MINDTREE

Overview

As Mindtree's Salesforce practice, Mindtree brings 14 years of Salesforce expertise into the Mindtree portfolio. Mindtree has recently been taken over by the Larsen & Toubro Group. Mindtree focuses only on Salesforce and exhibits 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. The company has approximately 500 Salesforce-related resources primarily based in the U.S., and most of them carry Salesforce certifications.

Strengths

Strong methodology: The methodology that Mindtree 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-based testing and others. Mindtree strongly focuses 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.

Focus on multi-cloud implementations: Salesforce implementations for large enterprise customers in most cases require the use of several products beyond sales and service cloud. Consequently, Mindtree pays close attention to this type of implementation project and offers predefined solutions in this context. A good example is the ConsumerConnect 360 solution, where Mindtree 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 and a strong community search for specified solutions.

Back-end integration capabilities: The comprehensive integration capabilities with more than 200 Mulesoft developers are complemented by the deep expertise for common endpoint solutions that Salesforce usually needs to be connected with (for example, SAP).

Caution

Mindtree should complement its industry-specific expertise by including some key industries; for example, life sciences.

Nearshore delivery, combining customer proximity with opportunities for cost reduction, should be considered to further strengthen the delivery model.