



MA Case Study:

Providing Confidence and Reliability to Salesforce's Professional Service Division

Six Years of Growth With MA's
Contract Staffing Solution

Partnership Timeline

● Year 1: Vlocity Partnership

Exclusive staffing partner across EMEA for:

- Vlocity Communications
- Vlocity Insurance
- Vlocity Energy & Utilities

Delivered contract and permanent resources on early large-scale implementations.

● Year 2: Global Scale-up

Following Salesforce's acquisition of Vlocity:

- Became a globally registered subcontract partner
- Expanded operations into Canada & USA

Supported major enterprise implementations across Salesforce's core cloud portfolio.

● Year 3: Nearshore & Offshore Expansion

Introduced scalable subcontract capability across LATAM, EMEA, APAC.

Now supporting delivery capability across 180 countries.

● Year 4+: Direct Customer Engagement

Selected Salesforce customers engage with MA directly to build internal teams post-implementation.

Case Overview

MA began working with Vlocity in 2019 and became a direct staffing partner to Salesforce Professional Services following the 2020 acquisition.

From Salesforce Industries through to core product implementations, MA has supported global delivery teams across EMEA and AMER.

By 2026, MA has delivered 300+ contract assignments across multiple Salesforce products worldwide.

Business Objective

Enable Salesforce Professional Services to rapidly scale niche-skilled delivery teams worldwide without sacrificing quality, customer experience, or project velocity.

The Challenge

Salesforce operates in a SaaS environment where product innovation outpaces global upskilling.

Professional Services must deliver complex implementations at speed, while protecting enterprise-level quality and revenue outcomes.

The pressure points:

- Rapid product expansion and acquisitions
- Increasing investor expectations
- High-profile enterprise clients
- A widening global skills gap

Salesforce required a proactive staffing partner capable of delivering niche expertise immediately with global reach and long-term continuity.



The Approach: A Proactive Extended Staffing Model

Rather than waiting for urgent requests, MA built a continuous, proactive resourcing cycle.



Skill Gap Forecasting

- Regular alignment with delivery leaders to identify upcoming capability gaps by product, geography, and role type before demand becomes critical.



Contractor Development & Redeployment

- Ongoing engagement with proven subcontractors.
- Targeted upskilling aligned to Salesforce's evolving product portfolio.
- Rapid redeployment across projects to preserve continuity and reduce onboarding risk.



Strategic Network Expansion

- Leveraging trusted referrals to enter new geographies and emerging product areas without sacrificing quality control.



Continuous Feedback Loop

- Information flows between Salesforce, contractors, and MA in real time, compressing lead times and reducing resource volatility.

Product Coverage

Delivered subcontract expertise across Salesforce Industries and core cloud products including:

- Communications Cloud
- Financial Services Cloud
- Marketing Cloud
- Health Cloud
- Commerce Cloud
- Revenue Cloud
- Public Sector Cloud
- MuleSoft
- Tableau
- Copado
- Field Service
- Account Engagement
- Loyalty Management

The team at MA was instrumental in helping us land talented architects for our key customer projects. They have a great professional network and were always prompt with presenting several qualified candidates very quickly.

We always considered MA as a true partner who asked the right questions to understand our needs and align resources accordingly, so we could focus on making quick decisions.



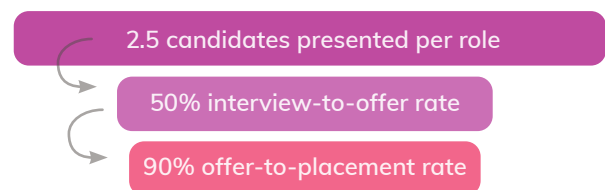
Imran Kabir - Engagement Director, Salesforce Professional Services

Results

Speed & Delivery

- **24-48 hours** to present quality profiles
- **3-week average** time to close from requirement to contractor start
- Proven ability to compress to **4-day turnaround**

Hiring Conversion Funnel



Partnership Scale

- **6+ years** continuous collaboration
- **300+** successful contract engagements
- Subcontract capability across **180 countries**

If you need to scale delivery capacity without sacrificing quality or flexibility, MA can help you build a proactive global tech staffing model aligned to your product evolution.

Speak to our sales team for an initial consultation to discuss how we can support your hiring needs.

Contact our sales team