

# Shape your **Agentic Enterprise** with Agentforce and Gemini

Agentic AI is rapidly evolving and IT and business leaders are under pressure to keep up with the pace of innovation. Deepening integration between Salesforce and Google makes it easy – **Salesforce customers can now build AI agents in Agentforce using Google's cutting-edge Gemini models, as well as deploy them across business tools such as Slack and Google Workspace.**

Unlike basic chatbots, Agentforce agents built with Gemini 3.5 Flash can plan, reason, and take action autonomously. With the ability to work across enterprise systems and reference up-to-the-minute data from Salesforce, Google, and other data sources, agents can handle complex workflows with unparalleled accuracy and contextual awareness.

Recent benchmark testing saw Agentforce agents achieve 100% task completion and 100% correct system state, with 3 times fewer turns compared to other models<sup>1</sup> – meaning our customers can execute agentic workflows faster, with higher accuracy and lower cost.

Enabling more advanced automation and human-AI collaboration, Salesforce and Google can help your organization drive efficiency and deliver exceptional customer experiences as a fully-realized **agentic enterprise**.

# 75%

of senior executives in the US agree AI agents will reshape the workplace more than the internet did.<sup>2</sup>

## Move Beyond Scripts with Agents That Reason, Plan, and Act

Consumers today expect fast and convenient customer support. Basic chatbots, limited to simple actions and preprogrammed responses, often falter when a customer query does not neatly fall within its narrow parameters. Incapable of processing nuance, they cannot meet the level of service your business is expected to provide.

Powering the Agentforce Atlas Reasoning Engine with Gemini models enables your enterprise to deliver the high-quality experiences today's customers crave. Optimized for advanced planning and reasoning, Gemini models are ideal for building agents that can respond in real time to complicated queries and automatically work through multi-step workflows.

### Enhance agent understanding and reasoning



Instead of remembering a few pages of text, Gemini's 2 million token context window allows agents to retain and refer to massive amounts of information, such as entire codebases and years of customer history. This enables them to accurately understand complex problems and resolve them in faster and smarter ways.

### Create custom and flexible workflows



Using Agentforce Prompt Builder with Gemini allows you to build, test, and optimize prompts while keeping full control over responses, domain knowledge, and brand consistency.

### Resolve complex queries with exceptional speed



Seamless connectivity between Salesforce and Google allows agents to cut through data silos and deliver real-time resolutions that used to require manually cross-referencing external documents and CRM data.

### Keep company data secure



A shared trust boundary between the **Atlas Reasoning Engine** - the brain that powers Agentforce - and Gemini ensures agents deliver highly secure, accurate, and trustworthy outputs.

# 94%

of consumers choose to interact with AI agents when given the option.<sup>3</sup>

## Close Service Gaps with Seamless Connectivity

As work and operations have become increasingly digitized, your IT systems may have grown more disparate and difficult to manage. This creates data silos and integration issues that make even simple tasks harder for your workforce. Employees and customers on the frontline get frustrated when support agents don't have the answers they need to provide help in the moment.

The partnership between Salesforce and Google eliminates these issues by prioritizing choice and flexibility for seamless, cross-platform work. Agents can quickly pull information from different data sources to answer questions, fulfill requests, and take action across your systems, automatically delegating tasks to other agents and tools when it falls outside their purview. This intelligent, interconnected system of engagement is enabled by four core capabilities:

### Multi-Agent Orchestration with Agent-to-Agent (A2A)

Multi-agent orchestration allows your agents to work together to solve complex problems across your systems and channels while providing a single point of contact for the end user. The Agent-to-Agent protocol (A2A), founded by Google, Salesforce and other technology partners, is a universal open standard that allows your agents to communicate and work together regardless of where they were built.

### Agentforce MCP Support

The Model Context Protocol (MCP) is a universal integration standard. Instead of creating and managing custom APIs and connections, which risk exposing sensitive data and can be difficult to secure and manage, Agentforce enables you to use a single MCP server to safely connect your agents, tools, and data. It's also just one of the advantages of **Headless 360** - a new innovation that makes it easier for humans and agents to work together across the Salesforce platform.

### Accelerate resolutions with Agent-to-Agent (A2A) orchestration

Agentforce and Google agents work together across systems behind the scenes to resolve queries while providing a consistent experience for the customer.

### Eliminate integration complexity and simplify connectivity

MCP Support seamlessly connects agents to apps, tools, and data sources, enabling them to efficiently access everything they need to resolve complex queries.

### Zero Copy Partner Network

A global ecosystem of technology and solution providers with bidirectional, zero copy integrations with **Salesforce Data 360**. A zero copy integration enables you to access data across multiple locations without manually moving it, lowering storage costs without compromising security or performance.

### Google Cloud Lakehouse

A hybrid approach to data storage architecture that combines the raw storage capabilities of a data lake with the organization and structure of a data warehouse. This enables your organization to unify its data silos, avoid migration, and more efficiently turn business context into AI action.

# 96%

of IT leaders agree AI agent success depends on seamless integration across systems.<sup>4</sup>

### Easily access data across different sources without duplication

Agentforce can use Google Cloud Lakehouse to natively read data stored across different clouds without copying or moving it, providing a secure, single source of truth for your human and AI workers. This is further complemented by the zero copy, bi-directional data access between Data 360 and Google Cloud's BigQuery enabled by the Zero Copy Partner Network.

## Enable Impactful Human-AI Collaboration with a Deeply Unified Ecosystem

Employees lose time every day navigating between different apps and systems in order to complete their work. The expanding integration between Salesforce and Google helps your teams move faster by allowing them to take advantage of intelligent agents embedded in their most used tools.

### Slack and Google Workspace

Employees can ask Slackbot to create comprehensive, ready-to-share content in Google Workspace. Drawing from Slack threads, Google Slides, Sheets, and Docs, Slackbot organizes information and delivers a new polished file as requested. Using its native integrations with Gmail and Google Calendar, it can also take direct actions like drafting emails, summarizing meetings, and managing calendar events, all within Slack.

### Gemini Enterprise and Slack

Directly accessible within Slack, Gemini Enterprise acts as a powerful search and assistant tool capable of connecting the dots across your organization's apps, tools, and data, helping your employees find answers faster and work more efficiently.

### Agentforce and Gemini Enterprise

Agentforce Sales agents can autonomously engage leads, create meeting briefs, surface deal risks and guidance, manage pipeline and CRM updates, and more within Gemini Enterprise, freeing your human agents to focus on relationship-building and closing deals.

With agents in place to support your employees and customers, unify data and systems, and automate workflows, your organization transforms from a manual productivity engine to an agentic enterprise.

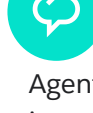
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**Agentforce allows us to scale autonomous action across our entire enterprise. By integrating Gemini, we will power agents with world-class intelligence and deeper context, allowing us to scale across every department without compromising on security or governance.”**

– James Lomas, Group CTO, Bionic

## Real-World Results Delivered by Agentforce and Gemini

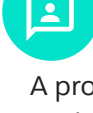
Using Gemini as your preferred model for Agentforce agents offers the opportunity to build more efficient workflows across your business on a foundation of innovation, choice, and trust. The following scenarios provide an example of the benefits your enterprise can unlock with Agentforce agents built with Gemini:



### Intelligent Pipeline Nurturing

Agentforce Sales agents use the zero copy integration with Google BigQuery to pull real-time buyer intent signals into Salesforce. Using this context, the agent automatically drafts personalized outreach emails in Gmail, schedules follow-ups, and updates the predicted closure forecast in Salesforce.

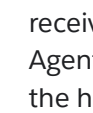
- ✓ Increased sales velocity
- ✓ Greater forecast accuracy
- ✓ Less manual correspondence



### Personalized Sales Engagement

A prospective customer visits and clicks on a business website, triggering an Agentforce Sales agent to start a personalized chat. When the customer asks for a product recommendation, the agent automatically tries to gain a better understanding of what they're looking for, asking their budget and if they have any specific brands or features in mind. After learning more about the customer, the agent shares a list of links to products that align with their preferences, helping them quickly make a purchase.

- ✓ 24/7 inbound lead nurturing
- ✓ Personalized customer support
- ✓ Increased sales velocity



### Claims Processing

Following a natural disaster, an insurance firm receives a surge in customer requests. Agentforce agents dynamically scale to handle the high volume. Capable of understanding photos, audio, and videos, as well as pulling policy details, profile data, and other relevant information from different systems, the agents can provide policyholders with fast, accurate support. Agents efficiently gather all the context and information they need to create a claim, then forward it to a human specialist to confirm the details.

- ✓ Scalable customer support
- ✓ Fast, accurate claims processing
- ✓ High-quality customer experiences



### Enhanced Account Management

An account manager is notified on Slack that a member of the customer service team that one of their clients has been experiencing a repeated issue. Within Slack, the account manager asks Gemini Enterprise to investigate all instances of the issue and determine why it keeps happening. After Gemini Enterprise identifies the problem, as well as a potential solution, the account manager asks Slackbot to create a Google Slides presentation for the client based on the thread. The account manager meets with the client the next day, who is impressed by the swift thinking and action that allows them to quickly resolve the issue.

- ✓ Human-agent collaboration
- ✓ Proactive relationship management
- ✓ Accelerated problem solving

## How Fisher & Paykel Elevates Service Quality with Agentforce and Gemini

An early adopter of Agentforce Service, Fisher & Paykel wanted to maximize the efficiency and accuracy of its customer support. The challenge was finding an AI model that could reliably power Agentforce's Prompt Action for appliance troubleshooting as well as field service requests.

Using the Agentforce Gemini integration, Fisher & Paykel were able to enhance the performance of its Service Agent. Now capable of delivering accurate responses grounded in the company's proprietary data and knowledge base, the Service Agent immediately resolves most customer inquiries without human help, significantly reducing service costs and improving speed.

## FISHER & PAYKEL

# 70%

of customer inquiries are immediately resolved by the Fisher & Paykel Service Agent.

“

**Agentforce and Gemini has dramatically improved our resolution speed and the quality of support our customers receive.”**

– Rudi Khoury, Chief Digital Officer, Fisher & Paykel

## Start Shaping Your Agentic Enterprise Today

Visit [salesforce.com/partners/google](https://salesforce.com/partners/google) to get started