ISG Provider Lens®

Salesforce Ecosystem Partners

A research report comparing strengths and advantages of Salesforce partners

BROCHURE | NOVEMBER 2025 | BRAZIL, GERMANY, U.K., AND U.S.

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The Salesforce ecosystem has maintained its transformative trajectory over the past 12–18 months, driven by **rapid advancements in AI, data integration and automation**. As the enterprise CRM market continues to expand, Salesforce retains its leadership position with over **20 percent global share** and dominance across sales, service and marketing categories.

At Dreamforce 2025, Salesforce unveiled its bold vision of **Agentic Enterprise**, where AI-powered agents collaborate with humans to deliver scalable, intelligent business outcomes. Central to this strategy is the evolution of Agentforce into **Agentforce 360**, a unified platform layer connecting sales, service, marketing, commerce, Tableau, MuleSoft and Slack. With innovations such as **Data 360** (Data Cloud) for contextual intelligence and **Agentforce Vibes** for natural language-driven development, Salesforce is redefining enterprise workflows and accelerating time-to-value for organizations worldwide.

For partners and providers, these developments present significant opportunities. Enterprises are seeking partners that can deliver end-to-end capabilities, from **consulting and implementation** to **managed services and innovation**, while embedding AI responsibly within governance frameworks. Providers that can orchestrate multicloud deployments, leverage industry-specific agents and enable automation at scale will be well-positioned to capture this demand.

While large enterprises lead Salesforce adoption, the midmarket is emerging as a key growth area. These organizations prioritize cost-effective, modular solutions that deliver quick ROI and seek partners offering scalable frameworks, prebuilt accelerators and tailored managed services. For providers, this segment represents a high-volume opportunity to deliver standardized yet flexible offerings, leveraging AI and automation to simplify complexity and boost agility.

The study benchmarks **Salesforce ecosystem partners** across key dimensions — portfolio, innovation, leadership strength and client experience.

Simplified Illustration Source: ISG 2025

Professional Services

Value Realization and Optimization Services

Innovation on Salesforce/ Agentforce

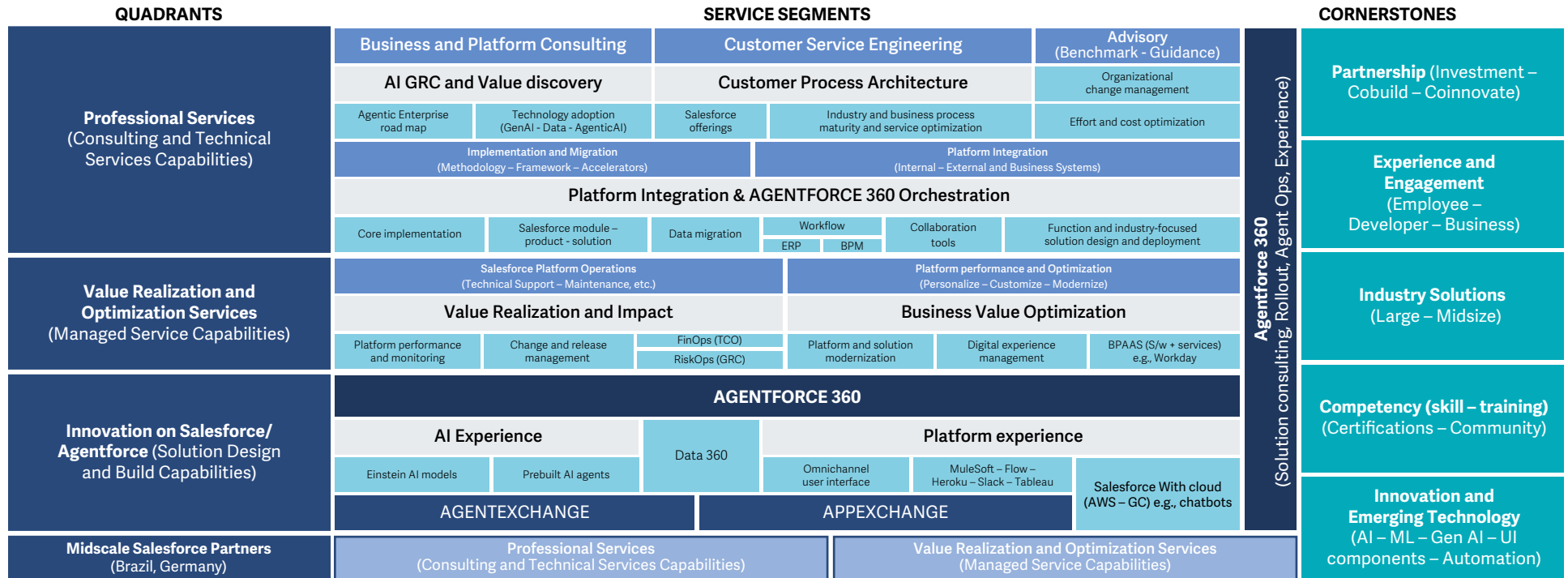**Midscale Salesforce Partners**

Definition

The ISG Provider Lens® Salesforce Ecosystem Partners 2026 study offers the following to business and IT decision makers:

- Transparency on the strengths and weaknesses of relevant providers.
- A differentiated positioning of providers by segments on their competitive strengths and portfolio attractiveness.
- Focus on different markets, including the Brazil, Germany, U.K., and U.S..

Our study serves as an important decision-making basis for positioning, key relationships and go-to-market considerations. ISG advisors and enterprise clients also use information from these reports to evaluate their current vendor relationships and potential engagements.

Salesforce Ecosystem IPL 2026: Blueprint

QUADRANTS | **SERVICE SEGMENTS** | **CORNERSTONES**

Professional Services (Consulting and Technical Services Capabilities)

Business and Platform Consulting	Customer Service Engineering	Advisory (Benchmark - Guidance)
AI GRC and Value discovery	Customer Process Architecture	Organizational change management

Agentic Enterprise road map	Technology adoption (GenAI - Data - AgenticAI)	Salesforce offerings	Industry and business process maturity and service optimization	Effort and cost optimization

Implementation and Migration (Methodology – Framework – Accelerators)	Platform Integration (Internal – External and Business Systems)

Platform Integration & AGENTFORCE 360 Orchestration

Core implementation	Salesforce module – product - solution	Data migration	Workflow / ERP / BPM	Collaboration tools	Function and industry-focused solution design and deployment

Value Realization and Optimization Services (Managed Service Capabilities)

Salesforce Platform Operations (Technical Support – Maintenance, etc.)	Platform performance and Optimization (Personalize – Customize – Modernize)
Value Realization and Impact	Business Value Optimization

Platform performance and monitoring	Change and release management	FinOps (TCO) / RiskOps (GRC)	Platform and solution modernization	Digital experience management	BPAAS (S/w + services) e.g., Workday

AGENTFORCE 360

Innovation on Salesforce/ Agentforce (Solution Design and Build Capabilities)

AI Experience	Data 360	Platform experience
Einstein AI models / Prebuilt AI agents		Omnichannel user interface / MuleSoft – Flow – Heroku – Slack – Tableau / Salesforce With cloud (AWS – GC) e.g., chatbots

AGENTEXCHANGE	APPEXCHANGE

Midscale Salesforce Partners (Brazil, Germany)

Professional Services (Consulting and Technical Services Capabilities)	Value Realization and Optimization Services (Managed Service Capabilities)

Agentforce 360 (Solution consulting, Rollout, Agent Ops, Experience)

CORNERSTONES

- **Partnership** (Investment – Cobuild – Coinnovate)
- **Experience and Engagement** (Employee – Developer – Business)
- **Industry Solutions** (Large – Midsize)
- **Competency (skill – training)** (Certifications – Community)
- **Innovation and Emerging Technology** (AI – ML – Gen AI – UI components – Automation)

Note: The study does not evaluate marketing & branding agencies

Professional Services

Definition

The Professional Services quadrant evaluates service providers based on their deep expertise and advanced technical capabilities to transform and optimize complex client business landscapes using Salesforce. This scope extends beyond standard configuration to include strategic advisory and end-to-end delivery of integrated, next-generation solutions. Success depends on connecting disparate enterprise systems and orchestrating sophisticated, cross-cloud workflows for technical resilience and strategic business outcomes.

A core focus is the provider's proficiency in deploying the Agentic Enterprise road map, specifically via Agentforce 360, to infuse generative AI (Gen AI) and agentic capabilities across sales, service and operations. Providers must apply the AI governance, risk and compliance (GRC) framework for responsible, ethical and compliant deployment. The ideal provider blends business process architecture, OCM and technical platform engineering to deliver measurable effort and cost optimization.

Eligibility Criteria

1. Proven capability in **solution design, rollout and optimization of Salesforce modules** and AI-driven experiences, demonstrated by certified specialists and referenceable client projects leveraging the platform's native AI agents

2. Expertise in **integrating Salesforce with major external enterprise systems (SAP/ Oracle ERP), internal BPM** and collaboration tools, using MuleSoft, APIs, middleware or other industry-standard integration platforms

3. Evidence of **proprietary frameworks, accelerators and robust data migration capabilities** for complex and multicloud Salesforce deployments across sales, service, marketing and Experience Cloud

4. Ability to provide **advisory services** that define an Agentic Enterprise road map, incorporating **AI GRC** frameworks to ensure **secure and ethical technology adoption** (GenAI/agentic AI)

5. Profound understanding of **industry-specific service processes** and the ability to apply customer process architecture to optimize service models, utilizing Service Cloud, Field Service and digital engagement products

6. Demonstrated approach to managing the human and process aspects of transformation, including proactive **OCM, stakeholder management, training** and strategic guidance for effort and cost optimization

7. Minimum required number of **Salesforce-certified professionals**, a **global delivery model** and significant **customer references** in enterprise-level, complex engagements

8. Compelling list of **region-specific use cases and references**

Value Realization and Optimization Services

Definition

The Value Realization and Optimization Services quadrant evaluates service providers on their ability to help clients secure, sustain and maximize long-term value derived from their investments into the Salesforce ecosystem. Beyond traditional support, this requires a proactive approach to maximize impact and value. Providers drive continuous platform evolution, security governance and operational efficiency to turn maintenance into a strategic function to empower clients with business-aligned continuous, measurable improvements.

Providers use managed services capabilities to continuously optimize the platform performance and operations aligned with Salesforce best practices. This includes business enablement, AI-driven monitoring, maintenance (AgentOps) and FinOps to reduce the TCO. Moreover, robust governance through RiskOps (GRC), modernizing client solutions and expertly managing change and release management is required to enable seamless, controlled platform evolution.

Eligibility Criteria

1. Must possess a dedicated, demonstrable practice offering **managed service** capabilities across the **Salesforce platform lifecycle**, including proactive support, maintenance and **continuous optimization** services

2. Evidence of an approach focused on continuous value realization and impact and business value optimization, **moving beyond break-fix support to achieve measurable strategic client outcomes**

3. Must incorporate advanced operational frameworks, such as **FinOps (TCO) and RiskOps (GRC)**, demonstrating a commitment to secure, compliant and cost-efficient **platform management at scale**

4. Proven ability to drive long-term platform health through **platform and solution modernization**, ensuring continuous alignment with Salesforce releases and future-proofing client environments

5. Capacity to manage and optimize all client-facing digital interfaces and internal digital experience management, ensuring high platform adoption and **seamless integration across user touchpoints using automation**

6. Demonstrated expertise in managing environments **integrated with external services**, such as **BPAAS** (e.g.,procure-to-pay (P2P), order-to-cash (O2C), HR processes, such as payroll and onboarding, and other key enterprise systems to ensure end-to-end business process continuity

7. Commitment to leveraging advanced, modern techniques, including Agentforce 360 strategies and **AI-driven automation**, to enhance **platform performance** and **monitoring** and overall service delivery efficiency

8. Existence of a specialized practice focused solely on value realization and impact and business value optimization, with **KPIs demonstrating measurable and continuous improvements** in client performance

9. Compelling list of **region-specific use cases and references**

Innovation on Salesforce/Agentforce

Definition

The Innovation on Salesforce/Agentforce quadrant assesses providers on their ability to design, build, deploy and govern transformative, custom solutions on Agentforce 360 that operationalize the Agentic Enterprise model. The objective is to deliver AI experiences that are personalized, predictable and safely autonomous, measured by real outcomes in customer and employee workflows.

Success in this quadrant requires mastery of Agentforce 360 platform build and run and integration capabilities such as the Agentforce Trust Layer, Agentforce Builder for conversational development, Agent Script and the Atlas Reasoning Engine for hybrid reasoning and guardrails, Intelligent Context and Tableau in Data 360 to ground agents in enterprise truth, and Slack and Agentforce Voice to activate agents across channels.

Providers should be able to orchestrate Agentforce 360 Apps (e.g., Agentforce Sales, Service, IT Service) and extend them with Flow, MuleSoft and APIs to the broader estate.

Eligibility Criteria

1. Demonstrated **unification and activation of enterprise data in Data 360**, including **semantic modeling** and the use of **Intelligent Context for unstructured content**

2. Portfolio of custom agents and extensions created with **Agentforce Builder, Agent Script**, hybrid reasoning patterns and **policy guardrails** through the **Einstein Trust Layer**

3. Proof of **autonomous workflows** spanning Customer 360 Apps, Slack, web and Voice, with measured KPIs such as case deflection and time-to-resolution

4. Proficiency across **Flow** and pro-code (Apex and APIs), plus **MuleSoft** integration to connect third-party systems

5. Evidence of Slack-first unified experiences and safe multichannel deployment within enterprise controls

6. Ability to apply **model choice via the Trust Layer and partner models**, and to align with Salesforce's AI ecosystem strategy

7. Compelling, **referenceable industry agents** and use cases, leveraging Agentforce 360 for Industries

8. Compelling list of **region-specific use cases and references**

Midscale Salesforce Partners

Definition

This quadrant assesses Salesforce midscale ecosystem partners, defined as specialized, usually locally or regionally focused providers that are not attached to a global system integrator (GSI). Typically, these providers have fewer than 500 employees and operate as regional alternatives to GSIs.

Their holistic capabilities, including cultural alignment and niche expertise, enable them to support the full client lifecycle, from initial implementation to long-term value realization.

While these providers primarily serve midscale clients, they must demonstrate the ability to manage enterprise-grade complexity.

They offer professional services to accelerate Agentforce 360 cloud implementations, deliver process consulting and drive complex integrations using Data 360, industry solutions and the Agentforce 360 Platform.

Their value realization and optimization services transcend the ongoing platform administration and ensure long-term success through close customer proximity.

Eligibility Criteria

1. A **well-maintained** presence on the Salesforce partner portals

2. Identification as a **midscale, boutique or regional partner** distinct from GSIs or multinational providers

3. A **strong focus on the midscale** (e.g., Mittelstand) with compelling, verifiable client references in this segment

4. A **comprehensive professional services portfolio** covering agile implementation ("QuickStarts") of Salesforce products such as **Agentforce Sales** (formerly Sales Cloud) or **Agentforce Service** (formerly Service Cloud), including complex integration leveraging **MuleSoft** and other solutions

5. A **mature value realization and optimization services** offering, covering ongoing platform administration, support and continuous improvement to drive adoption

6. **Verifiable capabilities and certifications** in modern Salesforce platforms, specifically **AI, Data 360, Agentforce 360 Platform** and analytics (such as **Tableau**)

7. Demonstrated expertise in one or more **Salesforce Industry Clouds**, such as **Manufacturing Cloud, Financial Services Cloud** and **Net Zero Cloud**

8. A **significant local or regional presence** with proven expertise in region-specific data compliance

9. Compelling list of **region-specific** use cases and references

Quadrants by Region

As a part of this ISG Provider Lens® quadrant study, we are introducing the following four quadrants on Salesforce Ecosystem Partners 2026 study:

Quadrants	Service Provider/Technology Product Vendor	Brazil	Germany	U.K.	U.S.
Professional Services	Service Provider	✔	✔	✔	✔
Value Realization and Optimization Services	Service Provider	✔	✔	✔	✔
Innovation on Salesforce/Agentforce	Service Provider	✔	✔	✔	✔
Midscale Salesforce Partners	Service Provider	✔	✔		

The research phase falls in the period between November 2025 and January 2026, during which survey, evaluation, analysis and validation will take place. The results will be presented to the media in May 2026.

Milestones	Beginning	End
Survey Launch	November 25, 2025	
Survey Phase	November 25, 2025	December 23, 2025
Sneak Preview	February 2026	March 2026
Press Release & Publication	April 2026	

Please refer to the **ISG Provider Lens® 2026** research agenda to view and download the list of other studies conducted by ISG Provider Lens.

Access to Online Portal

You can view/download the questionnaire from here using the credentials you have already created or refer to instructions provided in the invitation email to generate a new password. We look forward to your participation!

Buyers Guide

ISG Software Research, formerly "Ventana Research," offers market insights by evaluating technology providers and products through its Buyers Guides. The findings are drawn from the research-based analysis of product and customer experience categories, ranking and rating software providers and products to help facilitate informed decision-making and selection processes for technology.

In the course of the Salesforce Ecosystem Partners IPL launch, we want to take advantage of the opportunity to draw your attention to related research and insights that ISG Research will publish in 2026. For more information, refer to the Buyers Guide research schedule.

Research Production Disclaimer:

ISG collects data for the purposes of writing research and creating provider/vendor profiles. The profiles and supporting data are used by ISG advisors to make recommendations and inform their clients of the experience and qualifications of any applicable provider/vendor for outsourcing the work identified by clients. This data is collected as part of the ISG FutureSource™ process and the Candidate Provider Qualification (CPQ) process. ISG may choose to only utilize this collected data pertaining to certain countries or regions for the education and purposes of its advisors and not produce ISG Provider Lens® reports. These decisions will be made based on the level and completeness of the information received directly from providers/vendors and the availability of experienced analysts for those countries or regions. Submitted information may also be used for individual research projects or for briefing notes that will be written by the lead analysts.

ISG Star of Excellence™ – Call for nominations

The Star of Excellence™ is an independent recognition of excellent service delivery based on the concept of "Voice of the Customer." The Star of Excellence™ is a program, designed by ISG, to collect client feedback about service providers' success in demonstrating the highest standards of client service excellence and customer centricity.

The global survey is all about services that are associated with IPL studies. In consequence, all ISG Analysts will be continuously provided with information on the customer experience of all relevant service providers. This information comes on top of existing first-hand advisor feedback that IPL leverages in context of its practitioner-led consulting approach.

Providers are invited to nominate their clients to participate. Once the nomination has been submitted, ISG sends out a mail confirmation to both sides. It is self-evident that ISG anonymizes all customer data and does not share it with third parties.

It is our vision that the Star of Excellence™ will be recognized as the leading industry recognition for client service excellence and serve as the benchmark for measuring client sentiments.

To ensure your selected clients complete the feedback for your nominated engagement please use the Client nomination section on the Star of Excellence™ website.

We have set up an email where you can direct any questions or provide comments. This email will be checked daily, please allow up to 24 hours for a reply.

Here is the email address:
star@cx.isg-one.com

ISG Star of Excellence

Methodology & Team

The ISG Provider Lens® 2026 – Salesforce Ecosystem Partners research study analyzes the relevant software vendors/service providers in the global market, based on a multi-phased research and analysis process, and positions these providers based on the ISG Research methodology.

Study Sponsor:
Aman Munglani

Lead Authors:
Megha Dodke, Sonam Chawla, Ashwin Gaidhani, Sidney Nobre and Roman Pelzel

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The research and analysis presented in this study will include data from the ISG Provider Lens® program, ongoing ISG Research programs, interviews with ISG advisors, briefings with service providers and analysis of publicly available market information from multiple sources. ISG recognizes the time lapse and possible market developments between research and publishing, in terms of mergers and acquisitions, and acknowledges that those changes will not reflect in the reports for this study.

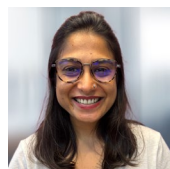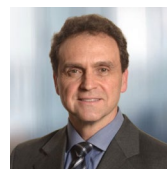All revenue references are in U.S. dollars ($US) unless noted.

Contacts For This Study

Study Sponsor
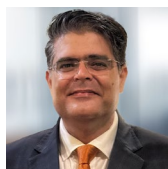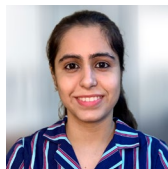
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**Project
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Nobre

**Lead Analyst –
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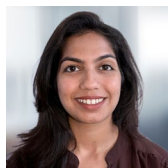
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U.S.**

Megha
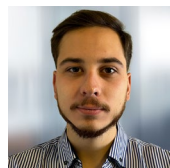Dodke

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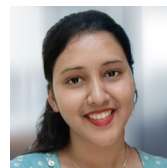Gupta

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Bandaru

Data Analyst

ISG Provider Lens® Advisors Involvement Program

ISG Provider Lens® offers market assessments incorporating practitioner insights, reflecting regional focus and independent research. ISG ensures advisor involvement in each study to cover the appropriate market details aligned to the respective service lines/technology trends, service provider presence and enterprise context.

In each region, ISG has expert thought leaders and respected advisors who know the provider portfolios and offerings as well as enterprise requirements and market trends. On average, three advisors participate as part of each study's quality and consistency review team (QCRT). The QCRT ensures each study reflects ISG advisors' experience in the field, which complements the primary and secondary research the analysts conduct. ISG advisors participate in each study as part of the QCRT group and contribute at different levels depending on their availability and expertise.

The QCRT advisors:

- Help define and validate quadrants and questionnaires,
- Advise on service provider inclusion, participate in briefing calls,
- Give their perspectives on service provider ratings and review report drafts.

Invited Companies

If your company is listed on this page or you feel your company should be listed, please contact ISG to ensure we have the correct contact person(s) to actively participate in this research.

.Monks	Apps Associates*	Brighter Cloud*	Claro empresas
360 Degree Cloud*	Aquilliance*	Brightgen	Cloobees*
A5*	Argano	Brillio*	Cloud Monsters*
Accenture*	Ascend Technologies	Brivia*	CloudGaia
ACS Global	Assist Digital*	BRQ*	Cloudity*
Ad Victoriam Solutions*	Atile	Builders	CloudMasonry
adesso SE*	atile.digital*	c3csoftware	Coforge*
Aethereus	Atlantic Technologies*	Cadastra*	Cognizant*
Akkodis	Ayesa	Capgemini*	Cogny
Akross	Backlgrs	CbCloud	Concentrix*
AllCloud*	BearingPoint*	Cbxpert	Corrao Group
Alot	BeeCloud*	CEPTES	Credera*
AlphaSquad*	Birlasoft*	CGI*	Customertimes*
Alscient*	Biz2People	CI&T*	Daspe Web
Alvarez & Marsal	Bluewave*	Círculo CRM	Datago*

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* Rated in previous iteration

Deloitte*	Eigenherd*	GhFly	Infosys*
DemandBlue*	elera	Global Hitss*	Interaktiven
Dentsu Creative (Isobar)	EPAM Systems*	Globant*	Interaxa
Deutsche Telekom*	ETG Digital	Grazitti Interactive*	iSmartBlue*
Devoteam*	Everymind*	Grupo CAA	Jade Global*
DIA	Eviden (Atos Group)*	Harpia Cloud	JFOX*
Diabsolut*	Extractta	HCLTech*	Jump
DIGITALL*	Factory42*	Hexaware*	Jüssi
DIVAE	Fast Slow Motion*	HITSS	K2 Partnering Solutions*
dotSource*	fluent:cx	Horizontal	Kerun.One
Dotsquares*	Foursys	Huron*	Keyrus*
DP6	Framework Digital	IBM*	KPMG*
DreamExpirience	Fujitsu*	Ília	KTECH
DXC Technology*	Gentrop*	ilum:e informatik*	Lab065
DynamicsData	GFT*	Imagedone	Lignos

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* Rated in previous iteration

ListEngage	MyCom	OSF Digital*	Salesfive*
Logicalis	Myridius*	Peak & Peak	Sentine Tecnologia
LTIMindtree*	Nação Digital*	Perficient*	Sercante*
Mastek*	Nagarro*	Persistent Systems*	Silver Softworks*
Math Group	Near Partner	Platform Builders*	SIS IT
MelonLeaf	Nebula Consulting*	Pracedo*	SkyVenn
Mindcurv*	NeuraFlash*	Publicis Sapient*	Slalom*
mindsquare*	Nextview	PwC*	Smartbridge
Minsaint	Nextview Consulting (Sabio Group)*	Quality Digital	Solutis
Minsait (Indra)	Nonobyte	R3 Digital*	Sopra Steria*
Movate	NTConsult	RafterOne*	Sottelli*
Mphasis Silverline*	NTT DATA*	Ranosys	Soulblox
MTX Consulting	Numen	Realfast.ai	SP Tech
Multiedro*	Oktana	Reply*	SR Consulting*
Multiset	One Work	Sabio*	Stefanini

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* Rated in previous iteration

Sys4B*	Vitrio
SysMap Solutions*	VRP Consulting*
TCS*	West Monroe
Tech Mahindra*	Westbrook International*
Telus Digital (Gerent)	Wexpert
ThirdEye Consulting*	Wipro*
Thunder	WPP*
T-Systems International GmbH	XCL Consulting*
UST*	Xede
Valtech*	Xenogenix
VASS*	YASH Technologies
Vera Solutions	Zennify*
Vetter	Zensar Technologies*
Vision11	Zentriq GmbH
Visum Digital*	

About Our Company & Research

ISG Provider Lens®

The ISG Provider Lens® Quadrant research series is the only service provider evaluation of its kind to combine empirical, data-driven research and market analysis with the real-world experience and observations of ISG's global advisory team. Enterprises will find a wealth of detailed data and market analysis to help guide their selection of appropriate sourcing partners, while ISG advisors use the reports to validate their own market knowledge and make recommendations to ISG's enterprise clients. The research currently covers providers offering their services across multiple geographies globally.

For more information about ISG Provider Lens® research, please visit this webpage.

ISG Research™

ISG Research™ provides subscription research, advisory consulting and executive event services focused on market trends and disruptive technologies driving change in business computing. ISG Research™ delivers guidance that helps businesses accelerate growth and create more value.

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ISG

ISG (Nasdaq: III) is a global AI-centered technology research and advisory firm. A trusted partner to more than 900 clients, including 75 of the world's top 100 enterprises, ISG is a long-time leader in technology and business services sourcing that is now at the forefront of leveraging AI to help organizations achieve operational excellence and faster growth.

The firm, founded in 2006, is known for its proprietary market data, in-depth knowledge of provider ecosystems, and the expertise of its 1,600 professionals worldwide working together to help clients maximize the value of their technology investments.

For more information, visit isg-one.com.

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