RISING STAR: MAGNET360 (BY MINDTREE)

Overview

As Mindtree’s Salesforce practice, Magnet360 brings 14 years of Salesforce expertise into the Mindtree portfolio. Magnet360 focuses only on the Salesforce portfolio and exhibits a strong expertise across all the respective products and various industries. The company is headquartered in the U.S. and established a European hub located in Munich two years ago.

Strengths

Industry solutions and accelerators: Magnet360 has several industry solutions, including offerings for consumer packaged goods and retail, manufacturing (including IoT aspects), financial services (where it has a focus on insurance and partners with Duck Creek) and the Patient Engage solution for healthcare. Connected Manufacturing from Magnet360 provides a powerful and innovative solution for Service Cloud that uses IoT elements extensively.

Methodology: The methodology Magnet360 brings to project engagements is well developed and includes a variety of accelerators to support specific project activities. These include Code Analyzer, Org Optimizer, Risk Base Testing and others. Magnet360 applies strong focus on the initial project phases, where its Fast Forward methodology is applied for strategy development and roadmap planning. Appropriate stakeholder participation and governance structures are well considered.

Attention to data quality: Data management gets high attention in Magnet360’s project methodology, which includes measuring data quality as part of the business performance assessment. This approach allows quality assurance for the final results of an implementation project.

Strong presence in Germany: The Europe Nearshore Consulting Hub in Munich was founded two years ago and can already refer to several significant customer engagements. It is now increasing scale and can be expected to achieve a leading market position in the upcoming years.

Caution

Magnet360 has a very strong focus on agile methods, specifically in the development and implementation phases. When system landscapes are complex Magnet360’s integration aspects may not be well suited for agile approaches and a more hybrid approach with some phase-oriented elements may be called for.

Complex integration is done by Magnet360 in tandem with its parent company Mindtree since this is no focus area in Magnet360’s own portfolio.

It should be pointed out more clearly that Magnet360 follows the Corporate Compliance Program of its parent company Mindtree.