

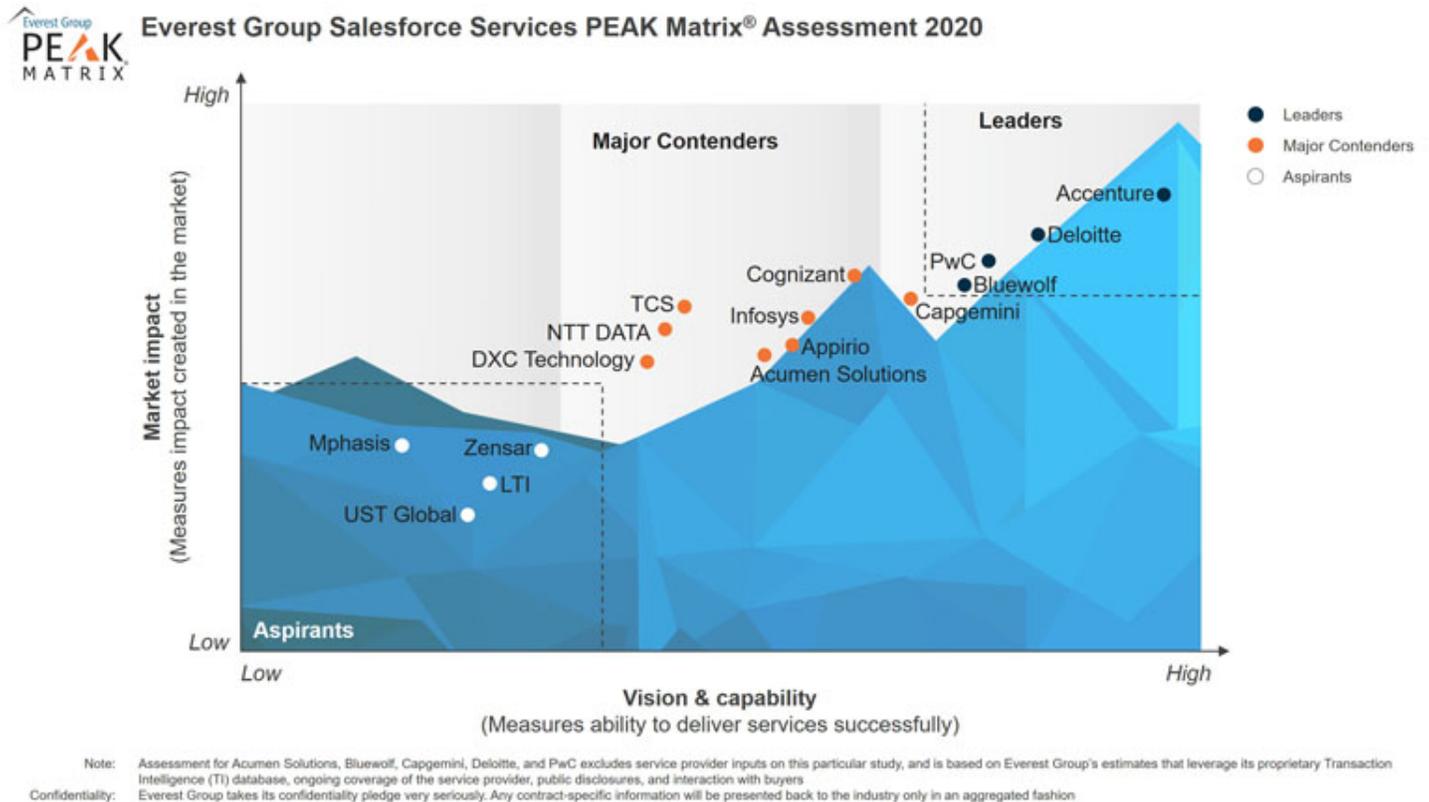
## Accenture Positioned as a Leader in Everest Group PEAK Matrix Report for Salesforce Services

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Positioned high in vision and strategy, global reach, scope of services offered, and market impact

NEW YORK; Aug. 10, 2020 – Accenture (NYSE: ACN) has been strongly positioned as a Leader in both *Market Impact* and *Vision & Capability* in Everest Group’s inaugural Salesforce Services PEAK Matrix Assessment 2020 report.

According to the report, Accenture is a clear leader in terms of overall vision and strategy, global reach and scope of services offered. Accenture received the highest overall *Market Impact* assessment, which considers market adoption, portfolio diversity and value delivered. The report notes that “Accenture has a well-articulated vision focused on establishing the innovation curve for Salesforce technology and creating business value for its clients.”



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“Enterprises’ expectations from Salesforce adoption now goes beyond the CRM function and aims to create a 360-degree customer view by building a unified data fabric and offering a personalized experience to stakeholders,” said Yugal Joshi, vice president, Everest Group. “Accenture has built a suite of verticalized solutions to expedite time-to-market and offer industry functionalities. Additionally, dedicated investments in enhancing its talent pool have enabled Accenture to drive large-scale transformation for clients.”

Other strengths highlighted in the report include Accenture’s “strong suite of IP tools/frameworks/solutions across the services value chain and key verticals to expedite time-to-market for its clients.” Everest Group also recognized Accenture’s continuous investment in top talent for Salesforce services, noting that Accenture has “the largest pool of certified resources among all service providers, good spread of certifications across all certification streams, and has cross-skilled resources above the industry average.”

Yusuf Tayob, senior managing director, Accenture Salesforce Business Group, said, “Accenture’s Leader position in Everest Group’s report is a strong testament to our steadfast commitment to helping clients navigate their most complex business challenges with innovative Salesforce solutions. Our placement reflects our continued investment in Salesforce talent, skills and solutions that drive real business results.”

The report assessed 16 leading service providers, analyzing each vendor’s consulting, implementation, maintenance and support services for Salesforce solutions globally.

Accenture has completed over 1,400 Salesforce implementations for more than 1,100 global enterprises across all industries. With more than 21,000 Salesforce-skilled professionals, Accenture is certified in all Salesforce industries and clouds. For more information on the Accenture and Salesforce relationship, visit <https://www.accenture.com/salesforce>.

An excerpt of the Everest Group PEAK Matrix® for Salesforce Services 2020 report is available [here](#).

#### **About Accenture**

Accenture is a leading global professional services company, providing a broad range of services in strategy and consulting, interactive, technology and operations, with digital capabilities across all of these services. We combine unmatched experience and specialized capabilities across more than 40 industries — powered by the world's largest network of Advanced Technology and Intelligent Operations centers. With 513,000 people serving clients in more than 120 countries, Accenture brings continuous innovation to help clients improve their performance and create lasting value across their enterprises. Visit us at [www.accenture.com](http://www.accenture.com).

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