

MAGNET360 (MINDTREE)

Overview

Magnet360, Mindtree's Salesforce practice, brings 14 years of Salesforce expertise into Mindtree's portfolio. Magnet360 focuses solely on Salesforce with expertise in the related products and across various industries. The company has its headquarters in Minneapolis, Minnesota, with a presence in other locations in the country such as New York, Chicago and Los Angeles. Magnet360 is Platinum partner of Salesforce and employs more than 350 Salesforce-certified consultants.

Strengths

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 and Risk Base Testing. Magnet360 focuses on initial project phases, where its fast-forward methodology is applied for strategy development and roadmap planning. Appropriate stakeholder participation and governance structures are also considered.

Digital experience platform: With its ConsumerConnect 360 solution, Magnet360 offers a scalable and out-of-the-box digital experience platform that can be used to directly engage with end consumers. It combines the capabilities of sales, service and marketing cloud into a multi-cloud solution accelerator. Among its various features are customer case management, customer self-service — a strong community search for specified solutions by creating personalized customer journeys, providing a community and driving engagement across multiple channels. The accelerator allows consumer brands to connect directly with customers.

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 higher compared with its T&M engagements, indicating that shares the responsibility for a project's success.

Caution

Magnet360 has a strong focus on agile methods, specifically in the development and implementation phases. For customers not ready for agile methods Magnet360 should offer a more hybrid phase-oriented approach.



2020 ISG Provider Lens™ Leader

Magnet360 is a capable provider of implementation services around the Salesforce marketing cloud both as a standalone application and as a multi-cloud approach.