

## MAGNET360 (MINDTREE)

### Overview

Magnet360, Mindtree's Salesforce practice, brings 14 years of Salesforce expertise into the Mindtree portfolio. Magnet360 focuses only on Salesforce and exhibits its expertise in the use of all Salesforce products across industries. The company has its headquarters in Minneapolis, Minnesota, with a presence in several other locations in the U.S., such as New York, Chicago and Los Angeles. Magnet360 is the Platinum Partner of Salesforce and employs more than 350 Salesforce-certified consultants.

### Strengths

**Strong methodology:** The methodology offered by Magnet360 is well developed and includes a variety of accelerators to support specific project activities as well as application management activities. These include Code Analyzer, Org Optimizer and Risk Base Testing that can be applied to continuously monitor, further develop and optimize Salesforce applications.

**High attention to governance:** Magnet360 uses a strong governance model to support cost control and manage requirement throughout an application lifecycle. For instance, the regular quarterly review with the client is used to conduct a business review, analyze current projects, determine what is working, get feedback, and to outline the next steps to be taken.

**Balanced delivery model:** The strong onshore presence of Magnet360 allows high customer proximity of the application management services, while the backing provided by the parent company, Mindtree, creates opportunities to leverage offshore resources.

**Attention to data quality:** Data management gets high attention in Magnet360's methodology, which includes measuring data quality as a part of business performance assessment. This approach allows continuous quality check on the data of productive Salesforce use.

### Caution

The continuous build and support approach for application management should take into account the release-oriented aspects in complex system landscapes.



## 2020 ISG Provider Lens™ Leader

Magnet360 offers a strong Salesforce-related application management portfolio with focus on appropriate governance.