



NelsonHall
TRANSFORM THROUGH INSIGHT

Vendor Profile

Salesforce Services

Tech Mahindra

Report Abstract

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17 pages

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Who is this Vendor Assessment for?

NelsonHall's vendor profile on Tech Mahindra is a comprehensive assessment of Tech Mahindra's Salesforce offerings and capabilities, designed for:

- Sourcing managers monitoring the capabilities of existing IT services suppliers of Salesforce
- 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

Tech Mahindra is a 42.9% subsidiary of the \$15.4bn Mahindra Group. In FY23 (to the end of March 2023), the company generated revenues of \$6.6bn. The company has given CC revenue guidance of 2% to 5% for FY24 (year ending March 2024). Its headcount at the end of December 31, 2023, was ~146.3k.

Tech Mahindra launched its Salesforce (SP) practice in 2006. It initially addressed the technical side of Salesforce projects with ~50 consultants, and over time changed its positioning, addressing both the business and technology sides of projects. The company has pushed its consulting capabilities and its vertical expertise.

To achieve this dual positioning, SP hired business process specialists and industry consultants, while continuing to grow its technology skills pool. At the end of 2023, NelsonHall estimates Tech Mahindra had 2.6k personnel with Salesforce capabilities, including 1.5k certified ones, representing ~4.3k certifications.

Along with its move towards the business side of Salesforce projects, SP has structured itself vertically across communications & media, BFSI, healthcare and life science, and manufacturing (automotive and discrete manufacturing).

SP (along with ServiceNow and HCM) is a unit within Tech Mahindra's Enterprise of Future service line. It has completed ~200 SF project implementations.

The company has broad Salesforce ambitions. To achieve growth, Tech Mahindra is deploying its capabilities around the full range of Salesforce products and service capabilities – Commerce Cloud, Marketing Cloud, Analytics, CPQ and CLM, Field services, DevOps, and Testing services.

Scope of the Report

The report provides a comprehensive and objective analysis of Tech Mahindra's Salesforce capabilities, 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 centers.

Salesforce Services Vendor Assessments also available for:

- Apexon
- Coforge
- Cognizant
- EPAM Systems
- Grazitti
- Infosys
- LTIMindtree
- Mastek
- NTT DATA
- TCS
- Wipro.

About The Author

Kishore is a Principal Analyst and a member of NelsonHall’s IT Services research team along with Dominique Raviart, John Laherty, Eric Levine, and Mike Smart.

Kishore focuses on application services related to cloud-based/SaaS platforms.

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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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