

This is an excerpt of
Watt Hamlett Consulting's
**2021 SALESFORCE.ORG
CONSULTING PARTNER LANDSCAPE REPORT**



To purchase the full 110-page report, please visit
www.watthamlettconsulting.com/landscape

Salesforce.org Consulting Partner Landscape

NONPROFIT-ONLY

91

TWO-YEAR GROWTH

64%

EDUCATION-ONLY

17

NONPROFIT AND EDUCATION

18

126

TOTAL
CONSULTING
PARTNERS

**TWO-YEAR
GROWTH**

Certified
Consultants
+91%

Completed
Salesforce Projects
+55%

Consultant
Certifications
+96%

Certified Consultants Per Firm

10

MEDIAN

175

AVERAGE

Completed Projects Per Firm

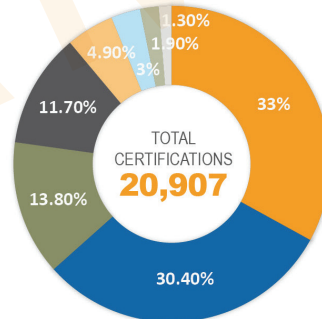
58

MEDIAN

154

AVERAGE

**TOTAL
CONSULTANT
CERTIFICATIONS
BY TYPE**



CERTIFICATIONS
PER CONSULTANT

**4.9
AVERAGE**

FIRMS WITH NAVIGATOR STATUS

NONPROFIT CLOUD	EDUCATION CLOUD	EXPERIENCE CLOUD	MARKETING CLOUD	PARDOT
66	18	40	24	28
103%	29%	82%	71%	155%
ONE-YEAR GROWTH	ONE-YEAR GROWTH	ONE-YEAR GROWTH	ONE-YEAR GROWTH	ONE-YEAR GROWTH



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Based on WHC analysis of data from www.salesforce.org and the Salesforce AppExchange, from June 2021, June 2020, and June 2019, for all Salesforce.org Consulting Partner Network partners.

FIRMS ON TOP

These are the firms that made the most appearances among the 44 “Top” lists across the report (excluding “growth” lists, which are measured below in “Firms to Watch”).

FIRM	NUMBER OF APPEARANCES IN “TOP” LISTS
Accenture	18
Appirio	17
Deloitte Digital	16
Coastal Cloud	15
Traction On Demand	15
Capgemini	13
Sercante	10
Slalom	10
7Summits	9
Arkus	8

FIRMS TO WATCH

This report measures one-year numeric and percentage growth across the following eight categories:

- Consultants
- Projects
- Certifications - Overall
- Nonprofit Cloud Certifications
- Education Cloud Certifications
- Experience Cloud Certification
- Marketing Cloud Consultant Certifications
- Pardot Consultant Certifications



FIRMS TO WATCH (continued)

The following firms had three or more appearances in the Top 10 lists across these eight categories:

By Numeric Growth

FIRM	NUMBER OF APPEARANCES IN ONE-YEAR GROWTH LISTS
Accenture	8
Traction on Demand	8
Coastal Cloud	7
Deloitte Digital	7
Slalom	7
Appirio	6
7Summits	5
Huron	4
Cloud for Good	3
Maantic	3

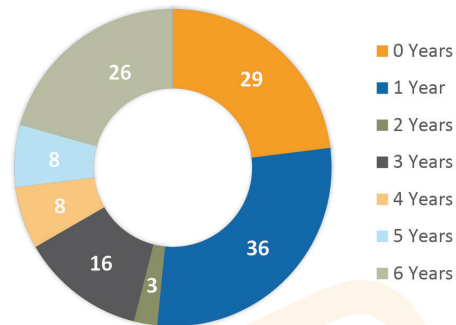
By Percentage Growth

FIRM	NUMBER OF APPEARANCES IN ONE-YEAR GROWTH LISTS
Eigen X	6
OffPrem Technology	6
Appirio	3
Data Geeks Lab	3
Elevation Solutions	3
Maantic	3
Servio Consulting	3
Sleek Consulting	3
VRP	3

Note: Only firms that were SFDO partners in both June 2021 and June 2020 were eligible for consideration in these growth categories.



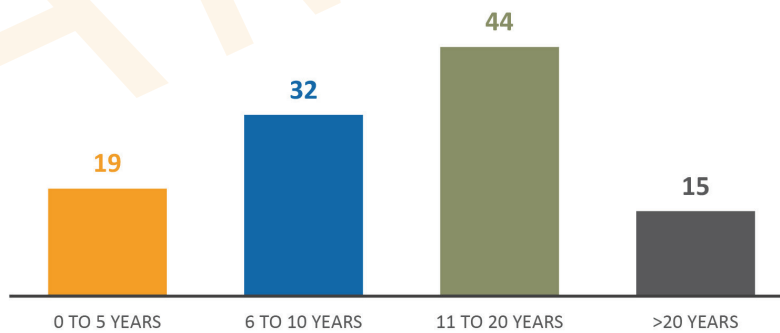
YEARS IN SFDO PARTNER NETWORK



Insight

44% of all SFDO partner firms joined in 2020 or 2021. Of the 126 partners in the SFDO network in 2021, only 26 (21%) had been in the network since its inception in 2015.

YEARS IN BUSINESS



Insight

SFDO's partners are relatively mature businesses, with over half having been in business longer than ten years.

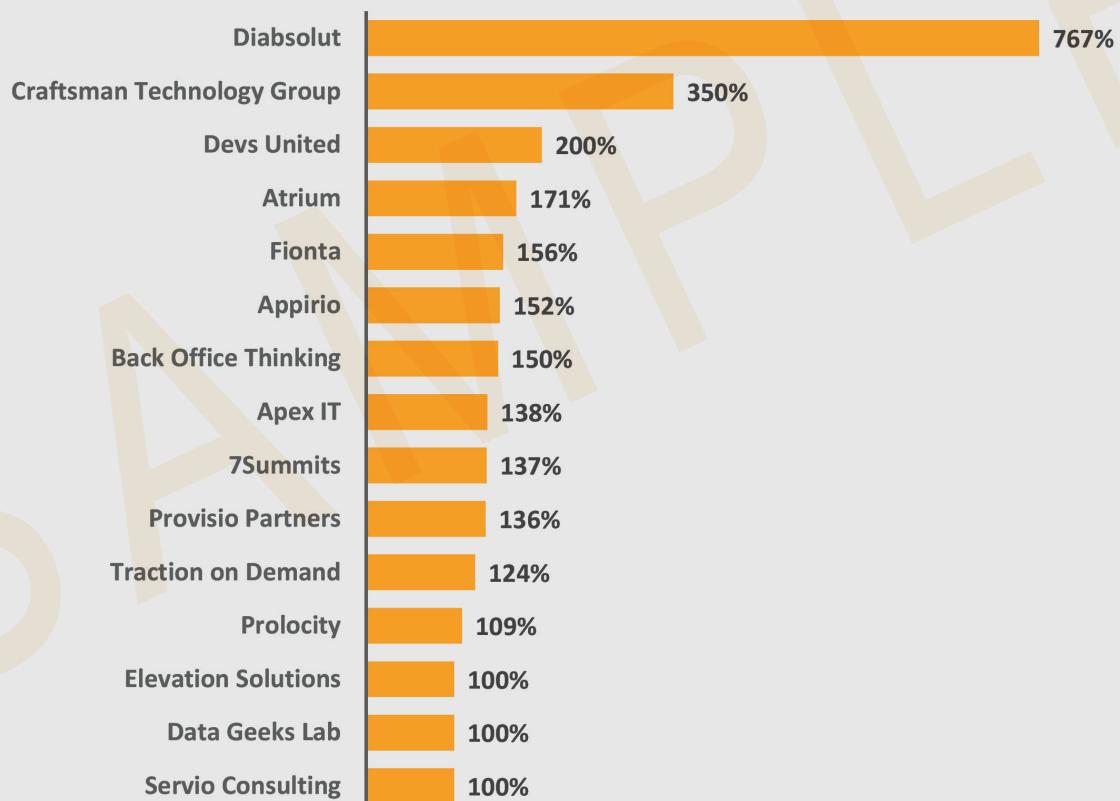
Note: Years in business was not available for all firms. N=110



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TWO-YEAR CHANGE

All firms who doubled (or more) their consultant count in two years, from 2019 to 2021 (by percentage increase in consultants)



Note: This data only pertains to firms that were SFDO partners in both June 2021 and June 2019.



TOP 5 FIRMS BY TIER

by Number of Projects

NONPROFIT

Premium Tier

Arkus, Inc.	1,549
Accenture	1,535
Kell Partners	1,195
Deloitte Digital	1,035
Appirio	762

Impact Tier

DemandBlue	217
CRMScience	188
Now IT Matters	179
VRP	178
Vera Solutions	108

Registered Tier

LearningCurv	894
Capgemini	727
MK Partners	719
Sercante	330
Slalom	291

EDUCATION

Premium Tier

Accenture	1,535
Kell Partners	1,195
Deloitte Digital	1,035
Appirio	762
Traction on Demand	605

Impact Tier

Diabsolut	141
7Summits	88
Eigen X	73
Servio Consulting	52
Foundation Partners	29

Registered Tier

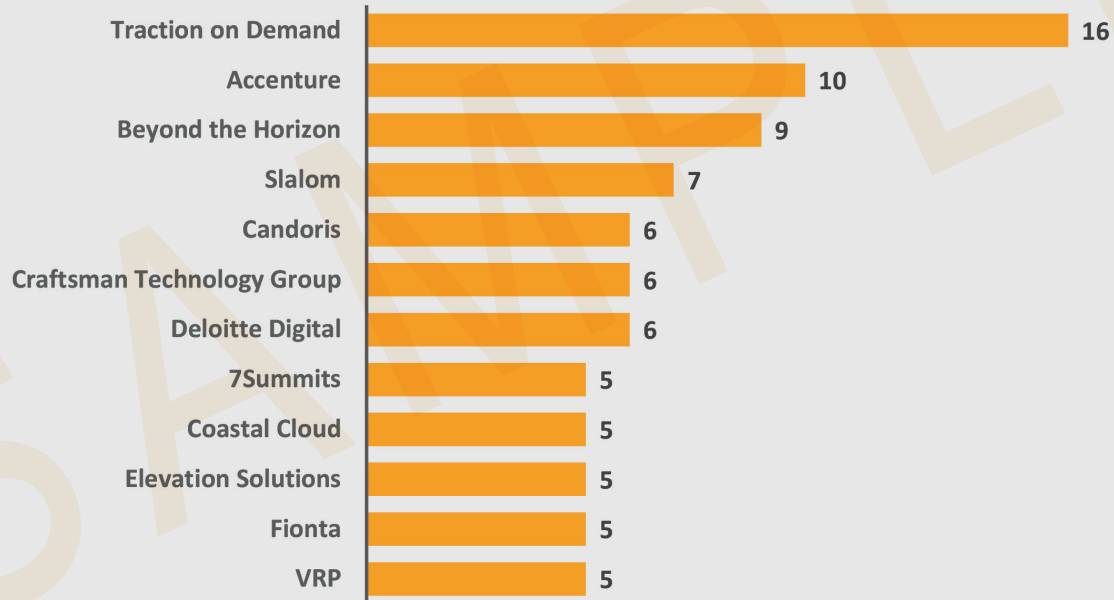
Sercante	330
Spaulding Ridge	115
MST (MetaSoftTech) Solutions	110
Quixo Consulting	103
Ledgeview Partners	101

Note: Project counts are total count for the firm, regardless of what sector the project was in.



NONPROFIT CLOUD CERTIFICATIONS ONE-YEAR CHANGE

Top 10 Firms by One-Year Increase in Certifications
(by number)



Number of New Nonprofit Cloud Certifications

Note: Tie for 10th place



EDUCATION CLOUD CERTIFICATIONS TOP 5 FIRMS

by Percent of Consultants

Premium Tier

Elevation Solutions	100%
Attain Partners	50%
Candoris	43%
Apex IT	42%
akaCRM	41%
Cloud for Good	41%

Note: Tie for 5th place

Impact Tier

Servio Consulting	50%
Eigen X	33%
Passion Fruit Partners	33%
Yurgosky	29%
Cascadia Cloud Solutions	25%

Registered Tier

Quixo Consulting	100%
Urgensee	100%
Sleek Consulting	60%
Jackson River	50%
LizzardTech Consulting	50%
OneTenth Consulting	50%
Robots & Pencils	50%
Streamline	50%
Tipping Point Consulting	50%

Note: Tie for 5th place



What's In the Full Report?

This 110-page report is jam-packed with data and insights. It contains nearly 200 charts, tables and metrics and over 50 unique insights. Here is the full table of contents:

- **Key Findings**

- ▶ Top Findings
- ▶ Firms On Top
- ▶ Firms To Watch
- ▶ Infographic

- **Partner Landscape**

- ▶ Total Partner Count and 1-, 2-, and 4-Year Growth
 - Total Partner Count and Growth - Nonprofit Only
 - Total Partner Count and Growth - Education Only
 - Total Partner Count and Growth - Nonprofit & Education
- ▶ Partners by SFDO Tier
- ▶ Partners by Years in SFDO Network
- ▶ Partners by Years in Business
- ▶ Partners by Geography
- ▶ New Partners for 2021, by Industry and Tier
 - Top 5 New Partners
 - By Employee Count
 - By Consultant Count
 - By Certification Count
 - By Nonprofit Cloud Certification Count
 - By Education Cloud Certification Count
 - By Projects Completed
- ▶ Partners Advancing a Partnership Tier
- ▶ Partners Dropping a Partnership Tier
- ▶ Partners Changing Verticals
- ▶ Partners Departing in 2021
- ▶ Partner Employee Count and Growth
- ▶ Top 10 Firms By One-Year Increase in Employees
- ▶ Top 10 Firms By Median Employee Tenure
- ▶ Inc. 5000 Awardees

- **Consultants**

- ▶ Total Consultant Count
- ▶ Consultants By Firm Size + Median/Average of All Firms
- ▶ Top 10 Firms by Consultant Count
- ▶ Top 5 Firms by Sector and Partner Tier
- ▶ Median/Average Growth of Consultants
- ▶ Top 10 Firms by One-Year and Two-Year Consultant Growth (Numeric & Percentage)
- ▶ Firms with One-Year Net Loss in Consultants

- **Projects**

- ▶ Total Project Count
- ▶ Projects By Firm Size + Median/Average of All Firms
- ▶ Top 10 Firms by Project Count
- ▶ Top 5 Firms by Sector and Partner Tier
- ▶ Top Firms by Number of Projects Per Year + Median/Average
- ▶ Top/Bottom 10 Firms by Number of Projects per Consultant
- ▶ Median/Average Growth of Projects
- ▶ Top 10 Firms by One-Year and Two-Year Project Growth (Numeric & Percentage)
- ▶ Firms with the Slowest Project Growth

- **Certifications**

- ▶ Total Certification Count
- ▶ Certifications By Firm Size + Median/Average of All Firms
- ▶ Top 10 Firms by Certification Count
- ▶ Top 5 Firms by Sector and Partner Tier
- ▶ Median/Average Growth of Certifications
- ▶ Top 10 Firms by One-Year and Two-Year Certification Growth (Numeric & Percentage)
- ▶ Firms with One-Year Net Loss in Certifications

- **Certifications By Type**

- ▶ Total Consultant Certifications by Type - All Partners
- ▶ Nonprofit Cloud Certifications:
 - Top 10 Firms by Count + Median/Average
 - Percentage of Firms with Certifications + 2-year change
 - Top 5 Firms by Percentage of Consultants by Partner Tier
 - Top 10 Firms by One-Year Increase in Certifications (Numeric & Percentage)
- ▶ Education Cloud Certifications:
 - Top 10 Firms by Count + Median/Average of All Firms
 - Percentage of Firms with Certifications + 2-year change
 - Top 5 Firms by Percentage of Consultants by Partner Tier
 - Top 10 Firms by One-Year Increase in Certifications (Numeric & Percentage)
- ▶ Experience Cloud Certifications:
 - Top 10 Firms by Count + Median/Average of All Firms
 - Percentage of Firms with Certifications + 2-year change
 - Top 5 Firms by Percentage of Consultants by Partner Tier
 - Top 10 Firms by One-Year Increase in Certifications (Numeric & Percentage)
- ▶ Marketing Cloud Certifications:
 - Top 10 Firms by Count + Median/Average of All Firms
 - Percentage of Firms with Certifications + 2-year change
 - Top 5 Firms by Percentage of Consultants by Partner Tier
 - Top 10 Firms by One-Year Increase in Certifications (Numeric & Percentage)
- ▶ Pardot Certifications:
 - Top 10 Firms by Count + Median/Average of All Firms
 - Percentage of Firms with Certifications + 2-year change
 - Top 5 Firms by Percentage of Consultants by Partner Tier
 - Top 10 Firms by One-Year Increase in Certifications (Numeric & Percentage)



- **Navigator**

- ▶ Nonprofit Cloud
 - Number/Percentage of Firms with Status/One-Year Change
 - Number of Firms by Navigator Tier
 - Number of Firms by Nonprofit Specializations
 - Number/Percentage of Firms with All Specializations
- ▶ Education Cloud
 - Number/Percentage of Firms with Status/One-Year Change
 - Number of Firms by Navigator Tier
 - Number of Firms by Education Specializations
 - Number/Percentage of Firms with All Specializations
- ▶ Experience Cloud
 - Number/Percentage of Firms with Status/One-Year Change
 - Number of Firms by Navigator Tier
 - Firms with Expert Status
- ▶ Marketing Cloud
 - Number/Percentage of Firms with Status/One-Year Change
 - Number of Firms by Navigator Tier
 - Firms with Expert Status
- ▶ Pardot
 - Number/Percentage of Firms with Status/One-Year Change
 - Number of Firms by Navigator Tier
 - Firms with Expert Status

- **PartnerPlots**

- ▶ Methodology
- ▶ Nonprofit Cloud Partner Plot (top 50 percent)
- ▶ Nonprofit Cloud - Report Card of All Firms
- ▶ Education Cloud Partner Plot (all Firms)
- ▶ Education Cloud - Report Card of All Firms

- **Appendix:**

- ▶ Full List of All Partners by Employee Count and One-Year Percentage Change
- ▶ Full List of All Partners by Consultant Count and One- and Two-Year Percentage Change
- ▶ Full List of All Partners by Project Count and One- and Two-Year Percentage Change
- ▶ Full List of All Partners by Certification Count and One- and Two-Year Percentage Change
- ▶ Full List of All Partners with Nonprofit Cloud Navigator Status, with Overall Status and Specializations
- ▶ Full List of All Partners with Education Cloud Navigator Status, with Overall Status and Specializations
- ▶ Full List of All Partners with Experience Cloud Navigator Status, with Overall Status and Specializations
- ▶ Full List of All Partners with Marketing Cloud Navigator Status, with Overall Status and Specializations
- ▶ Full List of All Partners with Pardot Navigator Status, with Overall Status and Specializations

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