



Everest Group PEAK Matrix® for Salesforce Services in Insurance Service Provider 2022

Focus on Capgemini
January 2022



Background of the research

The pandemic and rise of digital-native challengers has accelerated the need for insurers to offer a Secure, Ubiquitous, Personalized, Easy, and Responsive (SUPER) experience across different insurance products. Insurers are looking to effectively manage customer relationships, market personalized products, enhance sales performance, and leverage customer experience as a key lever to drive differentiation as well as explore alternate revenue streams. A successful digital experience strategy, driven by a product that can meet their needs, has become a strategic imperative for insurers.

Salesforce has established itself as a preferred Digital Experience Platform (DXP) for a large number of insurance enterprises. Meaningful expansion in capabilities via the acquisitions of Vlocity, Tableau, and Mulesoft have also augmented the leverage of Salesforce technology landscape amongst insurers. In order to respond to these evolving demand themes, IT service providers are investing in building strong, insurance industry-specific solutions to expedite time-to-market needs for their clients and have also made tuck-in acquisitions to fill gaps across their Salesforce services portfolio and further enhance their geographic footprint.

In this research, we present an assessment of 12 leading IT service providers featured on the **Salesforce Services in Insurance PEAK Matrix® Assessment 2022**. The assessment is based on Everest Group’s annual RFI process for the calendar year 2021, interactions with leading Insurance IT services providers, client reference checks, and an ongoing analysis of the insurance IT services market.

This report features the profile of Capgemini as covered in the Salesforce Services in Insurance PEAK Matrix® assessment 2022.

Scope of this report



Geography
Global



Service providers
12 leading IT service providers



Services
Salesforce services in insurance

Salesforce services in insurance PEAK Matrix® characteristics

Leaders:

Accenture, Capgemini, Cognizant, and Silverline

- Leaders have positioned themselves as trusted partners in the implementation and maintenance of insurers' Salesforce technology ecosystem
- Leaders have demonstrated a strong focus on talent and have heavily invested in upskilling and cross-skilling resources across multiple Salesforce certification streams
- Leaders continue to keep pace with the market dynamics via continued investments in capability development (internal IP/tools/accelerators, CoEs, product training academies, partnerships, and acquisitions) to present a holistic services portfolio across multiple products and geographies
- Top-tier partnership with Salesforce, industry-specific certifications, and a global delivery network has allowed Leaders to position themselves as strategic partners across large-scale transformation deals

Major Contenders:

Atos, Coforge, Damco Solutions, DXC Technology, Pexlify, and Wipro

- Major Contenders have showcased a mix of intermediate- and low-level partnerships with Salesforce that have helped to position themselves as challengers in the Salesforce services space, especially for mid-sized insurers
- Major Contenders are taking a heavy solution-led approach by building accelerators/frameworks as well as offering bolt-on solutions on Salesforce AppExchange to demonstrate better credentials and understanding of the Salesforce technology landscape
- The majority of the providers in this category have taken an inorganic approach to fill the gaps across their Salesforce services portfolio and further improve their global footprint
- Major Contenders lag behind Leaders in terms of their capabilities across the Salesforce product ecosystem and insurance industry-specific expertise levels

Aspirants:

Ascend Technologies and SCI 360

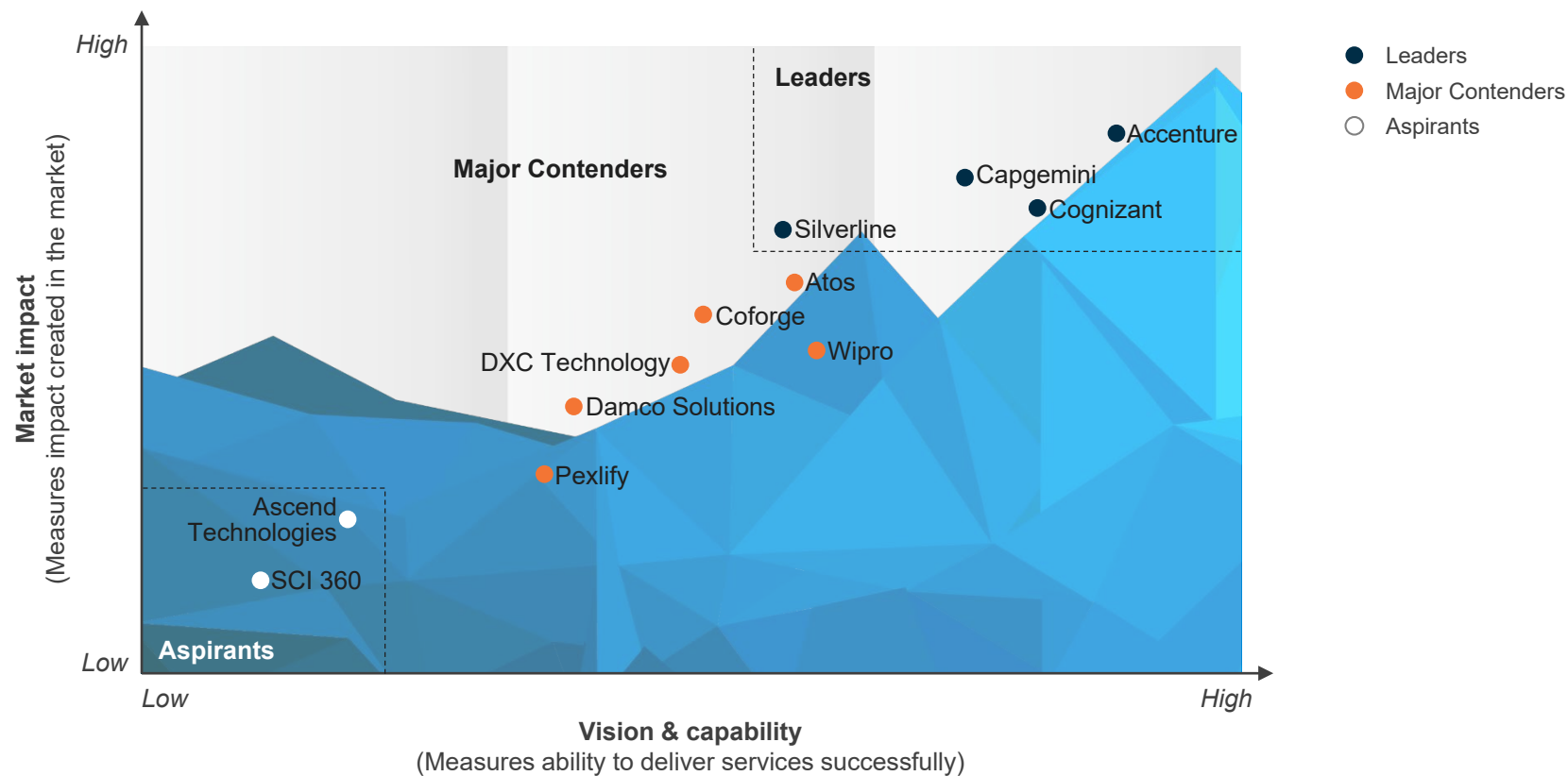
- Aspirants have developed niche capabilities and have positioned themselves as regional specialists with beginning-level partnerships and industry-level certifications with Salesforce. They are largely focused on small and mid-sized buyer segments
- Aspirants require investments in building a scaled talent pool of certified resources, upgrading their partnership-levels, and building a robust tools/solutions portfolio to expand capabilities

Everest Group PEAK Matrix®

Salesforce services in insurance PEAK Matrix® Assessment 2022 | Capgemini positioned as Leader



Everest Group Salesforce services in insurance PEAK Matrix® Assessment 2022¹



¹ Assessment for Ascend Technologies, DXC Technology, Pexlify, and SCI 360 exclude service provider inputs, and is based on Everest Group's estimates that leverage Everest Group's proprietary Transaction Intelligence Database, ongoing coverage of these service providers, their public disclosures, and interaction with buyers. For these companies, Everest Group's data for assessment may be less complete.
Source: Everest Group (2022).

Capgemini | Salesforce services in insurance profile (page 1 of 4)

Overview

Salesforce services in insurance revenue in CY 2020

<US\$5 million	US\$5-20 million	US\$20-50 million	>US\$50 million
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Salesforce partnership tier (as of December 2020)

Not available	Gold	Platinum	Global strategic
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Financial services expertise in Salesforce products (as of December 2020)

Not available	Level I specialist	Level II specialist	Expert
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Number of Salesforce services in insurance engagements in CY 2020

<2	2-5	5-10	>10
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Low (<15%) Medium (15-30%) High (>30%)

Salesforce services – revenue mix (CY 2020)

By geography					
North America	High (>30%)	Europe (excluding UK)	High (>30%)	United Kingdom	Low (<15%)
Asia Pacific	Low (<15%)	Middle East & Africa	Low (<15%)	Latin America	Low (<15%)

By buyer size		
Small (annual revenue < US\$1 billion)	Medium (annual revenue = US\$1-5 billion)	Large (annual revenue > US\$5-10 billion)
Very large (annual revenue US\$10-20 billion)	Mega (annual revenue > US\$20 billion)	

Salesforce services in insurance – revenue mix (CY 2020)

By insurance Line of Business (LoB)			
P&C insurance	<div></div>	L&A insurance	<div></div>
		Reinsurance	<div></div>

By Salesforce services scope					
Consulting services	<div></div>	Implementation/ integration services	<div></div>	Upgrade and migration Services	<div></div>
Enhancement services	<div></div>	QA and testing services	<div></div>	Maintenance and support services	<div></div>

Capgemini | Salesforce services in insurance profile (page 2 of 4)

Investments and delivery centers

Top five investments to enhance Salesforce services delivery capabilities for insurers	
Investment	Details
Financial Services Cloud transition strategy	Assists customers in determining if the FSC for insurance is a good fit for their organization and provides acceleration for implementation of FSC for insurance.
Broker management	Enhances distribution channels, maximizes the experience of broker and agent channels, minimizes customer acquisition costs, and provides efficient onboarding and management of brokers.
Salesforce contact center modernization for insurance	Modernized call centers to support digital customer experiences to retain and capture market share.
Global center of excellence for Salesforce financial services	Invested in setting up a CoE for Salesforce to provide customer value by providing industry and Salesforce expertise that enable customers to accelerate delivery and create faster return on their Salesforce investments.
Global Salesforce certification program	Invested in enabling Salesforce knowledge and growth across the global practice.

Ranges for FTEs: <50, 50-100, 100-200, >200

Delivery footprint for Salesforce services		
Region	Key cities	No. of FTEs
North America	Atlanta, Bloomfield, Bridgewater, Burbank, Dallas, Horsham, Rosemont, and San Francisco	50-100
United Kingdom	London	<50
Europe (excluding UK)	Paris	<50
Asia Pacific	Bangalore, Chennai, Hyderabad, Mumbai, Pune, and Manila	>200
Latin America	No presence	No presence
Middle East & Africa	No presence	No presence

Capgemini | Salesforce services in insurance profile (page 3 of 4)

Case studies

Case study 1

A large P&C insurer in Australia

Business challenge

The insurer needed to transform the exclusive agent and agency experience by building a lead management platform. The client was looking to increase agent productivity while transforming the legacy lead capabilities into Salesforce.

Solution

- Implemented a lead management solution using Financial Services Cloud. Its delivery utilized a scaled agile model, and a co-staffing model with the customer, Salesforce professional services, and Capgemini
- Delivered a significant data migration component (700 million+ records) using Informatica Intelligent Cloud Services
- Customized FSC to include a robust householding model to provide greater visibility into the overall client relationships

Impact

- Successfully implemented core features including agent lead console, lead intake, lead qualification using scoring, lead nurturing, multi-channel lead integration, and lead alerts; improved agent visibility into lead life cycle
- Increased sales team productivity with consolidation of multiple legacy systems

Case study 2

A leading life insurance provider

Business challenge

The insurer had inefficient service representative onboarding, inefficient service delivery, system swivel, and lack of omnichannel service capabilities.

Solution

Capgemini implemented Salesforce Service Cloud platform across multiple channels; integrated Salesforce with Outlook and Telephony (InGenius); implemented lightning-based UI framework, with integrations to core systems using existing enterprise IBM Datastage platform.



Impact

- It led to a higher speed-to-market, reduction in onboarding time, and reduction in in-call time and processing
- It created ease of use through seamless UI and UX, configurable workflows, and observed a 15% increase in plans and 25% increase in associate quality

Capgemini | Salesforce services in insurance profile (page 4 of 4)

Everest Group assessment – Leader

Measure of capability:  Low  High

Market impact				Vision & capability				
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services	Innovation & investments	Delivery footprint	Overall
								

Strengths

- Top-tier partnership with Salesforce, the highest industry expertise level, multiple recognitions from Salesforce on MuleSoft and Einstein Analytics, and best-in-class certification rates help Capgemini to put forward a compelling value proposition
- Extensive experience in supporting large insurers across multiple insurance LoBs and setting up of a dedicated Salesforce services practice that solely focuses on BFSI enterprises adds to Capgemini’s credentials
- Capgemini has a strong articulation of leveraging the Salesforce technology stack to help insurers revamp their sales and marketing operations, invest in touchless operations, and build next-generation underwriting capabilities
- Investments into expanding the insurance industry-focused offerings of FSC by combining Vlocity functionalities into the existing FSC data model and capabilities position it well to assist insurers in the adoption of FSC

Limitations

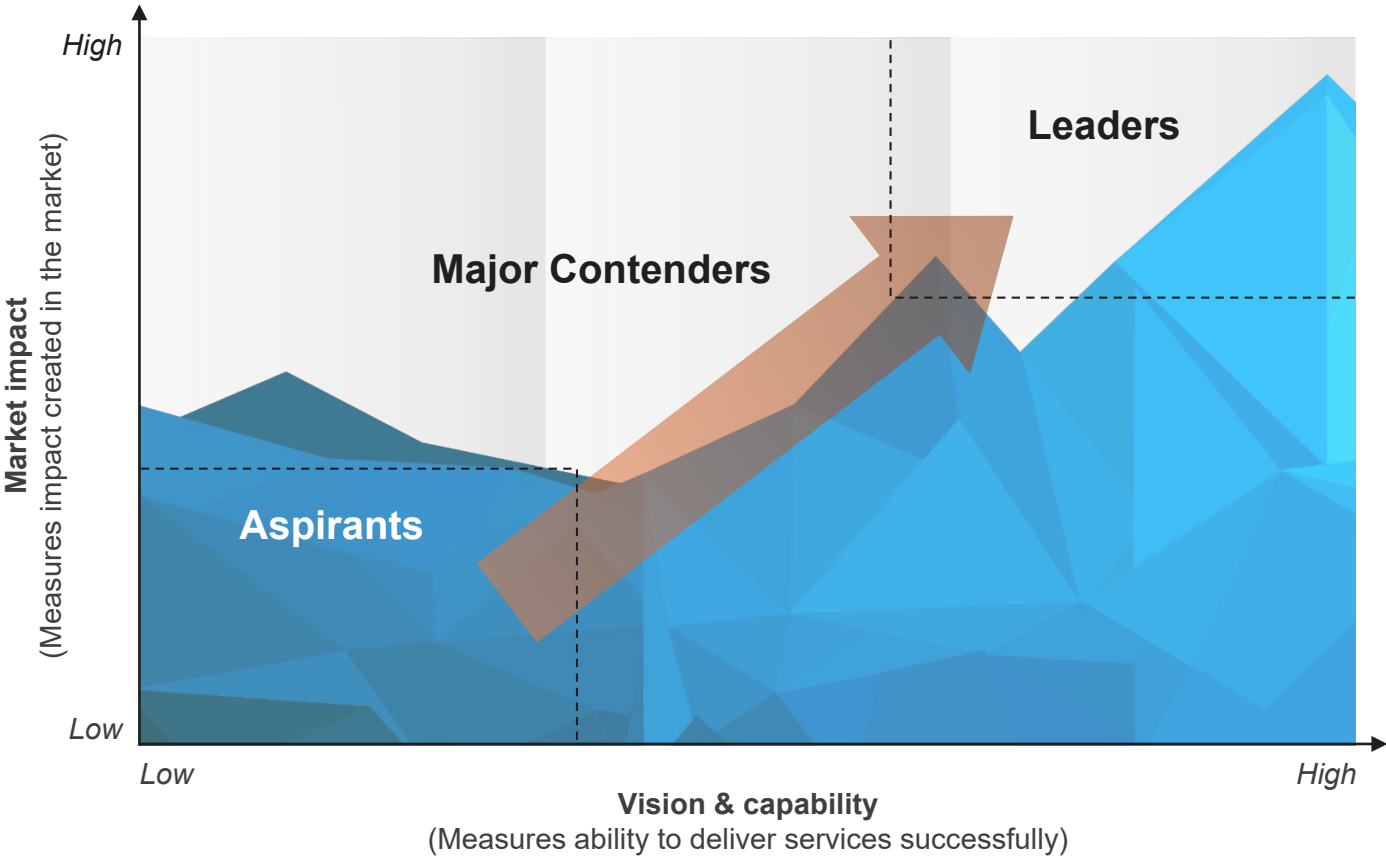
- Capgemini’s Salesforces services portfolio is heavily concentrated in the European market; its success with insurers across other major markets such as North America, UK, and APAC lags behind that of global peers
- Vast majority of its success is with large and mega insurers; its ability to cater to small- and mid-size insurance firms is still untested
- In a few accounts, Capgemini is perceived as a product/technology implementation specialist; its ability to proactively advise clients on managing product/technology gaps could help elevate its mindshare as a strategic transformation partner

Appendix

Everest Group PEAK Matrix® is a proprietary framework for assessment of market impact and vision & capability



Everest Group PEAK Matrix





Services PEAK Matrix® evaluation dimensions

Measures impact created in the market – captured through three subdimensions

Market adoption

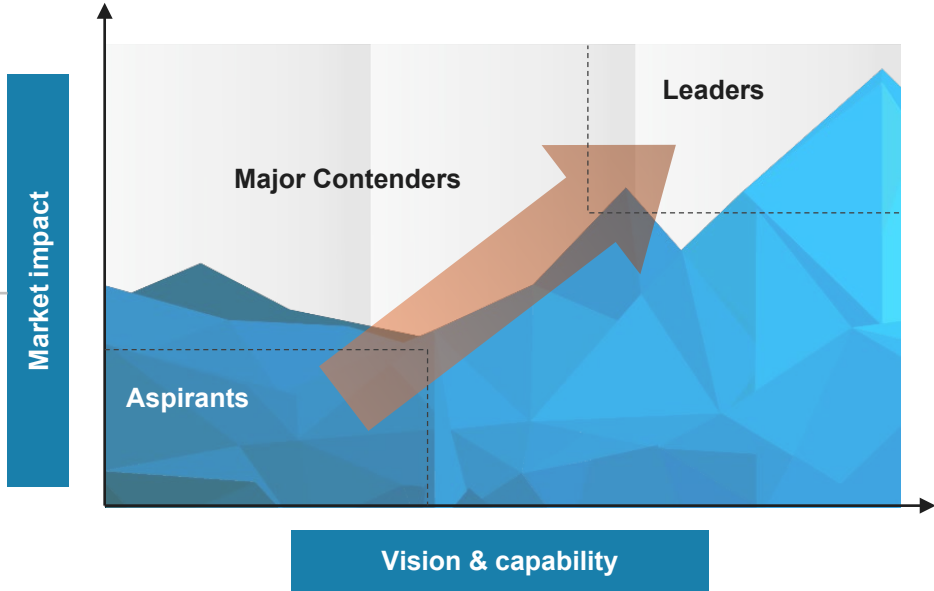
Number of clients, revenue base, YOY growth, and deal value/volume

Portfolio mix

Diversity of client/revenue base across geographies and type of engagements

Value delivered

Value delivered to the client based on customer feedback and transformational impact



Measures ability to deliver services successfully. This is captured through four subdimensions

Vision and strategy

Vision for the client and itself; future roadmap and strategy

Scope of services offered

Depth and breadth of services portfolio across service subsegments/processes

Innovation and investments

Innovation and investment in the enabling areas, e.g., technology IP, industry/domain knowledge, innovative commercial constructs, alliances, M&A, etc.

Delivery footprint

Delivery footprint and global sourcing mix

FAQs

Does the PEAK Matrix® assessment incorporate any subjective criteria?

Everest Group's PEAK Matrix assessment adopts an unbiased and fact-based approach (leveraging provider / technology vendor RFIs and Everest Group's proprietary databases containing providers' deals and operational capability information). In addition, these results are validated / fine-tuned based on our market experience, buyer interaction, and provider/vendor briefings

Is being a “Major Contender” or “Aspirant” on the PEAK Matrix, an unfavorable outcome?

No. The PEAK Matrix highlights and positions only the best-in-class providers / technology vendors in a particular space. There are a number of providers from the broader universe that are assessed and do not make it to the PEAK Matrix at all. Therefore, being represented on the PEAK Matrix is itself a favorable recognition

What other aspects of PEAK Matrix assessment are relevant to buyers and providers besides the “PEAK Matrix position”?

A PEAK Matrix position is only one aspect of Everest Group's overall assessment. In addition to assigning a “Leader”, “Major Contender,” or “Aspirant” title, Everest Group highlights the distinctive capabilities and unique attributes of all the PEAK Matrix providers assessed in its report. The detailed metric-level assessment and associated commentary is helpful for buyers in selecting particular providers/vendors for their specific requirements. It also helps providers/vendors showcase their strengths in specific areas

What are the incentives for buyers and providers to participate/provide input to PEAK Matrix research?

- Participation incentives for buyers include a summary of key findings from the PEAK Matrix assessment
- Participation incentives for providers/vendors include adequate representation and recognition of their capabilities/success in the market place, and a copy of their own “profile” that is published by Everest Group as part of the “compendium of PEAK Matrix providers” profiles

What is the process for a provider / technology vendor to leverage their PEAK Matrix positioning and/or “Star Performer” status ?

- Providers/vendors can use their PEAK Matrix positioning or “Star Performer” rating in multiple ways including:
 - Issue a press release declaring their positioning. See [citation policies](#)
 - Customized PEAK Matrix profile for circulation (with clients, prospects, etc.)
 - Quotes from Everest Group analysts could be disseminated to the media
 - Leverage PEAK Matrix branding across communications (e-mail signatures, marketing brochures, credential packs, client presentations, etc.)
- The provider must obtain the requisite licensing and distribution rights for the above activities through an agreement with the designated POC at Everest Group.

Does the PEAK Matrix evaluation criteria change over a period of time?

PEAK Matrix assessments are designed to serve present and future needs of the enterprises. Given the dynamic nature of the global services market and rampant disruption, the assessment criteria are realigned as and when needed to reflect the current market reality as well as serve the future expectations of enterprises



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