



BearingPoint to accelerate in Salesforce customer experience and cloud

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BearingPoint expands its technology-driven solutions portfolio by providing consulting and implementation of Salesforce solutions

BearingPoint attracts clients with a holistic consult-build-run value proposition combining offerings, such as consulting and software, into solutions and seeking synergies across its three business pillars: Consulting, Solutions and Ventures. Utilizing its established business and IT consulting capabilities, augmented by a range of technology solutions, differentiates BearingPoint from strategy-led consulting companies such as McKinsey & Co., The Boston Consulting Group and Bain & Co. and brings it closer to Big Four firms and IT services companies such as Accenture (NYSE: ACN), Atos (Nasdaq: ATOS), Capgemini and IBM (NYSE: IBM) in portfolio and capabilities. The Salesforce Platinum Consulting Partner status, which was announced on Dec. 18, strengthens BearingPoint's integrated consulting and software-based solutions' value proposition and augments the company's capabilities around enhancing clients' customer experience (CX) and ability to run their business in the cloud. BearingPoint's Salesforce-related consulting and integration capabilities are smaller in size compared to peers such as Accenture and Capgemini, both Salesforce Global Strategic Partners, and Atos, a Salesforce Platinum Partner; however, BearingPoint's established expertise at combining digital and strategy consulting with IT advisory and implementation services — for example, around its proprietary RiskTech and RegTech solutions as well as the Digital Ecosystem Management platform — will help the company expand its Salesforce-related customer base in the coming quarters. The new Salesforce partnership status is a positive development for BearingPoint in TBR's view as CX and a broader, long-term digital strategy require highly specific front-end capabilities that engage directly with clients' end users, and the company needs such capabilities to continue growing and reach its 2020 overall revenue goal of €1 billion (or \$1.1 billion).

Industry specialization and acquisitions will accelerate BearingPoint's Salesforce expansion

While it will take some time for BearingPoint to move up the partnership rank to a Salesforce Global Strategic Partner, TBR expects the company to utilize its industry expertise and specialize in select sectors, such as financial services, retail and consumer packaged goods, in which BearingPoint has established transformational relationships with clients. TBR also expects BearingPoint will capitalize on its established market position in Europe to enable access to clients as well as utilize its consulting and implementation capabilities to complement Salesforce's small but growing professional services business, which accounted for 7.2% of Salesforce's revenue and grew by 20.5% year-to-year in 3Q17. According to TBR's 3Q17 *Salesforce* report, Salesforce's professional



services partner network now brings in more than half of new business for the company, making it an integral part of Salesforce's go-to-market strategy. TBR believes Salesforce-related acquisitions will help BearingPoint quickly scale its resources and client base, a strategy pursued by its competitor PwC, which is a Salesforce Global Strategic Partner. For example, PwC acquired South Africa-based Agilitude in July, expanding its team of professionals certified in implementing Salesforce solutions as well as increasing its number of customer engagement specialists, and acquired U.K.-based cDecisions in November to improve its proficiency in retail banking and insurance. Accenture and Capgemini are also building their Salesforce capabilities through acquisitions. Accenture acquired New Energy Group in 3Q16, Media Hive in 2Q17 and Phase One Consulting Group in 3Q17, while Capgemini acquired Oinio in 1Q16, Itelios in 1Q17 and Lyons Consulting Group in 3Q17.

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