



"With significant content competence, Adesso is a good partner for the implementation of Salesforce Marketing Cloud."

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adesso SE

Overview

Adesso is a provider of IT consulting, system integration and operation and software development services. The company was founded in 1997 and is headquartered in Dortmund, Germany. It has operations in 41 other locations, with approximately 5,600 employees in German-speaking countries. Adesso has about 230 consultants with Salesforce experience, of which approximately 100 have earned Salesforce certifications.

Strengths

Specific project methodology for marketing:

For clients that have a marketing team with limited experience, Adesso offers a specific development methodology, which includes marketing-specific best practices and suitable checklists for organizational design.

Powerful preconfigured solutions with a focus on client experience:

In contrast to some competitors, Adesso relies on project support in the area of Salesforce Marketing Cloud via predefined solutions, for example, Custom Journey Builder. This approach focuses on the realization of a 360° view

of end clients and a beneficial client experience.

High level of automation competence:

To be able to handle the large volumes of data generated in the context of marketing applications as efficiently as possible, Adesso gives great importance to using automation solutions in implementation projects.

A range of associated business services:

In addition to IT services, Adesso offers agency-like services such as creative support and the development of campaign ideas. This demonstrates the company's high level of professional competence.

Caution

In its portfolio, the company should concentrate on the realization of mobile solutions for marketing.

Adesso should leverage its marketing-specific solutions to increase the number of fixed-price or results-based remuneration projects.