



IDC ServiceScape: U.S. Midmarket Salesforce Implementation Services 2025–2026

Technology Supplier Solution Functionality

This IDC Excerpt Features: Mphasis

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About this Excerpt

The content from this presentation was taken directly from “**IDC ServiceScape: U.S. Midmarket Salesforce Implementation Services 2025–2026**” (Jan 2026 - IDC ProductScape - Doc # US54222726). This presentation will only feature the case study from Mphasis.

Abstract

This IDC ServiceScape offers a comprehensive guide on the key functionalities of Salesforce implementation services, featuring services from Acxiom, Argano, Astound Digital, Brillio, Cloud for Good, Coastal, Grazitti Interactive, Jade Global, Mastek, Mphasis Silverline, Perficient, TELUS Digital, UST, and West Monroe. The status of each service capability is categorized as fully supported, partially supported, partner-provided, road map, or not supported; this enables technology purchasers to quickly identify which vendors align with their changing requirements.



Situation Overview

Research Objectives

This IDC ServiceScape compares the offering functionality among technology services suppliers in the Salesforce implementation services market.

The goal of the research was to gather details about current Salesforce implementation services vendors, including functionality and breadth of offerings. The results are intended to guide:






- Technology buyers in their pursuit of Salesforce implementation services that best meet evolving needs across the organization
- Technology suppliers as they evaluate the competitive and partnership landscape of the broad set of capabilities in the market

The data collection and validation methodology for the IDC ServiceScape is described on the following slide.

IDC ServiceScape Methodology

The IDC ServiceScape provides technology buyers with a list of capabilities essential to the product, offering, or service being provided by each technology services supplier. IDC analysts follow the methodology below to develop the list of capabilities featured in this document.

- IDC analysts develop the market definition, inclusion criteria, and capability list presented in this IDC ServiceScape to help technology buyers understand the technology or services scope of the technology supplier offerings included.
- The listed offering capabilities are defined, identified, and validated through multiple channels (e.g., demos, technology supplier briefings, technology buyer interviews, user interviews, RFI reviews, or RFP reviews).
- Leveraging information supplied by vendors, selected functionality is presented using categories defined as follows:

 Full Support	 Partial Support	 Partner-Provided	 Road Map	 No Support
Proven service and/or solution implemented for five or more clients	Fully developed service and/or solution implemented for fewer than five clients	Partner-delivered service and/or solution	Service and or/solution is on the road map for the next 12 months.	No plans to offer the service and/or solution

- Note that, unlike the IDC MarketScape, an IDC ServiceScape presents an offering’s functionality status at the time of the report, rather than a quantitative or qualitative assessment of the technology supplier and its capabilities or strategies.
- Final drafts of the IDC ServiceScape are reviewed with included technology suppliers for factual accuracy.
- Upon completion of the IDC ServiceScape, the study is published to idc.com in presentation format.

Market Definition

The Salesforce implementation services market covers the design, build, and integrate phases of the design-build-run services life cycle. The design phase includes both IT professional services and business consulting.

Inclusion Criteria

- ✓ US-based providers, multinationals with a large US presence
- ✓ Earned between \$50 million and \$1 billion in annualized revenue in 2024
- ✓ Salesforce services offerings and solutions addressing a range of industry verticals and business functions
- ✓ Employ 200–700 Salesforce certified experts, as noted on AppExchange as of July 2025

IDC Recommendations

Based on this study, IDC recommends that buyers consider the following recommendations before starting new Salesforce implementations:

- **Have a clear plan:** Clearly define your business goals, align KPIs, and engage key stakeholders early when implementing new systems or modernizing legacy ones to ensure transparency and buy-in.
- **Be wise while scoping out your implementation:** Thoughtfully allocate Salesforce resources to generate tangible business value, scaling implementations as your enterprise grows.
- **Keep a careful eye on customizations:** Leverage standard features extensively, minimizing custom functionality to simplify maintenance and enable straightforward upgrades, while selectively customizing business processes when cost-effective, ensuring thorough documentation.
- **Prepare an AI strategy leading with trust and data:** Scrutinize the vendor's ability to construct data architecture and ethical frameworks that responsibly support AI applications, beyond marketing claims, to discern its approach to deriving business value from AI while preserving high ethical standards and governance.
- **Give adequate attention to change management:** Enterprises must balance people, process, and technology changes to maximize Salesforce's value, while implementing a holistic strategy that captures user needs, tracks outcomes, and fosters continuous innovation.

IDC Recommendations

- **Think beyond CRM implementation:** Collaborate with Salesforce partners who can combine tools, best practices, and implementation expertise to enhance Salesforce's value proposition beyond CX, enabling seamless front- and back-office integration, data strategy, analytics, AI, and automation.
- **Consider industry expertise:** Leveraging an implementation partner's industry expertise contextualizes Salesforce solutions, delivering superior time to value and upfront cost savings.
- **Look to integrate with other applications and systems:** A service provider's MuleSoft capabilities are an important consideration for some buyers, especially those who want to leverage this part of the Salesforce offering portfolio.
- **Scale is important, but providers of all sizes can offer value:** The number of service providers that can help implement Salesforce solution is vast. This IDC ServiceScape assess 14 providers, but many more providers may be suitable to an organization's specific needs (e.g., those related to the industry and/or regions in which they operate). IDC advises prospective customers to prioritize their requirements and consider several (or more) providers of varying sizes able to meet their requirements in terms of service delivery, ability to grow with them, relationship management, and cost constraints. Find the right provider that fits your requirements and culture.
- **Evaluate vendors:** Use this IDC ServiceScape in contract negotiations and as a tool not only to shortlist vendors for Salesforce implementation services bids but also to evaluate vendors' proposals and oral presentations. Make sure you understand where these players are truly differentiated and take advantage of their expertise (technical, industry based, or otherwise).



Functionality Comparisons

Range of Services Related to Salesforce	Acxiom	Argano	Astound Digital	Brillio	Cloud for Good	Coastal	Grazitti Interactive	Jade Global	Mastek	Mphasis Silverline
Design thinking services	●	◐	●	●	●	●	●	◐	◐	●
Strategy consulting (M&A, product launch, etc.)	●	●	●	●	🔄	●	●	◐	◐	●
Technology consulting	●	●	●	●	●	●	●	●	●	●
Operations improvement and process consulting	●	●	●	●	◐	●	●	●	●	●
Change management	●	●	●	●	●	●	●	●	◐	●
Systems integration	●	●	●	●	●	●	●	●	●	●
Custom application development	●	●	●	●	●	●	●	●	●	●
Data migration and modernization	●	●	●	●	●	●	●	●	●	●
Application managed services	●	●	●	●	●	●	●	●	●	●
Infrastructure managed services	◐	●	⊘	⊘	●	⊘	●	●	●	⊘
Support and training services	●	●	●	●	●	●	●	●	●	●

● Full support
◐ Partial support
🔄 Partner-provided
🔄 Road map
⊘ No support

Range of Services Related to Salesforce	Perficient	TELUS Digital	UST	West Monroe						
Design thinking services	●	●	●	●						
Strategy consulting (M&A, product launch, etc.)	◑	●	●	●						
Technology consulting	●	●	●	●						
Operations improvement and process consulting	◐	●	●	●						
Change management	◐	●	●	●						
Systems integration	●	●	●	●						
Custom application development	●	●	●	●						
Data migration and modernization	●	●	●	●						
Application managed services	◐	●	●	🗺️						
Infrastructure managed services	⊘	◑	●	🗺️						
Support and training services	◑	●	●	🗺️						

● Full support
◐ Partial support
◑ Partner-provided
🗺️ Road map
⊘ No support

Engagements Across Salesforce Modules	Acxiom	Argano	Astound Digital	Brillio	Cloud for Good	Coastal	Grazitti Interactive	Jade Global	Mastek	Mphasis Silverline
Service Cloud	●	◐	●	●	●	●	●	●	●	●
Sales Cloud	●	●	●	●	●	●	●	●	●	●
Marketing Cloud	●	◐	●	●	●	●	●	◐	●	●
Loyalty Cloud	●	⊘	●	◐	⌚	◐	◐	⊘	◐	●
Commerce Cloud	●	●	●	◐	●	●	◐	◐	●	●
Experience Cloud	●	●	●	●	●	●	●	●	●	●
Salesforce Platform (Lightning Platform, Heroku)	●	●	●	●	●	●	●	●	●	●
Analytics Solutions (Tableau)	●	●	●	●	◐	●	●	◐	●	●
MuleSoft Anytime Platform	●	●	◐	●	●	●	●	●	●	●
Einstein	●	●	●	●	●	●	●	◐	●	●
Agentforce Solutions	◐	●	●	●	●	●	●	◐	●	●
Data Cloud	●	●	◐	●	●	●	◐	⌚	●	●

















































● Full support
◐ Partial support
⊘ Partner-provided
⌚ Road map
⊘ No support

Engagements Across Salesforce Modules	Perficient	TELUS Digital	UST	West Monroe						
Service Cloud	●	●	●	●						
Sales Cloud	●	●	●	●						
Marketing Cloud	●	●	●	●						
Loyalty Cloud	⬇	◐	⬇	⊘						
Commerce Cloud	◐	⬇	⚠	◐						
Experience Cloud	●	●	●	●						
Salesforce Platform (Lightning Platform, Heroku)	●	●	●	⊘						
Analytics Solutions (Tableau)	◐	●	●	●						
MuleSoft Anytime Platform	●	●	●	●						
Einstein	●	●	●	●						
Agentforce Solutions	●	●	●	◐						
Data Cloud	●	●	●	◐						

● Full support
◐ Partial support
⚠ Partner-provided
⬇ Road map
⊘ No support

IP — Frameworks, Tools, and Accelerators	Acxiom	Argano	Astound Digital	Brillio	Cloud for Good	Coastal	Grazitti Interactive	Jade Global	Mastek	Mphasis Silverline
Enterprise transformation framework	●	◐	●	●	●	●	◐	●	◐	●
ROI/value assessment frameworks	●	●	●	●	●	●	●	●	●	●
Agile delivery frameworks and methodologies	●	●	●	●	●	●	●	●	●	●
Salesforce migration effort assessments	●	●	●	●	●	●	●	●	●	●
M&A/organizational consolidation methodologies	●	●	◐	●	🗺️	●	🚫	◐	◐	◐
Quality assurance methodology/frameworks	●	●	●	●	●	●	●	●	●	●
Change management frameworks	●	●	●	●	●	●	●	●	◐	●
Salesforce platform health assessment	●	●	●	●	●	●	●	●	●	●
Platform reference architecture	●	●	●	●	🔗	●	●	🚫	●	●
MuleSoft/API integration frameworks	●	●	◐	●	●	●	◐	●	●	●
AI and Data Cloud readiness assessments	●	●	●	●	●	●	◐	🗺️	●	◐
Martech frameworks	●	🚫	●	●	●	●	◐	◐	●	●

● Full support
◐ Partial support
🔗 Partner-provided
🗺️ Road map
🚫 No support

IP — Frameworks, Tools, and Accelerators	Perficient	TELUS Digital	UST	West Monroe						
Enterprise transformation framework										
ROI/value assessment frameworks										
Agile delivery frameworks and methodologies										
Salesforce migration effort assessments										
M&A/organizational consolidation methodologies										
Quality assurance methodology/frameworks										
Change management frameworks										
Salesforce platform health assessment										
Platform reference architecture										
MuleSoft/API integration frameworks										
AI and Data Cloud readiness assessments										
Martech frameworks										

 Full support
  Partial support
  Partner-provided
  Road map
  No support

IP — Frameworks, Tools, and Accelerators (Continued)	Acxiom	Argano	Astound Digital	Brillio	Cloud for Good	Coastal	Grazitti Interactive	Jade Global	Mastek	Mphasis Silverline
AI-powered test data and code generation tools	📌	📌	●	●	🔗	●	🌕	📌	●	🔗
AI-powered user story generation tools	📌	📌	●	●	🔗	●	🌕	📌	●	📌
Data migration tools	●	●	●	●	●	●	🌕	●	●	●
Salesforce AI and Agentforce accelerators	●	🔗	●	●	●	●	●	🌕	●	🌕
Access management tools	●	🚫	●	🌕	🔗	●	🌕	🚫	●	🚫
Identity management solutions	●	🚫	●	🌕	🌕	●	🌕	🚫	●	🚫
Sustainability solutions	●	🚫	●	🚫	📌	🚫	📌	🌕	🔗	🚫
Marketing automation solutions	●	🚫	●	●	●	●	●	🌕	🌕	●
Loyalty management solutions	●	🚫	●	🌕	📌	●	🌕	🚫	🌕	🚫

● Full support
🌕 Partial support
🔗 Partner-provided
📌 Road map
🚫 No support

IP — Frameworks, Tools, and Accelerators (Continued)	Perficient	TELUS Digital	UST	West Monroe						
AI-powered test data and code generation tools	●	◐	●	●						
AI-powered user story generation tools	◐	➡	●	➡						
Data migration tools	●	●	●	●						
Salesforce AI and Agentforce accelerators	◐	●	●	◐						
Access management tools	➡	◐	●	●						
Identity management solutions	➡	◐	●	●						
Sustainability solutions	➡	➡	●	●						
Marketing automation solutions	●	●	●	●						
Loyalty management solutions	➡	◐	◐	●						

● Full support
◐ Partial support
➡ Partner-provided
➡ Road map
⊘ No support

Focus Industries	Acxiom	Argano	Astound Digital	Brillio	Cloud for Good	Coastal	Grazitti Interactive	Jade Global	Mastek	Mphasis Silverline
Automotive	●	⊘	⊘	◐	⊘	◐	⊘	⊘	◐	⊘
Media and communications	●	⊘	●	◐	⊘	●	⊘	◐	◐	●
Retail and consumer goods	●	⊘	●	◐	⊘	●	⊘	⊘	●	⊘
Energy and utilities	●	⊘	⊘	⊘	⊘	●	⊘	⊘	⤵	◐
Financial services	●	◐	⊘	●	⊘	●	⊘	◐	⤴	●
Healthcare and life sciences	●	●	●	●	●	●	◐	●	●	●
Manufacturing	●	◐	●	⊘	⊘	●	◐	◐	●	⤵
Construction and real estate	●	◐	⊘	⊘	⊘	●	⊘	⤵	⊘	◐
Public sector	●	⊘	⊘	⊘	●	●	⊘	⊘	●	⤵
Education and nonprofit	●	⊘	⊘	⊘	●	●	◐	◐	●	⤵
Technology	●	●	●	●	⊘	●	●	●	●	◐
Travel and hospitality	●	●	●	◐	⊘	●	⊘	●	⤵	◐

● Full support
◐ Partial support
⤴ Partner-provided
⤵ Road map
⊘ No support

Focus Industries	Perficient	TELUS Digital	UST	West Monroe						
Automotive	●	◐	●	⊘						
Media and communications	◑	⤵	●	◐						
Retail and consumer goods	◑	◐	●	●						
Energy and utilities	◐	⤵	●	●						
Financial services	●	●	●	●						
Healthcare and life sciences	●	◐	●	●						
Manufacturing	●	●	●	●						
Construction and real estate	◑	●	●	⊘						
Public sector	⊘	◐	⤵	●						
Education and nonprofit	⊘	●	●	●						
Technology	●	●	●	●						
Travel and hospitality	◐	●	●	●						

● Full support
◐ Partial support
◑ Partner-provided
⤵ Road map
⊘ No support

Pricing Models	Acxiom	Argano	Astound Digital	Brillio	Cloud for Good	Coastal	Grazitti Interactive	Jade Global	Mastek	Mphasis Silverline
Time and materials	●	●	●	●	●	●	●	●	●	●
Fixed fee	●	●	●	●	●	●	●	●	●	●
IT outcome-based	⊘	◐	●	●	⊘	⊘	●	●	●	⤵
Business outcome-based	●	◐	●	◐	⊘	●	●	●	●	◐
Transaction-based	●	⊘	⊘	●	⊘	⊘	⤵	●	●	⊘
Capacity-based	⊘	◑	●	●	●	●	●	●	●	●
Retainer-based	●	●	●	●	●	●	●	●	◐	⊘
Co-investment/joint venture (including innovation fund)	●	⤵	⊘	◐	◐	◐	⊘	●	⤵	●

● Full support
◐ Partial support
◑ Partner-provided
⤵ Road map
⊘ No support

Pricing Models	Perficient	TELUS Digital	UST	West Monroe						
Time and materials	●	●	●	⊘						
Fixed fee	●	●	●	●						
IT outcome-based	◑	◐	●	●						
Business outcome-based	◑	◐	●	●						
Transaction-based	⊘	⤵	●	⊘						
Capacity-based	●	●	●	⊘						
Retainer-based	⊘	●	⊘	⊘						
Co-investment/joint venture (including innovation fund)	●	◐	◐	⊘						

● Full support
 ◐ Partial support
 ◑ Partner-provided
 ⤵ Road map
 ⊘ No support



Vendor Profile

Vendor: Mphasis Silverline

Headquarters:

New York City, New York, US

Size of Salesforce Practice:

750–800

Practice Age:

16 years

Projects Completed:

4,000+

Market Presence:

Global

Target Segment:

Large and medium-sized organizations

Top 3 Industries Served:

Banking, insurance, and media

Ownership Status:

Publicly held

Provider Overview

Mphasis Silverline is a global Salesforce partner and digital transformation consultancy, acquired by Mphasis in 2023. The company specializes in Salesforce implementation, consulting, and managed services.

Silverline offers industry-focused cloud solutions aimed at optimizing customer experiences, modernizing contact centers, and powering AI-enabled automation. Its offerings span the Salesforce ecosystem — including Sales, Service, Marketing, Financial Services Cloud, Data Cloud, and Industry Clouds — supported by accelerators purpose-built for complex, industry-specific use cases. Engagements commonly include front-, middle-, and back-office optimization, third-party system integration, data modernization, and AI enablement. Change management, managed services, and user adoption programs ensure sustained success post-implementation.

Key Differentiators

Mphasis Silverline aspires to deliver outcome-driven Salesforce solutions that enhance customer engagement, modernize operations, and accelerate digital transformation across industries. Some of its differentiators include:

- Mphasis’s global delivery model with onshore, nearshore, and offshore capabilities that ensure scalability, flexibility, and cost efficiency
- Personalized boutique service with the scale and resources of its parent company, Mphasis, enabling tailored Salesforce delivery with enterprise-grade capabilities
- Portfolio of over 25 accelerators, 20+ Agentforce scenarios, and 50+ design library assets managed by Silverline Foundry, driving faster deployment, cost efficiency, and advanced AI applications
- Sizable Salesforce resource pool with large number of certifications



Appendix

Functionality Definitions — Range of Services Related to Salesforce

Functionality	Definition
Design thinking services	Design thinking services are professional services that use human-centered, iterative approaches to problem solving and innovation. These services help organizations ideate, prototype, and test new products, services, or experiences by deeply understanding user needs and business objectives.
Strategy consulting (M&A, product launch, etc.)	Strategy consulting involves advisory and implementation services related to defining an organization's strategy and goals, as well as designing and implementing the structures and processes that help the organization reach its goals. This includes digital transformation planning, technology assessment, customer experience enhancement, data analytics, process optimization, change management, and risk management.
Technology consulting	Technology consulting is the delivery of advice to customers aimed at managing and improving an organization's IT performance, infrastructure, security, and related processes. It includes IT strategy (designing IT vision and goals and aligning resources) and IT operations (optimizing IT infrastructure, architecture, and use of specific technologies).
Operations improvement and process consulting	Operations improvement and process consulting focuses on analyzing and optimizing business processes to reduce costs, improve efficiency, and enhance agility. This includes automating workflows, integrating digital tools, and redesigning operational models to support business transformation and digitalization.
Change management	Change management consulting provides guidance on managing organizational change required for digital transformation or other strategic initiatives. This includes training staff, fostering a culture of innovation, and implementing processes to ensure the successful adoption of new technologies, systems, or business models.
Systems integration	System integration services involve the planning, design, implementation, and management of complex IT systems, ensuring that disparate hardware, software, and network components work together seamlessly. This includes integrating legacy systems with new technologies, enabling interoperability, and supporting business process automation.
Custom application development	Custom application development services focus on delivering standalone, custom code sets to meet a client's business needs. These services span the entire application development life cycle, including requirements gathering, design, build, testing, QA, and solution acceptance.
Data migration and modernization	Data migration and modernization services help organizations move data from legacy systems to modern platforms, ensuring data integrity, security, and accessibility. Modernization includes upgrading data architectures, enabling advanced analytics, and supporting cloud adoption to improve business agility and decision-making.
Application managed services	Application managed services involve the ongoing management, support, and optimization of enterprise applications. Providers ensure application performance, reliability, security, and compliance, often including application hosting, monitoring, patching, and incident management.
Infrastructure managed services	Infrastructure managed services cover the management and support of IT infrastructure, including servers, storage, networks, and cloud environments. Services include monitoring, maintenance, security, capacity planning, and disaster recovery, enabling organizations to ensure reliable, scalable, and secure IT operations.
Support and training services	Support services consist of both hardware and software deploy and support services, in addition to IT education and training. These services are designed to optimize the investment in technology solutions by resolving issues, maintaining operations, and training users.

Functionality Definitions — Engagements Across Salesforce Modules

Functionality	Definition
Service Cloud	This functionality is defined based on the nature and quantum of the vendor's engagements on Salesforce Service Cloud.
Sales Cloud	This functionality is defined based on the nature and quantum of the vendor's engagements on Salesforce Sales Cloud.
Marketing Cloud	This functionality is defined based on the nature and quantum of the vendor's engagements on Salesforce Marketing Cloud.
Loyalty Cloud	This functionality is defined based on the nature and quantum of the vendor's engagements on Salesforce Loyalty Cloud.
Commerce Cloud	This functionality is defined based on the nature and quantum of the vendor's engagements on Salesforce Commerce.
Experience Cloud	This functionality is defined based on the nature and quantum of the vendor's engagements on Salesforce Experience Cloud.
Salesforce Platform (Lightning Platform, Heroku)	This functionality is defined based on the nature and quantum of the vendor's engagements on Salesforce Lightning Platform and Heroku.
Analytics Solutions (Tableau)	This functionality is defined based on the nature and quantum of the vendor's engagements on Salesforce Tableau and analytics solutions.
MuleSoft Anytime Platform	This functionality is defined based on the nature and quantum of the vendor's engagements on the MuleSoft Anytime Platform.
Einstein	This functionality is defined based on the nature and quantum of the vendor's engagements on Salesforce Einstein.
Agentforce Solutions	This functionality is defined based on the nature and quantum of the vendor's engagements on Salesforce Agentforce.
Data Cloud	This functionality is defined based on the nature and quantum of the vendor's engagements on Salesforce Data Cloud.

Functionality Definitions — IP — Frameworks, Tools, and Accelerators

Functionality	Definition
Enterprise transformation framework (overarching framework cutting across cloud, data, and infra)	Comprehensive methodology that guides organizations through large-scale digital transformation, leveraging Salesforce as a core platform. The framework typically includes strategic roadmapping, stakeholder alignment, and cross-functional integration, ensuring that Salesforce solutions are embedded across sales, service, marketing, supply chain, and IT operations.
ROI/value assessment frameworks	Structured methodologies and toolkits used to quantify and track the business value and ROI of Salesforce implementations. These frameworks define KPIs, baseline metrics, and outcome measurement processes, often leveraging AI and analytics to monitor adoption, cost savings, revenue impact, and customer experience improvements.
Agile delivery frameworks and methodologies	Proprietary or adapted agile methodologies for Salesforce projects, emphasizing iterative development, rapid prototyping, and continuous integration.
Salesforce migration effort assessments	Frameworks and tools for evaluating the complexity, cost, and risk of migrating legacy systems or orgs to Salesforce. These assessments include automated code scanners, data migration utilities, and readiness checklists, often powered by AI to identify technical debt, harmonize data, and optimize migration paths.
M&A/organizational consolidation methodologies	Specialized frameworks for consolidating multiple business units, orgs, or acquired entities onto a unified Salesforce platform. These methodologies address data harmonization, process standardization, change management, and compliance, leveraging agentic automation and integration accelerators to streamline consolidation and ensure regulatory alignment.
Quality assurance methodology/frameworks	IP frameworks for ensuring the quality, reliability, and compliance of Salesforce implementations. These include automated testing suites, simulation environments (for agentic deployments), code review tools, and continuous monitoring protocols.
Change management frameworks	Structured approaches for managing organizational change during Salesforce adoption, including stakeholder engagement, training, communication, and feedback loops. These frameworks are human-centric, often supported by agentic technology to track adoption, measure impact, and facilitate continuous improvement.
Salesforce platform health assessment	Comprehensive diagnostic frameworks for evaluating the health, performance, and security of Salesforce orgs. These assessments use automated tools to analyze metadata, data quality, integration points, and agentic readiness, providing actionable recommendations for optimization and risk mitigation.
Platform reference architecture	Blueprints and best practice models for designing scalable, secure, and interoperable Salesforce solutions. These architectures define integration patterns, data flows, agentic orchestration, and compliance controls, serving as foundational guides for enterprise-wide deployments and future-proofing.
MuleSoft/API integration frameworks	IP frameworks and accelerators for integrating Salesforce with external systems using MuleSoft and APIs. These include reusable connectors, orchestration templates, and governance models to ensure seamless, secure, and scalable data exchange across hybrid environments.
AI and Data Cloud readiness assessments	Frameworks for evaluating an organization's preparedness to adopt AI and Data Cloud capabilities within Salesforce. These assessments cover data quality, architecture, governance, and skills, providing roadmaps for agentic transformation and AI-driven automation.
Martech frameworks	Proprietary methodologies for integrating marketing technology (martech) stacks with Salesforce, including Marketing Cloud, Data Cloud, and agentic automation. These frameworks enable omni-channel orchestration, personalized engagement, and advanced analytics, often leveraging AI agents for campaign management and audience segmentation.

Functionality Definitions — IP — Frameworks, Tools, and Accelerators

Functionality	Definition
AI-powered test data and code generation tools	AI-driven tools that automate the creation of test data and code for Salesforce applications, agents, and workflows. They leverage natural language prompts and enterprise context to generate, validate, and optimize code, test scripts, and data sets, accelerating development cycles and improving quality.
AI-powered user story generation tools	Tools that use generative AI to automatically create user stories, requirements, and acceptance criteria for Salesforce projects. By analyzing business context, historical data, and stakeholder inputs, they generate actionable user stories that feed into agile delivery pipelines, reducing manual effort and improving alignment between business and IT.
Data migration tools	Specialized tools and agents that automate and optimize the migration of data from legacy systems or other platforms into Salesforce. They include smart mapping agents, zero-copy connectors, and AI-powered data quality and observability agents. These tools use natural language prompts to analyze source schemas, recommend mappings, validate data quality, and ensure compliance, supporting both structured and unstructured data migration at scale.
Salesforce AI and Agentforce accelerators	Prebuilt, modular solutions and toolkits that speed up the deployment of AI agents and agentic workflows on Salesforce. They include Agentforce Builder, Agent Script, Agentforce Voice, and industry-specific agent templates. These accelerators combine deterministic logic with generative AI, support simulation and testing environments, and are designed to be rapidly customized for verticals.
Access management tools	Tools and frameworks that automate and govern user access to Salesforce data, applications, and agents. They leverage AI to dynamically assign, monitor, and adjust access rights based on roles, context, and compliance requirements. Integrated with the Einstein Trust Layer and Data 360, these tools ensure secure, policy-driven access management across hybrid and multicloud environments.
Identity management solutions	AI-enabled solutions for managing digital identities, authentication, and authorization within Salesforce and connected ecosystems. They support single sign-on (SSO), multi-factor authentication (MFA), and federated identity protocols, ensuring secure and seamless user experiences.
Sustainability solutions	Salesforce sustainability solutions that leverage AI agents and Data 360 to track, report, and optimize environmental, social, and governance (ESG) metrics. These solutions automate data collection from IoT devices, supply chain systems, and external sources, enabling real-time sustainability analytics, scenario modeling, and compliance reporting. They support energy management, carbon accounting, and resource optimization, helping organizations meet regulatory and corporate sustainability goals.
Marketing automation solutions	These are agentic marketing platforms (Agentforce Marketing, Marketing Cloud Next) that use AI agents to automate campaign creation, audience segmentation, content generation, journey decisioning, and paid media optimization. They enable adaptive web experiences, two-way messaging, and omni-channel orchestration, leveraging unified customer data and real-time analytics to personalize engagement and optimize marketing ROI.
Loyalty management solutions	These are agentic solutions built on Salesforce (Agentforce Commerce, Service, and Marketing) that automate loyalty program management, customer segmentation, reward fulfillment, and personalized engagement. AI agents analyze customer behavior, predict churn, and recommend targeted offers, while integrating with commerce and service workflows to deliver seamless loyalty experiences across channels.

Functionality Definitions — Focus Industries

Functionality	Definition
Automotive	This functionality is defined based on the nature and quantum of the vendor's engagements with clients in the automotive industry.
Media and communications	This functionality is defined based on the nature and quantum of the vendor's engagements with clients in the media and communications industry.
Retail and consumer goods	This functionality is defined based on the nature and quantum of the vendor's engagements with clients in the retail and consumer goods industry.
Energy and utilities	This functionality is defined based on the nature and quantum of the vendor's engagements with clients in the energy and utilities industry.
Financial services	This functionality is defined based on the nature and quantum of the vendor's engagements with clients in the financial services industry.
Healthcare and life sciences	This functionality is defined based on the nature and quantum of the vendor's engagements with clients in the healthcare and life sciences industry.
Manufacturing	This functionality is defined based on the nature and quantum of the vendor's engagements with clients in the manufacturing industry.
Construction and real estate	This functionality is defined based on the nature and quantum of the vendor's engagements with clients in the construction and real estate industry.
Public sector	This functionality is defined based on the nature and quantum of the vendor's engagements with clients in the public sector.
Education and nonprofit	This functionality is defined based on the nature and quantum of the vendor's engagements with clients in the education and nonprofit industry.
Technology	This functionality is defined based on the nature and quantum of the vendor's engagements with clients in the technology industry.
Travel and hospitality	This functionality is defined based on the nature and quantum of the vendor's engagements with clients in the travel and hospitality industry.

Functionality Definitions — Pricing Models

Functionality	Definition
Time and materials	Model where the client pays for the actual time spent by the service provider's staff and the materials used. Costs are based on hourly/daily rates and the quantity of resources consumed. This model is suitable for projects where requirements are unclear or likely to change.
Fixed fee	Model where the client pays a predetermined, agreed-upon amount for a specific scope of work, regardless of the time or resources used. This model is best for well-defined projects with clear deliverables and timelines.
IT outcome-based	Model where payment is tied to the achievement of specific IT-related outcomes, such as system uptime, application performance, or successful deployment. The provider is compensated based on meeting agreed-upon technical results.
Business outcome-based	Model where payment is linked to the achievement of broader business objectives, such as increased sales, improved customer satisfaction, or cost savings. The provider's compensation depends on delivering measurable business value.
Transaction-based	Model where the client pays based on the number of transactions processed or completed, such as per invoice, per payment, or per user action.
Capacity-based	Model where the client pays for a specified amount of resources or capacity, such as server space, bandwidth, or number of users, regardless of actual usage.
Retainer-based	Model where the client pays a regular, recurring fee (monthly, quarterly, etc.) to retain access to a provider's services or expertise. The retainer may cover a set number of hours or services, with additional work billed separately.
Co-investment/joint venture (including innovation fund)	Collaborative pricing model where both the client and provider invest resources (financial, intellectual, or operational) into a shared initiative, such as developing new products or services. Profits, risks, and rewards are shared according to agreed terms. Innovation funds are a specific form where both parties contribute to a pool for funding innovative projects.

Related Research

Document Title	Document Number	Publication Date
<i>IDC MarketScape: Worldwide Salesforce Implementation Services 2025-2026 Vendor Assessment</i>	US51272324	December 2025
<i>IDC ServiceScape: U.S. Midmarket Digital Transformation Professional Services, 2025</i>	US53332025	December 2025
<i>Agentforce and Data 360, Salesforce's "Momentum Drivers"</i>	lcUS54054025	December 2025
<i>Salesforce Dreamforce 2025: A Parade of Products and Partnerships for Agentic Marketing</i>	US53884425	November 2025
<i>Salesforce 2Q26: Agentic AI Innovations Accelerate and Drive Growth</i>	US53814725	October 2025
<i>Which Type of Vendor Do Clients View as Their Most Important AI Technology Partner?</i>	US53885525	October 2025
<i>Argano: Bringing a Mosaic of Specializations and Employee Culture to Transform Client Digital Operations</i>	US53839225	September 2025
<i>IDC ServiceScape: Worldwide and U.S. Microsoft Power Apps Low-Code/No-Code Custom Application Development Services, 2025</i>	US53748825	September 2025



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