

# The Leading Salesforce Industry Experts

*Customertimes is announcing an expanded focus on its Salesforce Industries practice throughout EMEA and North America. With the acquisition of Vlocity in 2020, Salesforce continues its push into industry vertical solutions. Customertimes is a Salesforce Master Navigator, and with deep experience across all Salesforce Industry clouds, it is well-positioned to deliver outstanding business results for any industry project. Internationally recognized for its strong Salesforce partnership, this practice expansion will allow Customertimes to continue to deliver true digital transformation for complex verticals, as Adriano Acciaroli, VP EMEA at Customertimes, explains.*

An early entrant into the Salesforce consulting and implementation space in Eastern Europe and an award-winning product development organization, Customertimes is currently headquartered in New York City, along with regional offices in London, Paris, Toronto, Kyiv, Minsk, Riga, and Moscow. Across these locations and beyond, the company helps clients maximize their investment in Salesforce and related technologies by unleashing the intrinsic value of the platforms. Salesforce is a global CRM leader.

Highlighting where their strengths lie, Mr. Acciaroli points out that Customertimes currently has eight Salesforce Industries experts on their team. "Customertimes has several world-class Salesforce Industries experts in-house. They've worked with many of the world's leading technology companies, including IBM, and they really bring a high level of SFI expertise to the table."

Their typical customers include large and medium enterprises across diverse industries where they partner and engage directly with the client. "We have extended our deep Salesforce portfolio expertise to include this new focus on industry verticals," says Mr. Acciaroli. "We have experienced consultants and technical resources across numerous industries, including HLS, CPG,

Communications, Media, Financial Services, Banking, and Insurance. We are currently working with numerous tier 1 telcos and financial institutions as well as pharmaceutical conglomerates."

The acquisition of Vlocity by Salesforce and the new focus on industry verticals has been a catalyst for rapid growth in industry-specific enterprise software solutions based on the Salesforce platform. "Large enterprises around the world have been waiting for this: a fully cloud-based, constantly evolving solution portfolio that combines a rich user interface, enhanced user experience, and the ease-of-use Salesforce is famous for," Mr. Acciaroli comments. "This rapid growth will continue, pushing Salesforce into the realm of end-to-end solutions rather than specific business tools like those for Sales, Service, or Marketing. Our vertical industry experience combined with a deep understanding of

the horizontal Salesforce portfolio is the value-add Customertimes brings to each customer engagement, whether at the project level or the enterprise level."

According to Mr. Acciaroli, the industry is currently experiencing a huge gap in Vlocity skills, and Customertimes is well positioned to fill that gap. Their 800+ certified global Salesforce consultants can handle any project from the ground up or help with staff augmentation on existing projects. Key areas of engagement currently include Enterprise Product Modelling, Enterprise Product Catalog Development/Configuration, CPQ Technical Architecture, CPQ Development/Configuration, and OmniStudio Consultation/Development.

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