

Salesforce Consulting Partner

Comparative Analysis

<Your Firm Name>

2024



WATT HAMLETT CONSULTING

PARTIAL SAMPLE

This is a partial sample of Watt Hamlett Consulting's Salesforce Consulting Partner Comparative Analysis.

A full Comparative Analysis consists of over 50 slides.

For a full list of all metrics included in a Comparative Analysis, please see the last slide.

To learn more and purchase a Comparative Analysis for your Salesforce consulting firm, please visit www.watthamlettconsulting.com/comparative-analysis



Parameters

- Data sources: Salesforce AppExchange & LinkedIn (June 2019 - June 2023) & Watt's List (Sept. 2023)
- 10 Firms for Comparison:
 - Xxxx
 - Xxxx
 - Xxxx
 - Xxxx
 - Xxxx
 - Xxxx
 - Xxxx
 - Xxxx
 - Xxxx
 - Xxxx
- Your firm's metrics are represented in orange on the charts



Key Findings: Strengths and Advantages

- Based on the data analysis, your firm's strongest areas of advantage and differentiation are:
 - XxxX
 - XxxX
 - XxxX
 - XxxX
 - XxxX
 - XxxX
 - XxxX
 - XxxX
 - XxxX

Key Findings: Recommendations

- Areas for improvement:
 - XxxX
 - XxxX
 - XxxX
 - XxxX
 - XxxX
- Other observations and recommendations:
 - XxxX
 - XxxX
 - XxxX
 - XxxX
 - XxxX

Firms on Top

These firms made the most appearances among the “Top” lists across the analysis of all firms (excluding “growth” lists, which are measured on the “Firms to Watch” slide)

Top 10
With Mega Partners

FIRM	NUMBER OF APPEARANCES IN “TOP” LISTS
Watt Hamlett Consulting	26
Watt Hamlett Consulting	26
Watt Hamlett Consulting	25
Watt Hamlett Consulting	22
Watt Hamlett Consulting	20
Watt Hamlett Consulting	18
Watt Hamlett Consulting	18
Watt Hamlett Consulting	16
Watt Hamlett Consulting	14
Watt Hamlett Consulting	14

Top 10
Without Mega Partners

FIRM	NUMBER OF APPEARANCES IN “TOP” LISTS
Watt Hamlett Consulting	25
Watt Hamlett Consulting	16
Watt Hamlett Consulting	14
Watt Hamlett Consulting	14
Watt Hamlett Consulting	13
Watt Hamlett Consulting	12
Watt Hamlett Consulting	12
Watt Hamlett Consulting	12
Watt Hamlett Consulting	11
Watt Hamlett Consulting	10
Watt Hamlett Consulting	10

Your Firm’s Rank:

XX



Note: 2-way tie for 10th place

Firms to Watch

The following consulting firms had three or more appearances among the “Top” firms as measured by one-year growth in 16 categories:

By Numeric Growth

FIRM	NUMBER OF APPEARANCES IN ONE-YEAR GROWTH LISTS
Watt Hamlett Consulting	11
Deloitte	11
PwC	10
Ernst & Young	10
McKinsey & Company	9
Capgemini	8
Accenture	7
IBM	5
Oracle	5
SAP	5
Microsoft	5
Amazon	4
Google	3

By Percentage Growth

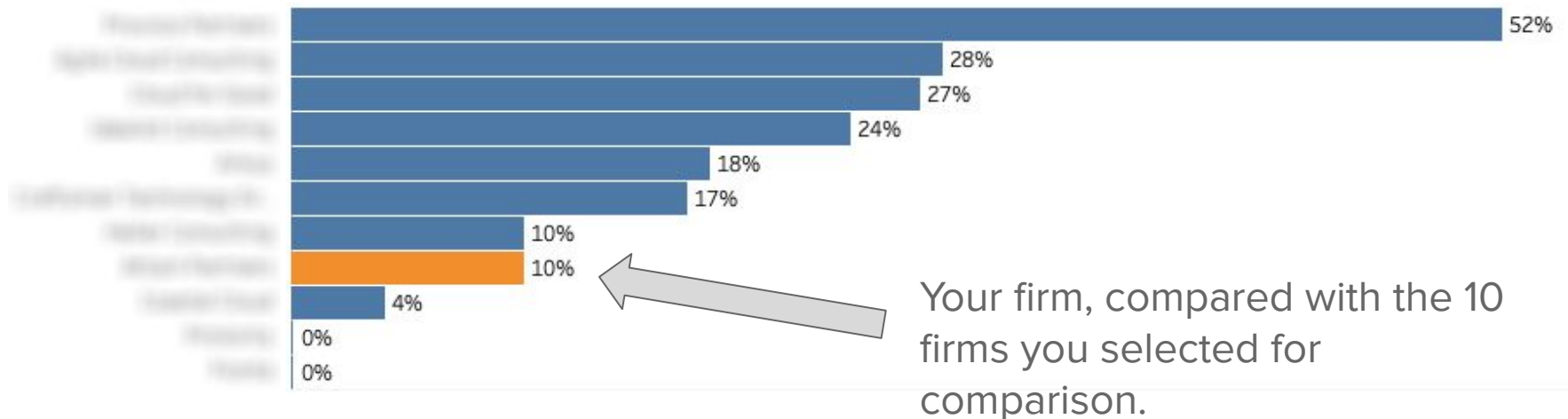
FIRM	NUMBER OF APPEARANCES IN ONE-YEAR GROWTH LISTS
Watt Hamlett Consulting	9
Deloitte	6
PwC	4
Ernst & Young	4
McKinsey & Company	4
Capgemini	4
Accenture	4
IBM	4
Oracle	3
SAP	3
Microsoft	3
Amazon	3
Google	3



Your Firm’s Rank: XX

Your Firm’s Rank: XX

Employees: One Year Change

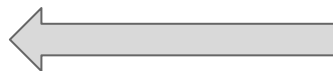


Among All Firms:

Average: XX%

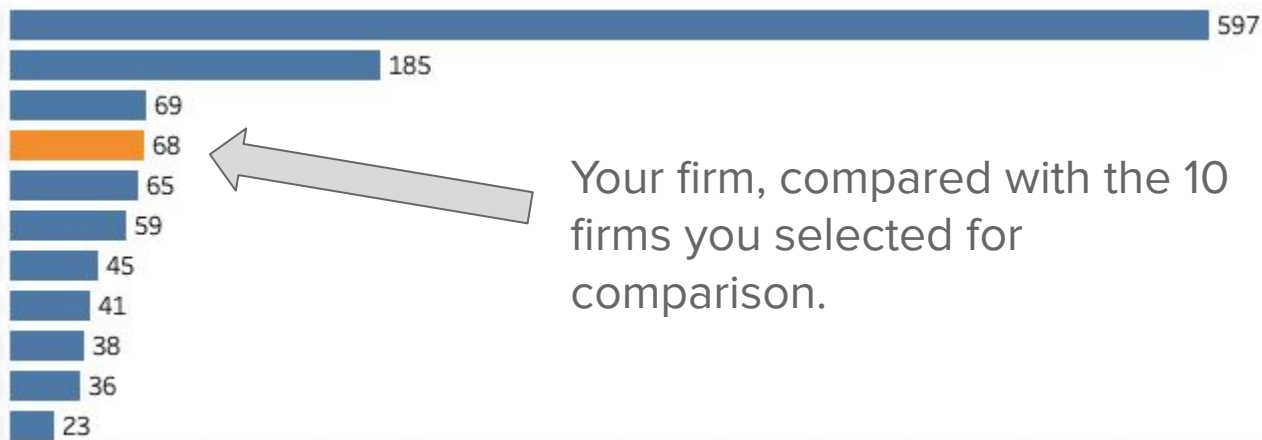
Median: XX%

Maximum: XX%



The average, median, and maximum change for all firms in the landscape.

Consultants: Total Number



Your firm, compared with the 10 firms you selected for comparison.

Among All Firms:

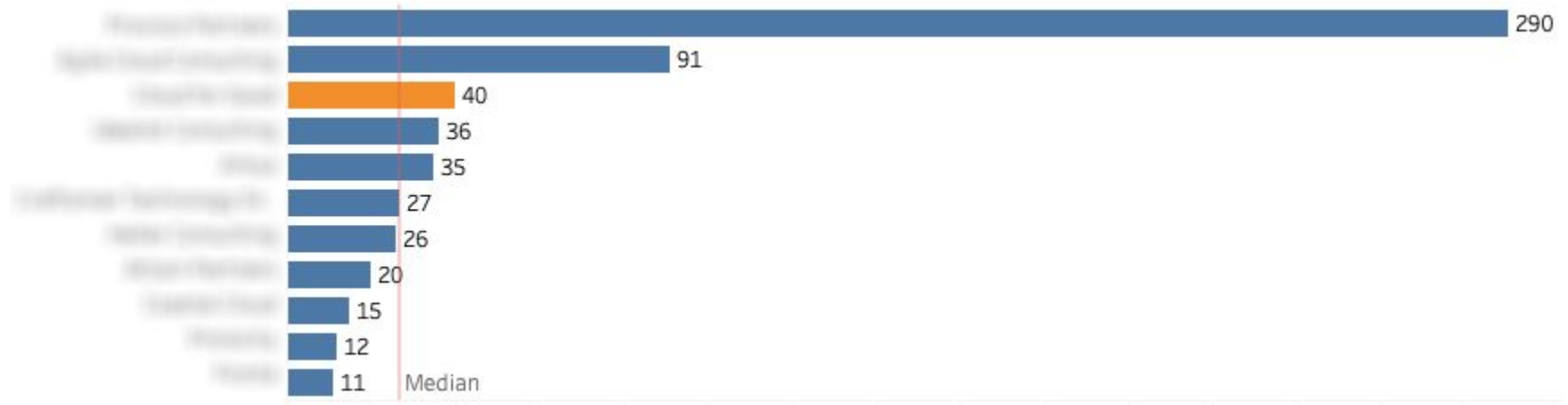
Average: XX

Median: XX

Maximum: XX

The average, median, and maximum number for all firms in the landscape.

Consultants: One Year Change



Among All Firms:

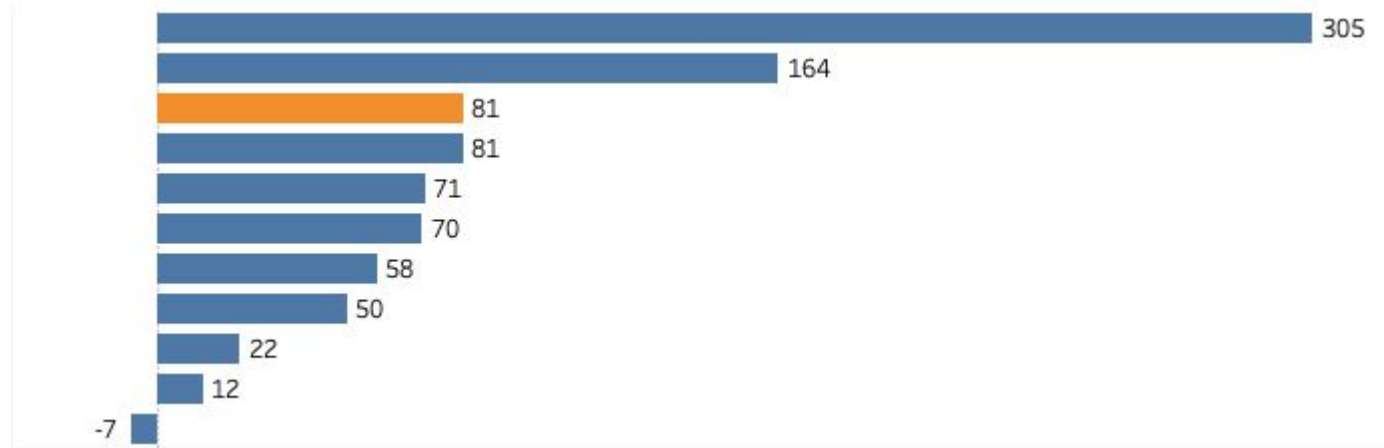
Average: XX

Median: XX

Maximum: XX



Certifications: One-Year Change



Among All Firms:

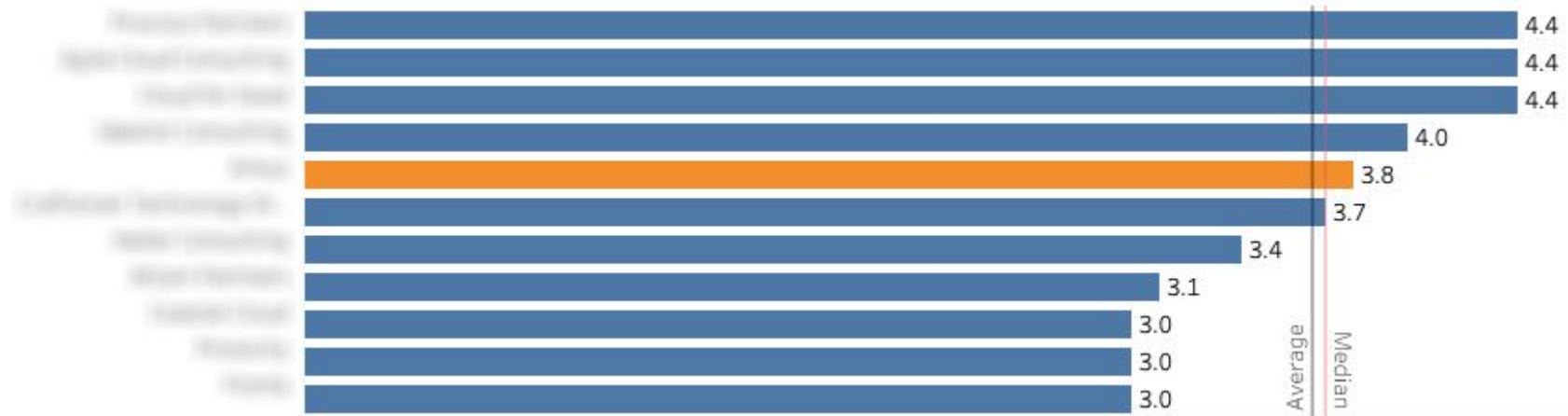
Average: XX

Median: XX

Maximum: XX



Certifications: Average Certs per Consultant



Among All Firms:

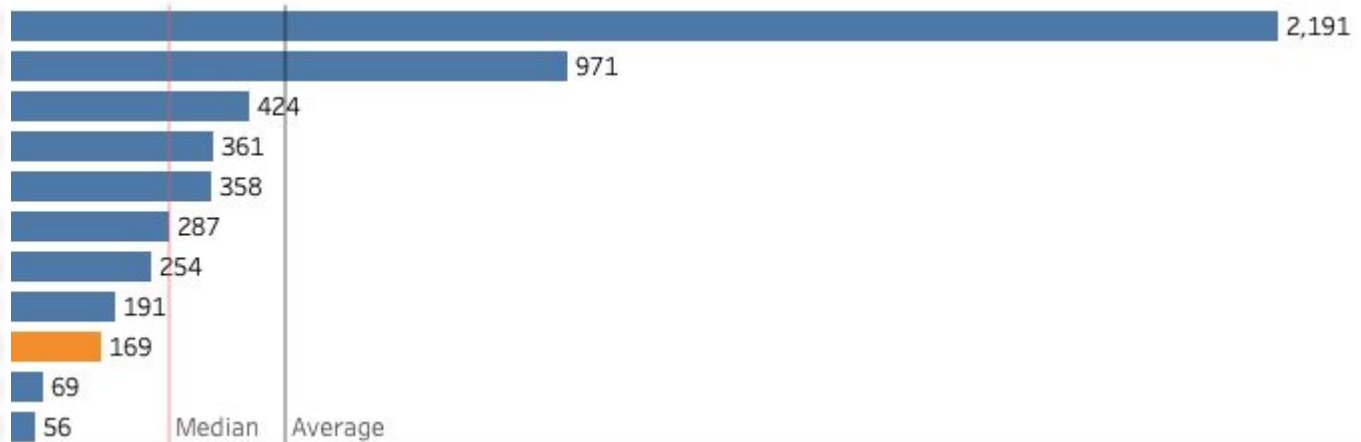
Average: XX

Median: XX

Maximum: XX



Projects: Total Number



Among All Firms:

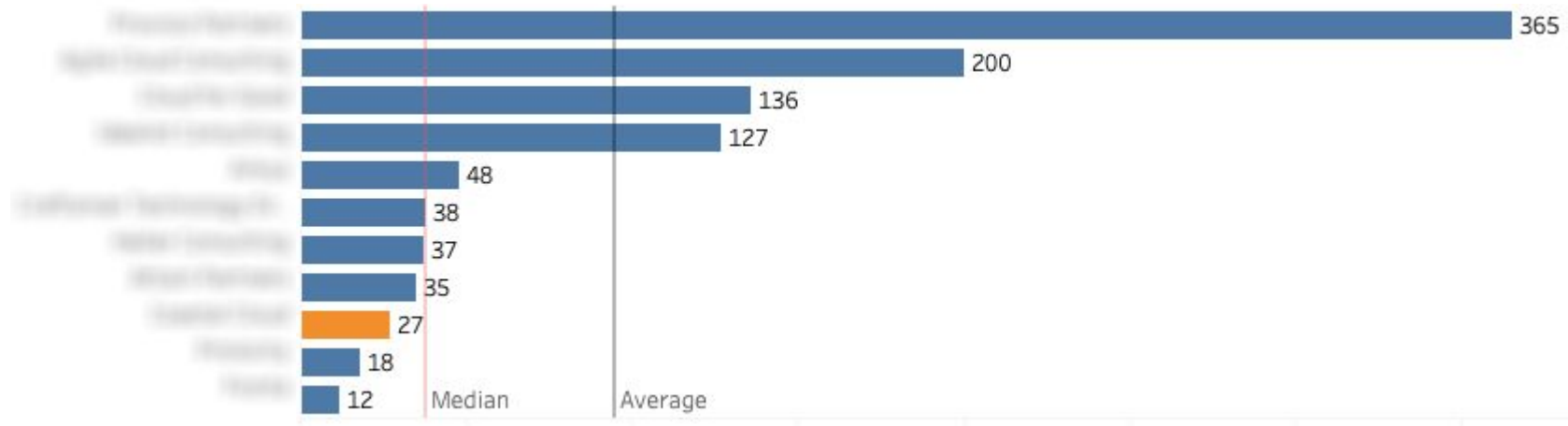
Average: XX

Median: XX

Maximum: XX



Projects: One-Year Change



Among All Firms:

Average: XX

Median: XX

Maximum: XX



CSAT



Among All Firms:

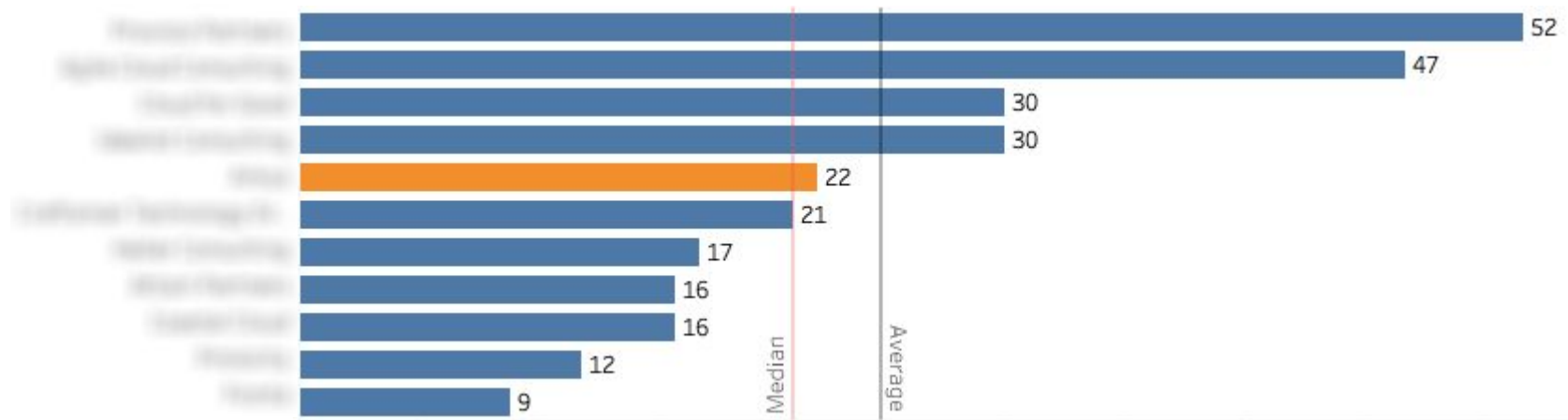
Average: XX

Median: XX

Maximum: XX



Certifications: Nonprofit Cloud



Among All Firms:

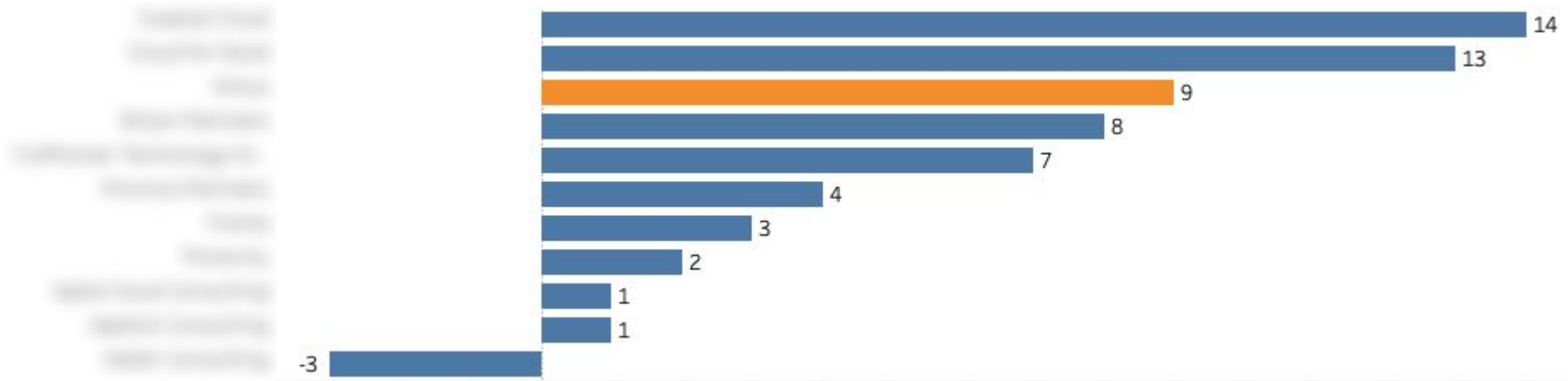
Average: XX

Median: XX

Maximum: XX



Certifications: Nonprofit Cloud - One-Year Change



Among All Firms:

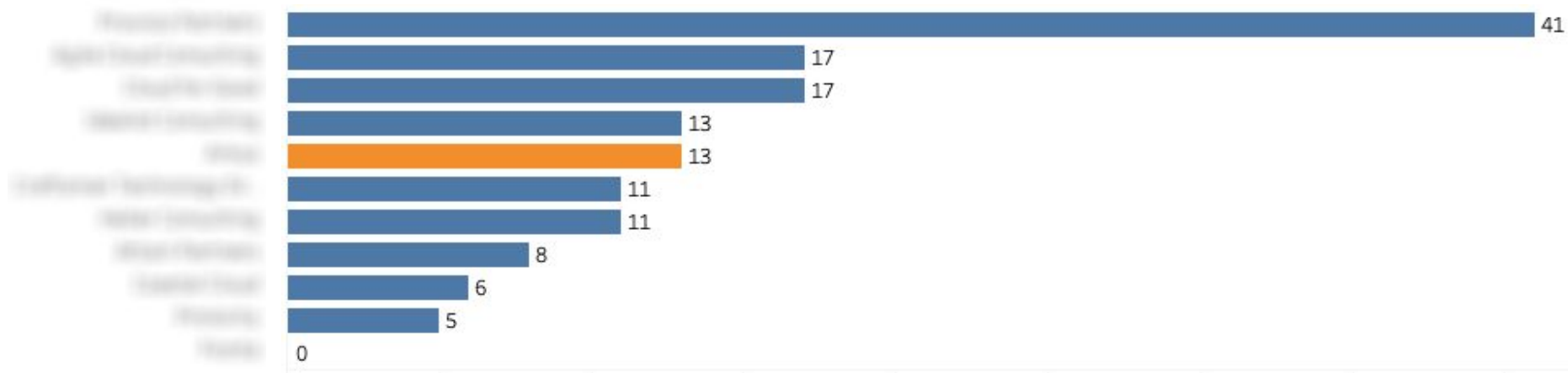
Average: XX

Median: XX

Maximum: XX



Certifications: Nonprofit Cloud - Three-Year Change



Among All Firms:

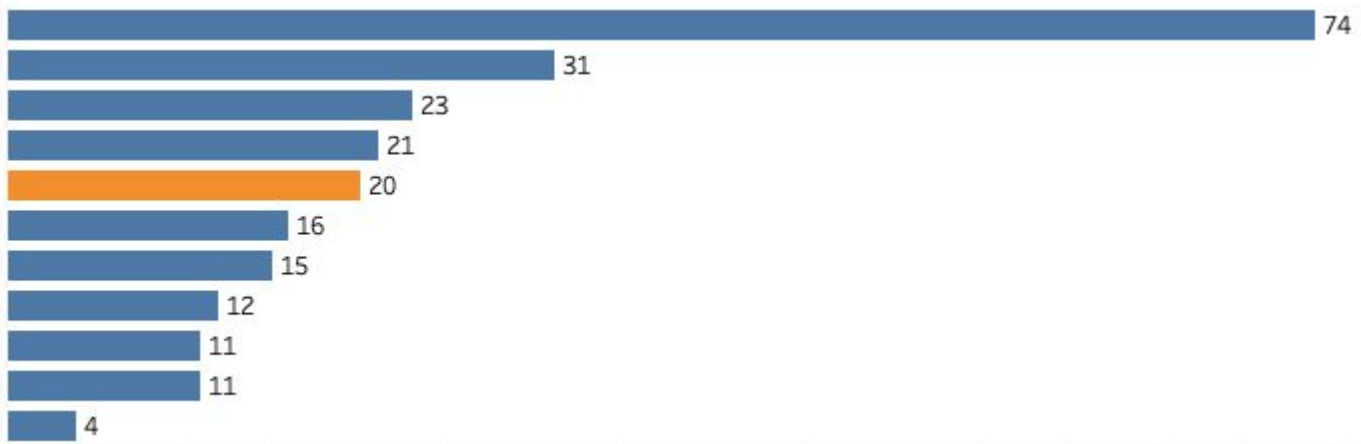
Average: XX

Median: XX

Maximum: XX



Navigator: Total Specializations



Among All Firms:

Average: XX

Median: XX

Maximum: XX



Navigator: Nonprofit Solutions

Your firm, compared with your 10 selected firms for comparison.



Navigator: Nonprofit Solutions	Firm	Fundraising	Grantmaking	Program Management	Engagement
Expert		✓		✓	
		✓	✓	✓	✓
		✓		✓	✓
					✓
		✓	✓	✓	✓
		✓	✓	✓	
		✓	✓	✓	✓
Level 2		✓		✓	✓
		✓	✓	✓	✓
Level 1		✓	✓	✓	✓
		✓			

Total counts for all firms in the landscape.



Among All Firms:

Expert: XX
Level 2: XX
Level 1: XX

Expert: XX
Level 2: XX
Level 1: XX

Expert: XX
Level 2: XX
Level 1: XX

Expert: XX
Level 2: XX
Level 1: XX



Other Product/Platforms Supported

	Airtable	AWS	Blackbaud RE / BBCRM	Drupal	Google Cloud	Hubspot	Informatica	Jira	Microsoft Azure	Microsoft Cloud for Nonprofit	Microsoft Power BI	REQ suite	Smartsheet	Snowflake	Teamwork	Twilio	UC Innovation	Wordpress
		✓	✓	✓	✓		✓		✓	✓	✓			✓				✓
		✓	✓		✓	✓										✓		
		✓	✓	✓	✓									✓				
		✓												✓			✓	
	✓	✓	✓	✓	✓	✓			✓	✓	✓			✓				✓
		✓							✓		✓							
	✓		✓		✓			✓				✓	✓		✓			
		✓	✓	✓														✓
									✓	✓	✓							
																✓		

All Metrics

The Comparative Analysis includes the following metrics for your firm and up to 10 other selected firms of your choosing, as well as the partner landscape as a whole. If you don't know of 10 comparable firms, we will be happy to make recommendations. Data has been sourced annually from the Salesforce AppExchange, LinkedIn, and Watt's List.

- **Landscape Overview:**

- a. Total firms by geography
- b. "Firms on Top"
- c. "Firms to Watch"

- **Years In Business:**

- a. Total years in business
- b. Median, Average, and Maximum number among selected firms and all firms

- **Employees:**

- a. Total Number
- b. Median, Average, and Maximum number among selected firms and all firms
- c. One-Year percentage growth among selected firms and all firms
- d. Median, Average, and Maximum growth among selected firms and all firms

- **Consultants:**

- a. Total Number
- b. Percentage of Employees who are Certified Consultants
- c. Median, Average, and Maximum number among selected firms and all firms
- d. One-Year and Three-Year growth – both numeric and percentage – among selected firms and all firms
- e. Median, Average, and Maximum growth among selected firms and all firms



All Metrics

- **Projects:**

- a. Total Number
- b. Median, Average, and Maximum number among selected firms and all firms
- c. One-Year and Three-Year growth – both numeric and percentage – among selected firms and all firms
- d. Median, Average, and Maximum growth among selected firms and all firms
- e. CSAT score

- **Certifications:**

- a. Total Number
- b. Average Certifications per Consultant
- c. Median, Average, and Maximum number among selected firms and all firms
- d. One-Year and Three-Year growth – both numeric and percentage – among selected firms and all firms
- e. Median, Average, and Maximum growth among selected firms and all firms

- **Specific Certifications:**

- The above analysis will also be conducted for each of the following certification types, as well as calculating the percent of total consultants holding each certification:
 - a. Nonprofit Cloud
 - b. Education Cloud
 - c. Experience Cloud
 - d. Service Cloud
 - e. Marketing Cloud
 - f. Omni Studio
 - g. Pardot
 - h. Tableau CRM & Einstein Discovery
 - i. Architect
 - j. Developer



All Metrics

- **Salesforce Navigator** attainment for:
 - a. Total Navigator specializations held
 - b. Nonprofit Cloud and related Nonprofit functional areas
 - c. Education Cloud
 - d. Experience Cloud
 - e. Service Cloud
 - f. Marketing Cloud
 - g. Managed Services
 - h. Nonprofit Industry and related Nonprofit sub-verticals
 - i. Education Industry
- We will also compare your firm to selected firms and all firms on the following **Watt's List-based metrics**:
 - a. Regions served
 - b. Languages
 - c. Target client size
 - d. Sub-vertical focus
 - e. Functional areas
 - f. Technical services
 - g. Other services
 - h. Salesforce: Nonprofit technology
 - i. Salesforce: Other technology
 - j. Developer services
 - k. ISV App experience
 - l. Official partnerships
 - m. Other products/platforms supported
 - n. Company ownership (underrepresented groups)

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To learn more and purchase a Comparative Analysis for your Salesforce consulting firm, please visit www.watthamlettconsulting.com/comparative-analysis

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*Helping organizations navigate & succeed in
the Salesforce nonprofit ecosystem*

