



Google Cloud

✦ Welcome to the Agentic Enterprise.

Your Google Cloud Next
2026 Takeaway Guide





Salesforce and Google Cloud: **New integrations**

At Google Cloud Next, Salesforce and Google Cloud announced a partnership expansion to power a new era of agentic enterprise AI – where AI agents are fully context-aware, act autonomously where work happens, and help CIOs eliminate data duplication while unlocking 25% more productivity across their organization.

Key Announcements

Slack and Google Workspace

Seamless workflow automation across both platforms, enabling actions like document creation directly within Slack.

Gemini-powered reasoning for Agentforce

Advanced reasoning capabilities via Gemini Flash 3.0, enabling agents to solve complex, multi-step customer tasks

Zero copy with Google Lakehouse

Agentforce natively reads from Google Lakehouse, keeping data in place while agents act on real-time enterprise data

Gemini Enterprise Agent in Slack

Native AI assistance for Workspace content within Slack, allowing users to query docs and data without switching apps.

Agentforce Sales in Gemini Enterprise

Salesforce agents work directly inside Gemini Enterprise, eliminating the "toggle tax" of switching between apps

IDMC governance and connectivity

Salesforce and Informatica unify and govern data for trusted, agent-ready AI across multiple sources

Want to learn more? [Read the press release.](#)

Salesforce wins **Google Cloud Partner of the Year**

Category: Data & Analytics - Analytics platforms

This award recognizes Salesforce's leadership in helping enterprises activate trusted, agent-ready data at scale through our Zero Copy partnership with Google Cloud. It reflects the depth of our joint innovation and our commitment to making the Agentic Enterprise real for customers everywhere.



Ready to activate your data? [Learn more about Salesforce + Google Cloud](#)





Salesforce Partnership Sessions

Spotlight session: Powering the Agentic Enterprise with Salesforce and Google

Shibani Ahuja (SVP, Salesforce), Chris Peña (VP, Salesforce), Dr. Ali Arsanjani (Google)

- **Salesforce and Google Cloud are better together:** Together, Salesforce and Google Cloud unify systems of record and engagement to move organizations from AI pilots to a fully autonomous enterprise. By bridging operational silos, agents deliver proactive intelligence across the entire business ecosystem.
- **Bridge the AI adoption gap:** Advanced integration solves the trust and complexity hurdles that cause 95% of AI pilots to fail. The Einstein Trust Layer and Google zero-copy architecture allow real-time access to BigQuery data without the need for expensive ETL processes.
- **CIO insights for production:** Moving to production requires grounding agents in real-time data to avoid the integration trap of proprietary stacks. Prioritizing data activation replaces manual data hunting between apps with measurable outcomes like improved resolution times.

CTAs: [Watch the spotlight session recording](#)

Breakout session: Connect agents across your enterprise with Salesforce and Google

Gary Lerhaupt (VP, Salesforce), Bryan Corcoran (Sr. Director, Salesforce), and Román Tejada (Google)

- **Evolution of digital labor:** Organizations are evolving into ecosystems where humans and agents drive success together. By 2029, AI is expected to elevate 40% of work at major companies, creating more efficient operations.
- **Standardized agent interoperability:** New protocols eliminate silos by coordinating specialized and partner agents into a single, unified experience. This allows Agentforce and Gemini to share context seamlessly, providing a consistent interface for tasks across the entire enterprise.
- **Unified sales acceleration:** Agentforce Sales in Gemini allows sellers to access CRM insights directly within their natural workflow. Automating manual prep and qualifying leads helps sellers reclaim up to 25 hours per week.

CTA: [Visit the Agentforce Sales listing](#)

Ready to activate your data? [Learn more about Salesforce + Google Cloud](#)





Breakout session: Scale customer service with Agentforce and Google Gemini

Josh Newman (Principal Architect, Salesforce) and Amit Kumar (Applied AI, Google)

- **Unified service ecosystem:** The integration of Agentforce Contact Center and Gemini Enterprise creates a seamless service workspace that removes friction across support channels. Multimodal agents bridge operational silos to deliver proactive intelligence throughout the entire customer journey.
- **AI-powered rep assistance:** Workspace features like real-time AI suggestions, live call transcription, and sentiment analysis empower human teams during critical customer moments. These integrated tools help reduce handle time by providing in-flow guidance and automated post-call notes.
- **Global resolution capabilities:** Real-time voice translation during live calls allows service teams to support customers in over 65 languages. This combination of human and digital labor is designed to harmonize data for faster resolutions and improved CSAT.

CTAs: [Learn more about Agentforce Contact Center](#)

Lightning talk: Unify data for a strong AI foundation with Salesforce and Google

Varun Dewan (Sr. Director, Salesforce) and Mike Yolland (Head of AI, PEPKOR)

- **Trusted AI data foundation:** Bidirectional zero-copy integration between Salesforce Data 360 and Google Cloud activates data without physical movement. This architecture virtualizes access to eliminate complex pipelines and maximize existing infrastructure investments.
- **Bidirectional data sharing:** Real-time integration allows Salesforce to access structured Google data and share Data 360 insights back to BigQuery. This fluid exchange provides a complete customer view to fuel autonomous agents with maximum intelligence.
- **Pepkor increases customer engagement with Data 360 and Google:** Leveraging Salesforce Data 360 and Google BigQuery, Pepkor unified 64 million fragmented profiles into 24 million unique customer identities, resulting in a 25% increase in contactable customers and a 16x growth of their loyal customer base.

CTAs: [Watch Data 360 + Google Cloud BigQuery in Action](#) | [Download the Data 360 + BigQuery one pager](#)

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