talent hub

INSIGHTS

2024 ANZ Salesforce Market Survey

presented by Talent Hub, the Salesforce Recruitment Experts

* Data collected in February 2024 | www.talent-hub.com.au

Salesforce Professionals

We spoke to Salesforce professionals for their perspective on salary and recruitment trends. In this section, find out why they are leaving and joining companies, what they are looking for when moving roles, and what the big Salesforce talent attractors are for 2024

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Current Work Situation

51%

of Salesforce professionals that we surveyed have been working in the Salesforce ecosystem for **8+ years.** This has shifted from the highest number holding **4-7 years last year**





The contract market slipped slightly from

16%

last year, **in 2023/24** making **up 15%** of the ANZ Salesforce ecosystem now

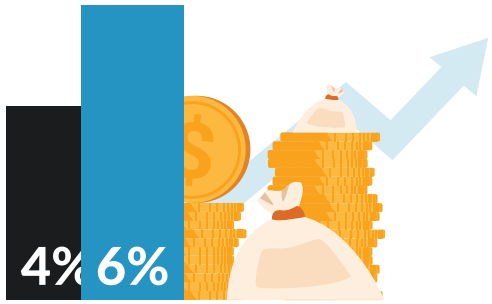
43%

of Salesforce Business Analysts are currently working in a contract role, making them the job title most likely to seek contract employment in ANZ



6%

of ANZ Salesforce professionals are in between roles/immediately available, which has risen slightly from **4%** last year



The Marketing Cloud space reported the largest number of immediately available Salesforce professionals at **13%**, last year it was Platform Managers at **9%**

Salesforce Team Turnover



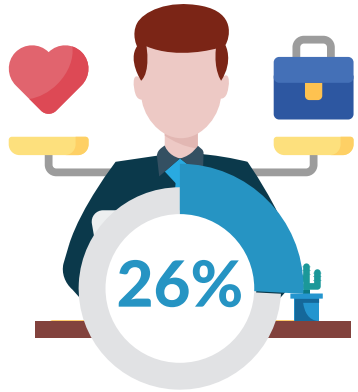
The most frequent reason for Salesforce professionals leaving their last role is remuneration **(18%), followed by end of contract (13%)**

Lack of support from management which was **15%** last year, was the main reason for only of **9%** Salesforce professionals this year



Lack of progression was the reason for leaving for **11%**

While remuneration is shown to be a highly important factor when leaving a role, and **26%** said it would be the most important factor when looking for their next role, work life balance surprisingly wasn't an influential reason for leaving a role





Only **2%** left their last role due to a lack of flexibility, whilst it was the most important factor for most Salesforce professionals when seeking a new role

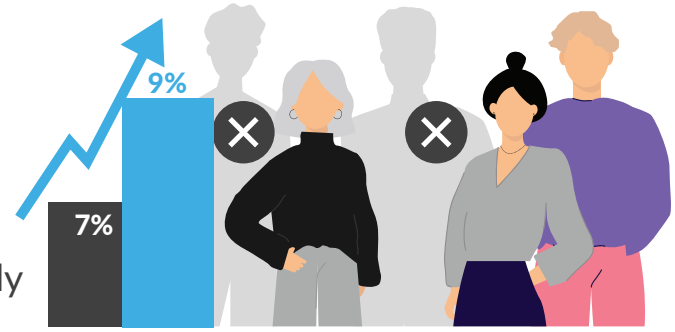
33% of those asked said it was the most important consideration for them

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9%

of Salesforce professionals were impacted by redundancy in 2023/24, up slightly from **7% last year**



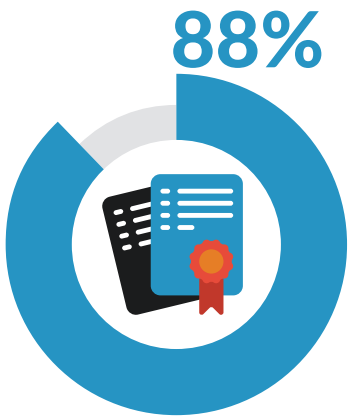
66%

of Salesforce professionals expect to be in their current role for at least the **next 12 months**, with only **13% planning to leave in the next 6 months.** This is in line with the data from last year

The Salesforce Certified Technical Architect group are planning a longer tenure according to the 2023/24 data, with

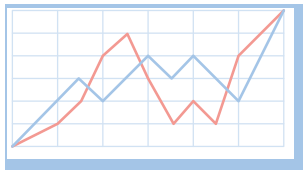
88% planning

to be with their current employer this time next year, up from 62% last year



This year Commerce Cloud professionals expect to stay the longest, with

98% planning to stay for over a year



Business Analysts had the smallest number of those surveyed planning to stay for over a year, at **36%**. Last year it was Project Managers with the fewest expecting to stay for over **12 months**



Salesforce Developers are expecting more movement in the market than last year as only

54% expect

to be with the same employer this time next year. Last year **59% expected** to be with the same employer at the same time the following year

Attracting and Retaining Top Talent



Most Salesforce professionals only visit jobs boards such as Seek, Indeed etc. a couple of times a year **(29%)**



Salesforce Administrators look the most frequently with

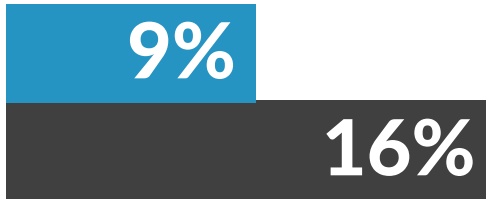
27%

visiting weekly. Most Salesforce Administrators were only looking monthly last year

9%

of Salesforce professionals never look, down from

16% last year



This rose for the Commerce Cloud professionals surveyed, **51%** of whom never look, followed by Salesforce Architects, **19%** of whom never visit jobs boards



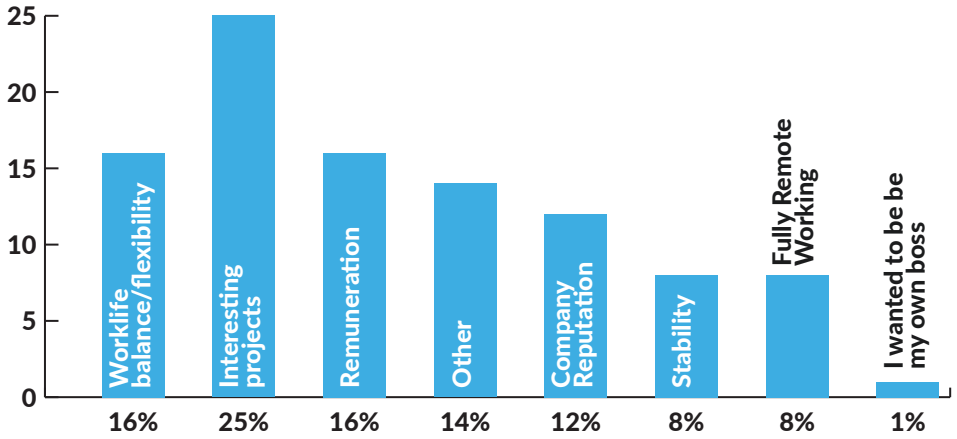
The CTAs we asked are using jobs boards more frequently this year. Last year **46%** never look, and this year **78%** do. **44%** visit monthly, which is a big shift

25%

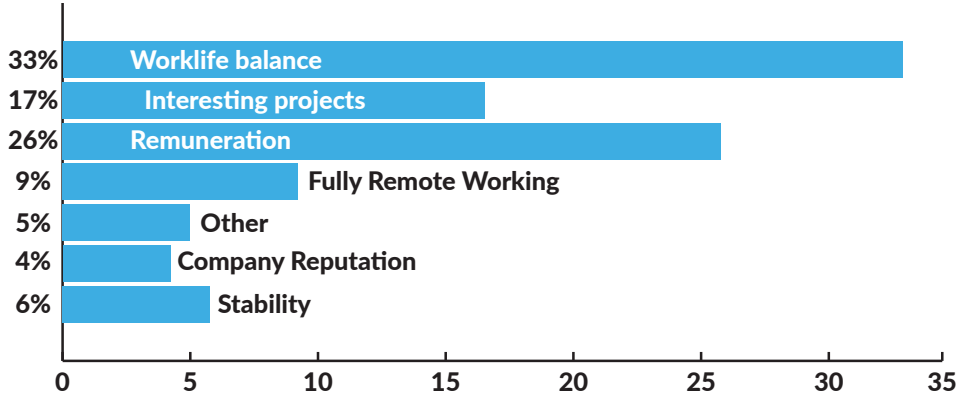


of Salesforce professionals said that working on interesting projects was the number one attraction to their current/last role. Last year it was working on challenging projects and **worklife balance/flexibility**

Primary reasons for Salesforce professionals taking current/last role



Factors which will be most important when Salesforce professionals next look for opportunities



When next looking at opportunities, worklife balance/flexibility will be most important to them **(33%)** which is the biggest attractor overall across Salesforce professionals in ANZ as a whole in 2024, and fully remote working rises in importance when seeking a new role

Last year surveyed Salesforce professionals also said that worklife balance was the most important factor when looking at new opportunities

92%

of Salesforce professionals that we asked, would prefer full-time hours



13%

of Salesforce professionals have been in their role for 6 months or less



The Contract Market

30%

of Salesforce professionals said that they would prefer a contract role in their next move, with a preference of daily rate over fixed term. **Only 4%** of Salesforce professionals would consider a fixed term contract for their next move





Contracting proves to be the most popular with Business Analysts with

59% preferring a contract role

33%

of Salesforce CTAs would prefer to start their own business, making them one of the biggest groups aspiring to this, alongside Commerce Cloud professionals





82%

would only consider contracts of over **6 month**, and of those,

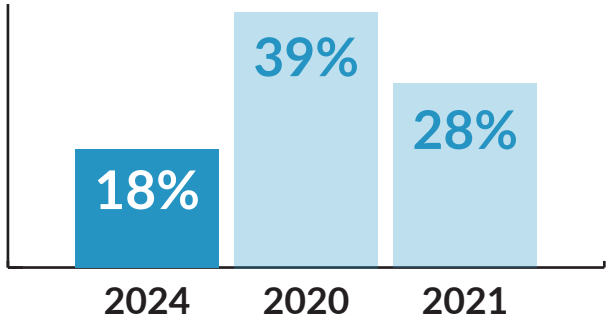
33%

would seek over **12 months**

Where do Salesforce Professionals Most Want to Work?

2024 is the continued popularity of the end user. **32%** of Salesforce professionals in ANZ that we surveyed, would ideally like to work for a private sector end user organisation

18% would ideally like to work for Salesforce itself which is consistent with last year's data. Popularity hasn't recovered from falling from a high of **39%** in 2020, and a slip to **28%** in 2021



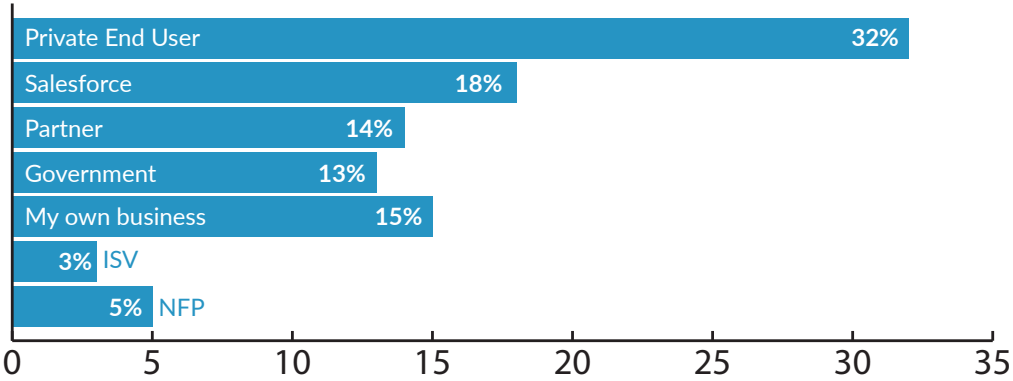


Salesforce itself was overwhelmingly most popular with CTAs. 67% of those we asked selected Salesforce as their first preference

Business Analysts also selected Salesforce as their preferred employer type

Government departments were most popular with Mulesoft professionals

Where do Salesforce professionals most want to work?



More Salesforce professionals aspire to start their own businesses this year, with the figure rising to **11% from 3% last year**

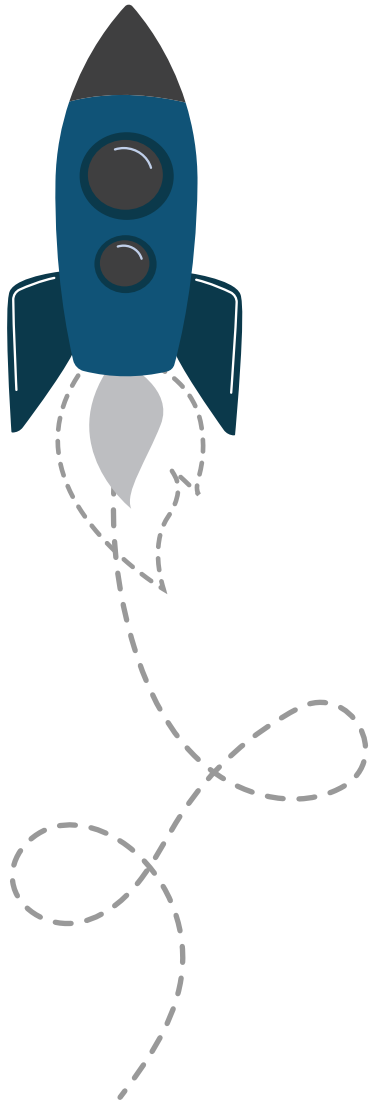
This is the highest for Architects, with **40% of Salesforce Solution Architects** aspiring to run their own business versus working for an employer, and **38% of Salesforce Technical Architects**

There's a Lot of Choice for Salesforce Professionals





56%
of jobseekers interviewed for 2 or more jobs the last time they moved role and a further 9% were interviewing for 4+ roles. Less than half only interview for one role

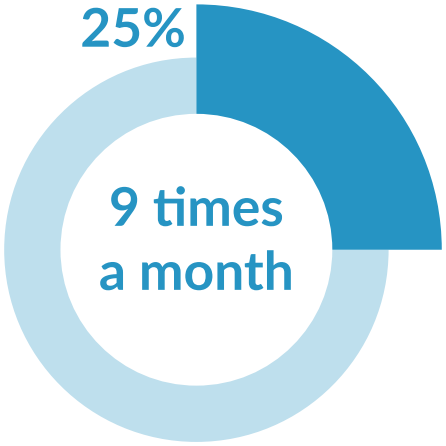


Huge Demand

67%
of Salesforce professionals are contacted 2 or more times per month regarding new opportunities. 29% are contacted at least 4 times

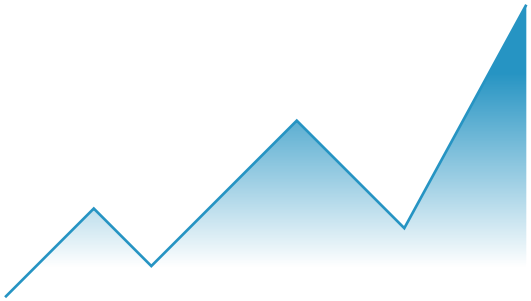


9%
of Developers that we surveyed are contacted over 9 times per month, down from 27% who were last year



Salesforce Technical Architects in Melbourne were the group most frequently contacted, with **25%** of those we asked reporting being contacted over **9 times a month**

Salesforce CTA's identified Salesforce DevOps Engineers and Salesforce Solution Architects as being the market most lacking in quality resources for their location. This was consistent with last year's data



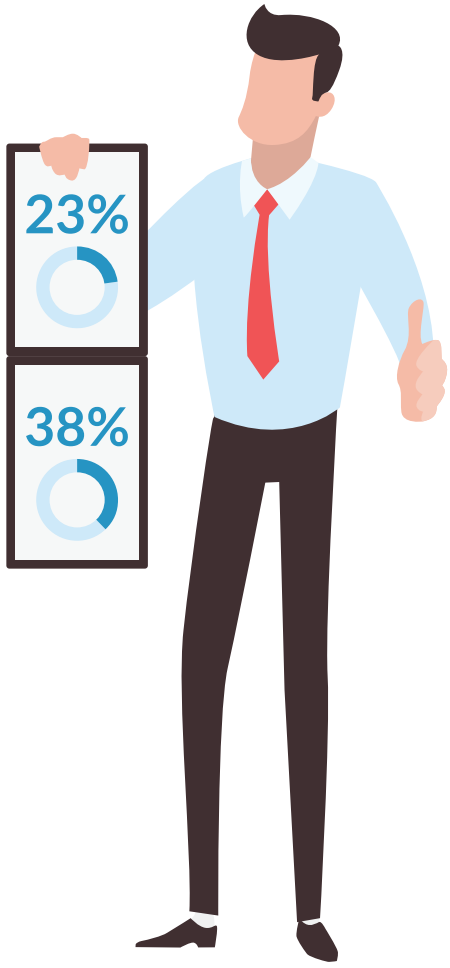
Interestingly,
53% of the Salesforce Solution Architects we surveyed are only being contacted about new opportunities less than twice per month. Not a single respondent reported being contacted more than 5 times per month



Salesforce Teams and Projects

23%

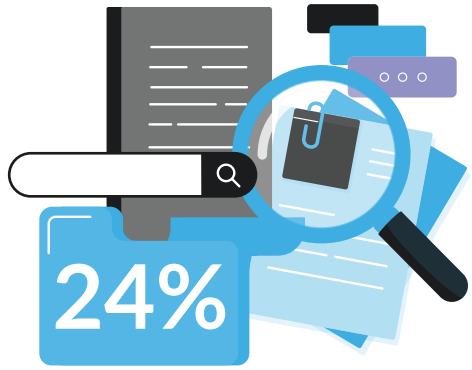
of Platform Managers currently don't have any direct reports, with **38%** having between 2 and 4 direct reports, and **16%** having 10 or more. Last year only **17%** of Platform Managers had no direct reports. However, larger teams of 10 or more have also increased when compared to last year's data



91%

of Salesforce Project Managers consider a blend of Agile and Waterfall to be the best methodology for delivering Salesforce projects **#Wagile**

Scope creep was the biggest challenge identified for most Project Managers in delivering their projects (24%), last year it was a lack of clear business goals

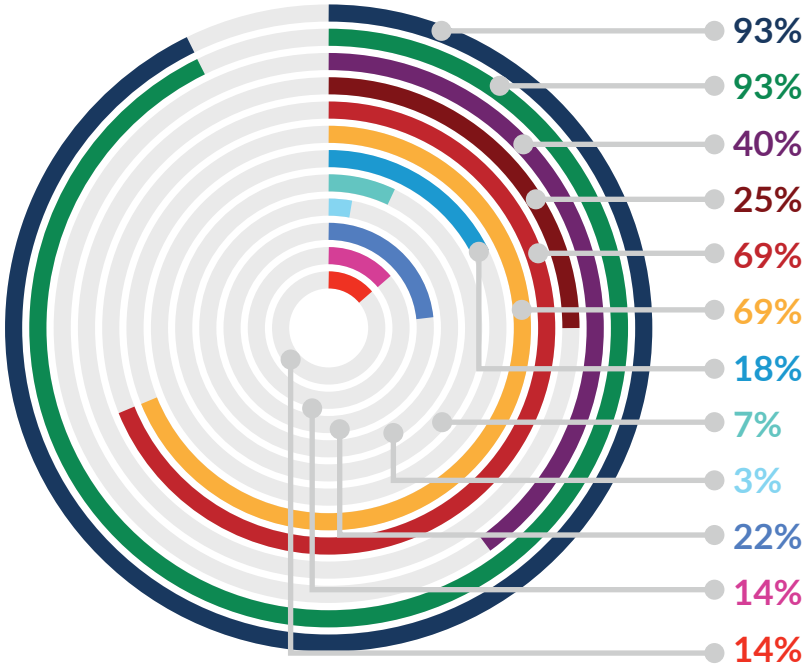


The Salesforce Solution Architect was named as being the skillset most difficult to source by Project Managers (38%). Last year of those we surveyed, most said the Salesforce Technical Architect role



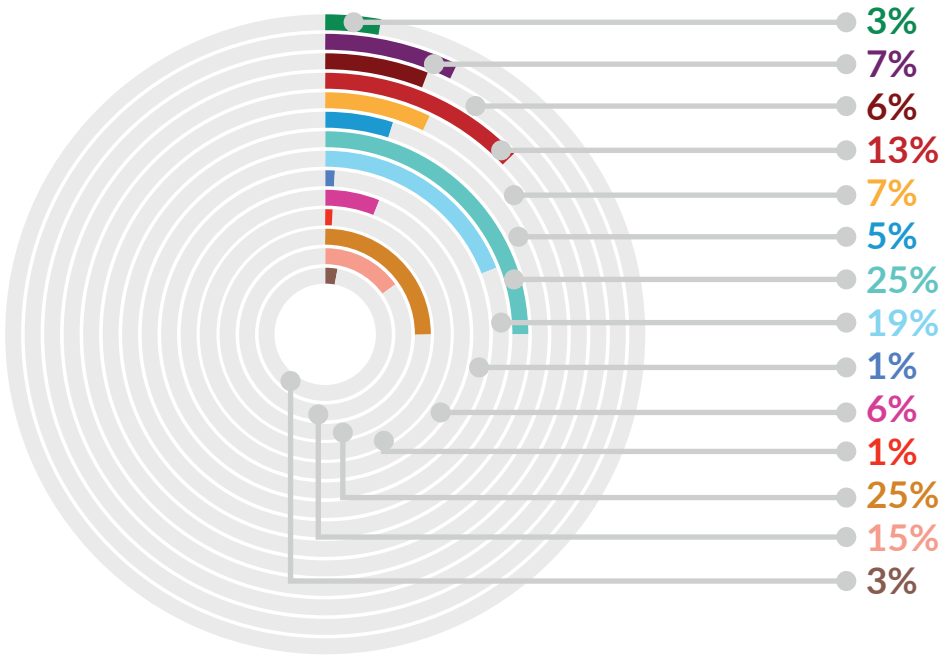
Most Salesforce Project Managers we surveyed have delivered 13 Salesforce projects or more (62%)

Most Project Managers (76%) consider Salesforce platform knowledge to be important or essential in the role of a Salesforce Project Manager, although this is down from 86% of those we surveyed last year



Which Salesforce related Clouds/Products Salesforce professionals have practical experience with, in a commercial environment?

- Sales Cloud
- Service Cloud
- Marketing Cloud
- Pardot
- Field Service Lightning
- Experience Cloud (Communities)
- Revenue Cloud (CPQ)
- Commerce Cloud (B2B)
- Commerce Cloud (B2C)
- Mulesoft
- TableauCRM
- Tableau



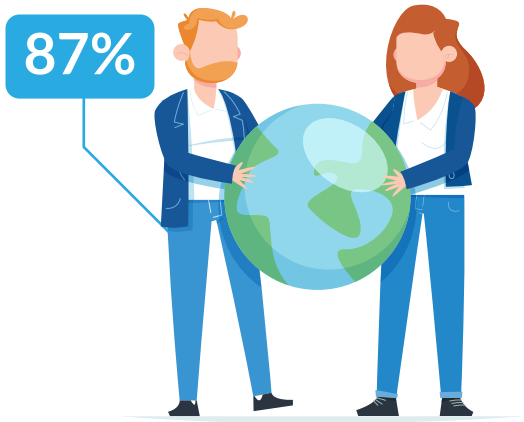
Which Salesforce Industry Clouds Salesforce professionals have had exposure to in a commercial environment

- Automative Cloud
- Communications Cloud
- Consumer Goods Cloud
- Education Cloud
- Energy and Utilities Cloud
- Salesforce for Insurance
- Financial Services Cloud
- Health Cloud
- Vaccine Cloud
- Consumer Goods Cloud
- Manufacturing Cloud
- Non Profit Cloud
- Government Cloud
- Media Cloud

A Spotlight on Mulesoft

Most Mulesoft professionals who responded class themselves as Lead level (38%) and

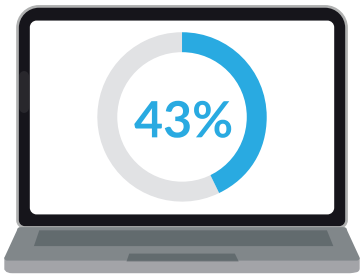
87% have worked in the Mulesoft ecosystem for 4 years or more





Most Mulesoft professionals told us that some of the projects they now work on have a Salesforce CRM component (43%), however only

29% said that most do, although this is up from 15% last year



The employer type most popular with Mulesoft professionals is a Government department, with **43%** of Mulesoft professionals that we asked, selecting it as their first preference

Most Mulesoft professionals said that they're currently investing time into learning more about the Salesforce core platform, or already have done

(57%). This has fallen from 69% last year





Does this coincide with **67%** of Mulesoft not being optimistic about the continued growth of Mulesoft opportunities in their area of expertise based on current markets and trends?

The Marketing Cloud Market

Most Marketing Cloud professionals said that they thought it's important for them to have a good understanding of the Salesforce core platform **(93%)**



85%
of Marketing Cloud professionals that we asked have spent 4 years or longer working in the Salesforce/ExactTarget ecosystem. **86%** have AMPScript development experience

21%
of Marketing Cloud professionals that were surveyed would consider a role outside of the Salesforce ecosystem, down from **44%** last year

However, **50%** said that based on current markets and trends, that they are optimistic about the continued growth of Salesforce opportunities in their area of expertise. This has dropped back from **70%** last year





Private sector end users are still their employer of choice at **41%**. **6%** of those surveyed said that Salesforce itself would be the place that they'd most like to work, down from **15%** last year

A large proportion of Marketing Cloud professionals aspire to running their own business, with **31%** selecting it as their first reference of employer types

The Salesforce Developer



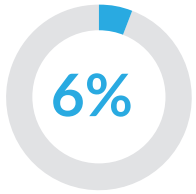
91%

of Salesforce Developers have built Lightning Web Components in a practical environment outside of Trailhead/Dev org, up from 89% last year

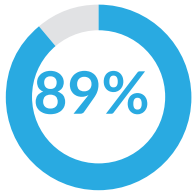
45%

of Salesforce Developers are currently upskilling in other programmatic languages

31% of Salesforce Developers consider themselves to be full-stack Salesforce Developers, down from 67% of those we asked last year



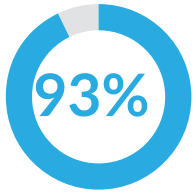
of Salesforce Developers consider themselves to be DevOps specialists



of Salesforce Developers use CI/CD tools in their current/last role

The largest percentage consider themselves to be Salesforce Development Leads at

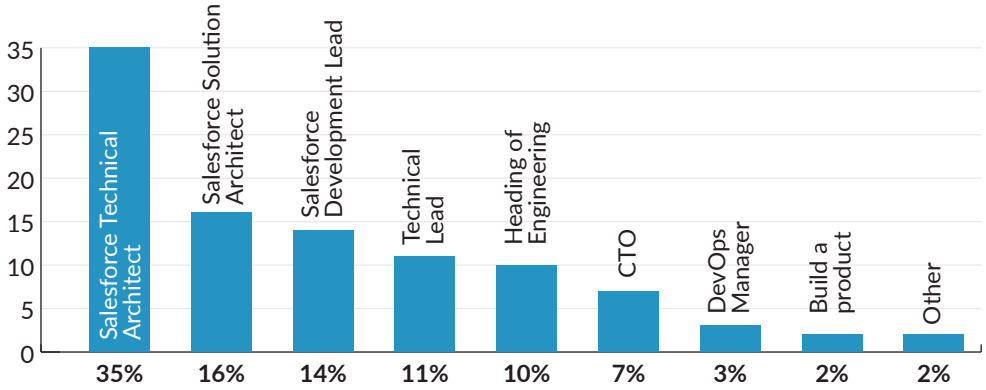


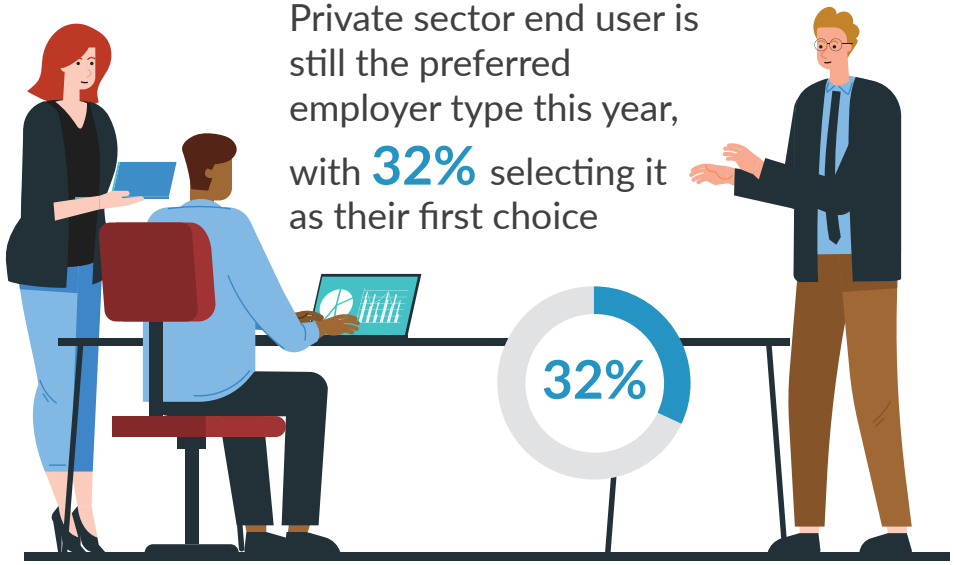


of Salesforce Developers use source management control tools in their current/last role



Salesforce Developer planned career path





14%
of Salesforce Developers would ideally like to run their own business over being employed, which is up slightly from 12% last year



Salesforce itself has dropped to
18% from 23% last year

Product companies as first preference have jumped to
6% from 2% last year

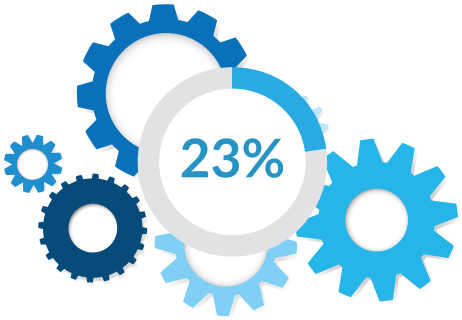


The Platform Manager

65%
of Platform Managers surveyed are responsible for managing other non-Salesforce related platforms, up from **57% last year**



Most Platform Managers spend **1-10%** of their day working hands-on on configuration and development **(27%)**



23%
don't do any configuration or development at all, and **8%** spend over **70% doing this**

51%
of Platform Managers of those we asked report the rate of adoption in their current/last company as High, down from **62%** last year. **14%** rate it as low, up from **6%** last year





93%
of Platform Managers are, or have been, in a hiring capacity, up from **77% last year**

The Salesforce Developer role is the one that the most Platform Managers identify as being the most challenging to fill **(28%)** which is consistent with last year's data

Awesome Admins

Nearly all Salesforce Administrators surveyed said that they shouldn't be expected to code

16%
of Salesforce Administrators can already code in Apex, up from **13% last year**.

28% are learning, and **34% would like to learn in the future**



45%
of Salesforce Administrators we asked consider themselves to be at Advanced level when building Lightning Flows. Last year most that we asked considered themselves to be Intermediate

42%
of Salesforce Administrators are managing deployments using change sets in their **current/last role, down from 63%** last year, and **37% use AppExchange deployment tools, up from 21%**

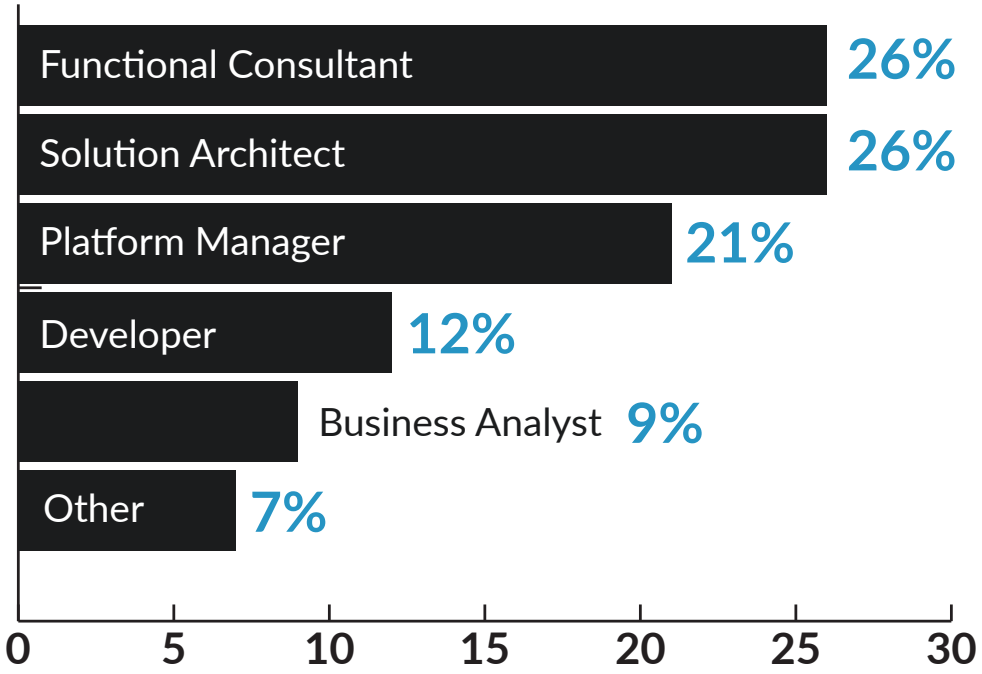


The AppExchange deployment tool referenced the most frequently was Gearset

21%
of Salesforce Administrators are not responsible for deployments in their current/last role

Most Salesforce Administrators that we asked consider themselves to be Senior (48%). Only 2% of those asked consider themselves to be Junior

Salesforce Administrator planned career path



11%

more Salesforce Administrators that we asked aspire to become Solution Architects this year than last year

Commerce Cloud

Most of the Commerce Cloud specialists surveyed have worked in the Salesforce ecosystem for over 8 years and consider themselves to be at Senior or Lead level

6% of Commerce Cloud professionals have experience in both B2C and B2B

Half of Commerce Cloud specialists are contacted about new opportunities over 6 times a month



Commerce Cloud professionals we surveyed were the most likely to want to start their own business

Most of the Commerce Cloud professionals we surveyed believe that it's important to have a good understanding of the core Salesforce platform

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The CTA



69%
of CTAs we surveyed come from a coding background

SALESFORCE CERTIFIED
Technical Architect

44%
of CTAs we surveyed were part of a CTA study group prior to passing the CTA Review Board, down from **61%** of CTAs we surveyed last year



22%
studied with external companies or peers

Last year **62%** of CTAs told us that they'd ideally like to be spending the greatest percentage of their time immersed in an advisory capacity, despite most being tied up within a technical architecture/delivery capacity

This year CTAs reported now spending the greatest percentage of their time in an advisory capacity **(40%)**, which is in line where most would still most like to be focussing **(56%)**





22%
said that they would like to spend the greatest percentage of time in their role undertaking team management and mentoring. None who we asked said that this year

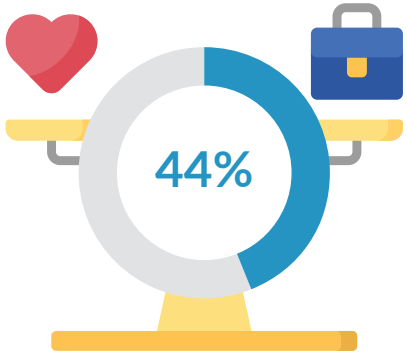
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88%
of CTAs continue to sit further Salesforce certifications post Review Board out of choice

CTAs were less influenced by the reputation of their current employer than last year with remuneration rising significantly in importance. However, worklife balance would take precedence in their next move **(44%)**

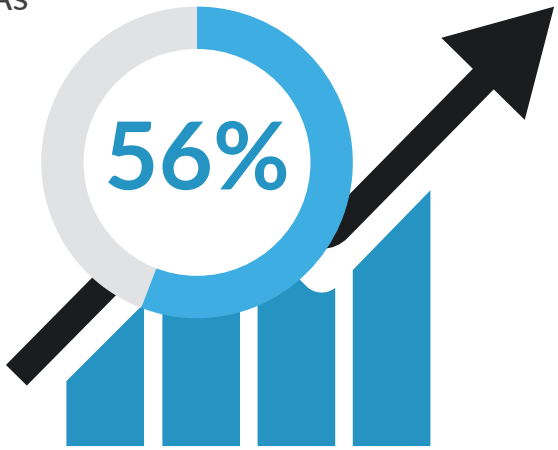




88%
of CTAs we surveyed mentor aspiring CTAs, at least within their current company

We asked Salesforce CTAs what the biggest benefit has been since passing the Review Board.

56%
said greater credibility. Only **22% each said that it was greater earning potential or greater opportunities**



56%
of CTAs we asked have considered a role outside of the Salesforce ecosystem in the last 24 months, up from **32% of those we surveyed last year**



Solution and Technical Architects

62%
of the Solution and Technical Architects that we asked come from a coding background



Only 31%
of Solution Architects say that their salary/rate expectation increases when additional certifications are achieved, which is lower than the average for Salesforce professionals in general. The average answer across all Salesforce job titles was 43%



Over half of Solution Architects have aspirations to become a Certified Technical Architect (61%), down from 68% 2 years ago. 13% see it as a longer term goal of achieving in 2 years time or more, and 3% said realistically they hope to achieve it in the next 12 months. 47% expected to achieve it within 12 months in 2020, why the shift?

Only 17%
of Architects believe that there's a good balance of experience, quality and candidates in the Salesforce market



Most Architect surveyed reported that there's a shortage of quality in the talent pool in ANZ **(56%)**



Review Boards and Mentorship and Expectations



49%
of non-certified Architects don't aspire to become a CTA

Less than half **(27%)** of Salesforce Architects have a mentor. However,

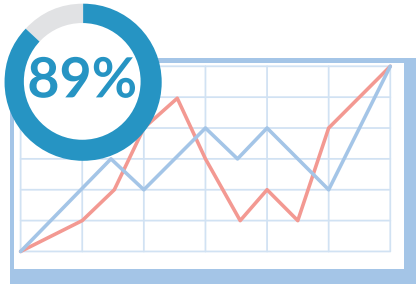
69% mentor other Salesforce professionals





31%
of Salesforce professionals overall told us that they have a mentor. The most mentored job title was Mulesoft professionals and the least was the Salesforce Platform Manager group

87%
of Salesforce Business Analysts think that those in the role should be expected to have Salesforce configuration skills



61%
of Salesforce professionals are optimistic about the continued growth of Salesforce opportunities in their area of expertise in 2024, down from 72% last year

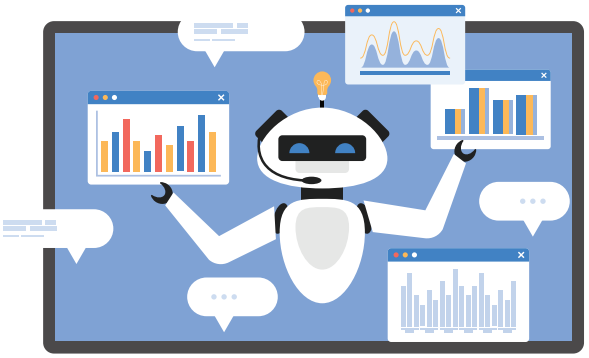
27%
are unsure about the continued growth of Salesforce opportunities in their area of expertise in the coming 12 months

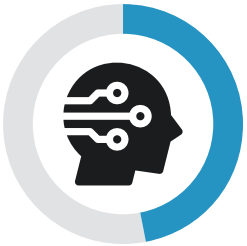
28%
of Salesforce professionals we asked have considered a role outside of the Salesforce ecosystem in the last 24 months

Most Salesforce Administrators rate the adoption within their current/last company as high **(64%)**

The AI Era

Most Salesforce professionals consider their organisation to be somewhat ready to adopt and leverage AI in Salesforce **(36%)**



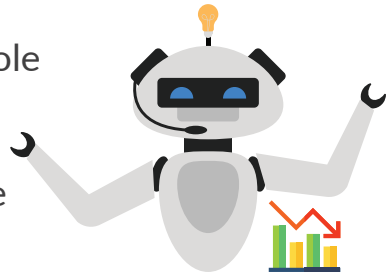


Most Salesforce professionals that we asked believe that AI will change the way that they work in the **next 5 years (89%)**.

47% believe that the changes will be moderate

41%

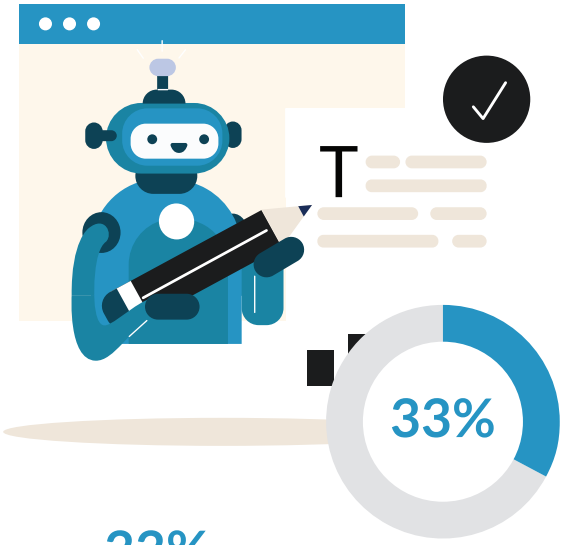
perceive the impact of AI on their role within Salesforce to be somewhat positive. Only 4% believe that the impact on their role will be negative



Overwhelming the Salesforce professionals that we asked believe that AI will lead to a mix of both job displacement or job creation within the Salesforce community (62%). Only

13% believe that it will lead to mostly job creation only

The CTAs that we surveyed were the most bullish on the emergence of AI amongst the group. **56%** believe that there will be major transformation in the way that Salesforce professionals will work over the next 5 years, and **78%** believe that there will be a significantly positive change to their own role within Salesforce



33%

of CTAs that we asked believe that AI will lead to job creation only

talent hub

INSIGHTS

2024 ANZ Salesforce Manager Survey

presented by Talent Hub, the Salesforce Recruitment Experts

* Data collected in February 2024 | www.talent-hub.com.au

Salesforce Hiring Managers

In this section, we hear from Salesforce Hiring Managers. Find out what their goals look like for the coming 12 months, and what challenges they tend to come up against when recruiting Salesforce talent in their teams. We have their perspective on Salesforce salaries, Salesforce certifications and what their typical interview process looks like in 2024

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Will the Salesforce talent pool in ANZ move to a more specialist model? 38-39

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What do Salesforce professionals really think of AI? 44

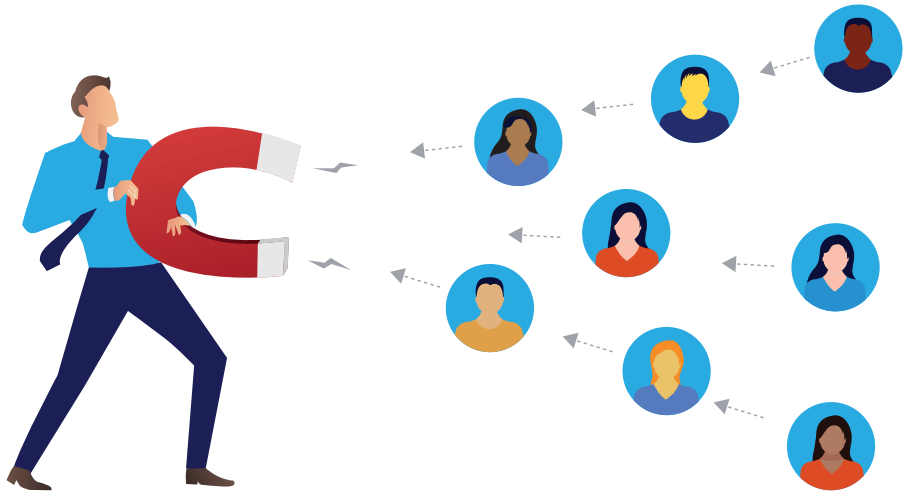
2024 ANZ Salesforce Manager Survey

presented by Talent Hub, the Salesforce Recruitment Experts

Salesforce talent is in short supply

What do Salesforce managers see as the biggest challenge to their team's growth for the next 12 months?'

Attracting experienced talent	22%
Retention of current team	20%
Winning enough work to keep the team busy	16%
The speed of process to secure talent	13%
Improving the company brand in the Salesforce ecosystem	11%
Unsustainable salaries	10%
Economic factors	8%





84% of Salesforce managers find it challenging to find and hire Salesforce talent, up from **81%** last year

All Consulting managers added to their team during 2023/4, and **84%** of End User managers made new hires in this period, up from **68%** last year



2024 ANZ Salesforce Manager Survey

presented by Talent Hub, the Salesforce Recruitment Experts

However, only **33%** of Not-for-profit managers hired last year, down from **67%**

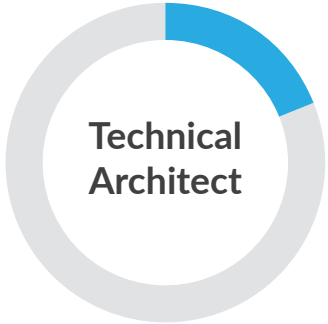


44% of Consulting managers surveyed this year said that they found salary expectations to be their biggest challenge, whereas last year it was the lack of suitable candidates

Most End User managers said that their biggest challenge has been lack of suitable candidates **(32%)** and salary expectations being higher than their budgets **(31%)**

The Salesforce Developer is the hardest role for Salesforce managers overall to fill in 2024, and this was consistent with last year's results





19% of Consulting practices surveyed, said that the **Salesforce Technical Architect** role is the hardest to fill

They're also finding it challenging to secure Salesforce Industries expertise

In the End User space, the **Salesforce Developer** role is the hardest to fill according to **26%** of those we surveyed



Not for profit managers are struggling to fill the **Developer, Technical Architect** and **Functional Consultant** roles fairly equally. Last year **Salesforce Administrators featured higher**



36% of Salesforce managers said that they'd experienced a role being unfilled for over **3 months due** to a lack of available talent. This has risen by **4%** since last year

2024 ANZ Salesforce Manager Survey

presented by Talent Hub, the Salesforce Recruitment Experts

Hiring in Salesforce teams



76% of Salesforce managers anticipate hiring in their teams in the next 12 months which is slightly down from **81%** last year

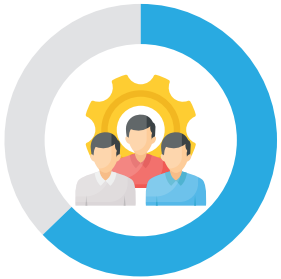


Of the **76%** who expect to hire, most forecast onboarding between **1 and 5 people outside** of replacement hires **(51%)**



All Consulting practices surveyed expect to hire into their Salesforce teams in 2024, and of those expecting growth, most expect to hire **over 1-5 new team members**, outside of replacement hires.

88% expect to hire 1-10 additional team members



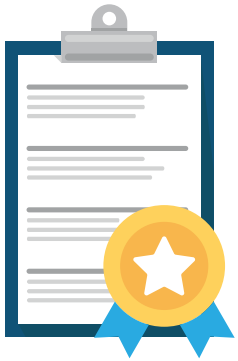
Over half of the Consulting practices we spoke to, currently have over 20 team members This applies to **63%**

Whilst **81%** of Consulting managers do hire Salesforce contractors in their teams, **69%** said that they prefer not to



How much value do you place on Salesforce certifications when making hiring decisions?

Salesforce managers overall surveyed ranked **culture fit** as the **most important** factor when making hiring decisions, and **specific industry** or **domain experience** as being the **least important** factor

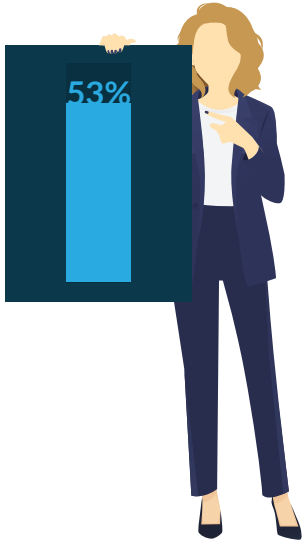




44% of Consulting managers specifically cited culture fit as being the most important factor overall, and

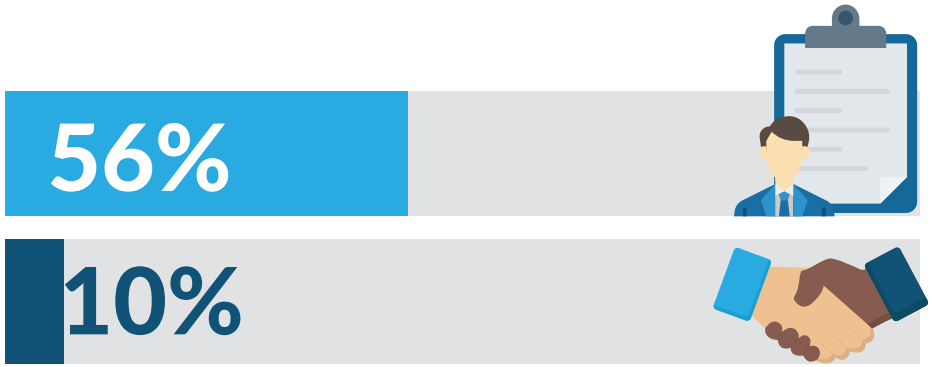
47% of End User managers felt the same

53% of Salesforce managers within End User companies said that they do not hire candidates from a non-Salesforce background in their Salesforce team



However, all **Not-for-profit managers** that we spoke to hire from non-Salesforce backgrounds

Within Consulting practices, **56%** of managers surveyed said that annually, less than **10%** of their workforce are hired with no prior Salesforce experience



2024 ANZ Salesforce Manager Survey

presented by Talent Hub, the Salesforce Recruitment Experts

Attracting Salesforce Talent

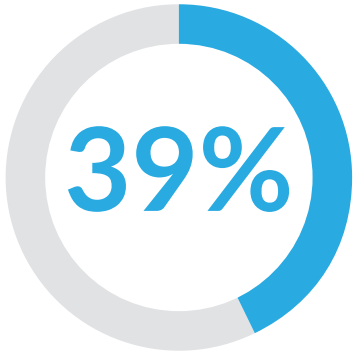
47% of End User managers have to pay more to attract Salesforce professionals to their organisation, when compared to similar skill sets. This has dropped from 76% last year. Are salaries falling compared to other skillsets?





63% of Consulting managers feel that Salesforce salaries are not value for money when compared to other skillsets, although this has fallen from **71% last year**. **Are Salesforce salaries looking better value for money this year?**





39%

of Salesforce managers feel that they have a good reputation in the Salesforce ecosystem, whereas **43%** admitted that they're unsure of their company's reputation

The Recruitment Process

59%

of organisations manage their recruitment internally, either with an internal team of through the **hiring manager** alone



2024 ANZ Salesforce Manager Survey

presented by Talent Hub, the Salesforce Recruitment Experts



8% only use external recruitment partners



41% use external recruitment partners to enhance their internal capabilities and talent search

The most common number of stages in a Salesforce interview process is two stages amongst those we surveyed, with

45% of Salesforce managers saying this





8% of companies have a one stage interview process and **2%** have four or more stages

53%

of Salesforce Managers commented that less than 1 out of **4 of job applicants typically match** the job required for the role that they are applying for. This has dropped from **64%** who said this last year



61%

of Salesforce managers reported that they've made a hire previously that proved to be a bad fit for the business or role in the last 2 years, up from 43% last year

2024 ANZ Salesforce Manager Survey

presented by Talent Hub, the Salesforce Recruitment Experts

Salesforce Teams and Projects

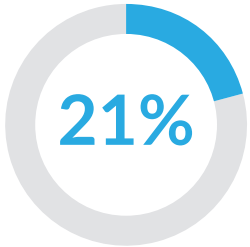


Most End User organisations typically deliver Salesforce projects with a mix of an in-house team, partners and contractors **(32%)**

58% of End User organisations typically deliver a Salesforce project with the support of a Salesforce partner, down from **64%** last year



21% of End User organisations reported that they typically deliver Salesforce projects with an in-house permanent team only, down from **24%** last year

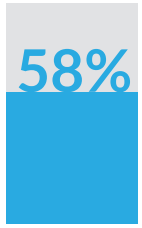




53% of End User managers deliver Salesforce projects with contractors to support their in-house team

32% of End User managers have had to delay or cancel projects due to a lack of available Salesforce talent in the last 12 months, down from **36%** last year





58% of End User managers have experienced turnover within their Salesforce teams in the last 12 months, up from **44%** last year. However, the numbers were smaller and **47%** only lost **1-25%** of the team

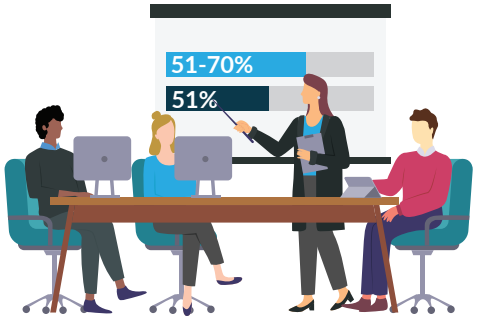
2024 ANZ Salesforce Manager Survey

presented by Talent Hub, the Salesforce Recruitment Experts

Only **56%** of Consulting managers of those we surveyed have experienced turnover, last year all of them had

16% of Salesforce managers have made counter offers to resigning team members in the last 12 months, rising to **31%** of Consulting managers





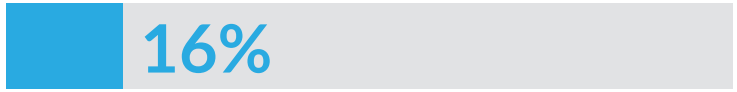
The average utilisation rate for team members has been **51-70%** for **51%** of Consulting practices. Utilisation of over **80%** has dropped from **43%** to **12%**

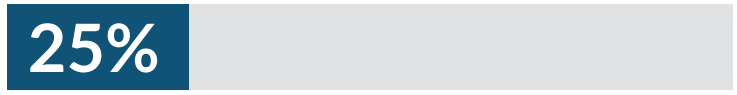
However, over half of Consulting practices have lost out on potential projects/clients due to a lack of available resources in their teams this year, rising from **43%** to **63%**, which is significant











16% of End User organisations have had to make Salesforce roles redundant this year

25% of Consulting practices have needed to

None of the Not-for-profit organisations surveyed have made any Salesforce roles redundant

A Move to Remote Working?



99% of Salesforce managers reported having a preference for some degree of ongoing remote working modelling with their teams, meaning that only 1% of Salesforce managers surveyed have a preference for their teams to consistently work from theoffice 5 days a week. This has shifted slightly from last year, when **2%** had a preference for 5 days in the office

However, interestingly, fully remote working has dropped in preference for Salesforce managers this year versus the data that we collected in 2022/23



3 days per week working from the office is now the ideal balance identified by Salesforce managers at

34%

who prefer it, followed by **2 days per week** at **26%**

Last year 2 days a week was preferable, closely followed by fully remote

This is slightly out of balance with Salesforce professionals, 29% of whom still have a preference for 2 days a week in the office. Only 14% would be happy heading in 3 days per week

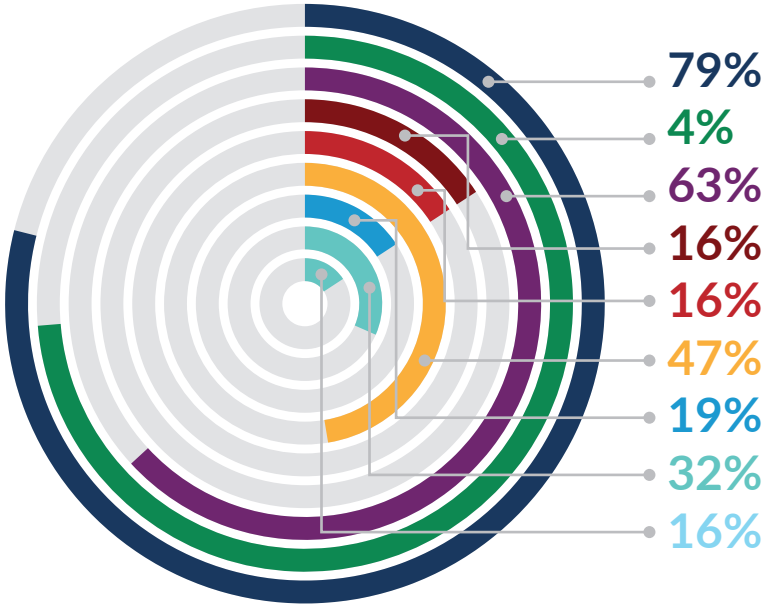
Salesforce Related Clouds/Products

41% of End User managers are planning to add new products to their existing suite this year, up from last year's **41%**

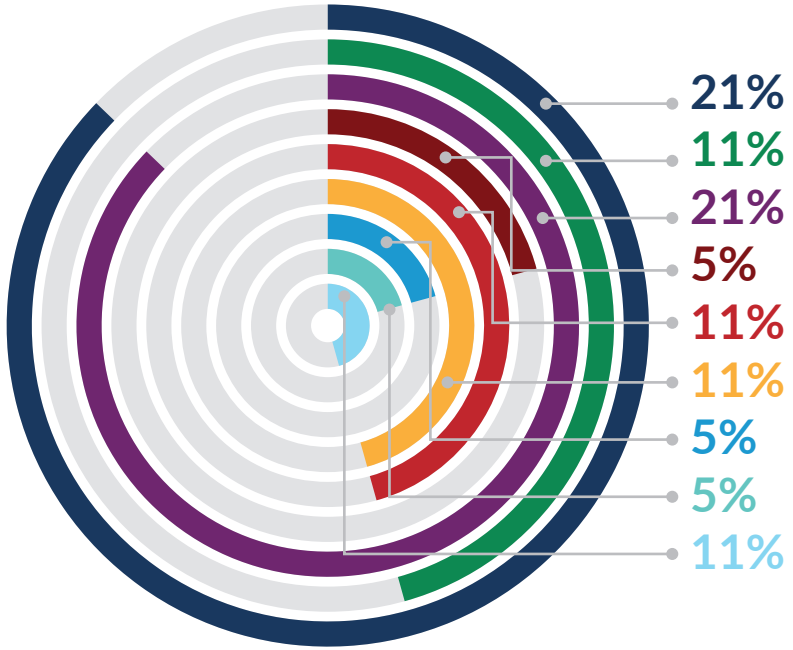
Consulting managers expect to see the biggest growth in the region in Data Cloud in 2024, and of those planning to add to their suite, Data Cloud received the biggest vote from End User managers as being an expected addition



Which Salesforce related Clouds/Products do End Users utilise?

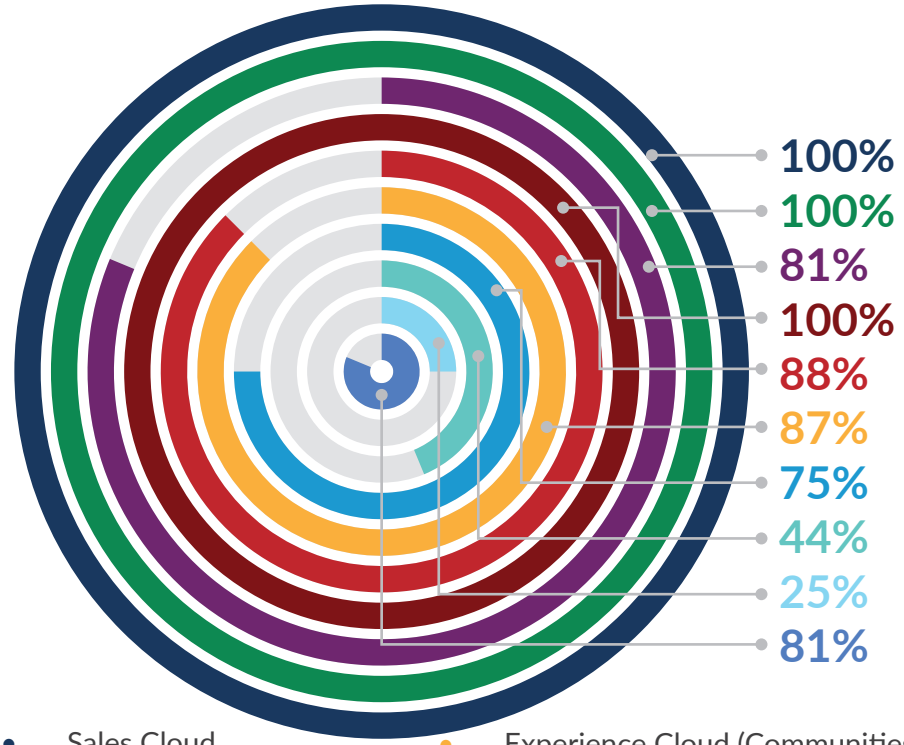


- Sales Cloud
- Service Cloud
- Marketing Cloud
- Pardot
- Field Service Lightning
- Experience Cloud (Communities)
- Revenue Cloud (CPQ)
- Mulesoft
- Tableau CRM

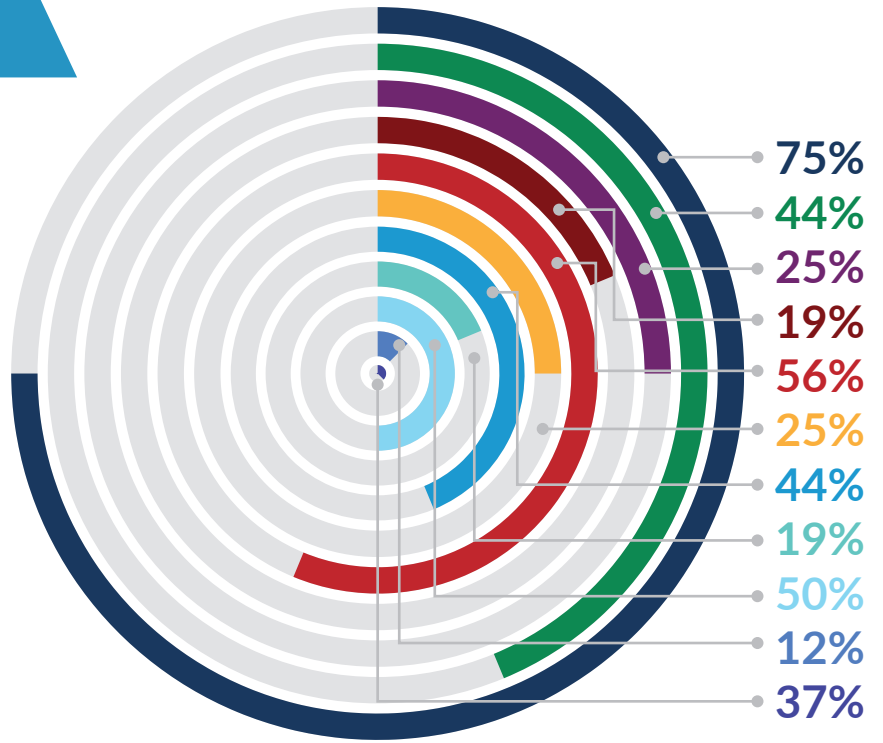


- Tableau
- MyTrailhead
- Slack
- Government Cloud
- Financial Services Cloud
- Health Cloud
- Salesforce for Insurance
- Communications Cloud
- Data Cloud

Which Salesforce related Clouds/Products do Consulting Partners have capability in?



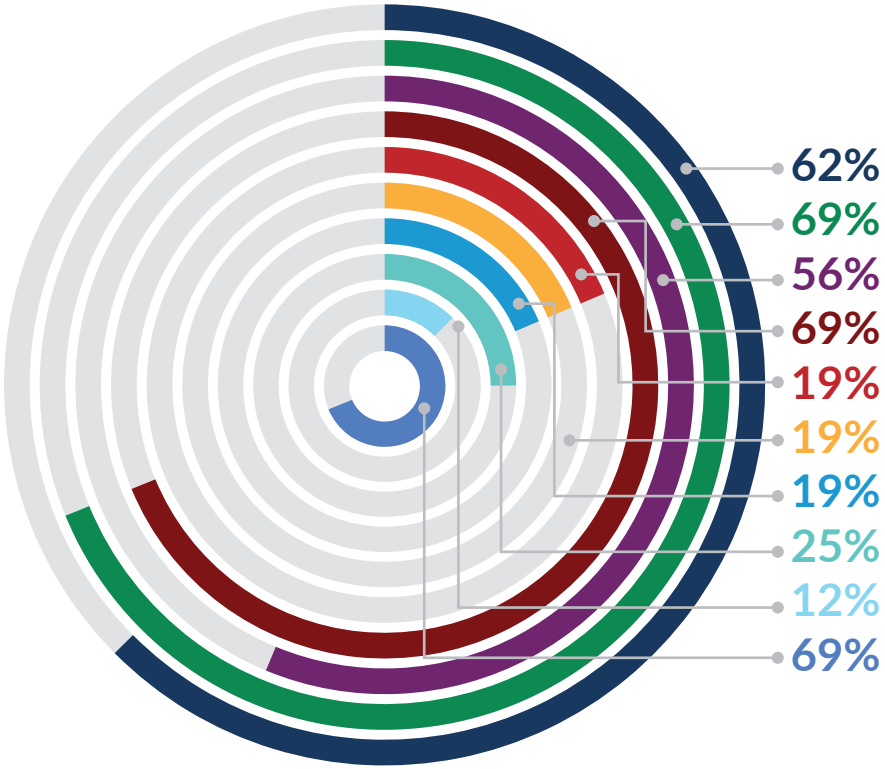
- Sales Cloud
- Service Cloud
- Marketing Cloud
- Pardot
- Field Service Lightning
- Experience Cloud (Communities)
- Revenue Cloud (CPQ)
- Commerce Cloud (82B)
- Commerce Cloud (B2C)
- Mulesoft



- Tableau CRM
- Tableau
- MyTrailhead
- SalesforceDX
- Slack
- FinancialForce
- Net Zero Cloud
- Media Cloud
- Government Cloud
- Manufacturing Cloud
- Consumer Goods Cloud

2024 ANZ Salesforce Manager Survey

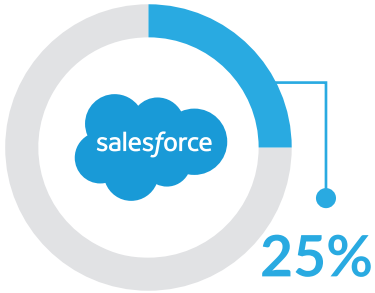
presented by Talent Hub, the Salesforce Recruitment Experts

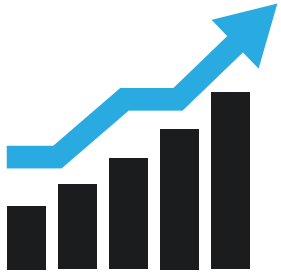


- Health Cloud
- Financial Services Cloud
- Education Cloud
- Non Profit Cloud
- Vaccine Cloud
- Salesforce for Insurance
- Energy and Utilities Cloud
- Automotive Cloud
- Communications Cloud
- Data Cloud

Will the Salesforce talent pool in ANZ move to a more specialist model?

25% of Consulting managers claim to have Salesforce cloud/product specialists within their team, whereas **56%** hire only cross-cloud talent, and will continue to hire cross-cloud rather than specialist consultants





Only **19%** expect to hire specialists in favour of Salesforce generalists in the future

salesforce CPQ

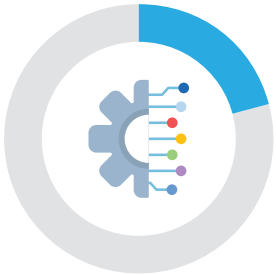
The Era of AI

Most organisations surveyed are poised to adopt and leverage AI, with **53%** either somewhat or very ready



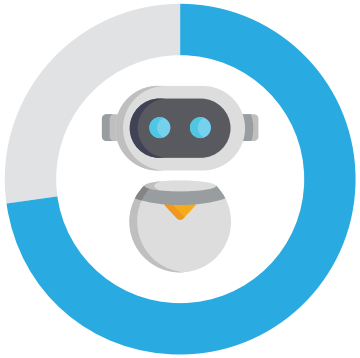
Moderate changes to the way that Salesforce professionals work in the next 5 years as a result is therefore expected by

55% of Salesforce managers



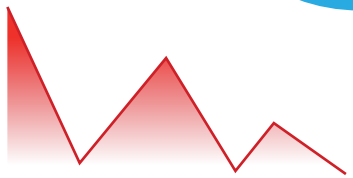
21% believe that there will be a major transformation of roles in the next 5 years

Will this change be positive?



73% believe that it will be. Most Salesforce managers expect the impact of AI to be somewhat positive on individual Salesforce roles within their organisation **(47%)**





26% believe that it will be significantly positive

Only 3% believe that AI will negatively impact roles in the Salesforce community

In terms of job creation and displacement within the Salesforce market, sentiment is overwhelming optimistic



2024 ANZ Salesforce Manager Survey

presented by Talent Hub, the Salesforce Recruitment Experts

Whilst **71%** expect there to be changes to the number of jobs, only 3% of Salesforce managers expect the adoption of AI to bring about mostly job displacement



21% believe that AI will only bring about job creation for the Salesforce community

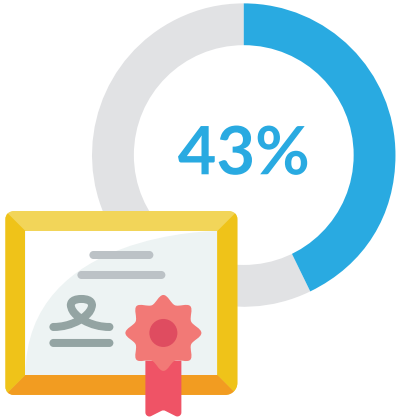
Most **(47%)** believe that there will be a mix of both job displacement and job creation



Upskilling

82% of Salesforce managers surveyed said that their business doesn't award salary increases based on additional Salesforce certifications achieved





However, **43%** of Salesforce professionals feel that additional Salesforce certifications should be rewarded with a higher salary/daily rate



Looking Ahead



94% of Consulting practice Salesforce managers are not confident that there is enough available Salesforce talent in ANZ to meet their Salesforce hiring needs over the next 12 months, up significantly from 79% last year

89%
of End User managers and **100%** of Not for profit managers also highlighted the same concern, both also up from last year's data

How do Salesforce managers feel about the current Salesforce talent pool in ANZ?

Candidate short	8%
Quality short	58%
There is a good balance of experience, quality and candidates	8%
Experience short	26%



47% of End User managers feel that they're achieving a positive return on their Salesforce investment, down from **64%** last year. **21% are unsure**

However, **only 5%** of End User managers indicated that their company is considering moving away from Salesforce, and more reported plans to invest further into Salesforce products in **2024 versus 2023**

All Consulting managers we spoke to expect the Salesforce market in their area to be more buoyant in 2024 than 2023

Additional comments and insights from Salesforce professionals

- If I could change one thing about the Salesforce ecosystem, it would be to enhance the platform's flexibility and ease of customisation for Developers and Administrators. While Salesforce offers a powerful suite of tools and functionalities, sometimes the rigidity of its architecture can present challenges in tailoring solutions to meet unique business needs. By providing more robust customisation options, it would empower users to adapt Salesforce more seamlessly to their specific requirements, ultimately fostering greater innovation and efficiency within the ecosystem
- I have only positive things to say about Salesforce and think it's an amazing tool that is ever evolving
- I'd like to be able to find better Project Managers, why is it so hard to find great Project Managers in Australia?
- A large part of the interview process overseas was completing a series of coding tasks. E.g. creating a playground and solving real world problems over 5 hours. I would get a case mix of data model and front and backend coding and a solution essay. This building and interpreting requirements is probably a better way of gauging someone's skill level than interviews
- These days it's really difficult to find good candidates, most of the time, only references are working out rather than skills. Salesforce has also grown so much that no two individuals might not work on the same thing and face the same issue, and so people's mindset has to change while interviewing. It should be more logical/ analytical to make sure whether the candidate is able to understand and can deliver the needed outcome
- It would be beneficial to make it easier for experienced people in other areas to enter the Salesforce ecosystem
- I am more curious to know how Salesforce market is going to be in the next 12 months
- I think we need to educate businesses on the vital need to have a full time Salesforce resource and to provide them the time for learning/upskill The Salesforce ecosystem will still grow in ANZ and Asia Pacific in the next five years. Companies in this region are now exploring the value of cloud technology, similar to AI
- When will the Salesforce job market in Australia improve? July to Dec 2024 or 2025?
- I totally LOVE the Salesforce ecosystem

What do Salesforce professionals really think of AI?



"In 5 years time, it will look very different from now. Data Cloud will become the major building block of every enterprise implementation, new Skills will be required to master AI. AI will impact the way in which applications will be designed, implemented and rolled out



"AI won't be the dramatic game changer it's hyped up to be, but it is here to stay and will change the game a bit. In the near-term, as the economy goes through the worst of the current crunch period, there will be more job losses and tightening of budgets. More projects will be cancelled or delayed and so on, before early 2025 seeing a resurgence as confidence comes back and investment ramps up again



"Salesforce is one of the platforms that needs to adopt and implement AI. If anything this makes our jobs more complex and demanding because now we have to learn AI, prompt engineering, all about LLMs and so on as well. I see more roles for us in this



"Human monitoring and review will be needed before trusting the system 100%



"There will be things that should become easier, however I think that would be counter-weighed with the new process becoming more tedious and less interesting

"I'm worried about whether I'll have a job in 10 years and have started picking up skills outside of Salesforce

"AI is in its very early stages to create job displacement

"Great opportunities for increased remuneration for early adopters or those who are highly skilled

"There's more need for people knowing how the AI is set up and is to be maintained

"AI will make communication and other soft skills even more important

"Companies should have an overall AI strategy to utilise in-platforms and in-house features

"Both SFDC Devs and BAs will have to learn to utilise AI to become more productive, or else they will be displaced

What do Salesforce professionals really think of AI?



> Leadership is very excited about the prospect of AI, but don't understand the underlying prerequisite with data quality etc.

> AI will assist Developers as a co-pilot, but not replace them



> We should lean into AI to ride the wave. If the last 12 months showed us anything, it showed us how fast we can move with it and it's not going to stop



> It will be difficult to replace stakeholder management, project management and critical thinking for how best to tackle complex situations



> It's going to support all the research activities and tedious jobs. It doesn't remove fact checking, human empathy and creativity



> AI cannot replace the people connection, we will have to focus on connecting with our customers and understanding their needs, or AI outputs will not be as valuable

> Whole jobs won't be displaced, but there would be a more emphasis on looking for business opportunities

> AI will create major transformation which cannot even be imagined

> Adoption will be the biggest challenge as it always is. AI may get oversold and an instant result won't be seen

> AI will shift the focus from what we do (write classes, methods, etc.) to how we do it (systems thinking, integrated design, optimal UX)

> I have heard it said that AI will not replace or remove jobs, but those who adopt and own AI will be in demand

> The push for adopting Salesforce's AI products will be high going forward, whether it will be adopted or used depends on how the product improves and grows

> The business is already asking questions about any possible AI features to enable

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