

2026 Sales Strategy – IT & Digital Transformation

Market Evolution 2023–2025: The AI Disruption

2023 → 2024 Shift

- Rapid adoption of Generative AI reshaped productivity and client expectations.
- Surge in AI-driven automation and data modernization.
- Budgets shifted from traditional IT to AI/ML and cloud optimization.

2025 Outlook:

- AI becomes core in all service lines (CRM, DevOps, Cybersecurity).
- Demand for AI-skilled engineers and data scientists rises >30%.
- Enterprises move from pilots to AI-powered productivity at scale.
- Sales offerings must embed AI/ML capabilities to remain competitive.

Market Outlook 2026

- High demand in Cloud, AI/ML, Cybersecurity, Salesforce.
- IT staffing market growing 8–10% YoY.
- Traditional development skills to drop considerably
- Impact of new policies:
 - VISA policies and restrictions: Creating more opportunities to US based resources and existing VISA holders.
 - F1 transfers exempt from tight visa regulations can open new avenues of hiring F1 graduates
 - Client may look at more offshore and nearshore opportunities

Anticipated future risk : Additional tariffs / taxes on offshore projects.

Core Service Lines for 2026

Business Model :

- Contingent staff Augmentation
- Project Augmentation service level centric
- Scope based, fixed price
- Managed Services
- Virtual Captive Model, cost plus model
- Partner channel services offer (Clariti, Simplify Health, Cyber Security products)

Go To Market strategy

- Vertical-based alignment: BFSI, Healthcare, Manufacturing, Insurance
- Solution based lead generation strategy (Rework on elevated pitch and shift our conversation with problem solving mindset)
- Focus on targeted approach to get client attention rather than spreading ourselves thin.
- Focused approach in catering to RFP (Currently not to the level)
- Currently sales are heavily dependent on relationships, look for newer avenues to acquire clients.
 - Rain maker relationship (revenue sharing relationship)
 - Third party lead generators (Currently in place but not fully engaged)

Technology Focus for Scope based and managed services

- Salesforce integration and Support services
- Oracle CX and EBS integration and Support services
- Data Engineering & Analytics
- AI/ML & Automation
- Service Now integration and Support services
- Cybersecurity Services
- App Modernization & Cloud Migration & Optimization

Salesforce Growth Plan

- Expand Salesforce COE (MuleSoft, Tableau).
- AI-driven CRM modernization.
- Identified two senior resources within Speridian Rakesh Reddy and Navnitha Krishna to lead the presales team. Rakesh Reddy to be the managing principal.
- Focus on developing a service partner relationship with Salesforce
- Create campaigns for integration and support services

Data Engineering & AI Expansion

- Invest in data modernization accelerators.
- Build AI labs for predictive models.
- Target: 20% of total revenue by 2026.
- Identify weakness and market opportunities with

Testing & Automation Strategy

ServiceNow Practice Expansion

- Enterprise workflow automation focus.
- Industry templates for BFSI, Healthcare, Manufacturing.
- Goal: Elite Partner status.

Cybersecurity Roadmap

- Managed Security Service (MSSP) offering.
- SOC & threat intelligence center.
- Partner channel approach
- Capability matrix

App Modernization & Cloud Migration

- Modernization factory with microservices.
- Cloud-native app development.
- Goal: identify 10 + modernization projects in 2026.