

Appirio, a Wipro company, Intensifies its Salesforce Services for Enterprises

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Briefing Note

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SUMMARY & KEY INSIGHT

Appirio, a Wipro company, has a long history of maintaining a strong market position as provider of solutions and services around the Salesforce product portfolio with the majority of the clients being based in the US. Since becoming a part of the Wipro Group clients can now be served with the combined power of Appirio and Wipro. This includes the combination of the functional and industry-oriented expertise, the cross-application competency beyond the Salesforce portfolio as well as the global reach that is specifically interesting for large enterprise clients operating on a global scale. Appirio will be maintained as a strong brand with specific focus on Salesforce products being backed with the broad capabilities of the parent company Wipro. This setup is rather specific in the Salesforce Ecosystem and will likely lead to a competitive advantage over most providers in this market.

The combined power of Appirio and Wipro brings a one stop shop environment unmatched by most global system integrators. The Appirio strategy and thought leadership to “Build” incredible customer experiences, followed by the breadth and depth of the Wipro “Run” business showcase them in a unicorn-like fashion as they are the only global system integrator to be featured as system integrator as well as “boutique-style” implementation partner in ISG Provider Lens™ Salesforce Ecosystem report.

BRIEFING NOTES

Following the most recent International Provider Lens study for the Salesforce Ecosystem ISG had a thorough discussion with the representatives of Appirio and its parent company Wipro about the future development of the portfolio that is aimed at best utilizing the strengths of Appirio within the context of the parent company Wipro.

Since the company was founded in 1999, Salesforce has shown significant growth and is currently the world's leading provider of cloud-based customer relationship management (CRM) functionality as a service (SaaS). From the outset, the company has been focused on agile implementation and a high level of standardization, which, in turn, enables it to issue frequent application updates. Furthermore, this helps clients to conduct rapid implementations starting with limited functional scope that can be subsequently enhanced over time. Meanwhile, the continuous updates on the software has led to a variety of products being offered. Starting with Sales Cloud and Service Cloud, that are undoubtedly the most mature products, the Salesforce portfolio encompasses numerous other products. Some of these products, such as Community Cloud or the Commerce Cloud, are focused on specific functionalities, while others, such as Financial Services Cloud or the Health Cloud, are focused on particular industries.

Appirio is a global cloud services company headquartered in Indianapolis and was established in 2006. Major focus of its services has always been on Salesforce with specific emphasis on functionalities around the worker and customer experience. Over the years Appirio has developed a strong position in the US with supporting a number of global rollouts mainly for US-based companies. Since being acquired by Wipro in late 2016 the primary goal is to establish a global offering combining the powerful capabilities of both organizations. There has been significant progress on that transformation journey that is illustrated in the following sections starting with a selection of Appirio's specific strengths.

- **Solution library.** Appirio maintains a comprehensive library of predefined solutions, accelerators and other assets that can be used in customer projects. The industry-specific solutions being provided are mainly oriented to verticals specifically serving Manufacturing, Healthcare, Financial Services, Media & Communications and Retail & Consumer Goods. Nonprofit and Higher Education are also covered. From a functional perspective Appirio offers solutions for Quote-to-Cash, Warranty Management and a Lightning Bolt based Order Management specifically for the Medical Devices business. In the area of the Service Cloud the portfolio provides Field Service solutions for Medical Devices and Manufacturing.
- **Methodology.** The Appirio Way uses a "hybrid agile" methodology to help organizations implement industry-leading Worker and Customer Experiences.

- **Application Management Tooling.** Another focus is on tools and solutions that help to increase application management efficiency, e.g. a Cloud Metrics for Salesforce and a scoring engine that enhances Salesforce organizations with dynamic, automated, easy-to-configure scoring capabilities. This is a good foundation for the comprehensive Application Management services for Salesforce implementations that are also offered by Appirio.
- **Strong application support model.** With Appirio Thrive there is a powerful modular application support solution available. Built on experience, best practice, and intelligent tools, Appirio Thrive can be tailored from over a dozen delivery modules to create a comprehensive solution to stabilize and advance cloud platforms. From ad hoc support to white-glove enhancements, on-demand access, and global talent, our proactive partnership delivers a comprehensive support solution, priced in a way that makes sense.
- **Closing The Experience Gap - Value Measurement.** Appirio has historically been an advisory led consulting firm, driving sales and long term engagements through strategic CRM roadmaps, organizational change management, and the art of the possible. Most recently Appirio has released its own IP, the Purvue tool, which is a data driven value management tool built on Salesforce. Purvue is built around Appirio's framework to "Close The Experience Gap" for customers consuming Salesforce Licenses. The outcome of using this tool and framework is Appirio can help customers plan, predict and measure the value of their investment along their Salesforce journey.

CASE STUDY

One of the world's largest automakers was seeking to replace their legacy CRM system, known as Listen, with a next-generation cloud-based platform to provide a proactive, personalized service and enhance their customer experience. Wipro has a long-standing, trusted partnership with the automaker which led to an engagement with Appirio to deliver a transformational implementation of Salesforce Service Cloud. This solution gives call center advocates a 360 view of customers and vehicles, allowing clearer insights into customer needs.

Appirio and Wipro's collaborative implementation strategy involved comprehensive architecture and design, followed by an iterative build and test with Service Cloud solution demonstration for continuous user feedback. The areas targeted for process improvement included: case management, multi-brand chat, account and contact management, automated approvals, and reporting.

Since go-live, the customer is on a path to increasing customer satisfaction, enhancing call center productivity, resolving cases faster, and seeing a decrease in service and support costs.

Strategic potential. The case study illustrates the extensive opportunities that evolve from combining the capabilities of Appirio with those of the parent company Wipro into a most powerful portfolio covering specifically the needs of clients with sophisticated system landscapes. Hence the development of a merged portfolio has highest priority within the Wipro strategy. It will also open the way for Appirio to serve clients outside of the US in a more comprehensive way utilizing the relationships that have been built by Wipro over the recent years.

ORGANIC & INORGANIC GROWTH PLAN AND AMBITION

Appirio, a Wipro Company, is on an ambitious roadmap to grow to be a \$500M Salesforce Services company by FY23 and \$1B by FY25 through a combination of organic and inorganic growth. The inorganic growth will be targeted around regions and specializations we are focused on to build stronger capabilities and presence in the ecosystem. Hence, there will be a strong growth both in size and in the scope being covered by the respective services. A most recent example for the consequent realization of this strategy is the acquisition of the EMEA based 4C Group, a Salesforce Platinum partner that up to now has been one of the largest independent Salesforce consultancies in Europe. This acquisition will add significantly to the capacities of Appirio in EMEA in general and will particularly extend the technical capabilities in the areas CPQ, CLM, Marketing, Commerce (B2B), Field Services, Industry clouds and Customer360 (including MuleSoft, Einstein & Tableau).

GUIDANCE

ISG observes that the approach taken by Appirio / Wipro accommodates a common trend that specifically globally operating large enterprises strive for a consolidation of their IT Service provider landscape. For this purpose these companies are focusing their sourcing on fewer providers that are capable to cover major parts of the services for their respective system landscapes with regard to functional and geographical scope. This requires on the providers' side broad technology and industry expertise as well as deep knowledge in the specifics of the most important software packages. Furthermore, both the aspects of the project business (Change) and the application management (Run) need to be considered appropriately. Hence, by further developing the combined power with the parent company Wipro, Appirio is on the way to become an outstanding choice for globally operating enterprises that operate substantial Salesforce instances or intend to do so in future. A rather strong asset in this regard is Wipro's Strategic Consulting division that support clients in their transformation process and covers integration aspects within the design of the system landscape as well as an appropriate setup for organizing the related Run and Change business.

SUMMARY FACTS

Headquarters: Indianapolis, IN, USA

Number of Salesforce consultants: 3000+

Number of Salesforce Certifications: 7000+

Core Salesforce portfolio: Sales Cloud, Service Cloud, Marketing Cloud, Community Cloud & Platform. Add-ons - Integration, Einstein Analytics, CPQ, Field Service Lightning (FSL) & Industry Clouds.

AppExchange – Apttus, Vlocity, FinancialForce, Conga, ncino, IQVIA (these are our partnerships)

Markets: U.S., Canada, U.K., European Union, Latin America, Asia Pacific

RECENT ISG RECOGNITION

Leader in ISG Provider Lens™ Salesforce Ecosystem report: Implementation Services for Core Clouds, Managed Application Services (U.S.): 2020

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