

 Agentforce
partner summit

Agentforce Advantage for Every Partner



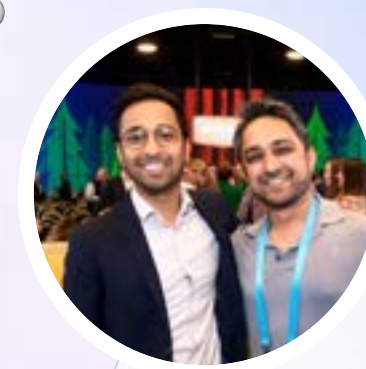
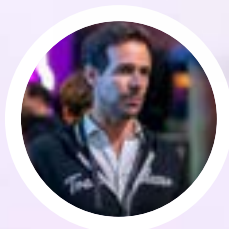
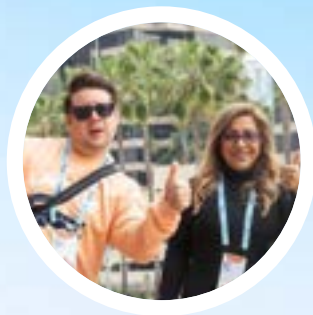
Forward looking statements



This presentation contains forward-looking statements about, among other things, trend analyses and statements regarding future events, anticipated growth and industry prospects, and our strategies, expectation or plans regarding product releases and enhancements. The achievement or success of the matters covered by such forward-looking statements involves risks, uncertainties and assumptions. If any such risks or uncertainties materialize or if any of the assumptions prove incorrect, results or outcomes could differ materially from those expressed or implied by these forward-looking statements. The risks and uncertainties referred to above include those factors discussed in Salesforce's reports filed from time to time with the Securities and Exchange Commission, including, but not limited to: our ability to meet the expectations of our customers; uncertainties regarding AI technologies and its integration into our product offerings; the effect of evolving domestic and foreign government regulations; regulatory developments and regulatory investigations involving us or affecting our industry; our ability to successfully introduce new services and product features, including related to AI and Agentforce; our ability to execute our business plans; the pace of change and innovation in enterprise cloud computing services; and our ability to maintain and enhance our brands.



Thank You



Incredible Agentforce momentum



Growing capability

127K+

AI certifications
for partners

Selling together

3.5K+

Agentforce deals
in Q4

Activating at scale

70%

of Agentforce
activations
with partners

Creating Agents

18K+

Partner-built
Agents

Enabling teams

36K+

Partners attending
enablement
events



Digital Labor creates an explosive market opportunity



\$439B

Our total addressable
market by 2028

\$749B

in potential AI
spending by 2028

For every dollar of
Salesforce revenue,
the Ecosystem will make

\$6.93
by 2028

Source: Calculations are based on IDC, Semiannual Software Tracker- Forecast, November 2024 and includes the following IDC-defined functional markets: Advertising Applications, Business Intelligence Software, Customer Service Applications, Deployment-Centric Application Platforms, Digital Commerce Applications, Enterprise Community Applications, Integration Software, Marketing Campaign Management Applications, Model-Driven Application Platforms, Sales Force Productivity and Management Applications, Team Collaborative Applications, and DBMS. IDC, Worldwide Artificial Intelligence IT Spending Forecast, 2024-2028, October. 2024. | Source: IDC Resource Map Deck, Salesforce Economic Impact White Paper, sponsored by Salesforce, doc #US51404923, September 2024

This is our moment to build on the momentum

**Sell and Monetize
Agentforce**

**Grow and Expand
with Adoption and
Consumption**

**Differentiate with the
Agentforce Advantage**

**Win with Key Industries
and Personas**



Evolution to Agent-first



Agents are the future of customer engagement



Agents are defined by 5 key attributes

Prediction: You'll have >100 agents by EoY



Role

Agent topics & instructions



Data

What knowledge can they access



Actions

What capabilities do they have



Guardrails

What shouldn't they do



Channel

Where do they work



Trust

Only Agentforce completes the “trinity”

Same platform

Same code base

Same workflows

Shared data and metadata

Agentforce



Customer 360 Apps

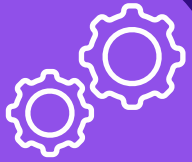


Data Cloud

Salesforce Platform



Our learnings so far



Agentic Maturity Framework



Data Quality & Federation



Workforce Re-imagination



Trusted Agentic

82%*

Employees who say reskilling in the age of AI is essential



Partner engagement opportunities

salesforce

1

Align with our
new Empowered
OU Model

2

Position agentic
journeys for all
your clients

3

Build capabilities
in your practices

4

Drive activation
and consumption

5

Be Customer Zero
for multiple
Agentforce use
cases



Partner engagement opportunities

salesforce

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cases



15 Empowered Operating Units (OUs)



New operating model for FY26 to empower leaders, increase agility and proximity to customers



Centers of Excellence

Partners

Industries

Public Sector

Solution Engineering

Specialization

Slack

Tableau

Partner engagement opportunities



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Your Agentic AI journey with Agentforce

It all starts here



reMarkable Agentforce Vision



Confirmed

Potential Future Use Cases



Live Today

The first use cases

Service Agent
(Knowledge Based FAQs)
Internal IT Agent on Slack

The next few

Service Agent
(Case & Order Management)
Advanced Tech Support
Sales Agents (SDR, etc.)
Commerce Agent

The roadmap

Advanced Order & Case Management
Multi Channel Support
Enhanced Search
Segmentation Agent
Customer Feedback Agent
Customer Coaching Agent

Capability Expansion

Expand existing agent experience via support for additional languages and channels.

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salesforce

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Build technical expertise with new certifications on Trailhead

salesforce



LEVEL 1 Champion

Learn AI and Agentforce fundamentals

Understand Data Cloud and governance

Build your first agent



LEVEL 2 Innovator

Identify use cases for your business

Create custom agents with Agent Builder

Set up and customize Agentforce for Service and Sales



LEVEL 3 Legend

Manage & customize across the Agentforce lifecycle

Earn the Agentforce Specialist certification



1M
Agentblazers
starts with
YOU



Get started today!

Partner engagement opportunities

salesforce

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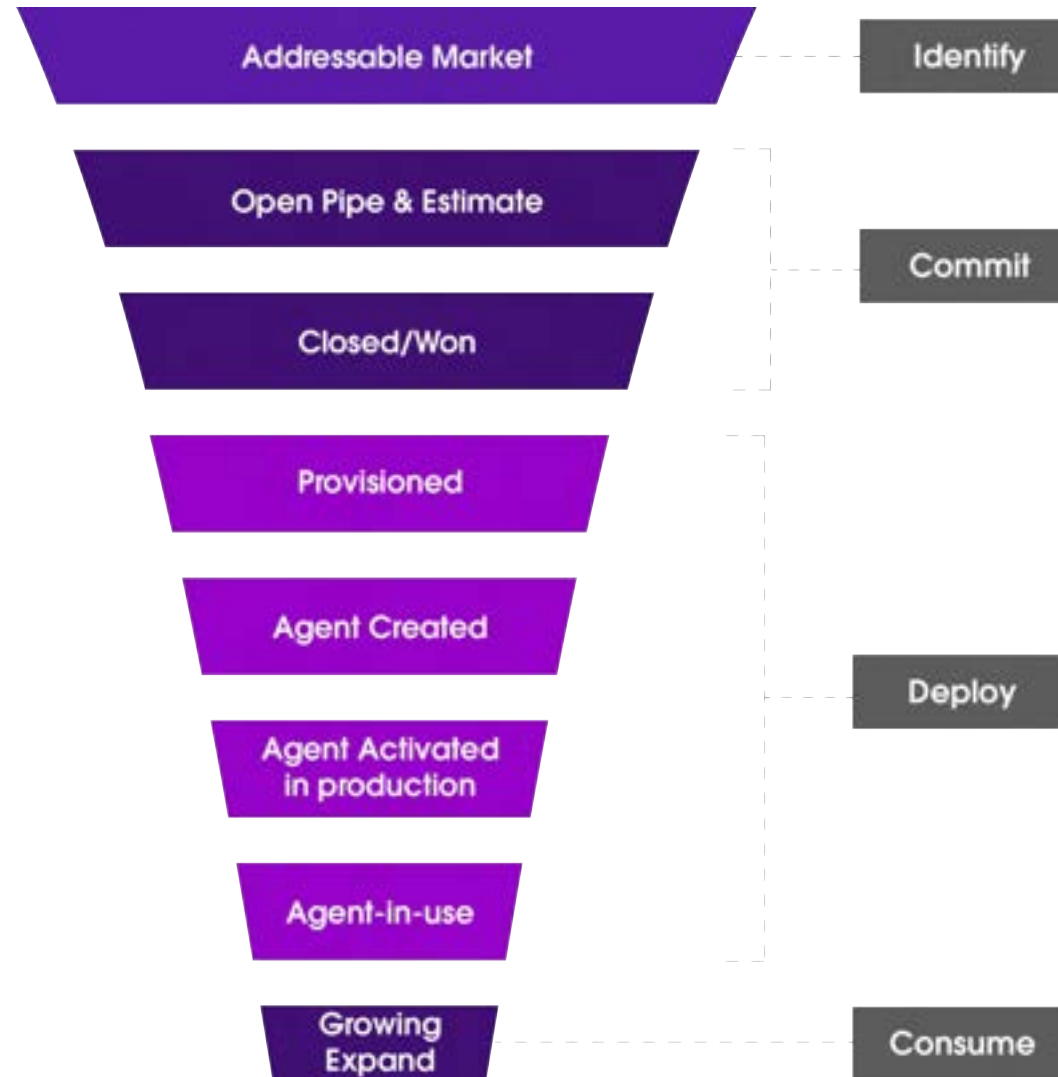
Be Customer Zero
for multiple
Agentforce use
cases



Drive agent activation through consumption



Agentforce Funnel



Partner engagement opportunities

salesforce

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Be Customer Zero
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cases



Deploy agents across your business to become a credible reference



Sellers

Engage with prospects 24/7 to nurture pipeline



Service reps

Support customers autonomously 24/7 with natural responses



Marketers

Create campaigns, audience segments, content, and customer journeys



Commerce

Answer order-related questions and take action to manage orders and returns



Human resources

Field internal employee requests and answer policy-related questions



IT & Engineering

Escalate system outages and highlight risks



Finance

Automate invoice processing and flag fraud risks



Product

Support bug identification and performance testing

At Salesforce, we are using agents to transform how we work, across the entire organization



Sales Agents

Quoting
Sales Coach
Sales Development Rep
Deal Specialist
Sales Enablement
Self-Service



Success Agents

FAQ / Knowledge Agent
Support Engineer
Success Manager
Trailhead Trainer
Renewals Manager
Architect



Engineering Agents

CodeGenie Insights
AI Operations
Eng360 & Agile Coach
Security
GOCenter Operations



Employee Agents

Sales, IT, ES Support
Recruiting
Onboarding
Productivity (e.g., Meeting)



Get started today!

salesforce

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for multiple
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Embrace the digital labor revolution beyond CRM!



This is our moment to build on the momentum



Sell and Monetize
Agentforce

Grow and Expand
with Adoption and
Consumption

Differentiate with the
Agentforce
Advantage

Win with Key
Industries and
Personas



Differentiate with the Agentforce Advantage



Why Agentforce is 16x faster, 75% more accurate vs DIY



Model Setup &
Data Integration

Data Cloud's pre-built
RAG capabilities

15.5 months

DIY

1-2 weeks

Agentforce

Why Agentforce is 16x faster, 75% more accurate vs DIY



Model Setup & Data Integration

Data Cloud's pre-built RAG capabilities

15.5 months

DIY

1-2 weeks

Agentforce

Guardrails

Trust Layer

"We don't have the skill, time,
or money to build guardrails then
audit them on an ongoing basis"

18 months

DIY

1 month

Agentforce

Why Agentforce is 16x faster, 75% more accurate vs DIY



Model Setup & Data Integration

Data Cloud's pre-built
RAG capabilities

15.5 months

DIY

1-2 weeks

Agentforce

Guardrails

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or money to build guardrails then
audit them on an ongoing basis"

18 months

DIY

1 month

Agentforce

Tuning Agentic AI

Atlas Reasoning Engine
& Testing Center

24 months

DIY

1.6 months

Agentforce



But, there's a shift

But, there's a shift

FOMO to FOMU

And that's where YOU come in...



Customers are **2x more likely**
to launch their agents when
a partner is involved.



Agentic AI is creating a digital labor revolution



Human-only Workforce

Fixed capacity
Burnout
Slow growth

Humans with Agents

Unlimited experts
Zero hold time
Limitless growth



But a **digital labor revolution**
requires more than an LLM



Large language
model

LLMs aren't enough for digital labor



Large language
model

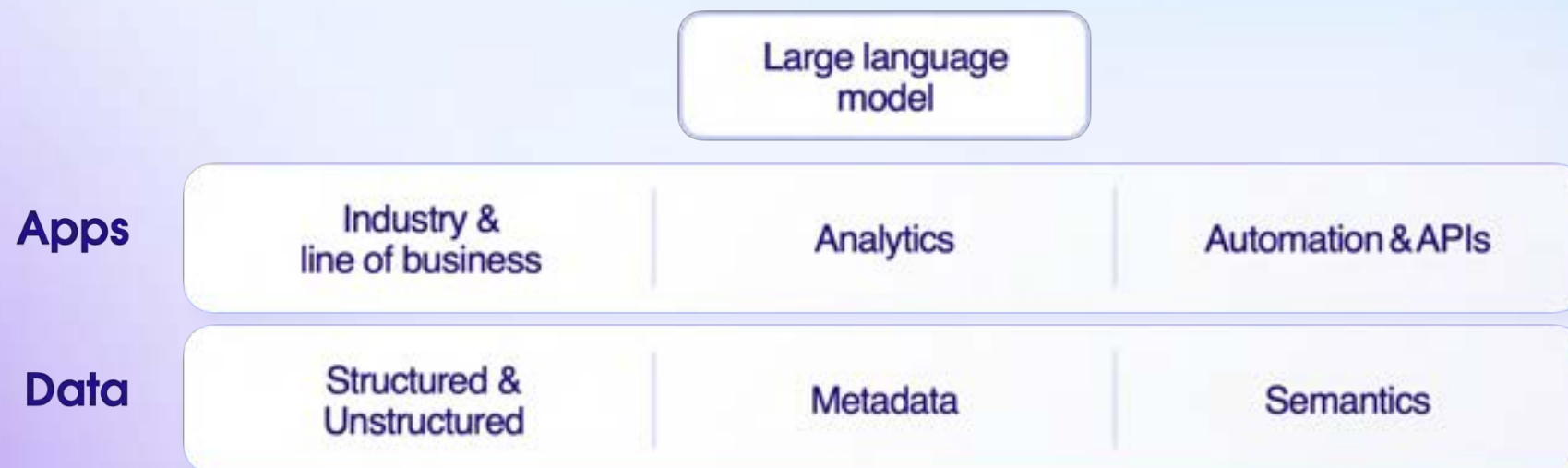
Data

Structured &
Unstructured

Metadata

Semantics

LLMs aren't enough for digital labor



LLMs aren't enough for digital labor



Agents

Retrieval Augmented
Generation

Large language
model

Reasoning

Apps

Industry &
line of business

Analytics

Automation & APIs

Data

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Unstructured

Metadata

Semantics

✦ ✦ **One trusted, unified, and open platform** ✦ ✦

Role-based
access & Governance

Guardrails

Compliance & data
residency

LLMs aren't enough for digital labor



Agentforce Your Digital Labor Platform



Agentblazers

Customers



New



PARTNERS | COMMUNITY | SALESFORCE

AgentExchange

The trusted Agentforce marketplace, built into Salesforce

Customers deploy Agentforce faster with hundreds of **pre-built actions, topics, and templates**

Partner actions, topics, and templates surfaced **directly in Agent Builder**

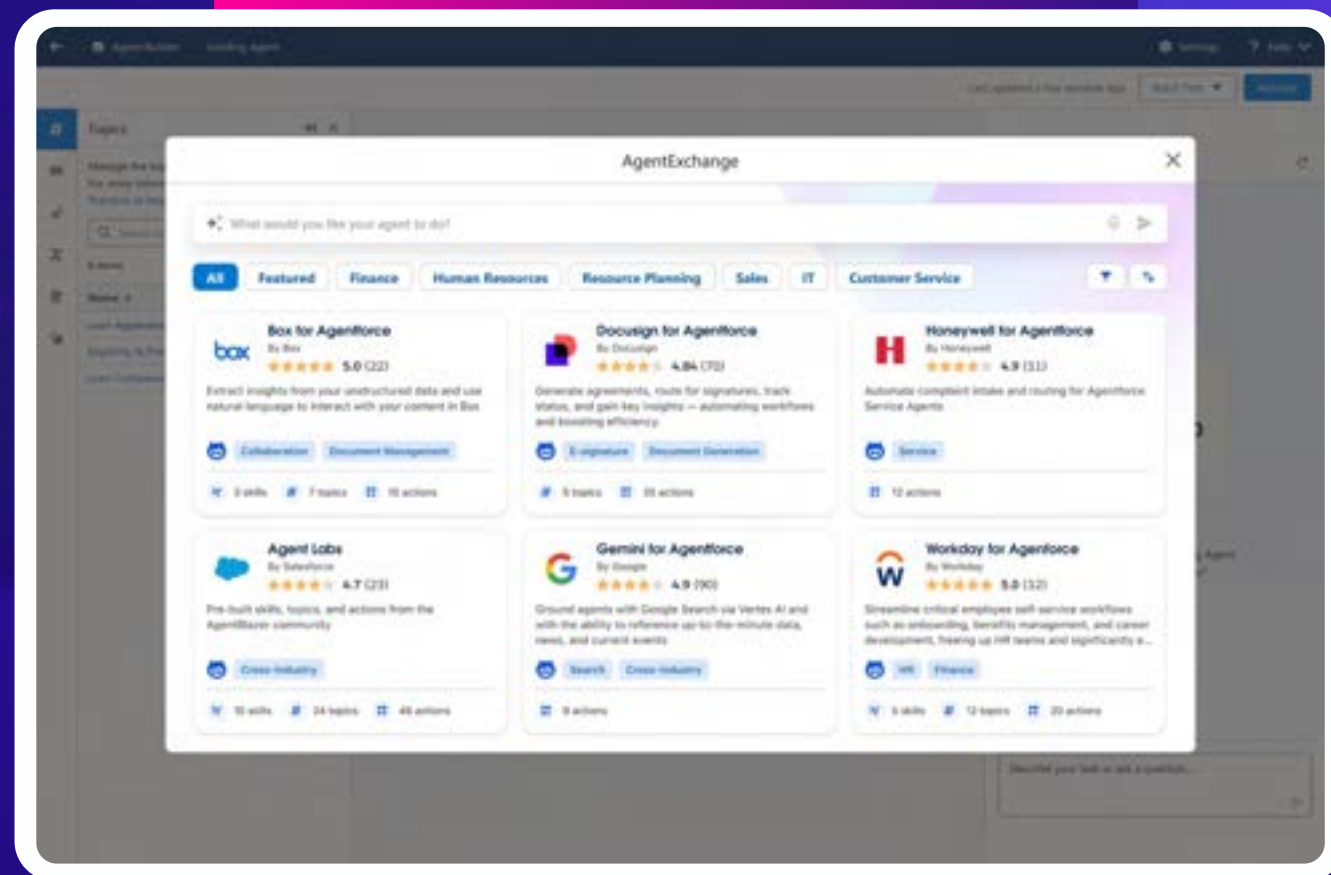
Platform for **building, marketing, and selling Agents**

Agentforce Prompts, Topics & Actions

GA | Now

Agentforce Templates

GA | April





FY26 Action Plan

Agentforce Winning Playbook



Land agent vision at executive level



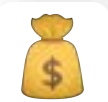
Use successful customer references



Inspire with Customer Zero



Demo our deeply unified platform



Position credible value delivery plan



Match pricing to agentic maturity

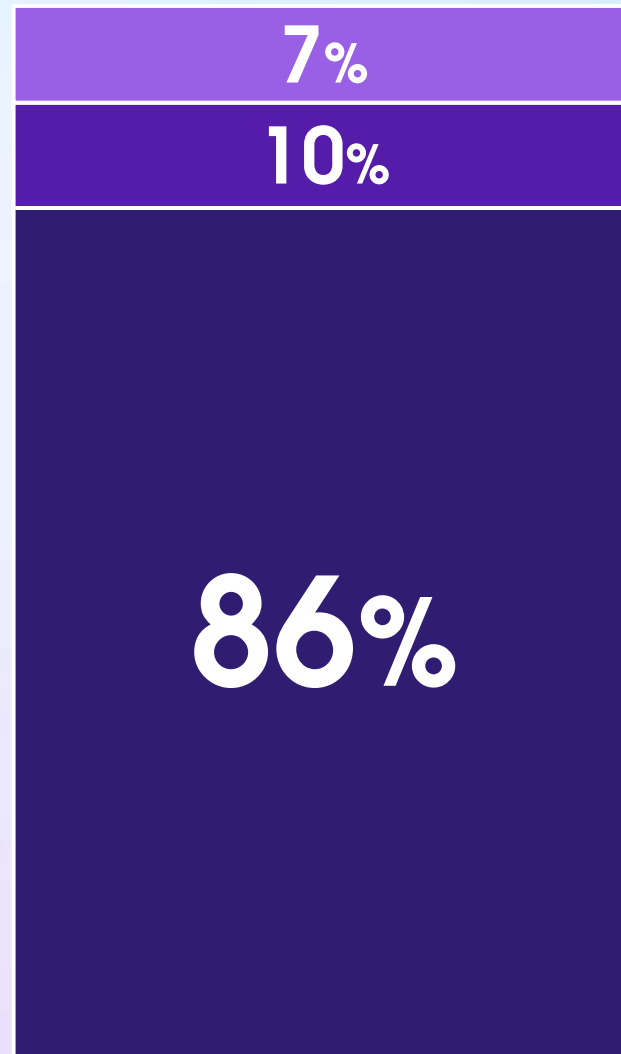


Educate on trusted agentics



[View the full playbook here](#)

Agentforce use cases so far



Sales Development Reps
(SDRs)

Coach

Customers have
built and used
Service Agents
(Where is my Order? FAQ etc)

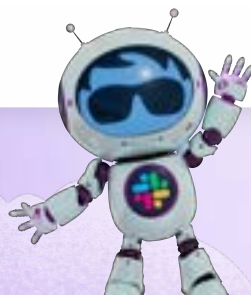
Deliver Digital Labor with Agentforce, Data Cloud, and Slack—Now!



Digital labor will rapidly **expand our TAM**


\$749B Potential AI spending by 2028

\$439B Total addressable market by 2028



Agentforce in Slack is a **wall-to-wall opportunity**

Agentforce in Slack brings agentic productivity to EVERY line of business

"What if every employee had an Agentforce?"  RIVIAN



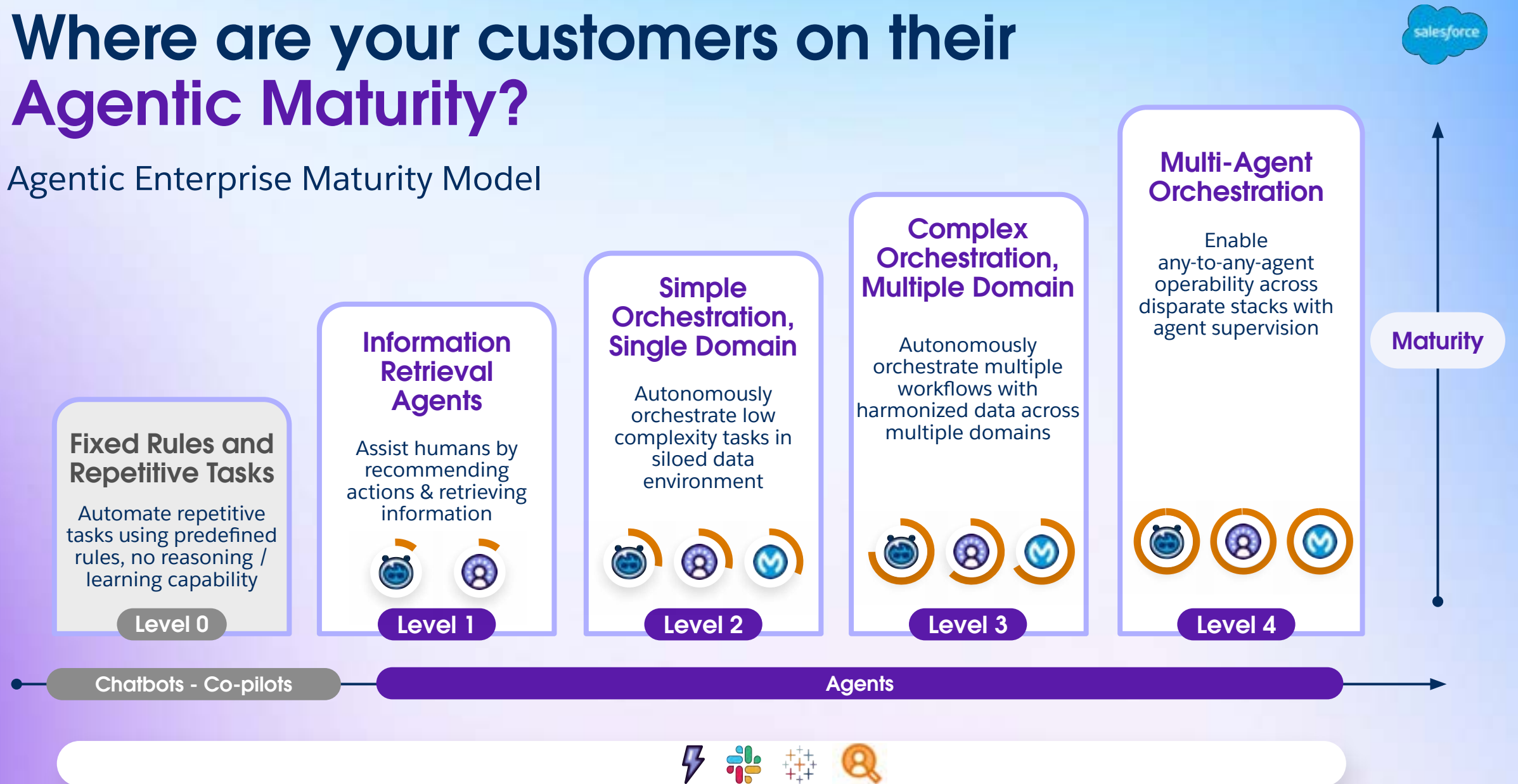
Slack will drive **Agentforce consumption**

Billions of conversations weekly



Where are your customers on their Agentic Maturity?

Agentic Enterprise Maturity Model



Level 1: Information Retrieval




Susan interacts with agent to inquire about return policy

Susan asks about returning a sweater she just purchased



 **cirrus**

Customer Service Agent

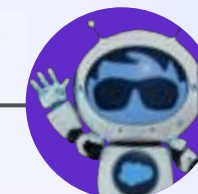
 Hi! I'm your AI help agent.

 Hello. I have a sweater I'd like to return, what is your return policy for clothing items?

 Clothing items return policy:

Eligibility for Return

- Clothing items are only eligible for return as store credit. No cash or credit card refunds will be issued for clothing returns.
- Clothing must be unworn, unwashed, and undamaged, with all original tags attached.
- We reserve the right to refuse returns that appear worn, washed or otherwise used.



Data Cloud
Vector DB*

**Cirrus agent retrieves
return policy for sweater
from Data Cloud Vector DB**



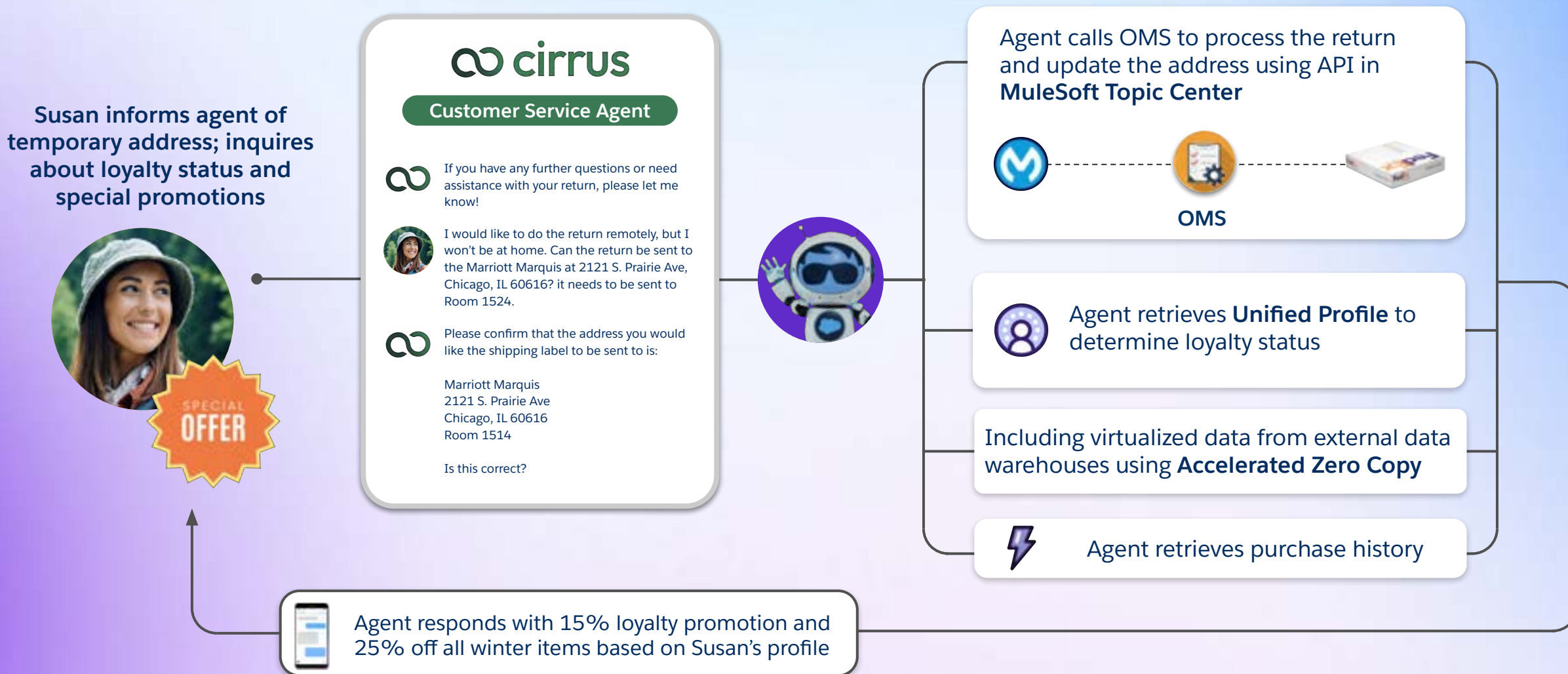
**The agent provides the return policy,
offering in-store and mail return options**

* Unstructured data sources like file for database can also be used for information retrieval

Level 2: Simple Orchestration, Single Domain



Susan informs agent of temporary address; asks about special promotions



Level 3: Complex Orchestration, Multiple Domains, Agent to Agent.



Susan remembers her upcoming hiking trip, asks for recommendations, and selects a pair of boots.



 **cirrus**

Customer Service Agent



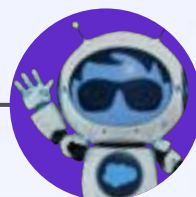
Got it! As soon as we have your size in stock. I will text you at 415-129-4967. If you need any further assistance, feel free to let me know!



Nope, that's everything, thanks!



Goodbye!



Agent leverages real-time **Data Graph** to personalize product offerings

Agent calls external/**Mule AI Chain** Product Inventory Agent via **MuleSoft API Catalog**



MuleSoft AI ChainProduct Inventory Agent (long-running)

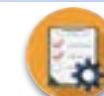


Domain 1

Agent reserves hiking boots for pick-up



OMS



Domain 2



Agent calls **Marketing Cloud** to deliver mobile notification when hiking boots are in stock



Agent notifies Susan when in-stock at closest store location; she confirms order pickup

Demonstration: Amplifying Customer Service



Service Rep



A new case is logged for a **malfunctioning IoT device** in Salesforce.



Agentforce instantly accesses **live and historical device data**.

Agent provides **recommendations** and relevant knowledge articles.

The rep **escalates the case** to a field service agent.

Agentforce automatically schedules the **field service agent's visit**.

The field agent **repairs the device** and updates the case status.

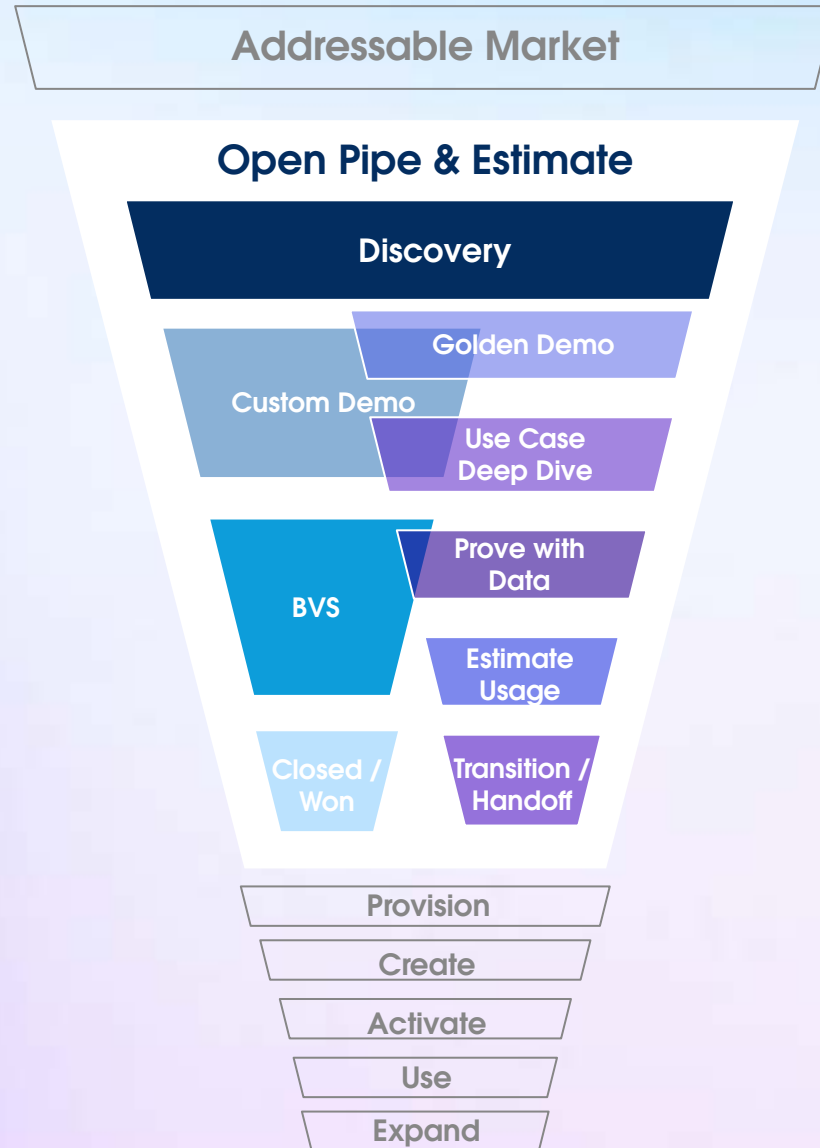
Customer



We're seeing a new sales cycle emerge

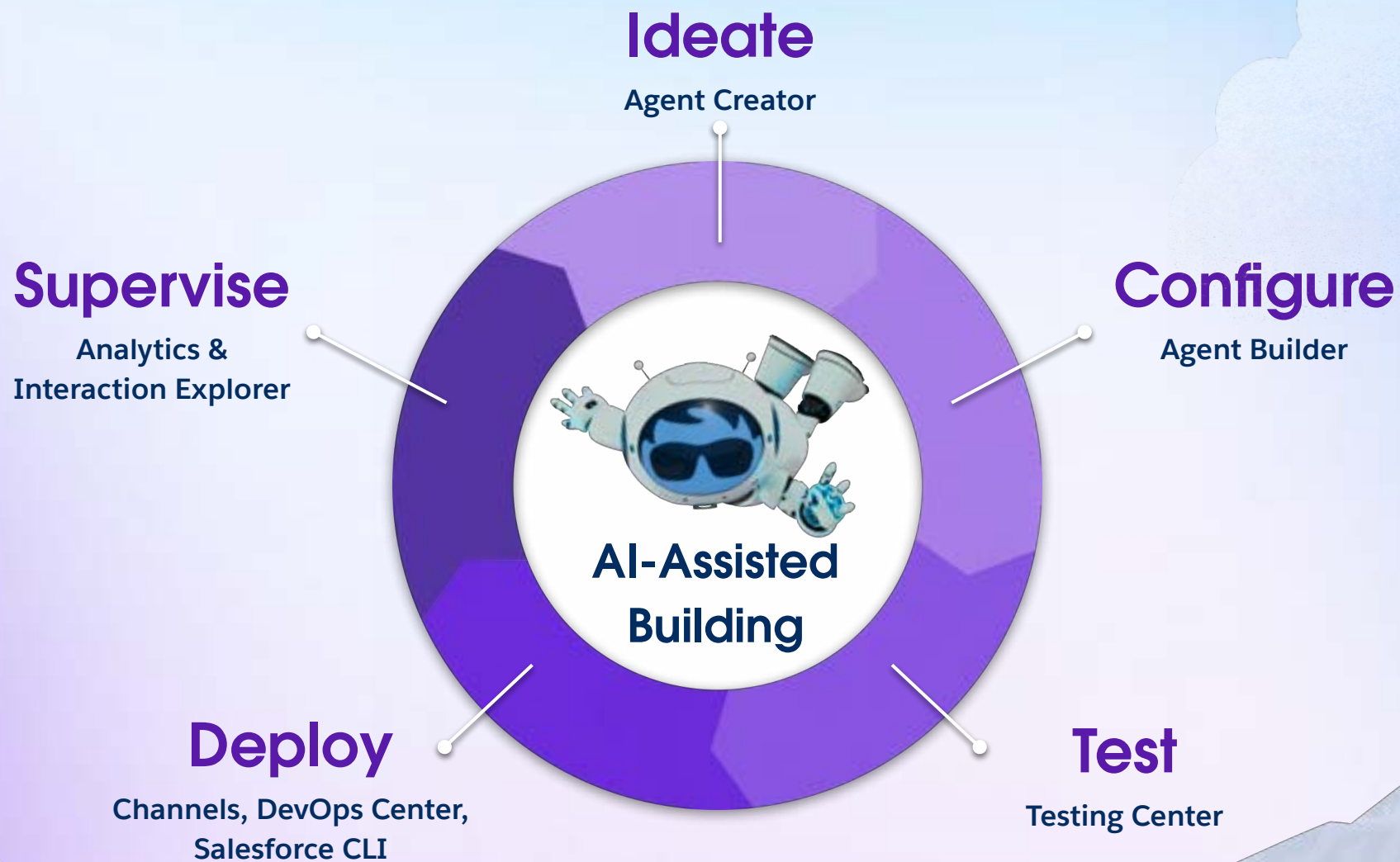


In practice, these sales cycles overlap

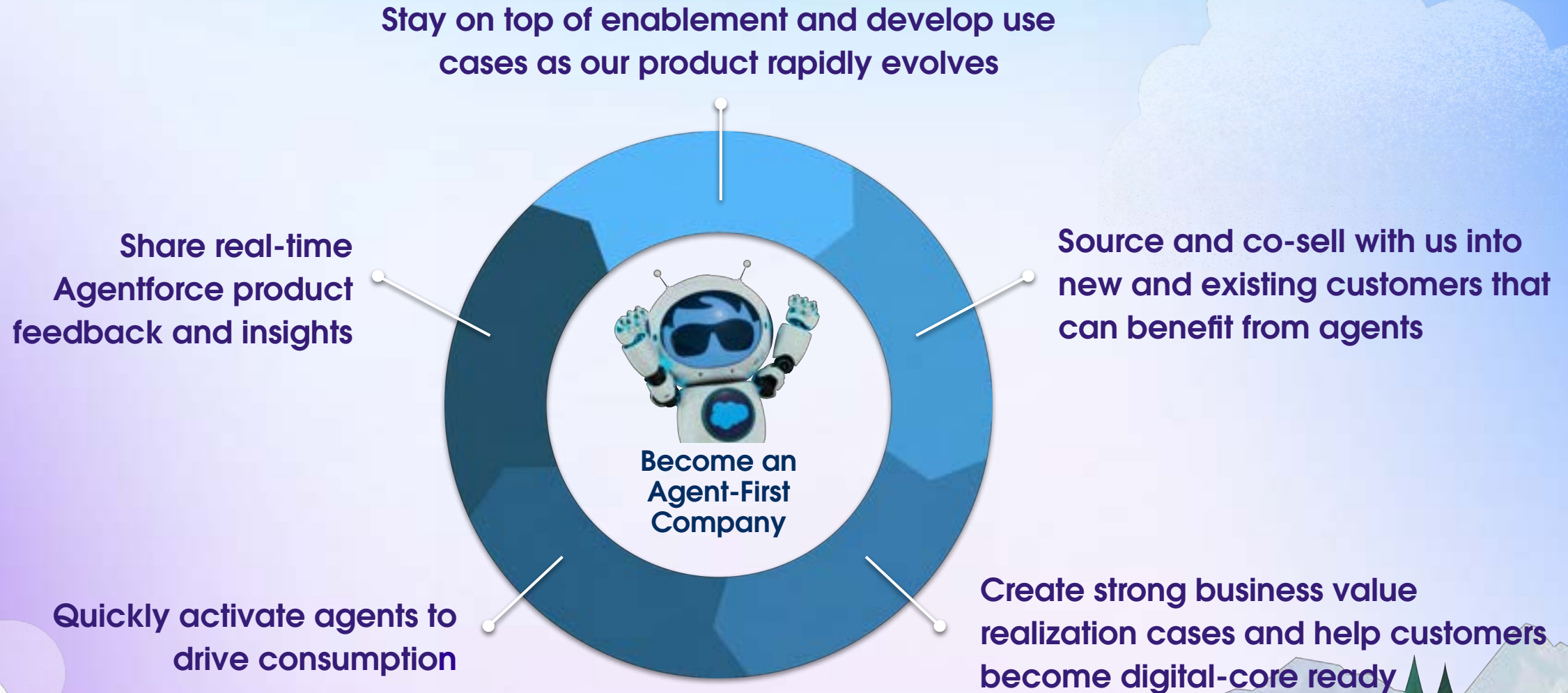


Partners are most prepared to bring this to life

Agent Refinement Cycle



Where you can engage...



Partner best practices: sales & implementation



Identify optimal areas for agents with clear business value realization to drive trust and confidence

Start with simple use cases that allow for seamless integration within a customer's existing ecosystem



Conduct "Agent Factory" workshops to clearly define a roadmap that takes a Crawl, Walk, Run approach

Lead with industry aligned expertise and deliver 4-5 services offerings that meet customer needs



This is our moment to build on the momentum



Sell and Monetize
Agentforce

Grow and Expand
with Adoption and
Consumption

Differentiate with the
Agentforce
Advantage

Win with Key
Industries and
Personas



Grow and Expand with Consumption





**This is
OUR
moment**



**Adoption is key to
customer growth
and partners create
the unique 'unlock'**



Start with simple use cases

Set up a foundation for seamless integration within existing ecosystem



Agentic maturity varies
Clearly demonstrate the
vision and value proposition
to decision makers

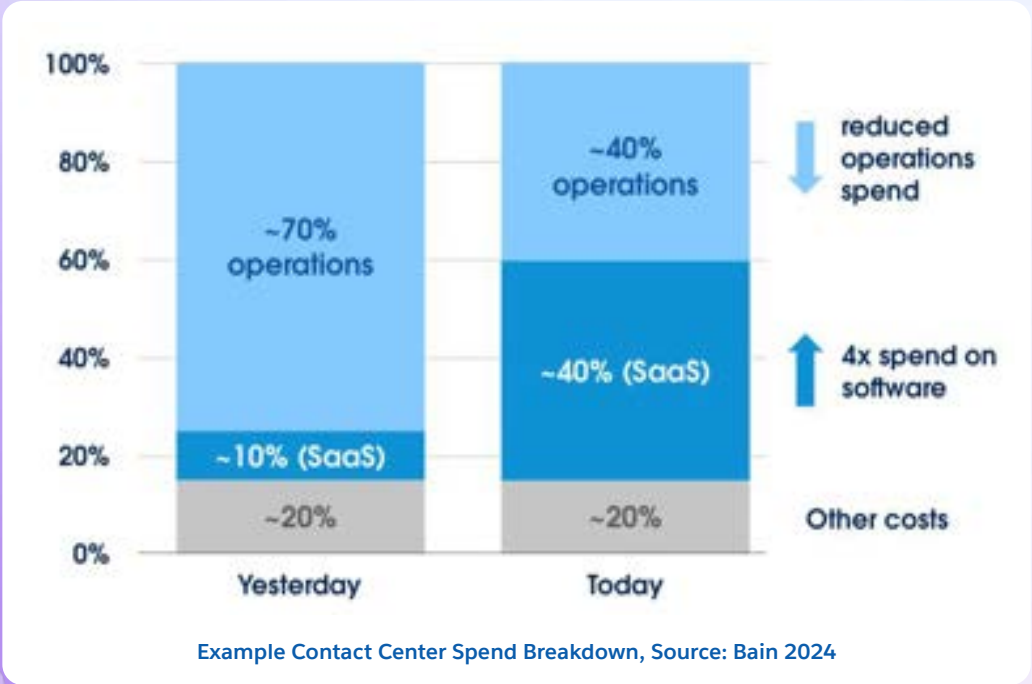


Quality
implementations
 are the foundation of future
 success with **Agentforce**



ROI can't be demonstrated without consumption

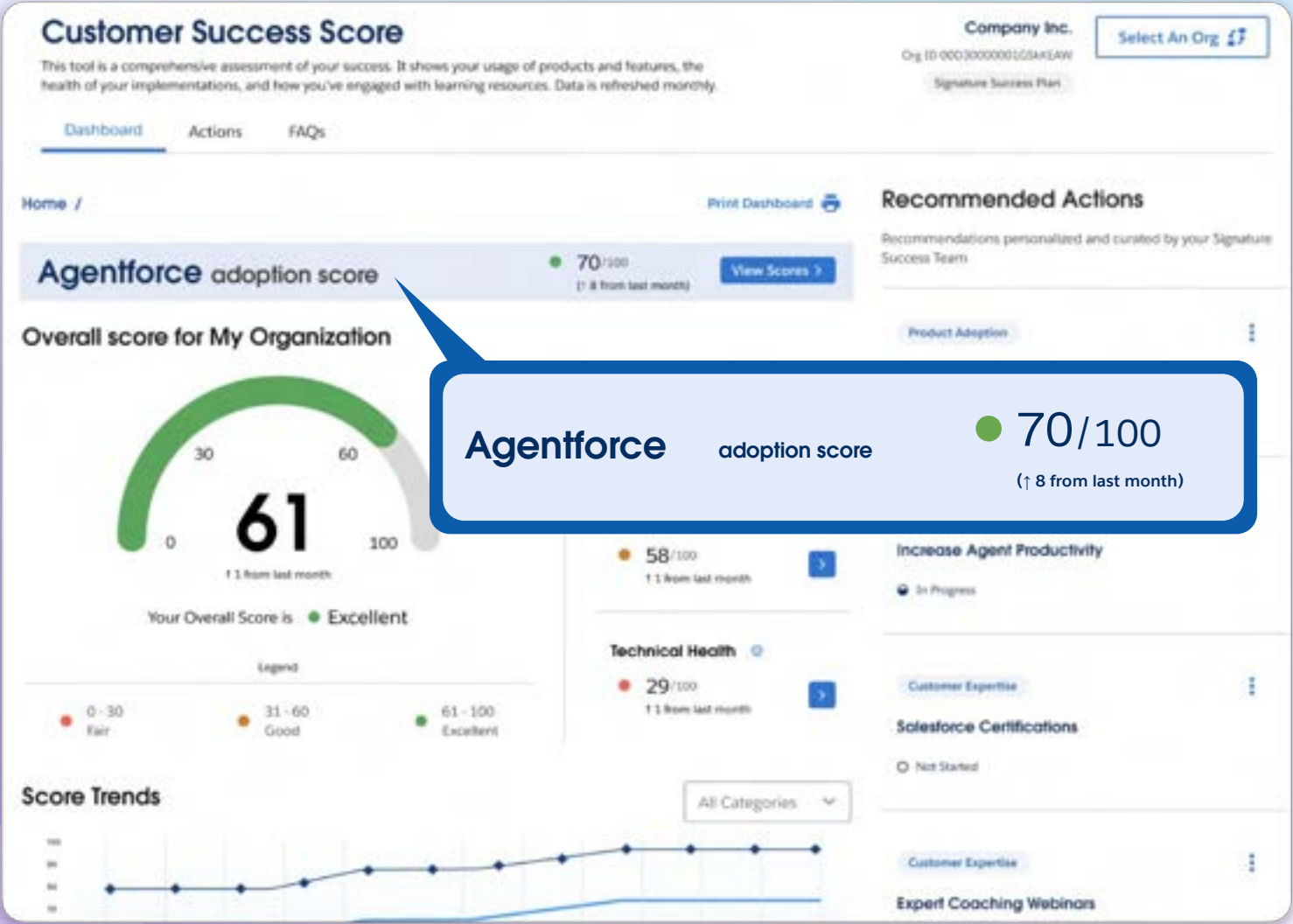
4x opportunity for software spend



**Agentforce unlocks
unlimited growth
opportunities for
your business with
every customer**



Build confidence and trust



Customer Success Score

Available with customer consent

Adoption insights available now for Signature & Premier customers



FY26 partner enablement initiatives to drive Agentforce expertise

1

Promote Product Expertise

Through new Trailhead modules and product enablement programs, events, and sessions

2

Drive Implementation Readiness

By continuing the following:

- Office Hours
- Slack Community
- Workshops: In-person & Virtual
- Product Summits
- Monthly Release Readiness
- Webinar Series on New Features
- Solution Kits & POVs

3

Receive Partner Feedback

Through Partner Advisory Boards and offline ad-hoc requests



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Agentforce

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Win the CIO



The CIO has never been more important



Budgets Are Growing

A donut chart with a teal-colored segment representing 54% of the total. The percentage "54%" is displayed in the center of the chart in a large, bold, teal font.

54%

of CIOs expect an
increase in tech
budgets

State of the CIO Survey 2024,
Foundry

AI is Top of Mind

A donut chart with a blue-colored segment representing 80% of the total. The percentage "80%" is displayed in the center of the chart in a large, bold, blue font.

80%

of CIOs are tasked with
evaluating AI additions
to their tech stack

State of the CIO Survey 2024,
Foundry

CIOs are Driving More Decisions

A donut chart with a dark blue-colored segment representing 63% of the total. The percentage "63%" is displayed in the center of the chart in a large, bold, dark blue font.

63%

plan to work with LOB
often to determine
business need

State of the CIO Survey 2024,
Foundry

A decorative illustration of green plants and foliage in the bottom right corner of the slide.

The CIO has never been more important



Before and After

Cybersecurity,
privacy, and
regulatory demands
on the rise

Growing cost of
fragmented tech

Pandemic
accelerated desire to
meet customers in
an omnichannel way

Budgets Are Growing



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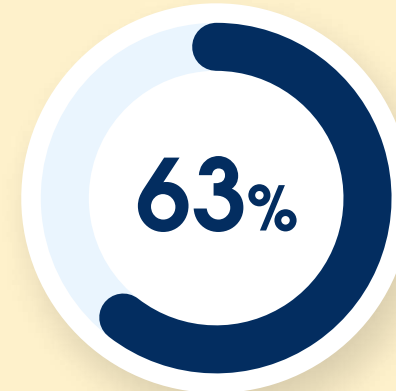
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plan to work with LOB
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State of the CIO Survey 2024,
Foundry



Innovate, Protect, and Optimize (IPO)



Innovate

Drive the adoption of new technologies to enhance products, open new markets, and attract top talent.

Legacy Modernization

Emerging Technologies + AI

Customer Experience



Protect

Implement robust security measures and compliance protocols to safeguard against cyber threats, maintain customer trust, and ensure regulatory adherence.

Compliance

Security & Governance

Data Resilience

Optimize

Streamline processes, automate tasks, and leverage advanced technologies to enhance operational performance and resource utilization.

Operational Efficiency

Scalability

Automation

CIOs don't consider these imperatives equally



Innovate

"What emerging technologies will help transform my business?"

Emerging Technology

Digital Transformation: AI

Customer Experience

Generative AI Investment

Protect

"How can I reduce risk and improve security?"

Data Privacy

Access Controls

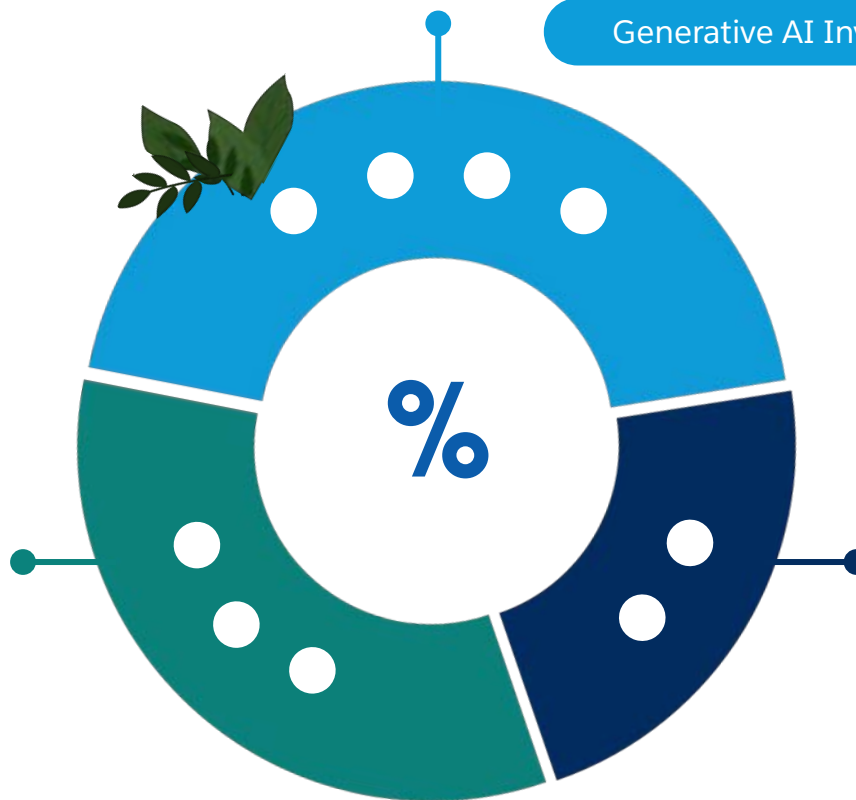
Cybersecurity

Optimize

"How can I derive the most business value?"

Cost Reduction

Vendor Management



They're influenced by ...



Imperative

Innovate

Protect

Optimize



They're influenced by External Factors



Imperative

External Factors

Innovate

Size of Business: Likely SMB,
Some Enterprise
Regulation: Lower
Economic Conditions:
Crowded Market of Competitors

Protect

Size of Business: All
Regulation: High Regulation Industry
or Geography
Economic Conditions: Any

Optimize

Size of Business: Startups
Regulation: Any
Economic Conditions:
B2B Spending Constrained



They're influenced by Internal Factors



Imperative

External Factors

Internal Factors

Innovate

Size of Business: Likely SMB,
Some Enterprise
Regulation: Lower
Economic Conditions:
Crowded Market of Competitors

Persona: Innovator, Traditional
Budget: Growing
Tenure: Earlier in Tenure
History: Brand Recognition As Early Adopter



Protect

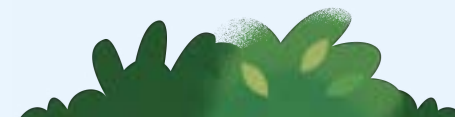
Size of Business: All
Regulation: High Regulation Industry
or Geography
Economic Conditions: Any

Persona: Risk Averse
Budget: Limited
Tenure: Any
History: Potential History of Cyber Security Incidents

Optimize

Size of Business: Startups
Regulation: Any
Economic Conditions:
B2B Spending Constrained

Persona: Traditional, Risk Averse
Budget: Limited
Tenure: Any
History: Potential History of Cyber Security Incidents



Balancing Imperatives with Added Pressure to Innovate More with AI

 PYMNTS.com

UPS Expands Digital Transformation with RFID and DAP Tech

SECURITYWEEK NETWORK

Snowflake Data Breach Impacts Ticketmaster, Other Organizations

 The Register

IBM seeks \$3.5B in cost savings for 2025, discretionary spend to be clipped

Innovate


Protect

Optimize

Custom Agents

Customer-Facing Agents

Employee-Facing Agents

 CIO

Companies look to sell off assets to pay for AI investments

CIOs feel today that they're at a **crossroads**



With Agentforce & the Salesforce Platform we can tackle both



Innovate

Protect

Optimize

Custom Agents

Customer-Facing
Agents

Employee-Facing
Agents

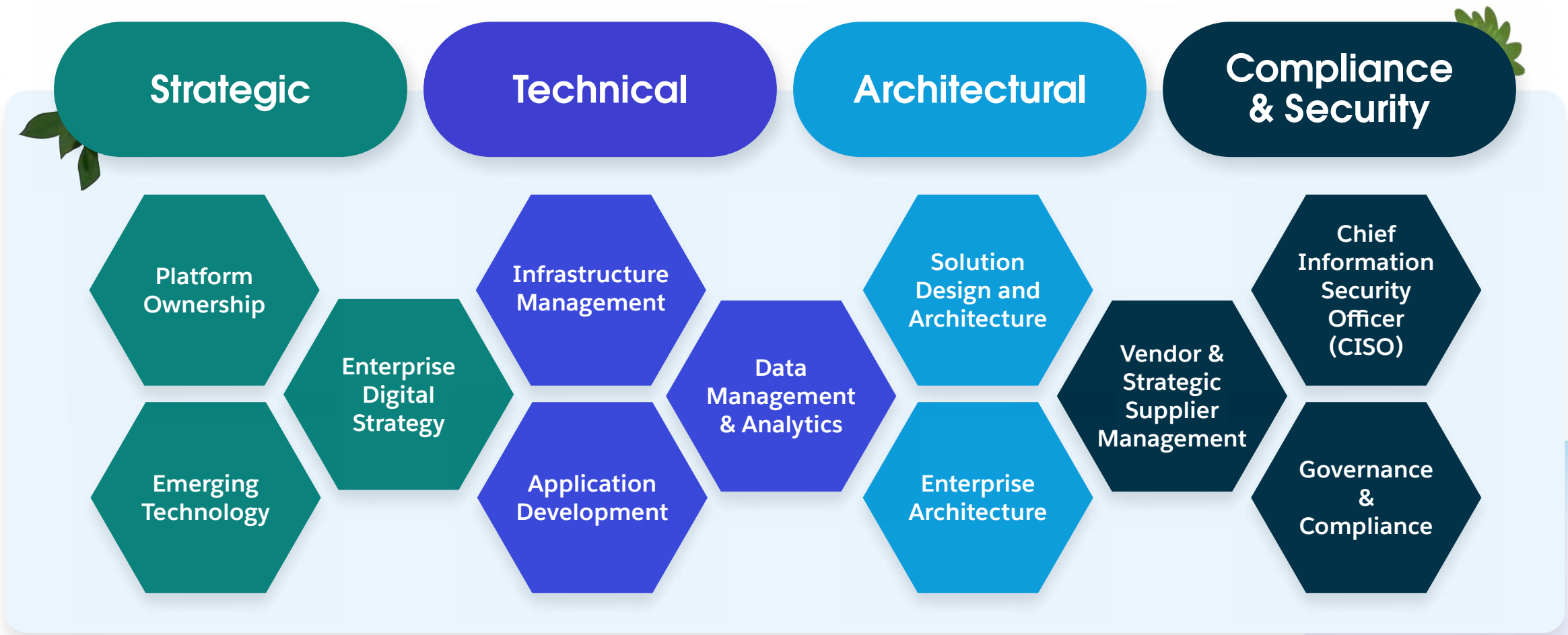




Office of the CIO

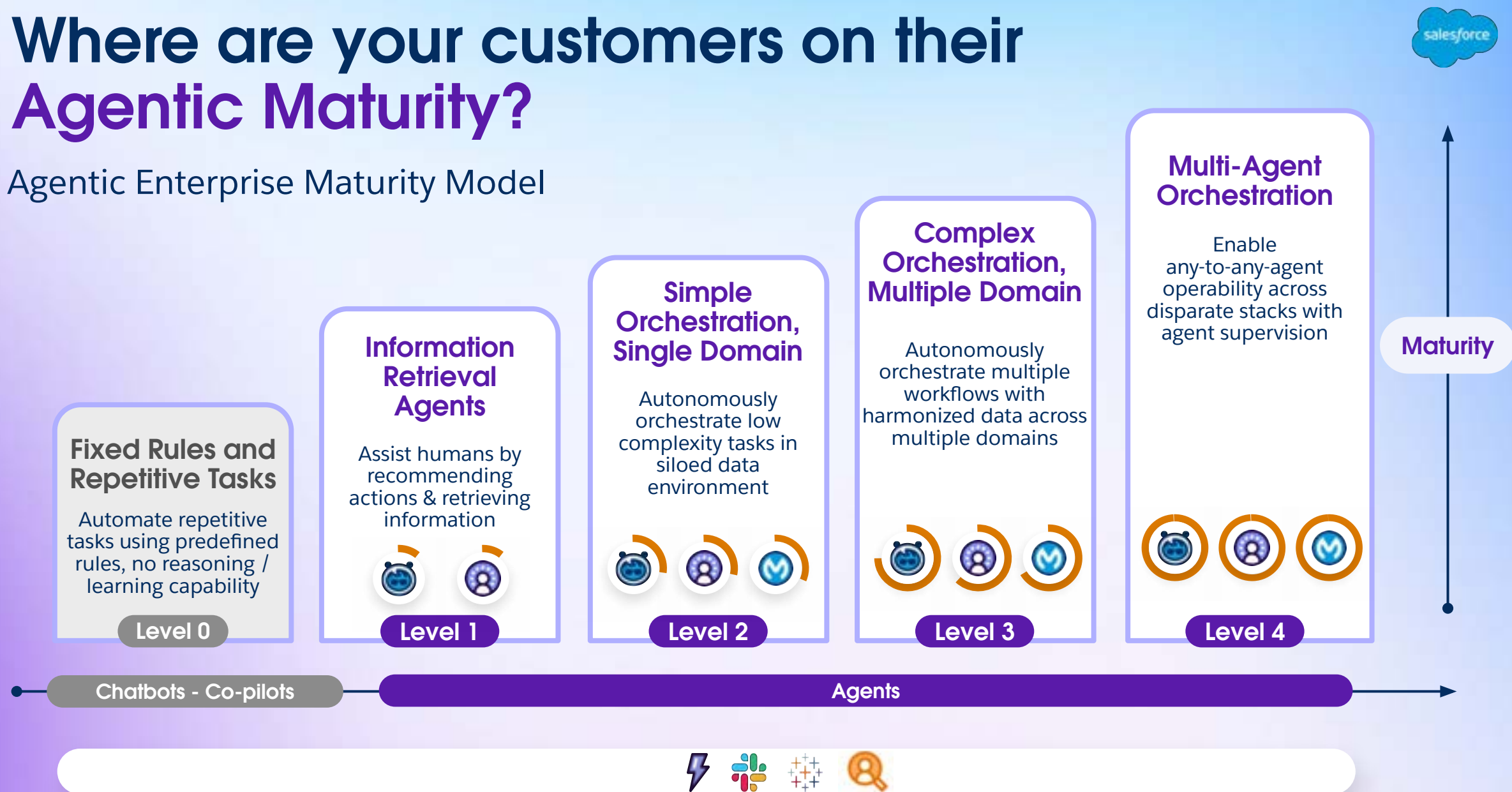


Get comfortable speaking these languages



Where are your customers on their Agentic Maturity?

Agentic Enterprise Maturity Model

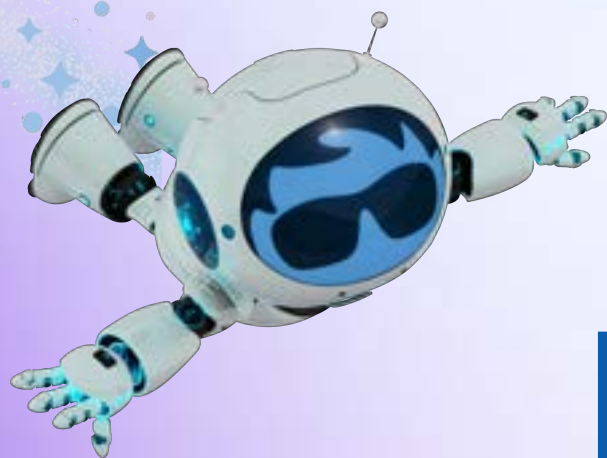


Agentic Maturity Use Case Examples





**This is
OUR
moment**



Key takeaways



- 1 Your opportunity has never been bigger
- 2 The way we work together is evolving
- 3 Our unmatched advantage is our deeply unified platform
- 4 Customer adoption is key-enablement to deliver success



Resources to continue our momentum



Partner Guidebook

Actionable steps, videos, demos, use case library, playbooks and more.



Partner Program

Check out new benefits

Use the agent in Partner Community for support





Thank You

