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Agentic Enterprise
Partner Guidebook

The ultimate guide for Salesforce
Consulting Partners navigating
The Agentic Enterprise

Lead the Shift to the Agentic Enterprise

The future of work is here. This is your moment to architect it.

We've entered the era of **the Agentic Enterprise**–a bold new frontier where humans and AI agents work hand-in-hand to drive success across every line of business. By blending your deep vertical expertise with the power of Agentforce 360, you're doing more than just delivering technology; you're becoming the trusted advisor who empowers customers to bridge the gap between AI potential and real-world growth.

Your Roadmap to Success

This is your guide to the Agentic Enterprise Partner Journey. To keep you ahead of the curve, we'll regularly update this resource with the latest assets and technical deep-dives. Together, we'll build on your existing momentum to unlock new levels of innovation, revenue, and scale for your business.

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Activate Sales & Strategy Readiness **Build Technical Capability** **Scale Through Specialization** **Orchestrate Continuous Success**

> In the Agentic Enterprise, every company operates with infinite capacity, precision, and speed by pairing human expertise with AI-powered agents. Apps fade into the background, workflows orchestrate themselves, and every person has an intelligent teammate. The Agentic Enterprise isn't the future—it's here. And it's changing everything.
>
> **Marc Benioff. Chairman and CEO**

1. Activate Sales and Strategy Readiness

Keynotes, sales playbooks, GTM strategies, messages from sales leadership, partner program tools

Understand the strategic importance of the Agentic Enterprise and how it empowers you to drive deeper value for your customers. Access the exclusive sales frameworks and GTM resources designed to help you scale faster and win bigger in the AI era.

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Activate Sales & Strategy Readiness

Build Technical Capability

Scale Through Specialization

Orchestrate Continuous Success

What is the Agentic Enterprise?

An **Agentic Enterprise** moves AI from a passive tool to an active teammate. Powered by Agentforce 360, these organizations deploy autonomous agents that reason, plan, and execute complex workflows across the entire Customer 360.

Hear from Kristine Marlborough, VP, Alliances, Partner Accounts on what this means for our partners.

What does the Agentic Enterprise mean for partners?

The Partner Business Shift

Architect the Digital Workforce: Move beyond "system integration." Design the autonomous teams that will define the next decade of business.

Intelligence Velocity > Billable Hours: Transition from manual labor to Vibe Coding (natural-language deployment). Your value is now measured by the speed of the intelligence you deliver.

Strategic Lead: Evolve from a technical vendor to a strategic partner, orchestrating the seamless collaboration between humans and AI.

The Partner Value

Capture the Budget Shift: With 30% of AI budgets moving to agentic tech, being "Agentic Ready" secures your seat at the C-suite table.

Elastic Scale (Digital Labor): Unlock 24/7 autonomous workforces for your clients. Drive revenue through performance and consumption models without increasing your own headcount.

Weeks, Not Months: Use pre-built actions and industry templates to deliver "wow" moments at record speed, boosting both project velocity and practice profitability.

> " **Nearly 1 in 5 CIOs say, among tech vendors categories, its most likely they will change their Consulting/SI vendor in the next year.**
>
> Source: IDC, CIO Pulse Survey - IT Budgeting, AI Pricing Preferences, and Expectations, (Doc# US53935225), December 2025

The Agentic era is your biggest growth opportunity. With 20% of CIOs looking for new AI partners, it's time to move beyond the status quo and capture a massive new market. Expand your ground, don't just defend it. Pivoting to the Agentic Enterprise is a multi-billion dollar opportunity to lead innovation. Let's unlock extraordinary success for your practice and your customers.

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The New Era of Partner Profitability

NNAOV
ACV - Attrition

Net New AOV (NNAOV) is now our primary metric for success. We must **grow contract value** while **eliminating attrition**. When you ensure a customer is successfully consuming their agents, you aren't just protecting a renewal—you are embedding your services into the core of their business and earning the right to the next major expansion.

The Agentic Shift: Your Foundation, Amplified.

We aren't starting over; we're leveling up. The Agentic Revolution is the ultimate force multiplier for the expertise you've already built. As an Architect of Agency, you're moving beyond integration to Deep Process Orchestration—designing 24/7 digital workforces that turn generic AI into autonomous industry results.

What's in it for you? Unprecedented scale and stickiness. By bridging Salesforce's reasoning power with your customers' data estates (AWS, Azure, Google), you shift from a service provider to an essential strategic partner. This isn't just about billable hours; it's about capturing the $6.93 partner multiplier and driving high-margin, consumption-based growth. The infrastructure is ready. The power is yours.

This is the most profitable era for partners in our history

Partners now make more money per Salesforce Dollar than ever before

$6.93

For every $1 Salesforce earns, you capture $6.93 in services by 2028*.

Partners are driving more impact than ever before in our ecosystem

76%

76% of our highest-growth AI and Data customers are partner-led. You are the engine of this revolution.

SI Partners are greatly increasing deal size when engaged

47%

Partner-engaged deals are 47% larger on average. When we win together, we win bigger.

The Agentic Enterprise Sales Playbook

The Agentic Enterprise is moving fast, and we want our partners leading the charge. In this video, Jennifer Fonseca, VP of Partner Sales, walks you through our winning GTM Playbook for The Agentic Enterprise.

Our Winning Partner Playbook

(1) The Agentic Enterprise

The Agentic Enterprise: Own the Advisory Role & Lead the Journey

Stop selling tools; start architecting visions. Use success stories to show customers how to scale smarter. Disrupt the market with a bold POV that addresses data and architectural gaps pre-RFP.

Action: Sell the vision with customer stories, then run a workshop or custom demo to prove immediate value and secure a pilot.
Key Resources: Win Story Templates, Story Submission Form, Win Story Library, Partner Pocket Guide Library

(2) Product & Innovation

Product & Innovation: Lead with Architecture

Position yourself as the "System of Agency" architect. Our platform integrates engagement, work, and context via Data 360, creating an autonomous expert, not just a chatbot, built on the data foundation you establish.

Action: Deliver high-margin, bespoke solutions by leveraging our "high-power engine" with the customer's current Salesforce investment.
Key Resources: Product Decoded Series, Partner Pocket Guides, Product Enablement Calendar

(3) Industry Expertise

Industry Expertise: Your Growth Superpower

Verticalization accelerates revenue, leading to deals 3x larger and 33% less attrition by solving industry-specific bottlenecks (e.g., healthcare audits, insurance claims). This elevates you from IT vendor to C-suite advisor.

Action: Deploy one of our 300+ pre-built Industry Agents to collapse time-to-value and gain instant credibility with industry-specific workflows.
Key Resource: Visit the Specialization chapter of this Guidebook to learn more

(4) Customer Success

Customer Success: Drive Consumption

In an agentic world, consumption is our North Star. We win when we grow ACV while "closing the drain" on attrition. High-growth, low-attrition industry deals are the "NNAOV Jackpot" for partners.

Action: Ensure customers are successfully using their agents to earn the right to the next big expansion.
Key Resource: Visit the Customer Success chapter of this Guidebook to learn more

(5) Momentum

Unmatched Momentum: Capture It Today

We are in the middle of the biggest platform shift since the Cloud. There is a "gold rush" for implementation, data integration, and strategic advisory services.

Action: Use this playbook to de-risk the sale and capture the FY27 opportunity. Let's go get it!
Key Resource: Partner GTM Playbook Video Walkthrough

2. Build Technical Capability

Executive Insights, Enablement Tools, Trainings, Certifications, Product Pocket Guides

This section moves beyond standard software installation, positioning you as an architect of the digital workforce in the "Agentic era." Technical expertise is key to growth, and this resource "vault" provides internal playbooks and high-velocity tools to help you transform complex business logic into autonomous outcomes.

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4 Orchestrate Continuous Success

Technical Expertise is the New Currency

[Watch this video](#) to hear Cheech Moore (VP, Partner Enablement) do a deep dive into the Agentic Enterprise tech stack. Discover how to turn decades of business logic into autonomous outcomes and explore the high-margin service opportunities waiting for your practice.

Innovation at the Speed of AI

In the Agentic era, enablement isn't just a milestone–it's your **continuous engine for growth**. As the pace of AI innovation accelerates, standing still is the equivalent of falling behind. To ensure you're leading the charge, we're opening the vault: giving you the **exact playbooks, high-velocity tools, and internal resources** our own teams use to win.

You aren't just "installing software" anymore. You are the **architect of a digital workforce**. You're empowering customers to transform decades of business logic into **autonomous outcomes** and unlocking unprecedented value across the Customer 360.

Valuable Enablement Resources

Dive into the resources below to stress-test your strategy, scale your practice, and lead the shift from implementation to high-margin business transformation.

Guides	[Product Pocket Guides](#)	[Industry Pocket Guides](#)	[Agentforce Use Case Library](#)	[Demo & Dev Station](#)
Connection	[New Partnerblazer Community](#)	[Partner Community](#)	[Partner Newsflash](#)	[LinkedIn Newsletter: Agentforce Insights](#)
Trainings & Certs	[Enablement Events Calendar](#)	[Agentblazer Status](#)	[Partner Technical Learning Journeys](#)	[Partner Learning Camp](#)
	[Agentforce IE Curriculum](#)	[Data 360 Curriculum](#)	Coming Soon: New Consulting Partner Program Webinar	Coming Soon: Certification Prep Courses

3. Scale Through Specialization

Executive Insights, Industry Playbooks, Use Case Libraries, Industry Strategies

Deep industry expertise is your superpower in the Agentic Enterprise. Shifting from broad pitches to vertical-specific agents fast-tracks revenue and establishes you as the architect of a digital workforce. Mastery of sectors like Healthcare or Manufacturing transforms complex sales cycles into high-value wins, yielding 4x higher ACV and significantly lower attrition.

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In The Agentic Enterprise Your Superpower is Deep Industry Expertise

Deepen Your Vertical, Fast-Track Your Wins

In the Agentic Enterprise, the fastest route to revenue isn't a broad horizontal pitch–it's a deep vertical dive. When you lead with industry-specific agents, you aren't just a vendor; you're the architect of a company's digital labor. Whether it's navigating the compliance guardrails of Healthcare or the precision supply chains of Manufacturing, your specialization turns complex sales cycles into fast-tracked, high-value wins.

The Proven Power of Vertical Expertise

Increase Your Annual Contract Value

4x
ACV

ACV for deals with Industries is 4x bigger (20% higher sales price)

Increase Your Annual Order Value

3x
AOV

AOV for deals with Industries is 3x bigger

Decrease Your Attrition

33%
Less Attrition

33% lower attrition rate with Industries

Industry Tools and Resources

Salesforce Industries Pocket Guide

Access overviews, training courses, credentials, specializations, enablement, demo orgs, resources, support, and more by Industry.

View Here

Agentforce Use Case Library

Explore a library of Agentforce use cases tailored to specific industries like Healthcare, Manufacturing, and Finance. Use these pre-built "jobs to be done" to identify high-value opportunities and accelerate the delivery of autonomous agents for your customers.

View Here

Agentforce for Industries Website

Select your industry to discover specialized AI blueprints and success stories designed to modernize your operations and deepen customer trust.

View Here

Industry Technical Learning Journeys

This essential guide offers strategic frameworks and technical solutions to optimize organizational performance and operational workflows. Turn to page 56 for a dedicated section on industry-specific insights and market data.

View Here

4. Orchestrate Continuous Success

Available Now: Executive Insights Coming Soon: ROI Calculator, Partner Program Incentives & More

In the Agentic Enterprise, we are moving beyond simply selling software to delivering results as a service. This page outlines how partners can drive the consumption loop to unlock massive growth and ensure long-term customer success.

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Customer Success in The Agentic Enterprise

[Watch](#)Nia Samady, VP of Global Partner Success, break down how to transition from project completion to value realization to unlock Salesforce's biggest growth opportunity. Learn the tactical moves your team needs to architect for outcomes, accelerate deployment, and multiply services revenue.

The Consumption Economy: Delivering Outcomes & Driving NNAOV
Nia Samady
VP, Global Partner Success

Our New North Star: NNAOV

NNAOV
ACV - Attrition

The Agentic Enterprise: Own the Advisory Role & Lead the Journey

Net New Annual Order Value (NNAOV) is our primary metric for success in the Agentic era. Think of it using the "Bathtub" analogy:

- **The Goal:** Raise the water level (Total AOV).
- **The Inflow:** New Annual Contract Value (ACV) from innovative agentic deals.
- **The Drain:** Attrition.
- **The Strategy:** To win, we must simultaneously bring in high-value deals while "stopping the drain" by closing the door on attrition through successful consumption.

Why Consumption Matters

In a consumption-driven market, an unused license isn't just a missed opportunity–it's a liability.

- **Outcome-Based Economy:** Customers are no longer buying "seats"; they are buying intelligence, automation, and measurable ROI.
- **The Start of the Race:** "Go-live" is no longer the finish line; it is the starting line for value realization.
- **De-Risking Renewals:** Ensuring daily agent usage protects renewals and earns the right to expansion.

The Partner Role in Consumption

NNAOV is a team sport that blurs the lines between sales and post-sales. Partners drive impact through three critical "Power Moves":

- **Architect for Outcomes:** Begin pre-code. Analyze the tech stack and create Success Plans detailing the customer's first 10,000 token consumption.
- **Accelerate the Starting Line:** Move quickly from "Contract Signed" to "Agents Consuming." Speed to intelligence equals speed to revenue.
- **Own the Gold Mine:** Monitor usage to identify expansion opportunities. When consumption is high, you aren't "selling" anymore–you're scaling a proven success.

What's In It for You?

Leading with a consumption-first mindset provides a massive multiplier for your business:

- **47% Larger Deal Sizes:** Deals are significantly bigger when a System Integrator (SI) is engaged.
- **Multiplied Services Revenue:** High ACV deals are platform-wide transformations that require deep, ongoing implementation expertise.
- **Sticky Relationships:** By owning the consumption loop, you become the indispensable, strategic architect your customers call first when they are ready to scale.

Thank you

For more partner resources, visit our **Partner Community** and join our **Partnerblazer Community** on Slack.

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