their current position and enhance their influence and capabilities.

The following charts highlight the rankings and average scores for the Transform and Leverage attributes.

Vendor	Average Transform Score
Accenture	8.23
Deloitte	8.19
PwC	7.97
Capgemini	7.89
IBM	7.77
KPMG	7.77
Infosys	7.73
Beryl 8	7.59
TCS	7.52
WPP	7.52
Slalom	7.46
Publicis Sapient	7.24
Dentsu	7.20
Wipro	7.14
HCLTech	7.06
Globant	7.02
Cognizant	7.00
Fujitsu	6.75
NTT	6.67
DXC	6.46
TechMahindra	6.23
Average	7.35

In terms of Transform capabilities, 11 out of 21 vendors were rated above average, while the rest fell below average. From a transformation perspective, the top three rated providers are Accenture, Deloitte, and PwC—this ranking remains unchanged from the previous report. Accenture and Deloitte are the only two that received an average transform score exceeding 8. Other notable leaders in the transform category include Capgemini, IBM, KPMG, Infosys, Beryl 8, TCS, WPP, and Slalom.

The remaining vendors in the Asia-Pacific region need to strengthen their Transform capabilities. To stay competitive, vendors must demonstrate differentiated expertise in Salesforce and prioritize client success and transformative outcomes. Several vendors lag in this area and must invest in intellectual property, industry-specific solutions, and strategic growth initiatives to expand their presence within the broader ecosystem.

Vendor	Average Leverage Score
Accenture	8.28
Infosys	8.14
PwC	8.02
Deloitte	7.97
IBM	7.84
Beryl 8	7.76
Capgemini	7.66
HCLTech	7.65
TCS	7.55
Wipro	7.53
Slalom	7.38
WPP	7.20
Dentsu	7.18
Cognizant	7.17
KPMG	7.13
Publicis Sapient	7.00
Fujitsu	6.96
Globant	6.88
DXC	6.68
NTT	6.63
TechMahindra	6.38
Average	7.38

In terms of leverage characteristics, 11 out of the 21 vendors scored above average, while 10 scored below. Infosys, Accenture, and PwC were all ranked above eight, leading the pack. Other vendors that scored above average included Deloitte, IBM, Beryl 8, Capgemini, HCLTech, TCO, Wipro, and Slalom. Leveraging this requires substantial investment across various market attributes and is a capability that necessitates long-term investment and leadership in the Asia Pacific region.

The average rating for each attribute is shown in the following table. The average transform score increased from 7.1 to 7.4. This result highlights the growing maturity of the market, with newer entrants like KPMG well positioned to transform client businesses. The highest-rated transform capability is global solution development, demonstrating a broad regional approach linked to global capabilities, closely followed by the Salesforce.com Ecosystem Partnership, which reflects Salesforce's heightened efforts to collaborate with partners and deliver strong client outcomes. The ability to influence the market remains

the lowest-scoring attribute. This comes as no surprise, as this capability is predominantly held by a select few consulting-led providers such as Accenture, PwC, and Deloitte.

Further investment is also needed in solutions tailored to individual countries. Each industry and region evaluates the success of Salesforce investments based on its unique local requirements. Country- and industry-specific solutions are vital, even in the smallest sectors and markets.

The ecosystem's research and development (R&D) is varied. Internal R&D levels are low, significantly below average, whereas leveraged Salesforce R&D is above average. Partners cannot solely depend on Salesforce to generate intellectual property; they must take the initiative themselves, particularly in the region.

Transform	Score
Internal R&D	7.23
Leverage salesforce.com R&D	7.49
salesforce.com Ecosystem Partnership	7.57
Global Solution Development	7.58
Industry Solution Development	7.41
Country Solution Development	7.09
salesforce.com Platform Implementation	7.36
Strength of Brand	7.20
Ability to influence external market	7.04
Total	7.35

Only two attributes ranked above the average for Leverage: customer Satisfaction and Salesforce Skills. While Customer Satisfaction is the most heavily weighted attribute, it alone does not guarantee market leadership. However, it does imply that emerging providers have the opportunity to provide leadership if they can enhance the overall solution offering to create Customer Satisfaction, which is essential for measuring leverage capabilities. Salesforce Skills are unsurprisingly high, given the Asia Pacific region's role in delivering technology services.

The remaining attributes are all slightly below average. Delivery partnerships require significant improvement, along with a stronger presence in local markets. This calls for investment in the local market, which aligns with Country Solution Development's weaknesses in the Transform attributes.

Leverage	Impact
Customer Satisfaction	7.74
Solution Portfolio Depth	7.38
Certified salesforce.com skills	7.40
Country Strength	7.01
Client Team capability	7.36
Delivery Partnerships	7.13
In market capability	7.33
Process Automation	7.26
Total	7.39

Accenture leads the way in nine of the 17 attributes. For five of these attributes, “Certified Salesforce.com resources,” “Country Strength,” “Salesforce.com ecosystem partnership,” “Salesforce Platform Implementation,” “Strength of Brand,” and “Ability to Influence External Market,” it stands alone at the top of the rankings. Accenture’s scale and breadth have resulted in this depth of capacity and capability, a consistent result across several editions of this report.

Following Accenture, Deloitte, IBM, Infosys, and PwC, these companies are leaders in terms of individual attributes, with PwC excelling in two of them. It’s vital to note that standalone leadership is becoming increasingly challenging. The growing maturity of offerings and capabilities has led to many shared leadership attributes. The following vendors share leadership for at least one of the attributes in either Leverage or Transform: Accenture, Beryl8, Capgemini, Deloitte, HCLTech, IBM, Infosys, PwC, and TCS.

Note - Several vendors can jointly lead in the market based on how leadership is measured. When a single vendor is mentioned, that vendor is the highest-ranked, with no other vendor achieving a comparable score. When multiple vendors are noted, they are all considered equal leaders in the market.

Leverage Attribute Top Ranked Vendors (note can be multiple vendors)

Customer Satisfaction	Infosys
Solution Portfolio Depth	Accenture, Deloitte
Certified Salesforce.com skills	Accenture
Country Strength	Accenture, Capgemini, Deloitte,
Client Team Capability	Beryl8, Capgemini, Deloitte, HCLTech IBM, Infosys
Delivery Partnerships	Accenture, Deloitte, TCS
In Market Capability	PwC
Process Automation	IBM

Transform Attribute Top Ranked Vendors (note can be multiple vendors)

Internal R&D	Capgemini, IBM, PwC
Leverage Salesforce R&D	PwC
Salesforce Ecosystem	
Partnership	Accenture
Global Solution Development	Deloitte, PwC
Industry Solution Development	Accenture, Deloitte, PwC
Country Solution Development	Deloitte
Salesforce Delivery Platform	Accenture
Strength of Brand	Accenture
Ability to influence external market	Accenture

WHAT ATTRIBUTES DO LEADERS IN THE ASIA PACIFIC SALESFORCE SYSTEMS INTEGRATION AND SERVICES PROVIDERS SHARE?

Asia Pacific Salesforce Systems Integration and Services Providers marketplace leaders share core attributes.

- Long-term investment in the Salesforce ecosystem, including ISVs.
- Growth with Salesforce. As it expands into new capabilities, leading partners are the first to move with them.
- The regional and global commitment of capital and resources to the Salesforce ecosystem
- Integration and cross-investment in a broader SAAS ecosystem and, increasingly, the public cloud platforms of Google, Azure, and AWS.
- Investment in a regional and global capability to support Salesforce expansion
- Engagement in Trailhead to drive certification, culture and skills.
- Focus on IP and asset-based solutions, not just throwing human resources at the problem.
- Development of outcomes to drive business success that is measured
- Above all others, enabling Salesforce clients to move to measurable business and customer experiences

CHARACTERISTICS OF THE MARKET MAKER RANKED PROVIDERS

Accenture

Top three Salesforce solutions capabilities

- Solution Portfolio Depth
- Certified Salesforce resources
- Strength of Brand

Beryl8

Top three Salesforce solutions capabilities

- Client Team Capability
- Country Strength
- Salesforce Ecosystem Partnership

Capgemini

Top Three Capgemini Capabilities

- Process Automation
- Client Team Capability
- Internal R&D

Deloitte

Top Three Deloitte Capabilities

- Delivery Partnerships
- Industry Solution Development
- Solution Portfolio Depth

IBM

Top Three IBM Capabilities

- Client Team Capability
- Process Automation
- Internal R&D

Infosys

Top Three Infosys Capabilities

- Customer Satisfaction
- Client Team Capability
- Global Solution Development

PwC

Top Three PwC Capabilities

- Internal R&D
- Client Team Capability
- Salesforce Ecosystem Partnership

Slalom

Top Three Slalom Capabilities

- Customer Satisfaction
- In Market Capability
- Leverage Salesforce R&D

TCS

Top Three Wipro Capabilities

- Delivery Partnerships
- Certified Salesforce resources
- Global Solution Development

APPENDIX 1 - METHODOLOGY FOR THE CAPTURE SHARE ANALYSIS

Capture Share reports are based on analysing 17 key capabilities and attributes of service providers. These attributes are focused on two key areas: Transform and Leverage.

To undertake the appropriate level of analysis and data integrity, the individual attributes are weighted in percentage terms based on the overall influence of the Transform and Leverage capabilities.

Data and process integrity are critical components of a report of this type. Fundamentally, the data will be valid and untarnished. To help ensure this, all information for measuring and assessing these attributes comes from various sources. These sources include Salesforce, Salesforce users, vendor briefings and meetings, media sources, the IT solutions ecosystem, and specific end-user feedback.

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ABOUT CAPIOIT

capioIT was founded in 2010. It is focused on helping organisations capture and understand emerging digital technology in emerging global economic markets. CEO Phil Hassey has



over 20 years of experience in corporate strategy, consulting and market intelligence, gained in a diverse range of organisations and industries.

The core of capiolT -

Capture – Focus on capturing the current and future pulse of emerging markets and emerging technology.

Understand – Source information ensures all customers and stakeholders can understand and drive strategy to maximise customer engagement.

Collaborate – Through strategic partnerships, we have ensured that a small regionally based firm has highly elevated market engagement and influence across technology and geography.

Innovate – We are not satisfied with the current evolution of the analyst/research market. We have listened, engaged, and driven innovation through our engagement model, business culture, use of social media and relationships.



Capture Understand Collaborate Innovate

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