# Global Salesforce Consulting Firms: A Top 10 Overview

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# Top 10 Salesforce Consulting Firms Globally

## Introduction

Salesforce's vast partner ecosystem – over 3,400 consulting firms worldwide with more than 170,000 certified experts – plays a critical role in CRM success (Source: nickfrates.com). While thousands of boutique specialists exist, a handful of global consulting giants dominate enterprise-scale Salesforce projects (Source: nickfrates.com). These top firms have deep certified talent pools, extensive Salesforce experience, and broad industry reach. They are typically **Summit (formerly Platinum) partners** – the highest tier in Salesforce's partner program – often recognized by

analysts as leaders in Salesforce implementation services. In fact, five firms (Accenture, Deloitte, Cognizant, Capgemini, Infosys) alone account for roughly 35% of all Salesforce-certified professionals (Source: nickfrates.com), illustrating their outsized influence. This report profiles the **top 10 Salesforce consulting firms globally** – highlighting each company's background, service offerings, industry expertise, partner credentials, notable clients, global presence, differentiators, and typical market segment. IT leaders, CRM directors, enterprise architects, and procurement teams can use this insight to evaluate the best Salesforce consulting options for their needs.

# Comparison of Top 10 Salesforce Consulting Firms

**Consulting Firm**

**Salesforce Practice & Partner Status**

**Industry Focus**

**Notable Clients / Achievements**

**Accenture** (Dublin, Ireland)

Salesforce **Summit** (Global Strategic) Partner; *27,500+* certified experts (Source: nickfrates.com) (56,000+ skilled Salesforce professionals) (Source: appexchange.salesforce.com). Over *78,000* Salesforce certifications (Source: appexchange.salesforce.com).

All major industries (e.g. retail, financial services, healthcare, manufacturing, public sector). Deep multi-cloud expertise (Sales, Service, Marketing, Commerce, MuleSoft, etc.).

*20+ Salesforce Partner Innovation Awards* (across industries) (Source: appexchange.salesforce.com). Led large-scale CRM transformations for **Bose** (consumer electronics) and **CommonSpirit Health** (healthcare network) (Source: appexchange.salesforce.com), among others.

**Deloitte Digital** (New York, USA)

Salesforce **Summit** Partner; *16,200+* Salesforce- certified experts(Source: nickfrates.com). Holds *62,000+* Salesforce credentials (certifications) and *40+* Salesforce Partner Awards in the last 5 years (Source: appexchange.salesforce.com).

Broad industry coverage with vertical practices in finance, healthcare, public sector, consumer products, automotive, etc. Developed industry accelerators like **FSConnect** (financial services) and **Cloud4M** (manufacturing) to speed implementations (Source: appexchange.salesforce.com).

*1,200+ Salesforce clients globally* (Source: appexchange.salesforce.com). Projects include helping **Eastern Health** transform cancer screening and **Dolce & Gabbana** unify luxury retail experiences (Source: appexchange.salesforce.com)(Source: appexchange.salesforce.com). Recognized consistently as a Leader by Gartner and Forrester for Salesforce services (Source: appexchange.salesforce.com).

**Cognizant** (Teaneck, USA)

Salesforce **Summit** Partner; *~12,300* certified Salesforce professionals (Source: nickfrates.com). Blends onshore consulting with large offshore delivery for scale and cost efficiency (Source: nickfrates.com).

Strong in banking, insurance, healthcare, manufacturing, and retail. Offers multi-cloud implementation, integration, and managed services with a cross-industry approach (Source: cognizant.com)(Source: cognizant.com).

Named a **Leader** in Salesforce services by ISG (US, UK, Germany in 2025) (Source: cognizant.com) and IDC (APAC 2024) (Source: cognizant.com). Trusted by many Fortune 500 clients; for example, Salesforce recognized Cognizant as UK&I Partner of the Year for its customer success stories (Source: cognizant.com).

**Capgemini** (Paris, France)

Salesforce **Summit** (Global Strategic) Partner since 2007 (Source: appexchange.salesforce.com); *10,000+* certified experts globally (Source: appexchange.salesforce.com)(Source: nickfrates.com). Multi-cloud expertise including MuleSoft and Tableau.

Serves finance, manufacturing & medical devices, retail/CPG, telecom, public sector, automotive, hospitality and more. Provides end-to-end strategy, implementation, and support, with pre-built accelerators for various industries (e.g. Insurance Connect, Auto Cloud) (Source: appexchange.salesforce.com).

*14+ years as a top global Salesforce partner* (Source: appexchange.salesforce.com). Winner of multiple Salesforce awards (e.g. 2023 Sales Excellence in EMEA) (Source: appexchange.salesforce.com). Implemented Salesforce solutions for **GE Healthcare** (medical

equipment logistics) and **Tag Heuer** (e-commerce ecosystem) (Source: appexchange.salesforce.com), showcasing its industry depth.

**Tata Consultancy Services (TCS)** (Mumbai, India)

Salesforce **Summit** (Global Strategic) Partner. Has **7,500+** Salesforce-certified professionals and **16,000+** total Salesforce certifications across its team (Source: tcs.com). Partnered with Salesforce for 25+ years (Source: ibm.com).

Very broad industry coverage: communications, manufacturing/automotive, energy & utilities, media, financial services, retail, healthcare/life sciences, public sector, high-tech, travel & logistics (Source: tcs.com)(Source: tcs.com). Offers numerous industry-specific solution frameworks (TCS Crystallus) leveraging Salesforce.

Delivered large-scale Salesforce transformations such as improving CX for **Alcatel-Lucent Enterprise** (telecom) and enabling omnichannel sales for **Stellantis** (global automaker) (Source: tcs.com). Recognized with Salesforce Partner Innovation Awards (e.g. 2022 winner) (Source: tcs.com). Extensive global delivery network and innovation hubs (Pace Port™) driving value.

**Infosys** (Bengaluru, India)

Salesforce **Summit** (Global Strategic) Partner operating via **Infosys, Simplus, and Fluido** brands (Source: infosys.com). *~9,600* certified Salesforce experts worldwide (Source: nickfrates.com). High concentration of architects and engineers, with ~5,000 Salesforce consultants noted by the firm (Source: infosys.com).

Focuses on manufacturing, high-tech, financial services, and other industries, often in large-scale, complex implementations. Strong capabilities in Salesforce Quote-to-Cash (via **Simplus** acquisition) and in Northern Europe (via **Fluido**). Develops industry-specific IP and multi-cloud solutions under its Infosys Cobalt initiative (Source: infosys.com)(Source: infosys.com).

Recognized among top global Salesforce service providers (Everest Group PEAK Matrix 2024 leader (Source: infosys.com)). Expanded through acquisitions (e.g. **Simplus** in 2020 for CPQ expertise) (Source: nickfrates.com) to boost global presence. Known for efficient offshore delivery – a major client draw for cost-effective enterprise projects (Source: nickfrates.com). Clients range from telecom to healthcare – for example, Infosys has modernized CRM for telecommunications firms and manufacturers (per case studies on Simplus/Fluido sites).

**IBM (IBM Consulting)** (Armonk, USA)

Salesforce **Summit** Partner with *~6,927* certified experts (Source: appexchange.salesforce.com). Enhanced by IBM's 2016 acquisition of **Bluewolf**, one of Salesforce's original consulting partners (Source: upcoretech.com), and acquisition of Waeg (Europe) in 2021 (Source: appexchange.salesforce.com). 25+ year Salesforce partnership (Source: ibm.com).

Deep industry-specific solutions integrating Salesforce with enterprise systems. Strong in finance, retail, manufacturing, and public sector. Leverages IBM's AI (Watson) and hybrid cloud expertise to augment Salesforce implementations (e.g. AI-driven customer service, mainframe integration) (Source: ibm.com)(Source: ibm.com). Particularly experienced in multi-cloud and complex integrations for large enterprises.

**Only tech company with a large-scale Salesforce consulting practice**, offering end-to-end solutions across front and back-office (Source: ibm.com). Winner of Salesforce Partner Innovation awards (e.g. for AI/Einstein solutions). Notable projects include CRM transformations in healthcare and government; IBM's own internal Salesforce rollout is a showcased success (unifying IBM's global sales on Salesforce) (Source: ibm.com). Its **Bluewolf** unit was known for clients like T-Mobile and Stanley Black & Decker, now under IBM Consulting.

**Wipro** (Bangalore, India)

Salesforce **Summit** Partner with a presence in 65 countries (Source: wipro.com). Built its practice by acquiring **Appirio** (major Salesforce boutique) in 2016 (Source: economictimes.indiatimes.com) and 4C (Europe) in 2020. Has *~5,200* certified Salesforce consultants (Source: appexchange.salesforce.com).

Serves diverse industries: finance, retail, manufacturing, healthcare, higher education, etc. Known for strong UX/design and advisory capabilities via Appirio heritage. Provides Salesforce implementation, integration, and managed services, often using a global delivery model. Invests in industry accelerators and AI solutions (e.g. Salesforce AI, Einstein GPT).

Emphasizes innovation: operates **9 Salesforce innovation studios** globally and has proprietary tools to accelerate projects (Source: wipro.com). Recognized by analysts as a leader in Salesforce services (e.g. multi-cloud engagements) (Source: wipro.com). Notable engagements include modernizing CRM for a global hospitality company and implementing multi-cloud Salesforce for a major university (as highlighted at Dreamforce 2023). Wipro's acquisition of Appirio brought in clients like **Facebook** and **Coca-Cola** (historically via Appirio) and positioned Wipro among top global partners (Source: economictimes.indiatimes.com).

**PwC** (London, UK / global network)

Salesforce **Summit** Partner (Platinum level). PwC's Salesforce practice includes *~3,625* professionals serving over 1,550 clients worldwide (Source: pwc.com). Noted as one of Salesforce's top 3 Global Strategic Partners (Source: pwc.com). Uniquely, PwC has *19* Salesforce Certified Technical Architects (CTAs) – the highest certification tier – indicating strong technical depth (Source: pwc.com).

Focused on **multi-cloud Salesforce implementations for large enterprises** in sectors like healthcare, financial services, consumer markets, and government. PwC blends its management consulting expertise (strategy, process redesign) with technical Salesforce delivery, often leading complex business transformations that Salesforce enables. Strong capabilities in change management and user adoption to ensure CRM success.

**Analyst-recognized leader:** PwC was named a Leader in ISG's 2023 report on multicloud Salesforce integration for large enterprises (Source: pwc.com)(Source: pwc.com). Delivers high-profile projects – for example, PwC helped **GoDaddy** rapidly implement Salesforce Sales Cloud in a 6-month, two-release rollout to boost sales efficiency (Source: pwc.com). Also partnered with **Adventist Health** to create a unified patient CRM experience (Source: chimecentral.org). PwC's differentiator is the fusion of its business consulting with technical build, offering end-to-end guidance from strategy through execution.

Tags: salesforce, crm, consulting firms, it services, system integration, enterprise solutions, partner ecosystem, technology strategy, implementation services

# About Cirra

**About Cirra AI**

Cirra AI is a specialist software company dedicated to reinventing Salesforce administration and delivery through autonomous, domain-specific AI agents. From its headquarters in the heart of Silicon Valley, the team has built the **Cirra Change Agent** platform—an intelligent copilot that plans, executes, and documents multi-step Salesforce configuration tasks from a single plain-language prompt. The product combines a large-language-model reasoning core with deep Salesforce-metadata intelligence, giving revenue-operations and consulting teams the ability to implement high-impact changes in minutes instead of days while maintaining full governance and audit trails.

Cirra AI's mission is to **"let humans focus on design and strategy while software handles the clicks."** To achieve that, the company develops a family of agentic services that slot into every phase of the change-management lifecycle:

- **Requirements capture & solution design** – a conversational assistant that translates business requirements into technically valid design blueprints.
- **Automated configuration & deployment** – the Change Agent executes the blueprint across sandboxes and production, generating test data and rollback plans along the way.
- **Continuous compliance & optimisation** – built-in scanners surface unused fields, mis-configured sharing models, and technical-debt hot-spots, with one-click remediation suggestions.
- **Partner enablement programme** – a lightweight SDK and revenue-share model that lets Salesforce SIs embed Cirra agents inside their own delivery toolchains.

This agent-driven approach addresses three chronic pain points in the Salesforce ecosystem: (1) the high cost of manual administration, (2) the backlog created by scarce expert capacity, and (3) the operational risk of unscripted, undocumented changes. Early adopter studies show time-on-task reductions of 70-90 percent for routine configuration work and a measurable drop in post-deployment defects.

**Leadership**

Cirra AI was co-founded in 2024 by **Jelle van Geuns**, a Dutch-born engineer, serial entrepreneur, and 10-year Salesforce-ecosystem veteran. Before Cirra, Jelle bootstrapped **Decisions on Demand**, an AppExchange ISV whose rules-based lead-routing engine is used by multiple Fortune 500 companies. Under his stewardship the firm reached seven-figure ARR without external funding, demonstrating a knack for pairing deep technical innovation with pragmatic go-to-market execution.

Jelle began his career at ILOG (later IBM), where he managed global solution-delivery teams and honed his expertise in enterprise optimisation and AI-driven decisioning. He holds an M.Sc. in Computer Science from Delft University of Technology and has lectured widely on low-code automation, AI safety, and DevOps for SaaS platforms. A frequent podcast guest and conference speaker, he is recognised for advocating "human-in-the-loop autonomy"—the principle that AI should accelerate experts, not replace them.

**Why Cirra AI matters**

- **Deep vertical focus** – Unlike horizontal GPT plug-ins, Cirra's models are fine-tuned on billions of anonymised metadata relationships and declarative patterns unique to Salesforce. The result is context-aware guidance that respects org-specific constraints, naming conventions, and compliance rules out-of-the-box.
- **Enterprise-grade architecture** – The platform is built on a zero-trust design, with isolated execution sandboxes, encrypted transient memory, and SOC 2-compliant audit logging—a critical requirement for regulated industries adopting generative AI.
- **Partner-centric ecosystem** – Consulting firms leverage Cirra to scale senior architect expertise across junior delivery teams, unlocking new fixed-fee service lines without increasing headcount.
- **Road-map acceleration** – By eliminating up to 80 percent of clickwork, customers can redirect scarce admin capacity toward strategic initiatives such as Revenue Cloud migrations, CPQ refactors, or data-model rationalisation.

**Future outlook**

Cirra AI continues to expand its agent portfolio with domain packs for Industries Cloud, Flow Orchestration, and MuleSoft automation, while an open API (beta) will let ISVs invoke the same reasoning engine inside custom UX extensions. Strategic partnerships with leading SIs, tooling vendors, and academic AI-safety labs position the company to become the de-facto orchestration layer for safe, large-scale change management across the Salesforce universe. By combining rigorous engineering, relentlessly customer-centric design, and a clear ethical stance on AI governance, Cirra AI is charting a pragmatic path toward an autonomous yet accountable future for enterprise SaaS operations.

DISCLAIMER