

Salesforce Market Insights



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SALESFORCE PARTNERS: A COMPELLING M&A OPPORTUNITY

The M&A market for companies in the Salesforce Partners program is reaching a critical inflection point. Competition is growing more intense, as the number of available firms shrinks, raising already-high valuations for those that remain independent. At the same time, proposed capital gains tax hikes make it imperative for potential sellers to consider doing deals as soon as possible.



BACKGROUND

Salesforce is the dominant customer relationship management (CRM) platform. Over 150,000 companies use its software to unite their marketing, sales, commerce, service and IT into one integrated CRM platform.

But it doesn't operate alone. Hundreds of outside IT consultants partner with Salesforce to help users integrate the software into their business processes. The growth opportunity for Salesforce Partners stems from the fact that 60% of Salesforce users expect to utilize the company's software as their primary database to support decision-making for their clients, but 70% of them struggle with integration of the company's solutions and connected applications. In line with companies' heavy reliance on and mainstream adoption of Salesforce, the Salesforce services market has grown at a 28% cumulative average annual



rate the past three years to reach \$14.5 billion as of 2020¹, according to Everest Group.

"As our business continues its unparalleled growth, we generate huge demand for consulting services and need innovative, successful partners," Salesforce says. "Consulting partners can grow a profitable business by building expertise, leading differentiated practices, and leveraging innovative tools." Hundreds have done so, and have prospered.

¹ https://www.prweb.com/releases/salesforce_services_market_booms_at_28_growth_as_70_of_enterprises_struggle_with_salesforce_integration_everest_group/prweb17219713.htm

In fact, Salesforce's Partner program is one of the largest cloud ecosystems helping user clients undertake digital transformation initiatives (refer to page 5 for details). Salesforce currently makes up 22% of the \$57 billion global CRM software market, making it an optimal platform for IT companies to provide support services. According to IDC, by 2024 Salesforce Partners will earn \$5.80 for every \$1 of revenue that Salesforce takes in and create over four million jobs.

KEY M&A DRIVERS

Given the sector's past and projected future growth, high demand for companies to undergo digital transformation, and the fragmented nature of the Salesforce Partner network, FOCUS believes this area remains ripe for mergers and acquisitions. Based on 2020 experience and the first few months of 2021, FOCUS expects to see healthy levels of M&A activity targeting Salesforce Partners due to their high-demand capabilities supporting critical operations related to digital transformation.

Salesforce Partners is a fragmented market, consisting of several hundred companies, most of which employ 51 to 200 certified experts. Many of these companies are looking to merge, either with other Salesforce Partners or with consultants outside the Salesforce universe. FOCUS has tracked 64 notable M&A transactions (refer to pages

6-9 for transaction details) within the Salesforce Partner ecosystem, which has generated interest from both private equity and strategic buyers.

In January, FOCUS helped Salesforce Partner PixelMEDIA LLC receive an investment from BV Investment Partners, a middle-market private equity firm. Pixel's clients include Vince, Samsonite, Skechers, The Company Store and Metallica.

"We chose FOCUS over a number of other investment banks and never looked back on our decision," Pixel cofounder and CEO Erik Dodier said. "They walked us through the process every step of the way, and were invaluable advisors, particularly on the tough issues. We were fortunate enough to be presented with multiple strong, competitive offers."

M&A MOTIVATIONS

The acceleration in the number of deals being done recently has created a scarcity of attractive Salesforce Partners left to choose from. As a result, they are attracting high premiums and multiple bidders.

At the same time, the Biden Administration has proposed increasing capital gains taxes, so companies looking to sell are strongly advised to do so before and if higher tax rates are enacted.

SALESFORCE PARTNERS AND THOSE THAT WANT TO UNITE WITH THEM HAVE SEVERAL SPECIFIC BUSINESS MOTIVATIONS TO ACT, INCLUDING THE FOLLOWING:

Expand into new geographic markets

- For example, K2 Partnering Solutions acquired The Crevalle Group to bolster its presence in Atlanta.
- Milestone Technologies bought Covestic to extend its reach into the Pacific Northwest.

Further penetrate within existing geographic markets

- Globant S.A. purchased CloudShift to continue its growth within Europe.
- Similarly, Wipro bought 4C to become a more dominant player in the European market.
- Capgemini acquired RXP Services to achieve market leadership in Australia and gain a stronger foothold within the greater Asia Pacific region.

Expand menu of capabilities offered to clients

- Druva acquired sfApex in order to offer advanced data protection with sandbox management and data governance.
- Atos acquired Eagle Creek Software Services to help clients manage and maximize their client interactions.
- Overground Cloud Services' acquisition of DecisionPoint Selling will augment its existing traditional Salesforce implementation services.
- Simplus acquired BaldPeak to extend its configure-price-quote (CPQ) capabilities to include billing software implementation for clients (see Simplus case study below).

Increase scale and specialization within an existing set of capabilities

- EPAM acquired PolSource to enhance its API and microservices abilities.
- Accenture bought Businet System to strengthen its e-commerce expertise.
- Prime TGI's purchase of Synerzip will complement its software development services.

Establish a Salesforce practice

- Spaulding Ridge bought Buan Consulting to create a Salesforce practice to complement its existing cloud services.

Expand into new client industry verticals

- Huron Consulting Group acquired ForceIQ to be able to penetrate the financial services, energy, utilities and public sector verticals.

Increase penetration within existing industry verticals

- Accenture acquired Sierra-Cedar's Salesforce practice to increase its penetration within the higher education and government sectors.
- A5 purchased Cloudware Connections to further its expansion into financial services, health care and life sciences.
- Nubik bought Idle Tools Corp. to widen its footprint within manufacturing.

Target firms with a strong track record of success, market reputation and repeat customers

- One Equity Partners acquired VASS, which had a track record of organic growth.
- PureFacts Financial Solutions bought VennScience because of its record of continuous client innovation and service.

Acquire additional Salesforce-certified resources and deeper Salesforce expertise

- Ingram Micro bought Quosphere's Salesforce consulting practice in order to gain access to its Salesforce technical expertise and depth.
- Perficient acquired Sundog Interactive to enhance the firm's cloud solutions to better serve its clients.

Enter a new, high demand client base

- Perficient acquired Elixiter to be able to form relationships with its Fortune 1000 clients spread over a variety of industry verticals.

Target companies with an advanced level of Salesforce partnership

- Of the 64 transactions tracked by FOCUS, targets were either Platinum (26 firms), Gold or Silver (seven each).

SIMPLUS CASE STUDY

Simplus is a Platinum Salesforce Partner and provider of “Quote-to-Cash” implementations, calling itself “the #1 global leader in quote-to-cash.” According to Salesforce, the quote-to-cash (QTC) process encompasses the various steps – from sales, account management and order fulfillment to billing and accounts receivables – a sales team takes to configure a quote and draft a proposal to a client, right through to when payment is received for services rendered.

Simplus provides enterprise-wide digital transformation through advisory, implementation, change management, custom configuration and managed services. The company

has more than 500 employees serving 2,000 clients.

Simplus received Series A funding in 2016 and Series B funding in 2017 from a consortium of investors including Salesforce Ventures. The company used the funding to accelerate its acquisition program and recruit top-tier technical talent to support its rapid growth. The company achieved Platinum Partner status and was acquired by Infosys in February 2020 for \$200 million at 3.0 times its trailing 12 months revenue.

Here is Simplus’s timeline of acquisitions over the past five years, culminating with its acquisition by Infosys.

SIMPLUS ACQUISITIONS

Date	Target	Rationale
9/30/16	BaldPeak Consulting	Extended the company’s configure-price-quote (CPQ) capabilities to include billing software implementation.
4/17/17	EDL Consulting (24 employees)	Enhanced its QTC implementation capabilities and alignment within culture and geographic locations.
8/23/17	Basati	Expanded its presence in the Southeast U.S., specifically Florida and Atlanta. The acquisition also helped it to expand within the financial services vertical and bolster its managed services offerings.
12/1/17	CRM Manager	Added additional technical talent and expanded its Salesforce offerings.
2/2/18	CirrusOne (44 employees)	Strengthened the company’s CPQ services.
1/30/19	Square Peg (50 employees)	The company’s first international acquisition helped it to penetrate the Asia-Pacific market.
12/4/19	Clout Partners (15 employees)	Helped Simplus to achieve market leadership within Salesforce professional services in the EMEA region, specifically the European market.

NEXT STEPS

If you're considering the sale or expansion of your Salesforce Partner business or looking to raise capital, we advise you not to delay, given the reasons we discussed here. FOCUS Investment Banking has a long and successful track record serving middle market firms in the software

and IT space. We have a well-defined process to target the right strategic and financial buyers and investors globally with a compelling value proposition.

For more information about how we might be able to help you, please reach out to us.

THE SALESFORCE CLOUDS

Salesforce operates three different cloud platforms—**Service, Marketing, and Commerce**—that Partners can use to improve their clients' operations.

SALESFORCE SERVICE CLOUD

Built on Salesforce Customer 360, Service Cloud provides customer engagement solutions, including process streamlining and automation, that allow companies to connect with clients across a variety of channels. The platform also helps companies create customizable reports and dashboards to track various metrics and key performance indicators (KPIs) across a variety of areas, including client satisfaction and internal process tracking. To improve client engagement, Service Cloud provides multiple functionalities, including connecting knowledge bases, enabling a Live Chat agent, and managing case interactions. Service Cloud's simplicity and ability to create highly-impactful solutions make it highly in-demand for clients. Salesforce Partners that can help their clients implement and operate Service Cloud are particularly attractive to M&A acquirers.











SALESFORCE MARKETING CLOUD












Built on Salesforce Customer 360, Service Cloud provides customer Salesforce Marketing Cloud is a powerful solution that helps companies create unified customer profiles across multiple touchpoints using customer identities, data, marketing journeys, and privacy management. The platform lets companies create and activate highly specific, targeted audience segments to measure engagement behavior and optimize marketing efforts. These capabilities are designed to lead to highly personalized and relevant content delivered to provide one-to-one customer journeys and are a key aspect of companies looking to improve brand awareness and client engagement across a variety of audiences. As Marketing Cloud is delivered through the web, companies using the platform avoid incurring costs related to maintaining servers and in-house IT support.



SALESFORCE COMMERCE CLOUD

Providing support across both B2B and B2C interactions, Commerce Cloud helps companies create innovative customer experiences to improve conversion rates and enhance brand loyalty through the creation of unified buying experiences across all sales channels. Commerce Cloud consolidates all business functions, channels, and client data onto a single platform to reduce friction that clients may experience as they shift between where and when they shop. By collecting data from multiple sources, Commerce Cloud can help companies build personalized campaigns and commerce experiences, boost conversions, and provide improved recommendations using Artificial Intelligence and automate order management, including delivery and payment functions.

RECENT SALESFORCE PARTNER M&A TRANSACTIONS

Date	Target	Buyer	Target Employees/Certified Experts	Rationale
2-Mar-21	 CLOUD SHIFT	 Globant	89	With this acquisition, Globant reinforces its leadership in digital and cognitive transformation by scaling its cloud expertise in market leading platforms like Salesforce. At the same time, it will help the Company continue growing its operations in Europe.
1-Mar-21	 PolSource	 <epam>	1,000	The addition of PolSource complements EPAM's technology consulting practice and enhances its capabilities in API and microservices.
21-Feb-21	 Profit4SF	 Atos	30	Strengthens Atos' position in Salesforce expertise both in the Dutch region and globally by combining Atos' leadership and comprehensive portfolio with Profit4SF's strong mid-market experience and solid customer base in the Netherlands.
2-Feb-21		 accenture	40	Through the acquisition of Businet System, Accenture is strengthening its ecommerce services, from strategy to system design, development and operation, to help clients grow their businesses.
1-Feb-21	 foundry52	 Diabsolut	-	Adding Foundry52 to the Diabsolut Family, along with Diabsolut's recent partnership agreement with ServiceMax, not only reinforces their commitment to Salesforce but extends their offerings to customers to further provide a more complete cloud-based customer 360 experience to ensure they achieve success and deliver exceptional service, by giving them the best tools for the job.
18-Jan-21	 The CREVALLE GROUP A K2 Partnering Solutions Company		17	The acquisition of the Crevalle Group will bolster K2's presence in the Atlanta region. The acquisition will play a key role in K2's continued Cloud Market position and expansion.
19-Jan-21	 Ethos	 apps associates	-	With strong industry experience in Healthcare, Retail, Construction, Transportation, and Higher Education, Ethos is recognized as a go-to strategic leader in the Salesforce ecosystem. The Ethos team is a natural extension to the talented and experienced team at Apps Associates. They also expand and strengthen Apps' offerings, bringing partnerships with Heroku and MuleSoft and experience with emerging clouds like Einstein and Marketing Cloud.
7-Jan-21	 COVESTIC	 MILESTONE	-	The acquisition extends Milestone's footprint to the US Pacific Northwest and bolsters their IT Managed Services portfolio.
5-Jan-21	 DOEXTRA CRM SOLUTIONS	 Ascend TECHNOLOGIES	-	The merger of the two firms will extend and grow their respective strengths in Salesforce solution offerings. The merger with Doextra allows Ascend to be strongly positioned with the ability to evaluate and enhance its clients' business processes as well as implement and improve their existing or new Salesforce solutions. Ascend continues to differentiate its value with its ability to manage these solutions in an on-going capacity for its clients.
11-Jan-21	 7Summits	 IBM	112	The acquisition extends IBM's portfolio of Salesforce services and experience design capabilities and further advances IBM's hybrid cloud and AI strategy. The acquisition builds on IBM's continued investment in Salesforce services to meet the rising client demand for experience-led business transformation and new customer engagement strategies backed by data, AI, and machine learning.
30-Dec-20	 VASS	 One Equity Partners	2,200	This transaction is representative of One Equity Partners' approach to partnering with founders of businesses who have demonstrated a strong track record of organic growth and investing in market-leading technology businesses.
23-Dec-20	 SYNERZIP Agile Software Product Development Partner	 PRIME BRINGING VISIONS TO LIFE	500	This acquisition is consistent with Prime's strategy to add complementary software development capabilities which strengthen its vertical market domain expertise.
22-Dec-20	 Pxl	 bv INVESTMENT PARTNERS (SINCE 1981)	-	Pixel stood out for its domain expertise, unique partnership approach with brands, reputation, scale, and strong management team.
21-Dec-20	 Own{backup}	 vertex VENTURES	-	The Salesforce-partnered firm says it will use the influx in cash to help accelerate its global growth, R&D, and talent acquisition across its United States and Israel-based offices.
17-Dec-20	 MONDAYCALL	 RSM	20	RSM's acquisition of MondayCall will boost the firm's Salesforce practice, as demand for consulting services for the platform continue to grow.
17-Nov-20	 sfAPEX	 druva	-	This integrated Druva solution brings customers the best of both technologies, including advanced data protection with sandbox management and data governance, delivered in the exact same way their CRM service is accessed – via a cloud-native SaaS platform.
10-Nov-20	 rxp group	 Capgemini	550	The acquisition of RXP Services will make Capgemini a market leader in Australia in digital, data and cloud, enhancing our ability to provide our clients with value, scale and world-class expertise. This transaction will be a step change for Capgemini in Australia and illustrates Capgemini's growth ambition in Asia Pacific.
22-Oct-20	 eagle creek an atos company	 Atos	250	The acquisition of Eagle Creek and their specific expertise in Salesforce will bolster Atos' digital portfolio in North America and worldwide. It will provide Atos the opportunity to develop a world-class Salesforce franchise and provides the firm with the ability to help clients manage and maximize their customer interactions, and providing them the means to add more value while also improving customer satisfaction.

Date	Target	Buyer	Target Employees/Certified Experts	Rationale
15-Oct-20			65	This acquisition will serve as a platform for continued growth in new verticals, including financial services, energy and utilities, and the public sector.
10-Sep-20			250	Virtusa's global team of talented professionals, software engineering heritage, and deep domain expertise position it uniquely to help enterprises across industries accelerate their most strategic digital and cloud transformation initiatives.
2-Sep-20			-	Ricston's strong EU-based technical leadership team will bring deep expertise in Mulesoft, while enhancing our ability to design, architect, modernize and build across a spectrum of API and Salesforce-based business solutions.
23-Jul-20			350	4C brings in a rich blend of deep Salesforce expertise across multiple clouds coupled with a team of multi-faceted, multilingual experts with strong regional knowledge. This combination, along with Wipro's reach across the region and industry, will help the firm become a dominant player in Europe and a leader in Salesforce's Quote to Cash domain.
17-Jun-20			275	Trinity Hunt's recapitalization of Keste represents a strong move to partner with a best-in-class cloud technology consulting, development, and migration services provider.
8-Jun-20			-	Augmenting Overground's traditional Salesforce CRM implementation services, the additional performance consulting offerings will allow customers to improve user adoption of Salesforce, increase sales predictability, and successful win rates.
7-May-20			-	Helps PureFacts achieve its geographic expansion goals. VennScience also provides technical expertise, business acumen, a track record of driving continuous innovation on the Salesforce platform, and a shared client-centric approach to problem solving.
7-Apr-20			-	The move will further strengthen EMS's position as the leading enterprise cloud services provider and enhance its ability to provide clients with unparalleled cloud strategy, technology consulting, cloud application implementation, integration, and their Cloud Advisory managed services.
23-Mar-20			200	It will expand Cognizant's consulting capabilities to help marketers implement Marketing Cloud, personalize customer connections and, in turn, generate better leads.
10-Feb-20			-	The acquisition bolsters 10Pearls' expertise within Salesforce and Mulesoft, adds to its leadership team, and helps solidify its San Francisco area presence.
10-Feb-20			-	The acquisition reaffirms Infosys' continuous endeavor to strengthen its strategy of scaling its Agile Digital and cloud-first digital transformation capabilities. The strategic combination of scalable and agile global delivery capabilities of Simplus complements Infosys' effort to help global enterprises to transform their businesses.
5-Feb-20			345	EI-Technologies supports Cognizant's efforts to further scale its international business and also add Salesforce expertise and capabilities to its cloud management portfolio.
31-Jan-20			275	It will enhance Accenture's leading position in the Workday ecosystem and broaden Accenture services to higher education and government organizations seeking to modernize core software systems for human resources, finance, accounting and student services.
8-Jan-20			-	CassaCloud serves as the versatile partner companies seek to achieve the benefits of larger, more complex Salesforce programs, as well as valuable, strategic extensions of Salesforce solutions. The CassaCloud acquisition strengthens Ness's Salesforce credentials in North America and Europe.
31-Dec-19			-	Prime's unique focus on and deep industry knowledge of highly regulated industries are real differentiators. Frontenac looks forward to helping take the Company to the next level by investing in strategic growth initiatives, recruiting additional outside talent to the Company and adding complementary software development capabilities which strengthen its core practice areas.
4-Dec-19			15	The acquisition supports Simplus' investment and strategy in EMEA to have Salesforce professional services EMEA leadership help the firm deliver greater value to customers. The Clout deal provides Simplus with a deeper footprint in the European market.
19-Nov-19			-	This acquisition is an excellent enhancement to Ingram Micro's implementation & consulting capabilities on Salesforce by leveraging the team's technical expertise and depth to deliver even more value to partners and customers over and above the world-class cloud & software applications that the firm currently brings to market.

Date	Target	Buyer	Target Employees/Certified Experts	Rationale
19-Aug-19			-	A5 is investing continually in the growth and expansion of its Salesforce Implementation practice. With Cloudware Connections deeply rooted experience in FinServ & HLS, A5 can now offer an unmatched depth of industry expertise within the Salesforce. A5 says its customers can look forward to enhanced industry solutions while Cloudware Connections' customers will gain access to more implementation expertise within all Salesforce Clouds. Ecosystem. The acquisition gives A5 added financial services, healthcare & life sciences, and billing expertise. It will also allow the company to expand into Canada.
20-Jun-19			-	Ksquare's acquisition of Great Wave allows the firm to continue its strategic movement into the Salesforce ecosystem, a move bolstered by the backing of its digital transformation infrastructure, currently operating in the US, Mexico, the Dominican Republic and India.
23-May-19			100	The acquisition strengthens Perficient's Salesforce consulting and digital marketing capabilities. Sundog Interactive's marketing strategy, data and insights, and technology integration services are highly complementary to Perficient's end-to-end digital transformation offerings. Adding specialized Salesforce capabilities aimed at accelerating results through smarter marketing further enhances Perficient's innovative cloud solutions and better serves its clients' unique needs.
2-May-19			-	Given Pluribus' deep experience in the P&C Insuretech space internationally, the firm sees opportunities to profitably grow Assured Software's existing customer base in North America and explore other geographic markets as well.
30-Jan-19			50	The deal accelerates Simplus' expansion into the Asia-Pacific region and marks the company's first international acquisition.
19-Nov-18			25	This is the latest in a series of moves in the digital space over recent years that, taken together, make Deloitte one of the largest digital advisory firms in New Zealand.
29-Oct-18			40	Broadens and deepens Perficient's digital marketing and marketing automation services. Brings strategic client relationships with Fortune 1000 customers across several industries.
26-Sep-18			100	Having a deep Salesforce capability is strategically important in the Australia and New Zealand region for DXC as it seeks to increase its relevance in the cloud environment. With more organizations using Salesforce and considering CRM replacements, System Partners can lift DXC's Salesforce capability in the region, as well as accelerate the growth of the firm's Salesforce practice globally. The acquisition will allow for cross-selling opportunities across each company's customer base.
18-Sep-18			350	ATG's deep Q2C domain expertise and extensive Salesforce CPQ and Billing implementation offerings strengthen Cognizant's cloud solutions portfolio as clients increasingly shift to business models that are based on recurring revenue streams, subscriptions, consumption, IoT, and as-a-service offerings.
14-Sep-18			-	This acquisition demonstrates Infosys' commitment to the Salesforce ecosystem to address its client's digital priorities. Fluida will be an important addition to the Infosys family, bringing a unique combination of market presence, deep salesforce expertise, agile delivery and training that combined with Infosys' existing capabilities will help companies reimagine and transform their businesses. This acquisition also aligns efforts to invest in local capabilities in the regions in which Infosys operates.
6-Sep-18			-	The acquisition brings Idle Tools' profound expertise in recommending and implementing Salesforce-based business solutions and their hundreds of satisfied customers. Nubik has always been committed to the ongoing success of its customers and this merger confirms that the organization is serious in becoming a key player in the manufacturing landscape to better serve businesses undertaking the journey towards digital transformation. The companies' mutual expertise in Salesforce solutions for the manufacturing and distribution industry, coupled with their complementary footprint throughout the U.S. East Coast, was the driving force that led to this win-win partnership. Paired now with Nubik's business solution that encompasses Lead Acquisition to Contract Renewals, customers will thrive in their shift to becoming digitally-powered smart factories or organizations.
23-Aug-18			350	This acquisition underlines Cognizant's commitment to helping clients in Australia and India digitally transform their businesses and reshape the way they interact with their customers.
21-Aug-18			70	The deal will help ScanSource partners with customer deployment and integration projects that span cloud CRM, contact center as a service (CCaaS) and unified communications as a service (UCaaS).
20-Aug-18			-	Australia is a priority market for Merkle's expansion. Amicus Digital is one of the few consultancies in Australia that can provide people-based strategy, transformation, technical implementation, support and campaign execution. This acquisition provides considerable differentiation for Merkle in Australia.

Date	Target	Buyer	Target Employees/Certified Experts	Rationale
24-Jul-18	 FIGUR8	 AllCloud	40	AllCloud, through the Figur8 deal, gains key locations in San Francisco, New York, Toronto and Vancouver.
1-May-18	 BUAN - CONSULTING INSPIRED SOLUTIONS.	 SPAULDING RIDGE	-	The addition of Buan Consulting and creation of a Salesforce practice complements Spaulding Ridge's growing capabilities and further actualizes the organization's strategy and commitment to providing best-in-cloud solutions across all business functions.
8-Apr-18	 RED SKY	 FMT	-	FMT will immediately bring new Salesforce consulting and implementation expertise to a customer portfolio that includes manufacturing, distribution, life sciences, sports and services companies.
29-Mar-18	 element solutions	 HGS HINDUJA GLOBAL SOLUTIONS	75	As part of its strategy to drive digital-led transformation for clients, HGS has been investing significantly in technology and solutions to reimagine customer experiences. The investment in Element Solutions expands on this strategy and helps position HGS as an end-to-end digital transformational leader who can impact the entire customer lifecycle for brands.
7-Mar-18	 KIMBLE	 AKKR ACCEL-KKR	-	The investment firm was attracted to Kimble's history of customer satisfaction, high functionality, and overall growth within the PSA software space. The firm says the investment will be used to drive additional innovation and grow Kimble's footprint in Europe, North America, and new geographies.
2-Feb-18	 CirrusOne	 SIMPLUS	44	The move is part of Simplus' vision as a leading CPQ service provider that delivers customer success through quote-to-cash solutions tailored to maximize the user experience.
1-Dec-17	 CRM manager	 SIMPLUS	-	To best serve the firm's 2000+ clients, Simplus plans to continue acquiring top-notch companies, hiring exceptional talent, and expanding its Salesforce services from campaign to cash.
30-Nov-17	 apps associates	 bv INVESTMENT PARTNERS SINCE 1983	800	Apps Associates has established a strong market reputation due in part to its differentiated suite of forward-leaning, application services. The team has migrated complex ERP systems and associated applications from on-premise environments to the public cloud.
20-Sep-17	 LYONSCG	 Capgemini	300	The addition of LYONSCG strengthens Capgemini's digital capabilities and further equips the firm to offer clients comprehensive solutions for unified commerce. LYONSCG brings extensive Salesforce Commerce Cloud expertise. This, combined with Capgemini's existing strength in Salesforce Service Cloud and other Salesforce Clouds, affirms its position as a leading Salesforce partner for delivering tangible business results.
23-Aug-17	 basati	 SIMPLUS	-	Acquisition expands presence in Southeast, specifically Florida and Atlanta. Basati is a Salesforce Partner focused on the financial services industry and will enhance Simplus' offerings in that vertical, as well as in managed services.
17-Apr-17		 SIMPLUS	24	Simplus and EDL Consulting both align in terms of culture, geographic location and Salesforce expertise. Simplus and EDL Consulting are both highly focused on Salesforce Quote-to-Cash implementations. Through this acquisition, the companies will combine to strengthen their work culture and expertise while also aligning their visions to continue leading in QTC implementations.
23-Mar-17	 itelios	 Capgemini	180	Itelios will reinforce the Group's digital customer experience portfolio with its expertise in designing and implementing seamless omnichannel solutions. This bolt on acquisition enables Capgemini to meet growing customer demand for its end to end digital services, and positions it as the leader in Salesforce Commerce Cloud.
20-Dec-16	 CloudSocius	 4C CONSULTING	65	CloudSocius team gives 4C the critical mass in Salesforce certifications and industry knowledge to strengthen our position across the UK, Europe and the Middle East.
30-Sep-16		 SIMPLUS	-	Simplus' acquisition of BaldPeak extends its expertise in CPQ to include billing software implementations for enterprise companies.
18-Jan-16	 magnet360	 Mindtree A Larsen & Toubro Group Company	100	This strengthens Mindtree's ongoing focus on delivering customer success by helping clients digitize their entire back-end value chains. This acquisition will strengthen Mindtree's offerings in digitizing the value chain and building sense-and-respond systems.