M&A UPDATE · YTD 2026

Salesforce Consulting Partners

Transactions, buyer activity, and outlook for the Salesforce partner ecosystem

salesforce

September 2026

Software and Technology Services Investment Bank

Executive Summary

Deal volume remains steady, led by strategic buyers

Global systems integrators and digital transformation firms continue to acquire smaller private Salesforce partners to add expertise, clients, and AI capabilities. Private equity-backed acquirers remain active but represent a minority of announced deals.

Agentforce and Data Cloud are the capabilities being bought

Nearly every announced partner acquisition since mid-2025 cites Agentforce, Data Cloud, or Revenue Cloud expertise as the rationale. Accenture (NeuraFlash), Perficient (Kelley Austin), and Accordion (A5) all framed their deals around AI delivery.

TCS set the high-water mark with Coastal at $700M

The December 2025 acquisition, closed January 2026, added 400+ Salesforce professionals and 3,000+ certifications. Combined with ListEngage ($72.8M), TCS is the most acquisitive buyer in the ecosystem over the period.

Salesforce is reshaping the partner program and buying aggressively

Salesforce consolidated its consulting tiers to Select and Summit in March 2026, launched a Forward Deployed Engineering Partner Network in April, and has announced more than a dozen acquisitions since 2025, including Informatica (~$8B) and Fin ($3.6B).

Salesforce Ecosystem Overview

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$1.2B

Agentforce ARR, Q1 FY27

Up 205% year over year

2

Consulting partner tiers

Select and Summit, replacing four tiers in March 2026

12+

Salesforce acquisitions since 2025

Primarily to build out Agentforce

Platform

Salesforce holds the leading global market share in CRM and is expanding into data management and agentic AI. Informatica (~$8B) closed in May 2026; Fin, formerly Intercom, was announced at $3.6B in June; Contentful was announced June 1. Agentforce adoption sits near 12% of the customer base, leaving substantial implementation demand ahead.

Partner program

The March 2026 restructuring cut roughly 170 legacy credentials to 28 core competencies weighted toward Agentforce and Data Cloud. The Forward Deployed Engineering Partner Network launched in April 2026 with Accenture and Deloitte, joined by 30-plus firms including Capgemini, Cognizant, IBM Consulting, KPMG, PwC, Slalom, and TCS. Scale and AI credentials now determine partner standing.

Key M&A Themes and Buyer Types

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BUYER TYPE

Global systems integrators

TCS, Accenture, NTT Data, and Perficient acquire to add certified capacity and vertical depth. Deals range from tuck-ins to TCS's $700M purchase of Coastal.

Examples: **Coastal, NeuraFlash, EXAH, Kelley Austin**

BUYER TYPE

Consulting and advisory firms

ZS, Accordion, and Eigen X bought Salesforce practices to serve existing client bases in healthcare, private equity, and the mid-market. Accounting firms are both buyers and sellers of practices.

Examples: **Torrent Consulting, A5, Kavaliro, Forvis Mazars practice**

BUYER TYPE

PE-backed partner platforms

Sponsor-backed Salesforce partners consolidate peers to add clouds and specialties. Cloud for Good (Tailwind Capital) bought EMS Consulting and StackNexus for financial services and public sector; Kicksaw added CLM with Northbound; Summit merged with Aimpoint Technology.

Examples: **StackNexus, EMS Consulting, Northbound, Aimpoint Technology**

What buyers pay for: Agentforce and Data Cloud credentials, Revenue Cloud and CPQ depth, vertical specialization, offshore delivery in India, and Summit-tier status.

Selected Partner Transactions, 2025 – YTD 2026

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Date	Acquirer	Target	Amount	Deal Summary
Jul 30, 2026	**Cloud for Good**	**StackNexus**	–	State and local government partner: 311, licensing and permitting, grants management.
Apr 7, 2026	**Accordion**	**A5**	–	Summit Partner with CPQ, Revenue Cloud, and Agentforce talent across North America, EMEA, and India.
Mar 31, 2026	**Summit**	**Aimpoint Technology**	–	Merger adding advisory-led, AI-native delivery for enterprise and public sector.
Mar 27, 2026	**Cloud for Good**	**EMS Consulting**	–	Financial services partner serving banks and credit unions. Cloud for Good is backed by Tailwind Capital.
Dec 2025	**Tata Consultancy Services**	**Coastal**	**$700M**	Largest partner deal of the period; 400+ professionals, 3,000+ certifications. Closed Jan 2026.
Oct 9, 2025	**Perficient**	**Kelley Austin**	–	Adds Revenue Cloud, Data Cloud, and Agentforce expertise.
Oct 9, 2025	**Tata Consultancy Services**	**ListEngage**	**$72.8M**	Marketing Cloud and Data Cloud partner.
Oct 7, 2025	**Kicksaw**	**Northbound**	–	CLM partner. Kicksaw is backed by Rallyday Partners.
Oct 2, 2025	**ZS**	**Torrent Consulting**	–	Augments ZS's healthcare expertise and AI work.
Oct 1, 2025	**NTT Data**	**EXAH**	–	Salesforce consulting partner and AI implementation specialist.
Aug 29, 2025	**Accenture**	**NeuraFlash**	–	Salesforce and gen AI consultancy focused on agentic sales, service, and field service.
May 1, 2025	**Eigen X**	**Forvis Mazars Salesforce Practice**	–	Practice carve-out from a top U.S. accounting and consulting firm.
Mar 2025	**Accordion**	**Kavaliro Salesforce Division**	–	Carve-out from IT staffing parent. Solganick was exclusive advisor to Kavaliro.

Source: Solganick & Co. research, company press releases. Amounts undisclosed unless noted. Selected transactions only.

Notable Deal Profiles

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STRATEGIC · DEC 2025

TCS acquires Coastal

$700M

Coastal is a Summit Partner and Zero Copy implementation partner for Data 360. The deal brought 400+ Salesforce professionals and 3,000+ certifications into TCS, which had acquired ListEngage two months earlier. It is the largest disclosed Salesforce partner transaction since 2020.

PE-BACKED · APR 2026

Accordion acquires A5

Summit

Accordion, a Charlesbank-backed financial consulting firm serving private equity, added A5's CPQ, Revenue Cloud, Sales, Marketing, and Service Cloud practice with delivery teams in North America, EMEA, and India. The deal follows Accordion's 2025 purchase of Kavaliro's Salesforce division.

SOLGANICK ADVISED · MAR 2025

Kavaliro sells Salesforce division to Accordion

The IT staffing parent sought to divest its Salesforce consulting division and focus on its core business. Solganick ran a competitive process across IT services buyers with a focus on Salesforce partners. Multiple parties bid; Accordion won on fit, valuation, and structure.

Outlook for 2027

01 Agentforce implementation demand drives partner M&A

With adoption near 12% of the Salesforce customer base and $1.2B in ARR growing 205%, buyers will keep paying for certified Agentforce and Data Cloud delivery capacity.

02 Valuations bifurcate between scale and boutique

Partners with $20M+ revenue, Summit status, and verifiable AI outcomes command premiums in line with application partner peers at 2–4x revenue. Boutiques without AI proof points or vertical focus face compression.

03 Program changes accelerate consolidation

The two-tier program and FDE Partner Network favor firms with scale. Sub-scale partners that lose tier standing become sellers; Summit partners become acquirers or targets.

04 Practice carve-outs continue

Accounting firms, staffing companies, and diversified consultancies will keep divesting Salesforce practices to focused buyers, following Forvis Mazars and Kavaliro. Expect PE platforms and GSIs to compete for these assets.

About Solganick and its Technology Services Focus

THE FIRM

Founded in 2009 and headquartered in Los Angeles, Solganick is a boutique investment bank advising exclusively on M&A in software and technology services. Our senior team runs confidential, competitive sell-side processes for founder-owned and sponsor-backed companies with $10M to $250M+ in enterprise value.

- Sell-side M&A, buy-side advisory
- Senior investment bankers lead every engagement from preparation through close
- Offices in Los Angeles, Dallas, and San Francisco with team members across the U.S.

TECHNOLOGY SERVICES EXPERIENCE

Technology services is a core practice. We have advised application partners, managed service providers, cybersecurity firms, and digital transformation consultancies, including partners in the Salesforce, AWS, Microsoft, ServiceNow, and Snowflake ecosystems.

Application Partners

Salesforce, ServiceNow, SAP, Oracle, MSFT, and others

AI, Cloud & Data

Anthropic, AWS, Azure, Google Cloud, OpenAI, Snowflake, Databricks

MSPs & MSSPs

Managed IT, cybersecurity services

Digital Transformation

Consulting, software engineering, healthcare IT services

About Solganick

Solganick is a data-driven investment bank focused exclusively on software and technology services companies, founded in 2009. We manage the M&A process from start to finish for founders, private equity sponsors, and corporate sellers.

200+	$20B+	15+
Transactions completed	Aggregate deal value	Years exclusively in tech

SALESFORCE PARTNER SELL-SIDE EXPERIENCE

Exclusive M&A advisor to Kavaliro on the sale of its Salesforce consulting division to Accordion, backed by Charlesbank (2025).

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