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## ***News release***

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### **PwC named an IDC MarketScape Salesforce.com Implementation Services Leader worldwide**

PwC has been named as leader in Salesforce.com Implementation Services by the IDC MarketScape.\* The IDC MarketScape research assesses the capabilities and business strategy of consulting firms with global scale, positioning them according to IDC MarketScape analysis and buyer perceptions.

Juan Pujadas, Global Advisory Chairman “As a global alliance partner with Salesforce, we help clients transform their businesses with Salesforce technology combined with our strategy and business transformation capabilities. It is a great accolade to be named a leader in this field by the IDC MarketScape.”

IDC rates "the future go-to-market strategy" of PwC as its greatest strength, particularly around its sales and distribution strategy.

\* In the IDC MarketScape: Worldwide Salesforce.com Implementation Ecosystem 2015 Vendor Assessment (#255142, April 2015)

About IDC MarketScape: IDC MarketScape vendor analysis model is designed to provide an overview of the competitive fitness of ICT (information and communications technology) suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each vendor’s position within a given market. IDC MarketScape provides a clear framework in which the product and service offerings, capabilities and strategies, and current and future market success factors of IT and telecommunications vendors can be meaningfully compared. The framework also provides technology buyers with a 360-degree assessment of the strengths and weaknesses of current and prospective vendors..



## **Notes**

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