



# Give your customers free access to Salesforce features with Foundations

Activate key features across Sales Cloud, Service Cloud, Marketing Cloud, Commerce Cloud, and Data 360—and discover what Agentforce can do for your customers.

Sales and Service Cloud Enterprise, Unlimited, and Agentforce 1 Sales Edition customers now have free access to features outside their core products—features in Agentforce, Sales Cloud, Service Cloud, Marketing Cloud, Commerce Cloud, and Data 360. And with Salesforce Foundations, these features come at no cost. So your customers can get a taste of the full Customer 360 experience.

## Agentforce delivers business-wide help

Empower your customers to scale their workforce by creating specialized, always-on autonomous agents grounded in trusted CRM data. Try Service Agent, Sales Agent, and Sales Coach for free.

### Respond faster with Service Agent

- Process incoming cases autonomously to quickly resolve common inquiries.
- Automatically escalate complex or sensitive support requests to service reps.

### Handle more leads with Sales Agent

- Autonomously nurture inbound leads to build your pipeline and smoothly transition qualified leads to human sellers.
- Offload early funnel activities like outreach, answering product questions, and scheduling meetings.

### Sell smarter with Sales Coach

- Give every rep a dedicated coach to practice pitches, handle objections, and negotiate before real customer meetings.
- Conduct role-plays tailored to each deal and provide personalized feedback to help reps close with confidence.

## Use Agentforce in any business and industry



<p><b>Starter</b></p> <p>Lead, Contact, Account &amp; Opportunity Management Email Integration Case Management</p>	<p><b>Pro</b></p> <p>Everything in Starter, Plus:</p> <p>Greater Customization Flow Automation Basic Forecasting Basic Sales Quotes Mobile CRM</p>	<p><b>Enterprise</b></p> <p>Everything in Pro, Plus:</p> <p>Workflow Approvals Advanced Forecasting Pipeline Inspection Team Selling Account Planning Conversation Insights API Access</p> <p>Available in 15 Industry Solutions</p>	<p><b>Unlimited</b></p> <p>Everything in EE, Plus:</p> <p>Predictive AI Sales Engagement Conversation Insights Activity Platform Extra Platform Capacity Full Sandbox Premier Success Plan</p> <p>Available in 15 Industry Solutions</p>	<p><b>Agentforce 1 Sales</b></p> <p>Everything in UE, Plus:</p> <p>Agentforce for Sales Sales Planning Salesforce Maps Sales Programs Slack Slack Sales Elevate Revenue Intelligence Data 360</p> <p>Available in 15 Industry Solutions</p>
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Salesforce Foundations

See all the ways Agentforce can serve your customers. [Learn more](#)

# Help customers implement key Customer 360 apps

## Offer Salesforce Foundations features from multiple clouds to boost CRM functionality

Foundations is your opportunity to get more Salesforce for free. Unify your teams and data across marketing, sales, service, and commerce to create a connected, all-in-one CRM suite. Plus, unlock the AI-powered impact of Agentforce.

### Data 360

Bring your data together and enable trusted AI solutions with:

- Unified profiles
- 250k Data Services Credits
- 1 TB Data Storage

### Salesforce Platform

Support speed, scalability, and IT cost-efficiency with:

- Salesforce Platform Login license
- Agentforce extended to infrequent users
- 600 annual logins with 30,000 credits

### Service

Deliver efficient customer service experiences with:

- Case Management
- Knowledge
- Macros
- Service Console

### Commerce

Manage commerce channels, streamline orders and payments, and connect B2C and B2B with:

- 1 D2C Digital Storefront
- Managed Checkout and Merchandising Tools
- Commerce Cloud Analytics
- Pay Now secure payment links

### Marketing

Deploy smarter campaigns and personalize content with:

- A drag-and-drop email builder
- Built-in email analytics
- 2,000 monthly email sends

### Sales

Scale your sales team and close more deals with:

- Deal Management
- Quoting
- Meetings
- Sales Console

### Measuring Customer Success\*

- 30% increase in overall marketing ROI
- 31% increase in customer engagement and lifetime value
- 26% decrease in customer acquisition costs

\*Salesforce Customer Success Metrics

### How To Activate Foundations in your CRM:

- 1 Log into your Salesforce account
- 2 Go to **Setup** and select **Salesforce Foundations**
- 3 Select **Add to My Contract**
- 4 Add Salesforce Foundations products to your cart
- 5 Check out and head back to **Setup** to start using Foundations

Activate now