

salesforce

Agentic Enterprise Partner Guidebook

The ultimate guide for Salesforce
Consulting Partners navigating
The Agentic Enterprise



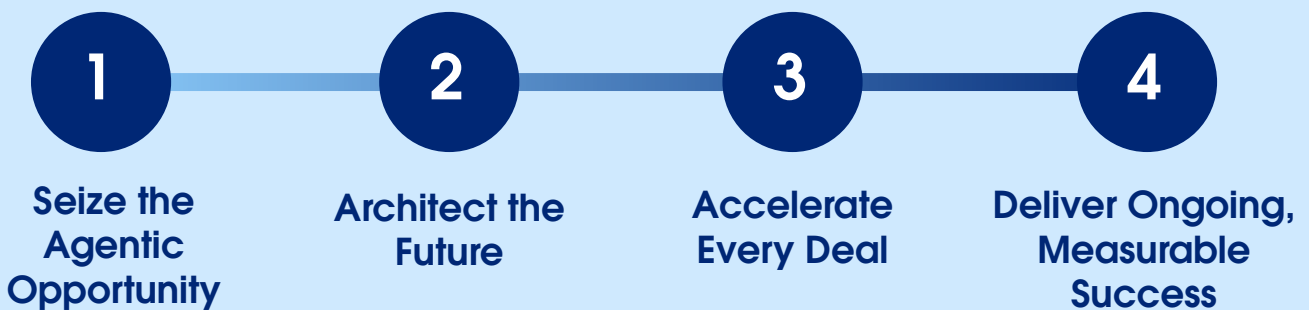
Welcome to The Agentic Enterprise

We've entered a new era where humans and autonomous agents collaborate on a single, trusted platform. Leveraging your industry expertise with Agentforce, you are the Trusted Architect of a new workforce, moving customers from AI experimentation to real-world growth.

Use The Agentic Enterprise to deliver scale, precision, and 24/7 productivity across every line of business.

Your Roadmap to Success

This guide covers The Agentic Enterprise Partner Journey. We will regularly update this resource with the latest assets and technical deep-dives to help you unlock new levels of innovation, revenue, and scale for your business.



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. Seize the Agentic Opportunity

Inside This Chapter:

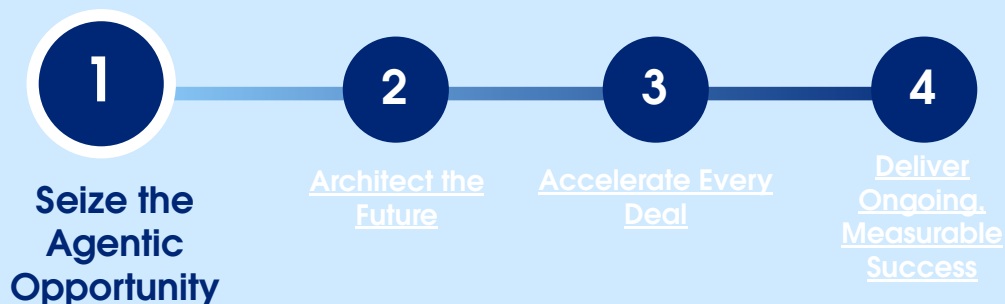
- The Agentic Enterprise Transition
- Our Success Metrics (NNAOV & AWUs)
- Partner Program 2.0

Key Chapter Takeaways:

The shift to The Agentic Enterprise marks the most significant evolution in our ecosystem's history. For our partners, this isn't just a technological update—it's the dawn of a new era of profitability.

- **Measuring Success:** To align with the rise of Agentic consumption, we are introducing two mission-critical metrics: NNAOV and AWUs.
- **Modernized Support:** We've overhauled the Consulting Partner Program to ensure you have the specialized resources and incentives needed to lead this transformation.

Additional Chapters:





What is The Agentic Enterprise?



An Agentic Enterprise uses Agentforce 360 to transform AI from a passive tool into an active teammate. These organizations deploy autonomous agents that reason, plan, and execute complex workflows across the entire Customer 360, grounded in their secure data. Learn more from Kristine Marlborough, VP, Alliances, Partner Accounts.

What Does The Agentic Enterprise Mean for Partners?

The Partner Business Shift

From Implementation to Outcomes: Stop selling "AI features"; sell "Business Success." Shift from System Integration to Value Orchestration, tying your success to measurable agent results.

Intelligence Velocity > Billable Hours: The services model is changing. Use low-code Agentforce tools to deploy value fast (weeks, not months). Value is the speed and precision of delivered intelligence.

Own the Industry IP: Build specialized "Agentic Blueprints" for specific industries instead of generic agents.

The Partner Value

\$2 Trillion Opportunity: Agentforce Certification makes you the C-suite expert, delivering ROI where "DIY AI" fails to scale.

Elastic Scale (Digital Labor): Drive massive revenue through performance and consumption models. Scale client operations and your practice without linearly increasing headcount.

The Trust Advantage: Build on the Salesforce Trust Layer, providing the data grounding enterprises demand, overcoming the "AI Hallucination Gap" others face.



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. 20% of CIOs seek new AI partners—it's time to capture this massive new market. Expand, don't just defend. Pivoting to The Agentic Enterprise is a multi-billion dollar chance to lead innovation and unlock extraordinary success for your practice and customers.



The New Era of Partner Profitability

We have officially entered the most profitable era yet for our partners. 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.

New Success Metrics for a New Era

Embracing the Agentic Enterprise requires a shift in how we define performance. We've established two new benchmarks designed specifically to track and optimize agentic success.



New Sales Metric: NNAOV

Net New AOV (NNAOV) is our new sales success metric. It is driven by continuous consumption in The Agentforce Era. We must increase contract value by ensuring agents are used, not just purchased. Driving 24/7 agent utilization secures renewals, embeds our IP into the customer's operations, and earns future expansion.



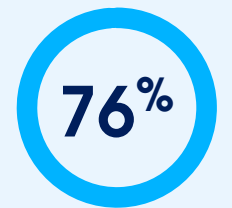
New Agentic Success Metric: AWUs

Unlike tokens (raw data processing), an Agentic Work Unit measures intelligence in action. An AWU is triggered when an AI agent executes a task (e.g., running a flow or retrieving data). It quantifies the productivity generated within a customer's environment. Hear Patrick Stokes, President & CMO discuss AWUs [here](#) (6:35).

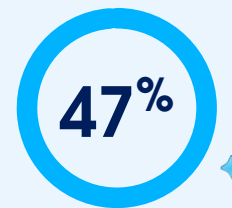
The most profitable era for partners in our history.



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



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

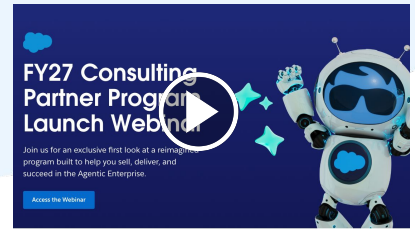


Partner-engaged deals are 47% larger on average. When we win together, we win bigger.

1. Seize the Agentic Opportunity

The New Consulting Partner Program

To meet this massive market moment, we've reimagined the Salesforce Consulting Partner Program. We are doubling down on our commitment to you, scaling our investment by doubling our Incentives Fund to fuel our shared growth toward \$1B+ in partner-influenced ACV. [Watch this webinar to learn more.](#)



1

Simplify

Refined Partner Tiers

We reduced four tiers to two (Select and Summit) for clarity and a stronger market position.

2

Specialize

Streamlined Competencies

We replaced 170 Navigator distinctions with 28 high-impact, outcome-based Competencies, allowing you to differentiate your expertise and win strategic engagements.

3

Stand Out

Updated Search Capabilities

New unified search uses 23 million annual AppExchange views to match your expertise with higher-quality leads.

4

Certify

Increased Certification Vouchers

Increased certification vouchers reduce the cost of scaling technical talent and keep your team competitive.

5

Streamline

Reduced Manual Efforts

New Tableau dashboards and bulk project upload tools reduce manual effort, freeing time for customer strategy.

6

Incentivise

Lifecycle-Aligned Incentives

Rewards will soon follow the full customer journey, from Partner-Sourced Lead payouts to post-sale activation incentives, ensuring profitability grows at every stage.

Learn more about our new Partner Program:

[FY27 Program Overview](#)

[Partner Program Brochure](#)

[Partnerblazer Community on Slack](#)

[Partner Program Launch Webinar](#)

[Streamlined Competencies List](#)

Coming Soon: New SIP (Sales Investing in Partners) Program

Coming Soon: New Catalyst Program



2. Architect the Future

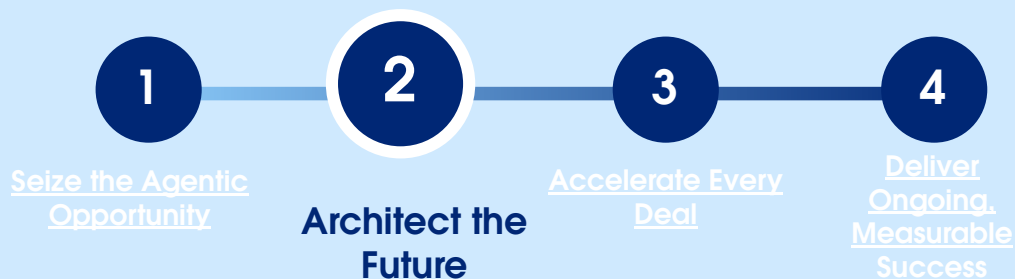
Inside This Chapter:

- The Agentic Enterprise Architecture
- Enablement Resources

Key Chapter Takeaways:

- **Our Advantage:** The Four-Layer Agentic Architecture provides the bedrock for true AI transformation.
- **Your Evolution:** In the Agentic era, technical mastery is a continuous journey. Static skills are no longer enough with the current speed of innovation.
- **New Resources:** We've released a new wave of partner enablement tools and training to help you thrive in this Agentic era.

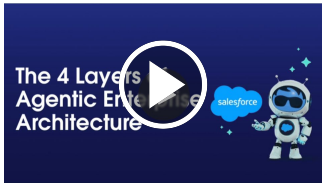
Additional Chapters:





Agentic Enterprise Architecture

Software is undergoing its most significant change in 75 years. While the industry focuses on raw Large Language Models, these "empty boxes" lack the business context and functional ability for autonomous task completion. Salesforce is ahead, using a Four-Layer Agentic Architecture that bridges the gap between raw intelligence and real-world execution.



Hear Patrick Stokes, President and CMO, on how Salesforce's complete autonomous engine delivers a competitive advantage for The Agentic Enterprise.

The Systems of Our Agentic Enterprise Architecture



System of Context (Data 360 + Informatica): Converts compliance risk into high-margin service by creating the necessary "context interface" for LLMs using structured and unstructured data. Provide the high-fidelity data "needle" to ground AI in a trusted, unified engine, not an "empty box."

System of Work (Customer 360): Solves legacy problems by implementing "born-agentic" solutions in new areas (IT, HR Service). Design workflows that move from suggestions to full execution, using Salesforce metadata to automate business processes.

System of Agency (Agentforce): Shifts value from selling licenses to delivering outcomes via Agentic Work Units (AWUs). Differentiate by building custom agents on the Agent Exchange, supplying the functional "plumbing" raw LLM providers lack, and automating complex enterprise actions.

System of Engagement (Slack): Embeds agents directly into workflows. Use "Time Machine" features (like Slackbot 2.0) to proactively retrieve context and prep teams, allowing clients to focus on high-value tasks while agents handle coordination and execution.



Technical Expertise is the New Currency



Watch this video with Cheech Moore (VP, Partner Enablement) for a deep dive into the Agentic Enterprise tech stack. Learn how to transform business logic into autonomous outcomes and explore high-margin service opportunities.

Innovation at the Speed of AI

In the Agentic era, enablement is a continuous engine for growth. As AI accelerates, standing still means falling behind. We provide the exact playbooks, tools, and resources our teams use to ensure you lead the charge. You are the architect of a digital workforce, empowering customers to transform business logic into autonomous outcomes and unlock unprecedented Customer 360 value.



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.

Trainings & Certs	Agentic Architecture & Partner Enablement: Your Blueprint for Success	Data 360 Curriculum	Agentic Series: Orchestrating the AI Ecosystem	Coming Soon: Certification Prep Courses
	Enabling Events Calendar	Agentblazer Status	Partner Technical Learning Journeys	Partner Learning Camp
	New Partnerblazer Community	Partner Community	Partner Newsflash	LinkedIn Newsletter: Agentforce Insights
	Product Pocket Guides	Industry Pocket Guides	Agentforce Use Case Library	Demo & Dev Station





3. Accelerate Every Deal

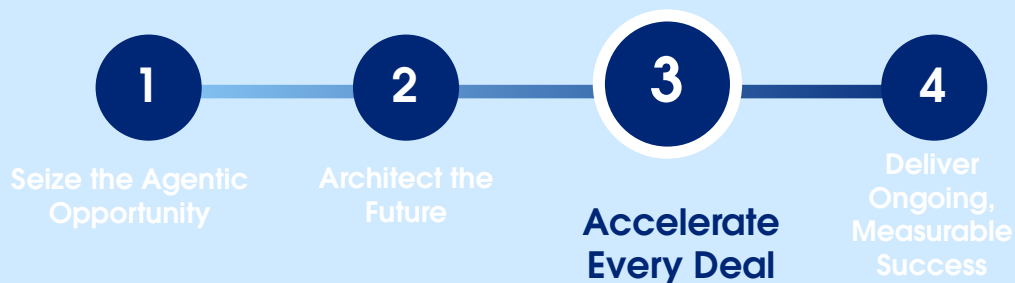
Inside This Chapter:

- Sales Playbook
- Industry Expertise Playbook

Key Chapter Takeaways:

- **New Sales Playbook:** This playbook is your edge for winning The Agentic Enterprise.
- **Verticalization:** In this new era, horizontal pitches are dead weight; deep vertical specialization is the only fast track to revenue. When you lead with industry-specific agents, you stop being a vendor and start becoming the architect of their digital labor.

Additional Chapters:



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; architect visions. Use success stories to show smarter scaling. Disrupt the market with a bold POV, addressing 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 Data 360-integrated platform creates an autonomous expert, not a chatbot, by combining engagement, work, and context 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 drives 3x larger deals and 33% less attrition by solving industry-specific bottlenecks (e.g., healthcare audits, insurance claims), positioning you as a C-suite advisor, not just an IT vendor.

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 content of this Guidebook to learn more](#)

4

Customer Success

Customer Success: Drive Consumption

Consumption is our North Star in an agentic world. We win by growing ACV and reducing attrition. High-growth, low-attrition deals are the "NNAOV Jackpot."

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

The current platform shift is the biggest since the Cloud, creating 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](#)



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 is deep vertical specialization, not a broad horizontal pitch. By leading with industry-specific agents, you become the architect of a company's digital labor, not just a vendor. This specialization (e.g., Healthcare compliance, Manufacturing supply chains) turns complex sales cycles into fast, 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](#)



We are doubling down on industry-specific solutions. If you can speak the language of the customer's specific challenges, you will win.

Alexa Vignone, Chief Sales Officer





4. Deliver Ongoing, Measurable Success

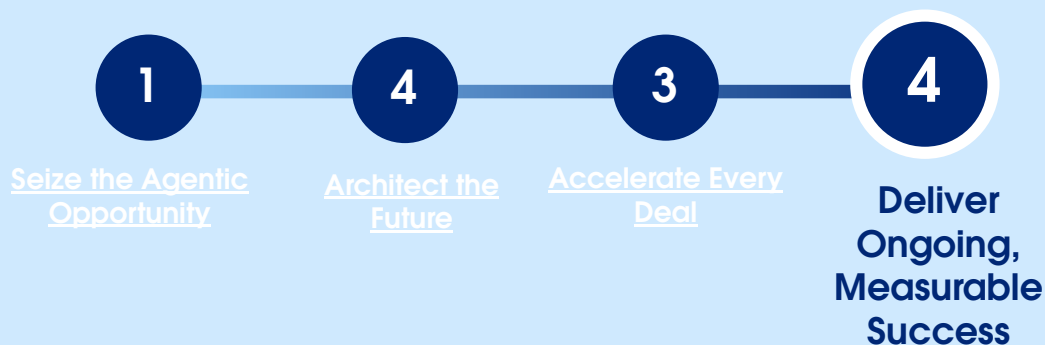
Inside This Chapter:

- Consumption Overview
- Success Story Resources

Key Chapter Takeaways:

- **Drive Usage to Secure Revenue.** The health of an Agentic Enterprise account is measured by consumption. High engagement creates "sticky" partnerships, while low usage is a leading indicator of attrition.
- **Leverage Evidence-Based Selling.** In a skeptical market, success stories provide the necessary proof of concept. Documenting these wins not only closes deals—it positions you for visibility in our corporate marketing and events.

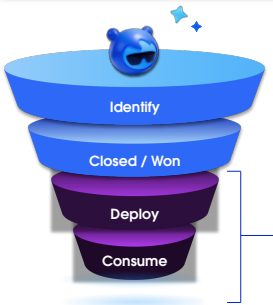
Additional Chapters:





Consumption: The Key to Lasting Growth

Hear Jim Steele, President, Global Strategic Customers and Partners, and Nick Johnston, SVP, Global Consulting Partners and Partner Sales, break down our doubled commitment to partner success and how to pivot your practice toward the "Agentic Revolution." Learn how to drive deeper consumption and maximize your earnings.



Bridging the Value Gap in the Agentic Enterprise

The Agentic Enterprise has arrived, but there is a widening Value Gap between purchased capacity and realized capability. To scale your practice and protect your renewals, you must move from "signing paper" to activating Digital Labor.

The Danger of Inactivity

In a consumption-based economy, unutilized credits lead to attrition.

"Shelfware" Risk: Idle Agentforce credits mean customers miss out on the 24/7 autonomous productivity that justifies their investment.

Context Gap: Agents fail and credits remain unconsumed without grounding in Conversational Data (Slack) and structured records (Data 360) for reasoning.

Your New Mission: As Chief Consumption Officer, success is measured by the **Velocity of Intelligence** delivered by agents, not the "Go-Live" date.

The Partner Value

Partner profitability is now directly tied to customer consumption.

The Ecosystem Jackpot: Every \$1 of Agentforce consumption unlocks an estimated \$6.93* in partner services, enabling continuous digital workforce orchestration, not just one-time setup.

Outcome-Based Recognition: Salesforce is shifting recognition from "signed paper" to results. Top consumption-driving partners receive priority leads, MDF, and better tier-level rewards.

NNAOV Protection: High-consumption customers are loyal and expand. Moving customers beyond "point solutions" creates a "sticky" ecosystem that scales 2-4x annually.

*Source: IDC InfoBrief, sponsored by Salesforce: The Salesforce Economy Opportunity: Partner Businesses Headed into the Agentforce Era, #US53539225, July 2025

Partner Consumption Playbook

Close the Value Gap - Target the thousands of "provisioned but not deployed" Agentforce customers by leveraging [Catalyst program funding](#) to unlock stalled implementations and drive active consumption.

Focus on NNAOV: Partner with Salesforce sales on the full customer lifecycle, prioritizing long-term success and retention over initial license sales to maximize Net New AOV.

Build a Data Foundation: Integrate Data 360, MuleSoft, and Informatica expertise to establish the [unified data engines and trust layers](#) needed for autonomous agent scaling.

Leverage Industry Expertise: Architect high-value, [industry-specific use cases](#) that deliver immediate ROI and establish multi-year transformation roadmaps.

Lead as Customer Zero - Deploy Agentforce and Data 360 internally to build credibility through [first-hand success stories](#) and provide direct product feedback to Salesforce.

Share Your Success: The Power of Storytelling

Your stories are key to this AI era. Sharing what you've built with customers provides real-world proof that encourages other leaders. We're not just finishing projects; we're demonstrating the potential of perfect human-technology collaboration.





Why Submit a Customer Story?

Customer stories are a powerful marketing tool:

- Builds credibility and trust with prospects (real-world proof of value)
- Differentiates your practice by highlighting your role in customer transformation
- Accelerates deal cycles (peer validation speeds up decision-making)
- Increases your visibility with Salesforce AEs and customers

What Makes a Great Customer Story?

A strong customer success story needs:

- The customer's challenge
 - Clear partner value and solutions delivered (ideally featuring Agentforce)
 - Quantifiable results (e.g., revenue growth, efficiency, cost savings, NPS)
 - Detailed implementation information, as well as what's on the roadmap
 - Customer approval for public sharing (quote or general consent)
- 
- 

What Happens When You Submit a Story?

Once submitted, Partner Marketing reviews, develops, and amplifies partner stories to promote the value of partners throughout the customer lifecycle. Stories can be featured in:

- Partner websites, paid media, and LinkedIn
- Event keynotes and press releases
- Salesforce digital campaigns

There's real upside for your firm – public recognition, co-marketing with Salesforce, and visibility with AEs who are actively looking for partners to bring into deals.



How to Submit a Story

Submit your story via the [Partner Story Submission Form](#).

- Use our [provided templates](#) to shape your narrative with specific technical and business details.
- The Partner Marketing team will review your submission and reach out for any missing info.

To view our library of customer win stories, check out these resources
[Agentforce in Action eBook](#) | [Agentic Enterprise Customer Success Library](#)



Thank you



For more partner resources, visit our
[Partner Community](#) and join our
[Partnerblazer Community](#) on Slack.

