



G-Cloud 15 Service Definition

Accenture Salesforce Cloud Services

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accenture

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1.0 Scope of our services

Accenture & Salesforce – Key Facts

- As Salesforce's #1 global partner, the Accenture Salesforce Business Group (SFBG) is the trusted leader in designing, implementing and driving transformational experiences using Salesforce solutions. Powered by our world-class global delivery, our obsession with industry-led innovation is balanced with data-driven results, solving our clients' most complex business problems
- The strength of the SFBG lies in the deep expertise of our people across all of our businesses—Strategy & Consulting, Song, Technology and Operations. Our strong, vibrant Salesforce community attracts and retains the best talent, making SFBG one of the fastest growing platforms in Accenture

What sets us apart

- We are Salesforce's leading transformation partner and #1 alliance partner rated by Salesforce across people, influenced ACV, and market coverage
- We have 54,000+ Salesforce-skilled professionals – in virtually every corner of the globe
- Salesforce skills in delivery centres in India, Philippines and China; Cloud Centres of Excellence in North America and Europe and innovation centres in London and California
- We have completed over 1,400+ Salesforce projects across 1,100+ different clients from all sectors
- 31x Certified Technical Architectss – leader in the Salesforce ecosystem
- 1st Salesforce partner to accelerate the transformative capability of Generate AI for CRM
- 15x Innovation Partner Award Winner (industry and market awards)
- 200+ intelligent tools and accelerators
- 22+ Salesforce Master certifications in all industries and products

Industry analyst ratings

- Named the Salesforce leader by analysts Forrester, IDC and HfS
- Accenture's leading position on the recent Forrester Wave for Salesforce Consulting Partners is shown below:

Accenture is a Leader Among Salesforce Consulting Partners

Forrester Wave™: Salesforce Consulting Partners, Q2 2021



In the report, Forrester states:

- “Accenture stands out for its scale and ability to tackle complex transformation work.”
- “Accenture is Salesforce’s largest partner, with more than 20,000 practitioners working on Salesforce projects and with deep experience across all major Salesforce Clouds — including Sales Cloud, Service Cloud, Marketing Cloud, Commerce Cloud, Platform, and MuleSoft. The firm has significant experience in Salesforce Industry Clouds, including the recently acquired Vlocity products.”
- “Accenture is extremely skilled in complex Salesforce deployments where fundamental business change is the key goal.”
- Accenture “has unparalleled breadth and depth of capabilities spanning technology, design, consulting, long-term operations, and skills, not only with Salesforce but also with the Salesforce ecosystem.”
- “Accenture is a good choice for clients with a bold, ambitious vision and a high level of technical complexity.”

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Figure 1: Salesforce Consulting Partners

1. Our Salesforce Alliance Works for You

Innovate Faster

- The Salesforce Alliance gives us better access to training technology and technical support to enable our innovation
- By building trusted relationships with Salesforce we can gain insights and access to market intelligence that informs our own innovation
- By having a technical champion within Accenture that follows the innovation introduced by Salesforce, we can more easily embed our Salesforce innovation into our own

Reduce Costs

- When Accenture works with Salesforce to offer bundled/differentiated solutions, it provides an opportunity for better pricing
- The right to resell Salesforce technology can be a cost differentiator and can ease the procurement process for the client
- Salesforce co-invests in offering/asset development, market development and solution architecting activities – reducing Accenture’s cost to deliver

Sell Better

- By having a trusted relationship with Salesforce, at the executive level and in the field, we can target our sales teams to present the right joint solution to clients.
- Salesforce sales teams have complimentary client relationships. We work together to un-complicate the solution.
- Salesforce is motivated to work with Accenture to deliver solutions, not just technology

Deliver Better

- By investing in Salesforce, Accenture reduces its delivery risk – we have the best solutions, best trained people and access to the best tools and insights

- When bundling our solution with Salesforce technology, our clients get a better delivery experience at a reduced TCO
- Clients demand ecosystem collaboration; with Salesforce, we aim to deliver customer delight

Services

- Using agile development methodologies to deliver fit-for-purpose applications, Accenture empowers clients with on-demand capabilities while driving long-term transformation.
- The clear leader in helping clients drive value-led change with Salesforce
- Deepest and most distinctive Salesforce business and technology delivery capabilities
- Market-leading industry cloud solutions
- Proven results in digital transformation
- Fast, efficient world-class delivery
 - With 285,000 professionals in more than 50 centres, Accenture offices and client locations, the Accenture Global Delivery Network is the largest and most diversified group of strategy, digital, technology and operations professionals in the world.
 - Unparalleled worldwide footprint providing deep capabilities close to clients and the world's leading talent hubs
 - Salesforce skills in delivery centres in India, Philippines and China; Cloud Centres of Excellence in North America and Europe and innovation centres in London and California
 - 10,000+ skilled in India, China, Philippines
 - Industry factory capabilities

Accenture provides services across the whole Salesforce implementation lifecycle.

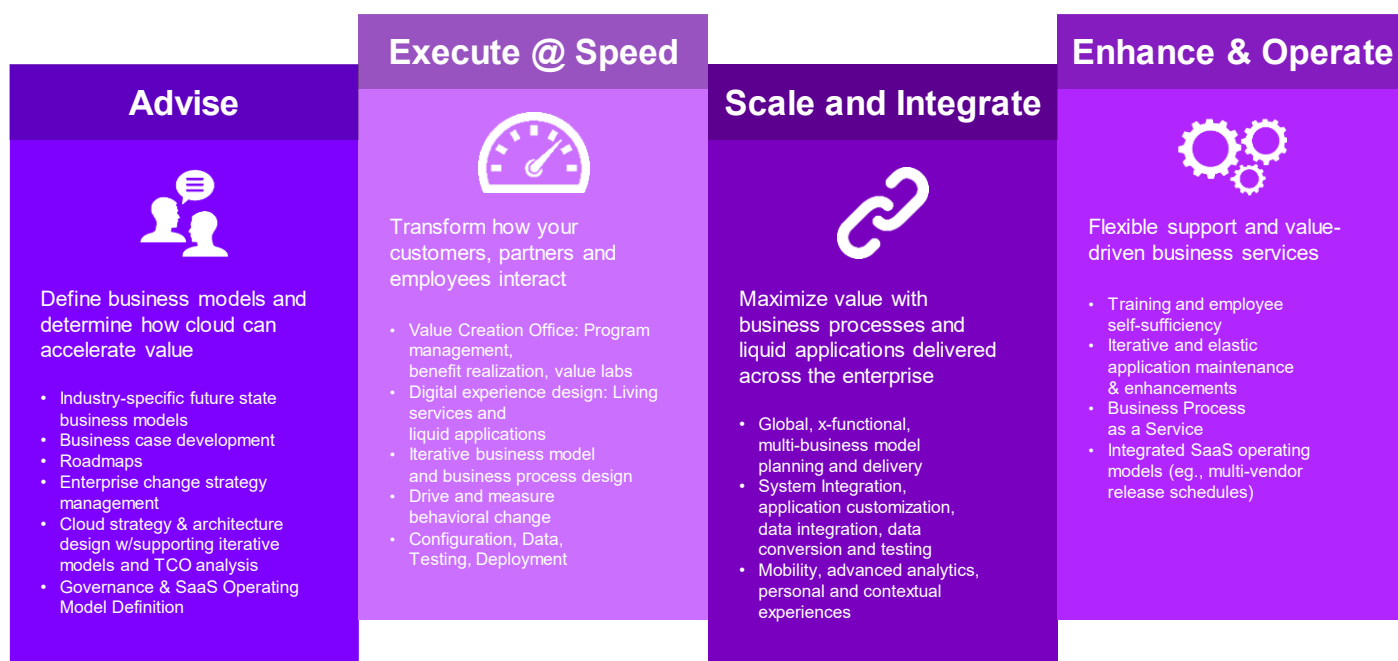


Figure 2: Salesforce Implementation Lifecycle

These services include:

- **Strategy.** We work in partnership with clients to define a strategy for transition to Salesforce. The strategy can be encapsulated in a broader Cloud strategy, or as a more tactical effort focused on achieving a 'quick win' for an organisation. Our UK team has skills in the disciplines that underpin strategy definition and execution, including Total Cost of Ownership (TCO) analysis, Business Case creation, Business & Technology Roadmap definition, vendor/software evaluation and selection and the ability to engage with stakeholders at all levels of the organisation.
- **Implementation.** We provide professional services to manage the end-to-end project lifecycle. These include the following:
 - **Project & Program Management** – Services to plan, mobilise, and execute SaaS projects or programs containing a SaaS component.
 - **Design; Build & Test** – Services to enable rapid development of high-quality Salesforce solutions, with a tailored delivery model to meet the cost, quality and schedule expectations of our clients.
 - **Integration** – Whether Salesforce is deployed as a point solution, or as part of a broader transformation, it will typically be necessary to integrate it with other systems in the organisation's IT landscape. For example, integration with the Data Warehouse; Master Data Management (MDM) System; Compliance/Audit systems etc. We have deep experience and expertise in integrating Salesforce to both SaaS and on-premise systems via batch and real-time operations using Point-to-Point and Middleware solutions. We work closely with our clients to define the optimal integration solution to meet their business needs.
 - **Data Migration** – Migration of data and files from existing CRM, ERP or custom applications to Salesforce. Includes development of a solution for data migration, reconciliation, technical architecture development, mock/production migration preparation and execution.
 - **Change management** – We focus on supporting SaaS implementations by conducting and/or facilitating the necessary change management, organisation transformation, training, performance support, and leadership activities to drive efficient adoption and value realisation.
 - **Deployment** – Encompassing Go-live preparation, Go-Live execution and post Go-Live support our services are designed to support incremental or 'big-bang' approaches to deployment.
 - **Transition** – At the end of the project or program, we position our clients for success by supporting transition to the new operating model. For example, empowering business users to build custom reports and perform certain configuration tasks; training the 1st and 2nd line application support staff in incident capture, analysis and resolution.
- **Governance & Operating Model Definition.** We help clients define a Governance approach and process for:
 - Capturing, escalating and resolving issues and risks;
 - Reviewing, prioritising and approving/rejecting change requests for defined releases;
 - Assessing, prioritising and approving (or rejecting, delaying) new ideas to drive business results.

Additionally, we help align the client's people, processes and technology to maximum effect by defining a high-performance operating model.

- **Managed Services.** Accenture offers a range of Salesforce managed service wrappers from full Application Outsourcing to Application Maintenance only. We can identify the ideal managed service strategies that meet an organisation's unique needs, and create a tailored solution based on specific requirements.

Salesforce has launched a UK datacentre for the hosting of its cloud services. Accreditation will allow UK government clients to commission services from the cloud. In addition, Accenture have secure facilities to allow any development to be carried out in accordance with government security requirements.

2.0 Methodology & Approach

Salesforce delivery approach

Our delivery approach infuses Agile and Design Thinking practices with the rigour and governance required in a large enterprise environment. For larger Salesforce projects we recommend adopting an agile, iterative delivery approach. We also use standard pure Agile techniques for smaller, more standard Salesforce implementations, or where the specific implementation fits that style of working. The Accenture methodology is a blended approach that has been used and enhanced over years of successful implementation experience. The methodology combines the iterative Sprint-based nature of Agile during application design and build with the delivery assurance and testing rigour of a more classical delivery lifecycle during testing and deployment stages. This approach enables our teams to fully understand business goals and drivers and to make sure that these are delivered across multiple Sprints providing the opportunity for early user input and feedback as the design evolves.

Our Salesforce delivery approach is summarised in the following diagram.

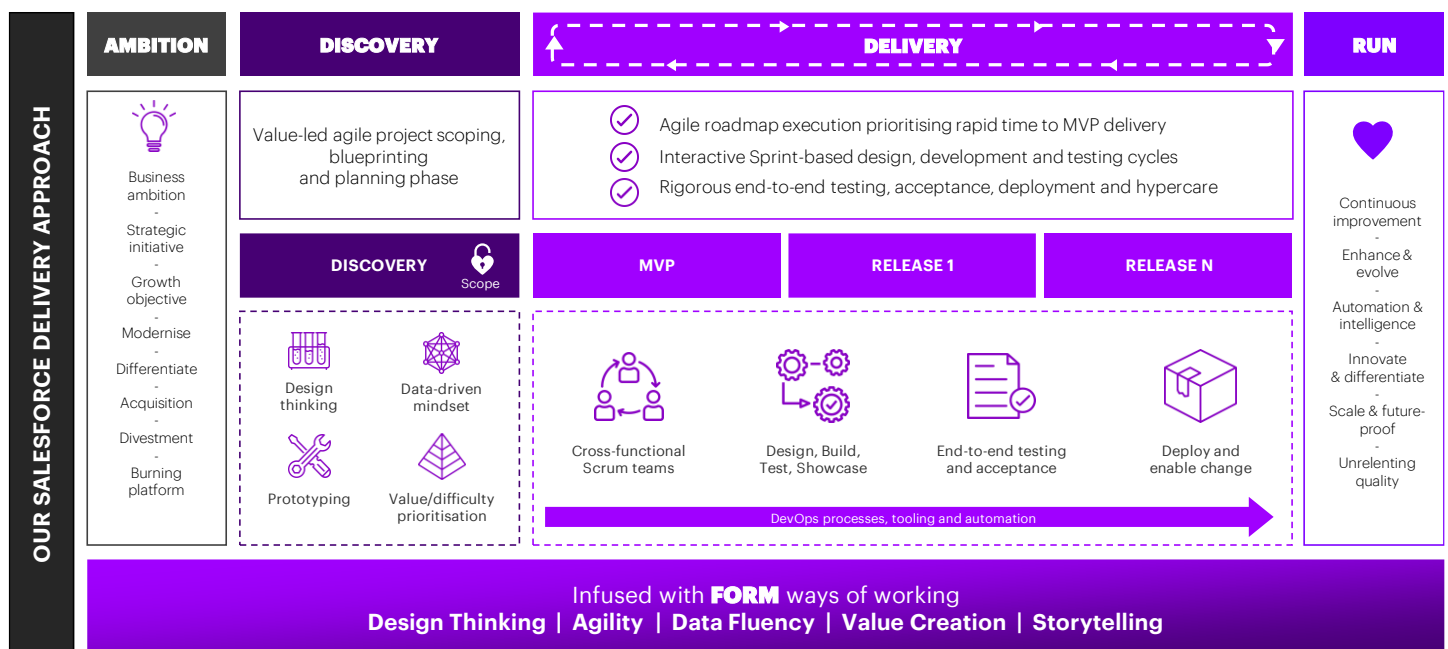


Figure 3: Salesforce Delivery Approach

Our typical approach for Salesforce delivery can be summarised as:

- An initial 'Discovery' phase encompassing a number of planning and analysis sessions during which the scope, user stories, high-level design and Sprint Plan will be confirmed
- A series of Design-Build-Test Sprints will then be executed as per the Sprint Plan. Each Sprint will build on the initial Discovery phase architecture and develop the detailed design to meet the user stories being addressed
- Each Sprint will encompass a number of sessions during which the solution build will be demonstrated, initial user feedback gathered and incorporated back into the solution
- Systems Integration Test (SIT) and User Acceptance Testing (UAT) will then be completed using a more traditional approach prior to final deployment into production.

To assess project size and complexity, for larger projects we often recommend jointly conducting a 'Discovery' phase to define all business functional and technical requirements for the project, identify and agree the high-level solution approach, target architecture and associated development, integration and data inventories, to enable robust estimation and

planning for project delivery. The Discovery phase typically involves working collaboratively through a series of workshops to clarify and refine requirements, identify personas and understand user journeys, following which we can identify and refine the high-level solution architecture and mobilise the team for moving into the iterative design and build stage. Our Salesforce Discovery approach is summarised in the following diagram.



Figure 4: Governance

Accenture can operate a number of different delivery models including those where the majority of the delivery are onshore, or where the onshore presence is limited and offshore is highly leveraged. Most projects fall somewhere in between, and Accenture works with clients to determine the best fit model per engagement.

Onshore Team	Distributed Team
100% of the Accenture team works onsite in a combined team with the client.	Leverages an onshore / offshore model with a scaled workforce across client locations.
In all cases, Accenture and clients will work in blended teams, the configuration of which will vary from project to project; the goals being to capitalise on talent and skills available in-house, for close collaboration and for cost optimisation.	

Typically, when engaging a fully Agile delivery methodology we follow the Scrum framework. The core high level components of the framework are outlined in the diagram below.

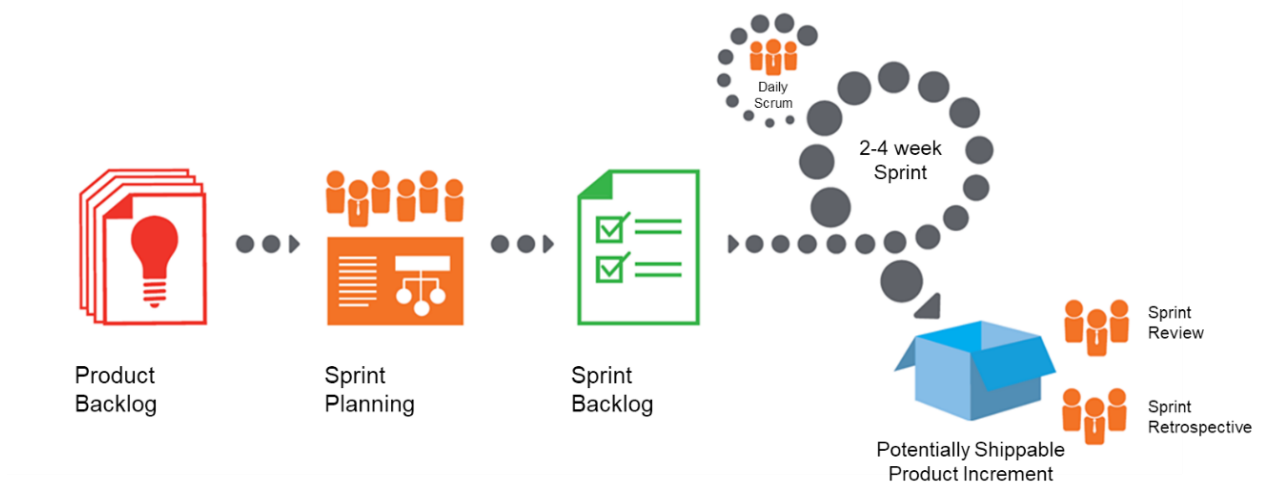


Figure 5: xxx

As part of our delivery we ensure that during Sprint 0 the project team agrees on a set of “housekeeping” rules and processes to ensure the success of the project:

- Definition of roles and responsibilities across the Scrum teams. The following diagram illustrates the typical scrum team composition we are following in our projects.

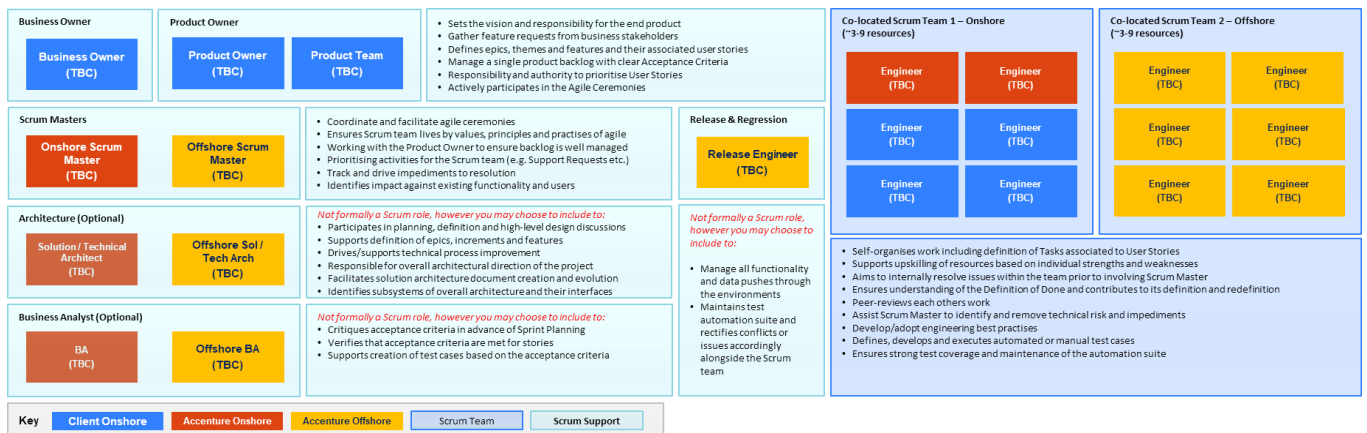


Figure 6: Scrum Approach

- Definition of “Ready” and “Done”. Although this varies significantly per Scrum team, members must have a shared understanding of what it means for work to be ready or complete, to ensure each member of the project team shares the same definition.

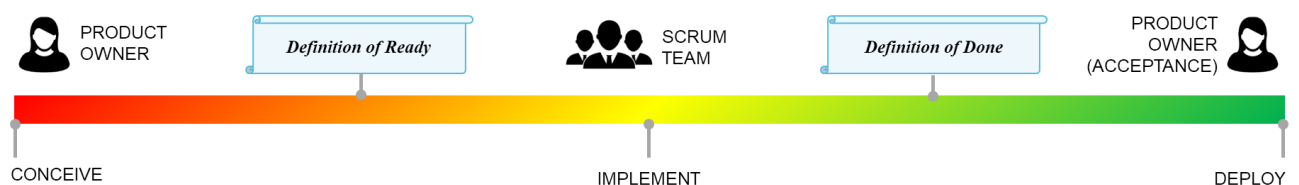


Figure 7: Ready and Done

- The following areas and tools should be considered upfront to ensure processes are streamlined during Sprint execution:

- Sprint duration is key to strike a balance between the iterative nature of the project and ensuring a healthy user story throughput. Typically, we set this between 2-4 weeks.
- Define Scrum ceremonies such as Sprint Planning, Daily Scrum and Sprint Review and Retrospective. It is key to define when each ceremony takes place, who needs to attend them and what their role is in the session.
- Scrum management tools (e.g. JIRA).
- Defect management and support process (including end user defects e.g. via Salesforce Cases).
- Consideration of the chosen deployment method.
- Testing approach and tools including test automation.
- For more information about our DevOps and Scrum management tools please refer to our response to question 24).
- For more complex projects, at the start of any given release we may choose to perform Release Planning. This activity involves setting the chosen high-level release goals as well as selecting the high-level Capabilities and Features which include their appropriate User Stories.

Once the housekeeping rules and processes are in place, we ensure that the project team safeguards the quality of our backlog by validating that all the Product Backlog items are written in a simple, clear and consistent format. Following initial capture, the Scrum team will work with the Product Owner during Sprint Planning to critique each story to ensure it includes appropriate acceptance criteria, it is understood, identify any conflicts, estimate it and tie it back to a feature.

During Sprint Planning we typically consider the following makeup of the time used within the Sprint:

- Project overhead (20%): goes towards tasks like meetings (including planning, daily scrum, etc.), answering emails, etc.
- Unplanned time (20%): teams should not assume they can keep all changes out of the Sprint, and therefore may choose to include a moderate amount of safety to account for things like fixing high priority production bugs, absorbing team sicknesses and hardening the system as new features are integrated.
- Plannable time (60%): the time that remains to build new user stories.

Once the project is underway, we use our historical Sprint data to revise the above makeup as required, which allows for more accurate Sprint Planning.

To support Release Planning in Agile, we use “T-shirt sizing”, where the team simply captures the measures using the X-Small, Small, Medium, Large, X-Large scale. During Sprint Planning we typically use story point estimation using the Fibonacci scale. To enable collaboration between the team members where remote teams exist, we use tools such as planning poker.

Once the Sprint Goal is set following Planning, the User Stories in the Sprint should remain fixed unless:

- Business priority dictates a User Story is very high priority and cannot wait until Sprint + 1
- Understanding from the Product Owner that Sprint capacity will likely be impacted because of removing a User Story from the current Sprint (i.e. throw-away time from previous design / build / test effort).

As business priorities change, and design options are explored for the upcoming Sprint, User Story trade-offs may be required. The below diagram depicts this activity:

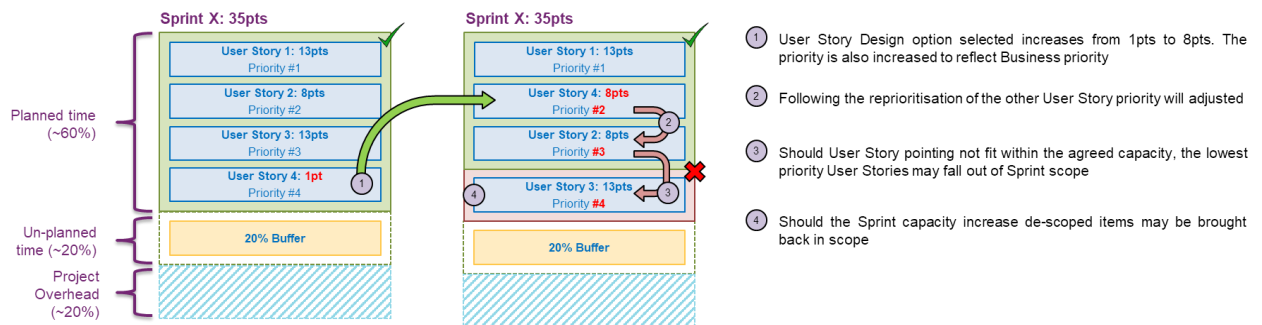


Figure 8: Design Optioneering

The quality expectations are outlined in the Definition of Sprint Ready and Done and they are ensured throughout the project. Focusing on the testing element further, the following diagram outlines where traditional testing phases fit into each User Story within the Sprint lifecycle. Develop focuses on appropriate Unit tests (Unit Test Classes), Test focuses on front end flows (Automated System Tests) and Integration Tests (SIT) where the Demo phase focuses on Acceptance (UAT).

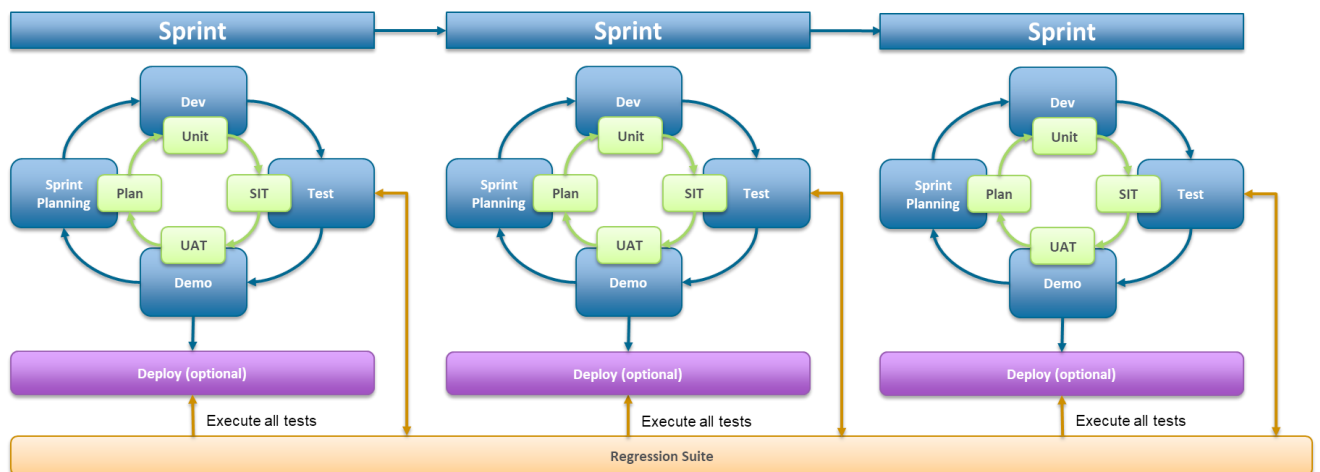


Figure 9: Sprint Ready

Accenture has an extensive repository of Agile templates and resources to support the successful delivery of our Agile implementations.

3.0 Assets and Tools

Accelerators and Tools

Accenture brings a comprehensive set of tools and methodologies for rapid completion of cost-effective Salesforce projects. With the Accenture Global Delivery Network covering more than 50 facilities globally and staffed by 280,000+ technologists worldwide, Accenture has the flexibility and scalability to tackle large, complex projects quickly while minimising risk. Accenture uses a range of assets and tools throughout the delivery lifecycle to achieve high performance – examples of which are provided below:

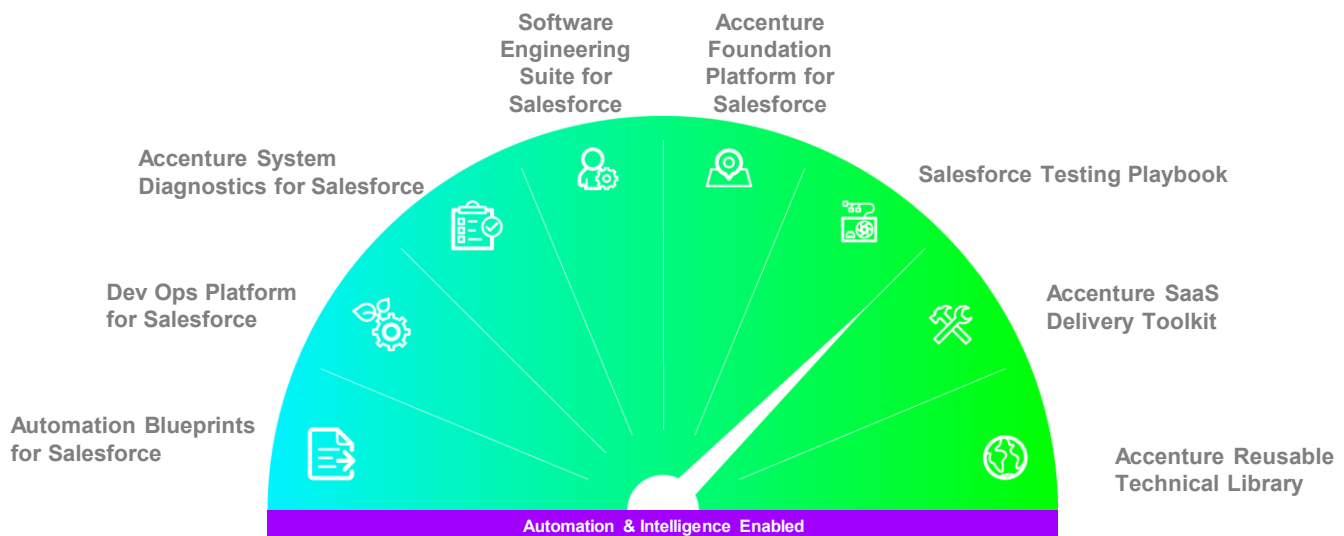


Figure 10: Assets and Tools

- **Accenture Delivery Methods Salesforce Estimator**, providing a consistent and proven delivery effort estimation capability to inform deployment sprint planning
- **Accenture Software Engineering Suite for Salesforce**, providing code quality analysis and automation capabilities
- **Accenture Salesforce Automated Test Class Generator**, accelerating unit test class development design and development and development
- **Accenture Lightning Components Library**, a growing library of reusable Salesforce Lightning Components, accelerating design and development
- **Accenture Data Migration Buddy**, a tool which helps reduce manual effort in data migration by systematically determining migration sequence through migration object and metadata analysis

There are a number of Agile / DevOps tools that we would recommend using as part of a new agile way of continuously developing and operating. Many of these tools are open source and using them together can greatly help an agile development approach. We have integrated many of these open source tools together and made an enterprise grade development platform called the [Accenture DevOps Platform \(ADOP\)](#) and then added further automation, analysis and predictive capabilities to create an intelligent automation platform for end-to-end application services called [myWizard](#). ADOP and myWizard come with “technology specific cartridges” to standardise and jumpstart Agile / DevOps within a company for a specific technology stack.

Salesforce Public Service Assets

Accenture brings the largest global Salesforce capability and a long track record of Public Services delivery to the highest growth and emerging Salesforce business. Accenture has transformed our legacy solutions to the Salesforce Platform in Public Pensions; Child Welfare and Licensing, Permitting and Inspections. In addition, Accenture has developed the all new “Accenture Citizen Engagement Solution” that allows citizens to communicate with Government on their terms. Our Salesforce public service assets include:

- Accenture Citizen Engagement Solution
- Accenture Case Insight Solution
- Accenture Enterprise Pension Solution
- Accenture Child Welfare Solution
- Permitting Licensing & Inspections
- Precision Recruiting Solution
- Accenture Vaccine Management Solutions
- COVID-19 Contact Tracing
- G-Invoicing

Government Services Solution

The Accenture Government Services solution is delivered on top of the Salesforce Service Cloud, Salesforce Community Cloud, and Salesforce Marketing Cloud. This proposition brings proven market leading solutions from the private sector to public sector challenges.

Citizen Service: Service Cloud is used as the base of the solution, focused on:

- Automating case routing and escalation processes mapped on specific rules against common citizen inputs.
- Scaling the ability to respond and enabling a more granular monitoring of the services needed by citizens.
- Empowering agencies and departments to more accurately predict future service needs, saving time and taxpayer money.

Some specific features include:

- A 360-citizen view through a comprehensive agent console.
- Smarter working by providing the case worker or agent the full history of the issue, their team’s resource availability, common answers and key documentation for a rich knowledgebase, and single desktop experience bringing relevant information from several legacy and back office systems.
- Crowdsourcing Communities that allows staff to connect the right experts internally and build an internal repository for useful information, unleashing innovation and communal intelligence.

Citizen Service Community: Community Cloud brings in a social component to the solution by providing customised information delivery within an online Service Community. For citizens that are actively involved in conversations, the Community Cloud encourages participation through gamification and recognition.

All the activity is tracked so that users can track progress, actions taken, and how far their queries must go. All this without having to use email, file paperwork, navigate call centres, or wonder how long it will all take.

Citizen Engagement and Outreach: Marketing Cloud. This module allows the Public Sector to monitor public perception of key Agencies and services, and quickly respond to public developments through digital channels at scale. The Marketing cloud also allows

public agencies to deliver campaigns with increased relevance and in much shorter timeframes, ensuring timely engagement and a positive impact on public awareness.

Some specific features include:

- **Email Marketing.** By leveraging the data being served by the Communities and Service Clouds, public organisations can communicate directly and proactively with individuals.
- **Social Media Marketing.** Market-leading social monitoring tools are embedded in the platform, enabling sentiment and advocacy analysis. Powerful workflow tools allow large scale analysis to quickly become support cases and one-to-one conversations without straining internal resources.
- **Predictive Intelligence.** Government can now make recommendations to citizens based on browsing history and preferences. This extends the knowledgebase functionality of the Service Cloud to citizens, in a personalised and automated fashion.

Government Services Solutions allows us to make more services, help, and answers easily accessible to citizens. The platform allows for all this to be delivered online, on mobile and on multiple channels, in turn leading to fewer cases getting routed to the call centre, reducing the overall cost to serve. This allows Public Sector organisations to make the most of strained budgets without sacrificing service standards.

4.0 Pricing

Please refer to the associated pricing document/ rate card relevant for this service.

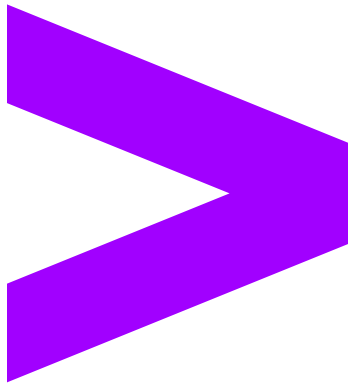
5.0 **Contacts**

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6.0 About Accenture

Accenture is a leading global professional services company that helps the world's leading businesses, governments and other organisations build their digital core, optimise their operations, accelerate revenue growth and enhance citizen services—creating tangible value at speed and scale. We are a talent- and innovation-led company with approximately 799,420 people serving clients in more than 120 countries. Technology is at the core of change today, and we are one of the world's leaders in helping drive that change, with strong ecosystem relationships. We combine our strength in technology and leadership in cloud, data and AI with unmatched industry experience, functional expertise and global delivery capability. We are uniquely able to deliver tangible outcomes because of our broad range of services, solutions and assets across Strategy & Consulting, Technology, Operations, Industry X and Song. These capabilities, together with our culture of shared success and commitment to creating 360° value, enable us to help our clients reinvent and build trusted, lasting relationships. We measure our success by the 360° value we create for our clients, each other, our shareholders, partners and communities



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