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## Accenture Acquires CRMWaypoint to Strengthen its Cloud First Agenda and Salesforce Capabilities



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Accenture has acquired CRMWaypoint, a supplier of cloud advisory and technology services in the Netherlands, specializing in Salesforce cloud solutions for sales, service and marketing.

The acquisition further strengthens Accenture's position as a leading cloud services by reinforcing its Cloud First agenda that provides clients with high-standard cloud strategy and technology consulting, as well as cloud application implementation, integration and management services.

With the acquisition, CRMWaypoint's professionals have joined the Accenture Cloud First Applications team, which delivers cloud services for Salesforce, Workday, ServiceNow, Google and other "pure play" cloud technologies.

"The addition of CRMWaypoint gives us access to a sizable force of highly skilled and sought-after Salesforce professionals in the Netherlands and beyond," said Peter van Tilburg, Accenture's Cloud First Applications lead for the Netherlands. "Together we are even better positioned to meet the growing demand for cloud solutions. Our Cloud First agenda is focused on helping clients improve their business growth, agility and competitive advantage by leveraging all of the benefits cloud can deliver."

Ton van der Meer, founder and CEO of CRMWaypoint, said, "Over the past years, we've forged a team delivering significant growth in the Netherlands, which culminated in our company being recognized as a platinum partner by Salesforce in 2015. As a next step, we're excited to become part of Accenture as this will give us even more opportunity to develop our people and leverage their skills to drive cloud adoption and implementation for leading brands on a global scale."

CRMWaypoint is one of the largest Salesforce partners in Benelux, established in 2006 with an exclusive focus on Salesforce. It was one of the first official implementation partners for Salesforce in the Dutch market in early 2008. Since then, CRMWaypoint has delivered on more than 600 Salesforce projects in different industries with a team of highly qualified professionals that carry over 80 Salesforce certifications. CRMWaypoint is serving clients both in medium business and large enterprise market segments.

Accenture continues to grow and strengthen its position as a leading enterprise cloud services provider. Accenture was one of the first global companies to establish a strategic alliance partnership with Salesforce and today has leading capabilities in Salesforce with more than 3,400 unique certified professionals around the world.

In October 2015, [Accenture acquired Cloud Sherpas](#), a leader in cloud advisory and technology services specializing in [Google](#), [Salesforce](#) and [ServiceNow](#), which followed previously acquired Salesforce and Veeva Systems solution providers, [Tquila UK](#) and [ClientHouse](#).

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