Magnet360 (by Mindtree)

Overview

As Mindtree's Salesforce practice, Magnet360 brings 14 years of Salesforce expertise into the Mindtree portfolio. Magnet360 focuses only on Salesforce and exhibits a strong expertise across all the respective products and various industries. The company is headquartered in Minneapolis and has other U.S. locations in New York, Chicago and Los Angeles. By far, most of the company's approximately 500 Salesforce-related resources are based in the U.S.

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.

Customer commitment: Magnet360 has a strong U.S. customer base and has won multiple partner innovation awards for its work with customers. The company's share of outcome-based project is rather high compared to its T&M engagements, indicating it takes co-responsibility for the project success.

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 capabilities 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, because this isn't a 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.