

NEAT EVALUATION FOR GRAZITTI INTERACTIVE:

Salesforce Services

Market Segments: Marketing Cloud Services, Agentforce Services

Introduction

This is a custom report for Grazitti Interactive (Grazitti) presenting the findings of the 2026 NelsonHall NEAT vendor evaluation for *Salesforce Services* in the *Marketing Cloud Services* and *Agentforce Services* market segments. It contains the NEAT charts of vendor performance, a summary vendor analysis of Grazitti for Salesforce services, and the latest market analysis summary.

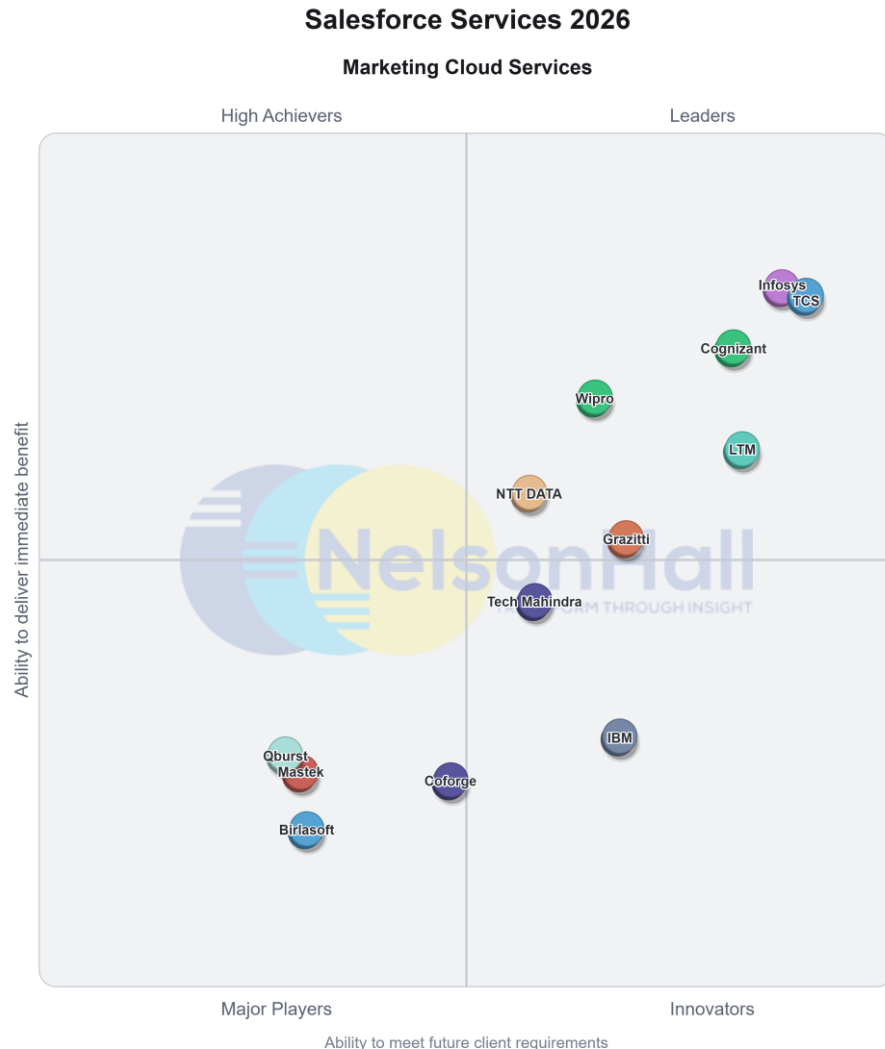
This NelsonHall Vendor Evaluation & Assessment Tool (NEAT) analyzes the performance of vendors offering Salesforce services. The NEAT tool allows strategic sourcing managers to assess the capability of vendors across a range of criteria and business situations and identify the best performing vendors overall, and with specific capability in Agentforce Services, Sales Cloud Services, Commerce Cloud Services, Marketing Cloud Services, Service Cloud Services, and Salesforce Industries Services.

Evaluating vendors on both their 'ability to deliver immediate benefit' and their 'ability to meet client future requirements', vendors are identified in one of four categories: Leaders, High Achievers, Innovators, and Major Players.

Vendors evaluated for this NEAT are: Accenture, Birlasoft, Capgemini, Coforge, Cognizant, Datamatics, Deloitte Consulting, DXC, Grazitti Interactive, IBM, Infosys, LTM, Mastek, Movate, NTT DATA, Qburst, TCS, Tech Mahindra, and Wipro.

Further explanation of the NEAT methodology is included at the end of the report.

NEAT Evaluation: Marketing Cloud Services

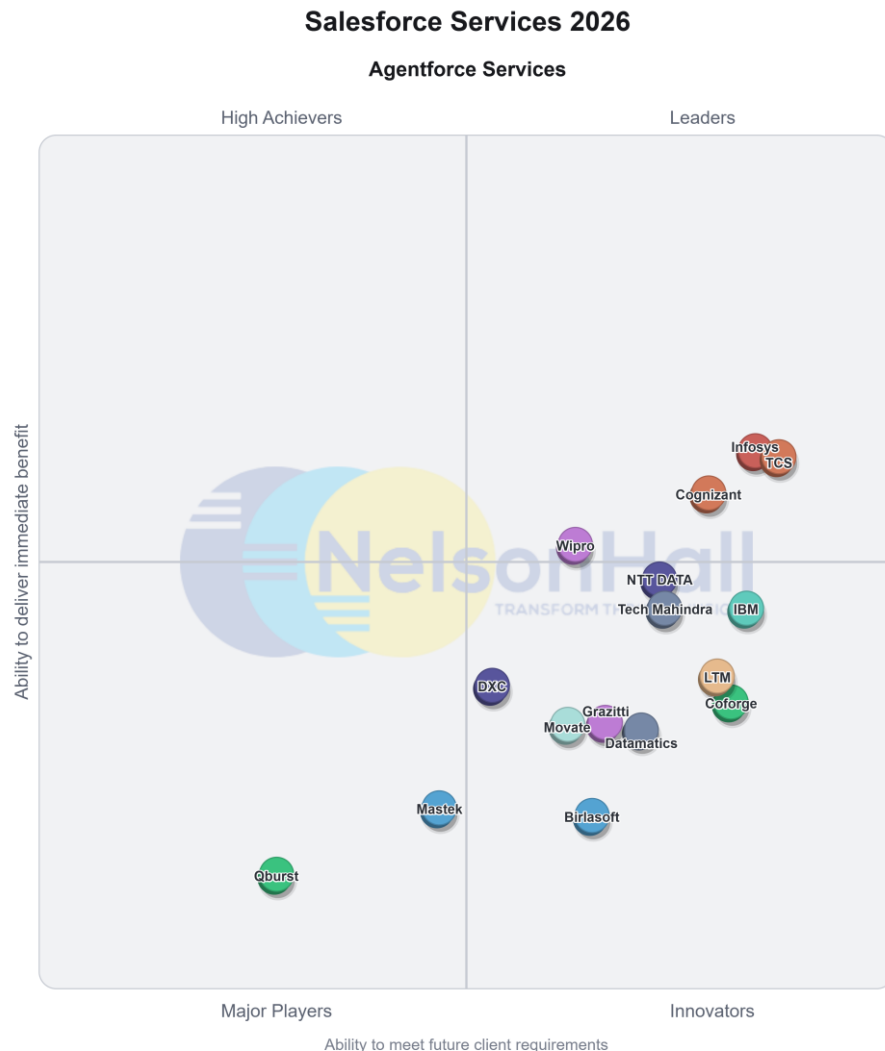


NelsonHall has identified Grazitti as a Leader in the *Marketing Cloud Services* market segment, as shown in the NEAT chart. This market segment reflects Grazitti's ability to meet future client requirements as well as delivering immediate benefits to its Salesforce services clients with specific capability around the Marketing Cloud platform.

Leaders are vendors that exhibit both a high capability relative to their peers to deliver immediate benefit and a high capability relative to their peers to meet future client requirements.

Buy-side organizations can access the *Salesforce Services* NEAT tool [here](#).

NEAT Evaluation: Agentforce Services



NelsonHall has identified Grazitti as an Innovator in the *Agentforce Services* market segment, as shown in the NEAT chart. This market segment reflects Grazitti's ability to meet future client requirements as well as delivering immediate benefits to its Salesforce services clients with specific capability around the Agentforce platform.

Innovators are vendors that exhibit a high capability relative to their peers to meet client future requirements but have scope to enhance their ability to deliver immediate benefit.

Buy-side organizations can access the *Salesforce Services* NEAT tool [here](#).



Vendor Analysis Summary for Grazitti

Overview

Grazitti is a privately held digital technology firm headquartered in Panchkula, India. Its client base primarily includes technology firms and ISVs. Key partners include Adobe, Alteryx, AWS, Khoros, Salesforce, ServiceNow, Shopify, and Zendesk.

The company has developed products and accelerators to integrate its partners' technologies, and provides services primarily to its clients' support and customer service organizations.

Grazitti is a Salesforce Summit partner and has 6 IP listings on the AppExchange. Its Salesforce practice focuses on integration and managed services. It has approximately 100 clients, primarily in the North American market, across the high-tech and banking industries.

Grazitti targets use cases across the Salesforce lifecycle. The offering combines delivery services, advisory support, and proprietary tools to address platform utilization, operational governance, and ongoing optimization. The approach focuses on supporting stable day-to-day operations while helping clients improve adoption levels, standardize processes, and scale platform usage over time.

Key Salesforce offerings include:

- **Core services:** spanning consulting, implementation, post-go-live operations, and ongoing optimization. This includes L1-L3 application support, Salesforce release and upgrade management, platform monitoring, performance health checks, DevOps support, QA, and security and configuration governance
- **Consulting services:** focusing on improving platform utilization and license optimization, workflow automation, and user interface enhancements, along with advisory support for capabilities such as Einstein and Agentforce. These engagements are typically structured around data quality and health assessments, technical debt remediation, roadmap alignment, and, where required, partial or full reimplementation initiatives to improve platform effectiveness
- **IP-led services:** addressing case deflection and knowledge optimization, email-to-case automation, embedded agent productivity, and feedback management. Grazitti's IP assets are typically used in post implementation optimization programs to standardize delivery, reduce manual effort, and improve support across Sales Cloud, Service Cloud, Experience Cloud, and related Salesforce environments.

Grazitti has positioned India at the center of its delivery model, with a presence in the U.S., Australia, and Canada, as well as sales offices in Singapore and Sydney. As of December 2025, it had 278 employees in the Salesforce practice.

Financials

NelsonHall estimates that the proportions of Grazitti's 2025 Salesforce services revenue by geography were: North America 91%, APAC 4%, Europe 2.5%, Other 2.5%.

NelsonHall estimates that the 2025 revenue breakdown by vertical market was: Hi Tech 66%, Retail and Commercial Banking 10%, Healthcare 2%, Pharmaceuticals 2%, Other 20%.



Strengths

- *Agentforce Marketing*: Grazitti demonstrates capabilities to support large-scale Marketing Cloud environments requiring continuous campaign execution and operational stability, including lifecycle campaign operations, integrations, and supporting tooling for backup and asset recovery
- *Agentforce Service*: Grazitti has built a scaled practice for Service Cloud, supported by multiple IPs that reduce agent workload and target gaps in native Salesforce capabilities, ensuring repeatability across frequent service use cases
- *Experience Cloud*: Grazitti demonstrates delivery depth in Experience Cloud through multiple community implementations, quick-start deployment packages, and a portfolio of accelerators and AppExchange utilities addressing onboarding, engagement, knowledge capture, and case-deflection use cases, enabling repeatable and faster community deployments across clients.

Challenges

- *Salesforce Industries*: Grazitti's offering is oriented toward horizontal cloud implementations with limited evidence of scaled delivery capabilities or differentiated IP aligned to Salesforce Industry Clouds. This may constrain participation in scaled transformation programs in which industry-specific accelerators, regulatory frameworks, or vertical-domain solutions are key selection criteria
- *Mulesoft*: while Grazitti has integration experience and certified resources, the Mulesoft practice is still expanding, and broader platform-led transformation opportunities may require continued investment in dedicated integration assets, reusable accelerators, and scaled managed services offerings.

Strategic Direction

- *Managed services model*: Grazitti positions Salesforce engagements beyond project delivery, emphasizing ongoing managed services (L1-L3 support, upgrades, monitoring, and DevOps) with teams aligned by skillset and cloud expertise to support long-term platform ownership
- *IP-led delivery and repeatability*: frequently built client solutions are standardized by Grazitti into accelerators and AppExchange products, enabling reuse across clients and supporting scaled post-implementation optimization programs
- *Gap-driven IP development approach*: Grazitti identifies recurring functional gaps or friction points in native Salesforce capabilities (e.g., email-to-case, knowledge search, integrations) and develops packaged tools or utilities to address these white-space use cases
- *Experience Cloud-led 'land and expand'*: community implementations (often via quick-start packages) are used as entry engagements, creating a pathway to expand into additional clouds such as Service Cloud, Sales Cloud, or CPQ.



Outlook

Grazitti is looking to expand beyond core horizontal clouds in Salesforce Industries, integration, and data-led AI use cases with investments in Data Cloud, Agentforce, and AI-led accelerators to support cross-cloud workflows.

It will further invest in its partner ecosystem, particularly Salesforce and Mulesoft, and Einstein-based capabilities to support scaled transformation programs.

Geographically, growth is expected to be driven by deeper penetration within existing North American accounts through managed services, expansion engagements, and incremental adoption of emerging Salesforce platforms rather than aggressive greenfield market entry.

Salesforce Services Market Summary

Overview

The Salesforce services market continues to expand alongside the evolution of the Salesforce platform, with growth increasingly driven by AI, enterprise data, and industry-specific business capabilities rather than CRM adoption alone. Salesforce remains a core platform for front-office transformation, while organizations are extending deployments across adjacent business functions and enterprise workflows.

Sales Cloud and Service Cloud continue to account for most enterprise investment and remain the foundation of multi-cloud deployments. However, the primary growth opportunities are shifting toward Agentforce, Data 360, MuleSoft, and Salesforce Industries, as organizations invest in unified enterprise data, AI-enabled automation, and industry-specific capabilities. Marketing, Commerce, and Field Service continue to expand, primarily as extensions of broader Salesforce programs rather than as standalone transformation initiatives.

Demand is increasingly centered on AI-enabled business processes rather than standalone AI deployments. Organizations are embedding Agentforce, Data 360, Einstein capabilities, and automation into existing business workflows, with unified enterprise data, integration, and governance becoming prerequisites for broader AI adoption.

As Salesforce deployments become broader and more business-oriented, the services ecosystem continues to evolve beyond implementation-led engagements. Clients increasingly require consulting around AI readiness, data and operating model transformation, governance, and business process redesign, alongside implementation, integration, managed services, and ongoing AI operations to support long-term platform adoption.

Buy-Side Dynamics

Two client segments continue to dominate the market:

- *Business Buyers*, i.e., organizations adopting Salesforce to improve CRM, process automation, customer engagement, and user productivity. These organizations continue to pursue multi-cloud deployments and are increasingly evaluating Agentforce and other AI capabilities as an extension of their existing Salesforce investments
- *IT Buyers*, i.e., organizations treating Salesforce primarily as an IT modernization initiative, focused on simplifying and rationalizing their technology estate, reducing operating costs, and improving data quality and governance to support AI-enabled automation.

Salesforce adoption remains broad-based across industries. Organizations continue to deploy Salesforce across customer-facing functions while increasingly adopting industry-specific capabilities, standardized data models, and preconfigured business processes. Salesforce Industries is becoming more central to enterprise deployments, particularly in sectors such as financial services, healthcare, manufacturing, retail, public sector, and communications, where organizations are combining industry functionality with AI-enabled capabilities and unified enterprise data.

Market Size & Growth

Salesforce services spending is expected to rise from \$23.6bn in 2025 to \$25.9bn in 2026, reaching \$35.1bn by 2029, representing an estimated 11% CAGR between 2025 and 2029. Growth is expected to be supported by Agentforce-related services, continued multi-cloud adoption, Salesforce Industries, and ongoing post-implementation services as organizations adopt new platform capabilities.

The U.S. remains the largest market for Salesforce services. However, international markets are becoming increasingly important growth engines, with continued investments in EMEA and APAC and expected vendor consolidation and Salesforce acquisitions creating additional services opportunities across markets such as India, Japan, Latin America, and the Middle East.

Success Factors

To address the needs of *Business Buyers*, successful vendors need to combine Salesforce implementation capabilities with AI, data, and business transformation expertise, including:

- Business consulting, business process transformation, AI readiness assessments, and operating model design
- Salesforce implementation, Agentforce deployment, Data 360 implementation, integration, and orchestration across enterprise applications
- Reusable accelerators, industry-specific templates, AI-enabled workflows, and governance capabilities to accelerate implementation and support long-term platform adoption.

To address the needs of *IT Buyers*, successful vendors need to demonstrate the value of Salesforce by helping organizations to:

- Simplify and rationalize their technology landscape through standardized implementations, API-led integration, and enterprise data governance
- Reduce operational complexity and technical debt while improving data quality, platform maintainability, and readiness for AI-enabled automation.

Outlook

The outlook for the Salesforce services market includes the following developments:

- Agentforce, Data 360, Salesforce Industries, and MuleSoft will be the primary drivers of Salesforce services growth, extending Salesforce beyond traditional CRM implementations
- Vendors will increasingly position Salesforce as the foundation for AI-enabled business processes, combining AI, unified enterprise data, integration, and business process transformation into broader enterprise engagements
- Industry-specific implementations will continue to gain momentum, with vendors expanding reusable industry assets, preconfigured business processes, and AI agents tailored to sector-specific requirements
- Delivery models will continue shifting from project-based implementations toward outcome-based managed services, with greater emphasis on AgentOps, AI operations, governance, and continuous optimization



- Multi-cloud implementations will remain the dominant delivery model, with Sales and Service Cloud continuing to form the foundation of broader Salesforce programs while Data 360 and Agentforce become increasingly embedded across deployments
- Organizations will continue to invest in post-implementation services to optimize platform adoption, improve governance, reduce technical debt, and adopt new AI capabilities introduced through Salesforce releases
- Unified enterprise data, integration, and governance will become prerequisites for enterprise AI adoption, increasing demand for services around data modernization, AI governance, and enterprise architecture
- Vendors will continue investing in Agentforce skills, cloud-specific CoEs, industry expertise, and targeted acquisitions to expand delivery capabilities and address growing demand for AI-enabled Salesforce services.



NEAT Methodology for Salesforce Services

NelsonHall's (vendor) Evaluation & Assessment Tool (NEAT) is a method by which strategic sourcing managers can evaluate outsourcing vendors and is part of NelsonHall's *Speed-to-Source* initiative. The NEAT tool sits at the front-end of the vendor screening process and consists of a two-axis model: assessing vendors against their 'ability to deliver immediate benefit' to buy-side organizations and their 'ability to meet future client requirements'. The latter axis is a pragmatic assessment of the vendor's ability to take clients on an innovation journey over the lifetime of their next contract.

The 'ability to deliver immediate benefit' assessment is based on the criteria shown in Exhibit 1, typically reflecting the current maturity of the vendor's offerings, delivery capability, benefits achievement on behalf of clients, and customer presence.

The 'ability to meet future client requirements' assessment is based on the criteria shown in Exhibit 2, and provides a measure of the extent to which the supplier is well-positioned to support the customer journey over the life of a contract. This includes criteria such as the level of partnership established with clients, the mechanisms in place to drive innovation, the level of investment in the service, and the financial stability of the vendor.

The vendors covered in NelsonHall NEAT projects are typically the leaders in their fields. However, within this context, the categorization of vendors within NelsonHall NEAT projects is as follows:

- **Leaders:** vendors that exhibit both a high capability relative to their peers to deliver immediate benefit and a high capability relative to their peers to meet client future requirements
- **High Achievers:** vendors that exhibit a high capability relative to their peers to deliver immediate benefit but have scope to enhance their ability to meet client future requirements
- **Innovators:** vendors that exhibit a high capability relative to their peers to meet client future requirements but have scope to enhance their ability to deliver immediate benefit
- **Major Players:** other significant vendors for this service type.

The scoring of the vendors is based on a combination of analyst assessment, principally around measurements of the ability to deliver immediate benefit; and feedback from interviewing of vendor clients, principally in support of measurements of levels of partnership and ability to meet future client requirements.

Note that, to ensure maximum value to buy-side users (typically strategic sourcing managers), vendor participation in NelsonHall NEAT evaluations is free of charge and all key vendors are invited to participate at the outset of the project.



Exhibit 1

‘Ability to deliver immediate benefit’: Assessment criteria

Assessment Category	Assessment Criteria
Offerings	Advisory and consulting services
	Implementation services
	Managed services
	Agentforce (Includes Einstein and Data Cloud capabilities)
	Agentforce Sales
	Agentforce Marketing
	Agentforce Service
	Agentforce Field Service
	Agentforce Revenue Management
	Agentforce Commerce
	Salesforce Industries
	Mulesoft
Delivery Capability	U.S.
	U.K.
	CE
	MEA
	Offshore and nearshore
	Japan
	RoAPAC
	LA
Client Presence	Total
	N. America
	U.K.
	CEMEA
	APAC
	LATAM
Benefits Achieved	Globally
	Level of cost savings achieved
	Timely implementation
	Achievement of program business objectives
	Improved time to market
	Improved customer experience



Exhibit 2

‘Ability to meet client future requirements’: Assessment criteria

Assessment Category	Assessment Criteria
Service Innovation Culture	- Mechanisms in place to deliver client innovation - Extent to which client perceives that innovation has been delivered - Suitability of vendor to meet future needs of clients - Strength of partnership
Level of Investments	- Advisory services - Implementation services - Testing - Post-implementation and managed services - Agentforce (Includes Einstein and Data Cloud capabilities) - Sales Cloud - Marketing Cloud - Service Cloud - Field Service Cloud - Revenue Cloud - Commerce Cloud - Salesforce Industries - Mulesoft
Other	- Market momentum - Financial security

For more information on other NelsonHall NEAT evaluations, please contact the NelsonHall relationship manager listed below.



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Sales Inquiries

NelsonHall will be pleased to discuss how we can bring benefit to your organization. You can contact us via the following relationship manager:

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