



FY26 Salesforce Partner Program

Navigator Overview
Consulting & MSP Partner Tracks

March 2025



Forward looking statements

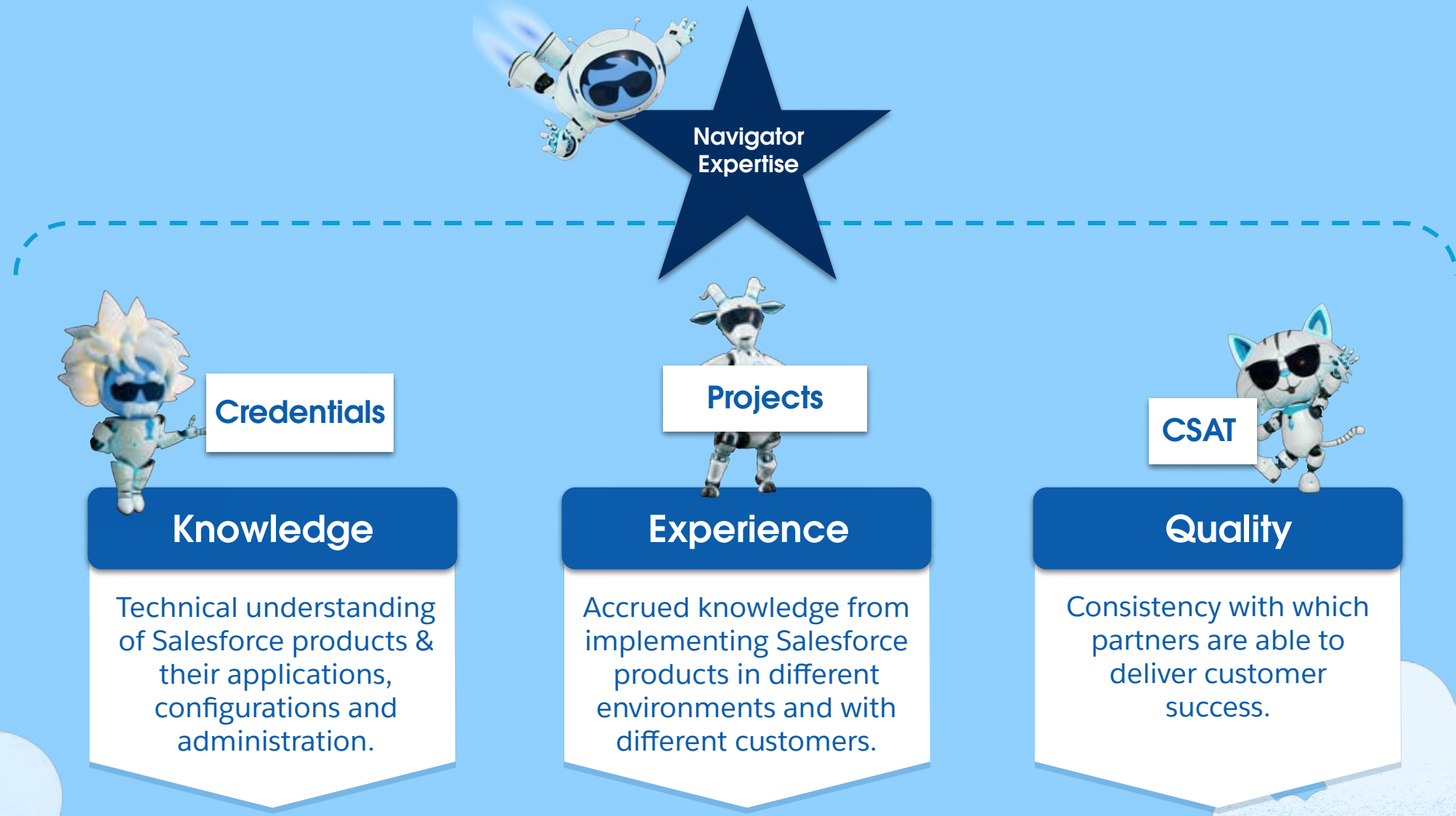


This presentation contains forward-looking statements about, among other things, trend analyses and statements regarding future events, anticipated growth and industry prospects, and our strategies, expectation or plans regarding product releases and enhancements. The achievement or success of the matters 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.

What is Navigator?



Navigator showcases the depth and breadth of a partner's expertise across a product, industry or service





Navigator Category Summary

3 categories contain Expert Clouds that match Salesforce's Go-To-Market offerings and customer needs

Product


B2C Commerce


Salesforce Commerce


C360 Platform


Einstein & AI


Data Cloud


Experience


Marketing


Multi-Cloud Integration


Revenue


Sales


Service


Slack


Mulesoft


Tableau


Education Solutions


Nonprofit Solutions


Industry Products

Industry


Consumer Goods


Health Care & Life Sciences


Financial Services


Retail


Media


Manufacturing


Automotive


Communications


Energy


Pub Sec & Govt


Education


Nonprofit


Travel, Transportation & Hospitality

Service


Managed Services


Product Development Outsourcing


Agency

Each Expert contains Specializations that match the specific offerings of that cloud

65 Product Specializations

Revenue

Advanced Revenue Cloud

Billing

CPQ

53 Industry Specializations

Manufacturing

Discrete Manufacturing

Process Manufacturing

21 Service Specializations

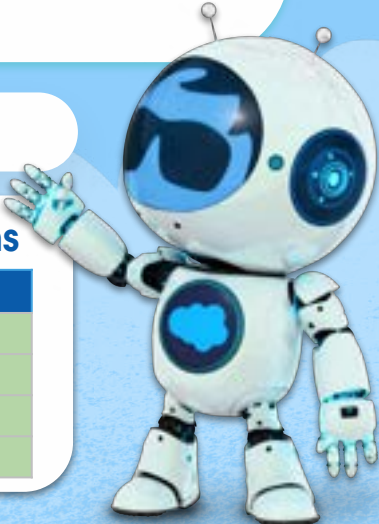
Managed Services

Administration Services

Analytical Services

Release & Change Services

etc...



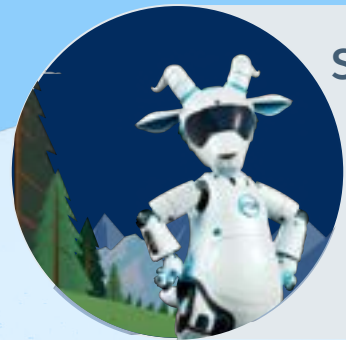
FY26 Navigator Expertise Definitions



Implementation Expert (Specific products only):

The most experienced partners and thought leaders in a given product area, equipped to implement high quality projects via hands-on, technical delivery and use case-driven workshops

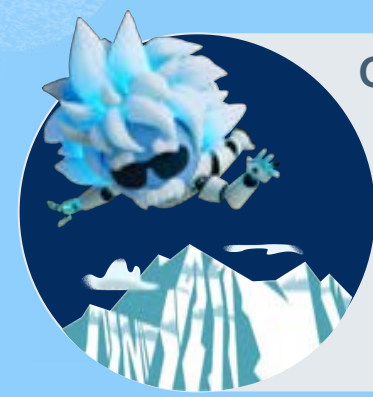
Product expertise



Specialist:

A partner that demonstrates knowledge and capacity to consistently produce customer success

Path of expertise



Cloud Expert:

Highly experienced partners that have strong project delivery capacity while maintaining the highest standards of customer success

Cloud expertise

FY26 Consulting & MSP Navigator Requirements



All metrics are calculated firm-wide, at the global level

	Specialist <i>(Specialization or Service Engagement)</i>	Cloud Expert <i>(Cloud level)</i>	Implementation Expert <i>(Specialization or Service Engagement)</i>
Credentialed Individuals	1 within Specialization	5 within Cloud	5 within Specialization
Eligible Projects	3 within Specialization	10 within Cloud	10 within Specialization
CSAT Avg	>= 4.2	>= 4.4	>= 4.4
Workshops	n/a	n/a	10 x Deliver Like Salesforce Course & 10 x Implementation Ready Workshop
Assessments	n/a	n/a	10 <i>Deliver Like Salesforce Quiz</i> w/ score > 70% & 10 Implementation Ready Workshop Quiz w/ score > 70%

Additional Considerations:

- Credentials required as available
- Industry specializations do not require credentials
- Implementation Expert in **Priority products only**

- Implementation Workshops are live events with limited places.
- Registration per workshop will be available on a rolling basis, starting in **Q2 FY26**.

Eligible Projects:

- Projects must have an **End Date** in the **last 2 years**
- CSAT score must be **received** in order for the project to be counted
- Customer Org Id required

Navigator Requirements: Credentialed Individuals

Credentialed Individual

The cumulative knowledge a Partner has for a specific Specialization. One person or multiple people can collectively represent a Credentialed Individual.

- Credentials required only for product specializations that have a credential available.
- None of the Industry specializations require credentials.
- All metrics are global, meaning the same individual does not need to satisfy every specialization requirement.

FY26 Specialization Credential Requirements

	Specialist (Specialization or Service Engagement)	Cloud Expert (Cloud level)	Implementation Expert (Specialization or Service Engagement)
Credentialed Individuals	1	5 within Cloud	5 within Specialization
Eligible Projects	3	10 within Cloud	10 within Specialization
CSAT Avg	≥ 4.2	≥ 4.4	≥ 4.4
Workshops			10 x Deliver Like Salesforce Course & 10 x Implementation Ready Workshop
Assessments			10 Deliver Like Salesforce Quiz w/ score $> 70\%$ & 10 Implementation Ready Workshop Quiz w/ score $> 70\%$



Navigator Requirements: Projects & CSAT



Projects

Represents the accrued experience from implementing Salesforce products in different environments and with different customers.

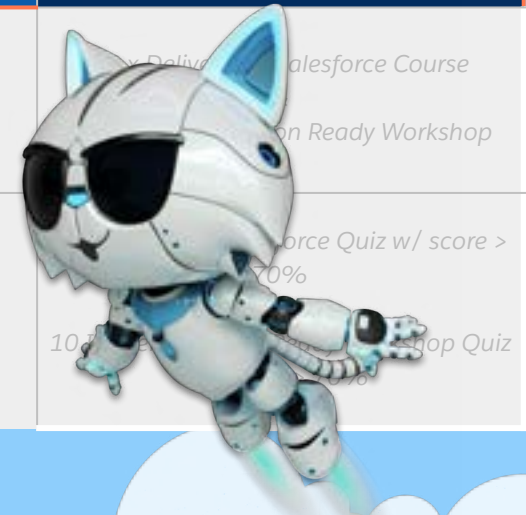
Eligibility

- Project completed status and an End Date within two years of the date of evaluation (evaluated daily)
- Project contains a valid Customer Org ID (or non-core ID equivalent)
- Project includes returned CSAT score

CSAT

Evaluate the average quality of the Implementations completed through feedback from customers via a survey

	Specialist (Specialization or Service Engagement)	Cloud Expert (Cloud level)	Implementation Expert (Specialization or Service Engagement)
Credentialed Individuals	1	5 within Cloud	5 within Specialization
Eligible Projects	3 unique projects under each specialization	10 unique projects across entire cloud	10 unique projects under each specialization
CSAT Avg	>= 4.2	>= 4.4	>= 4.4
Workshops	n/a	n/a	n/a
Assessments	n/a	n/a	n/a



Navigator Requirements: Workshops & Assessments



Workshops

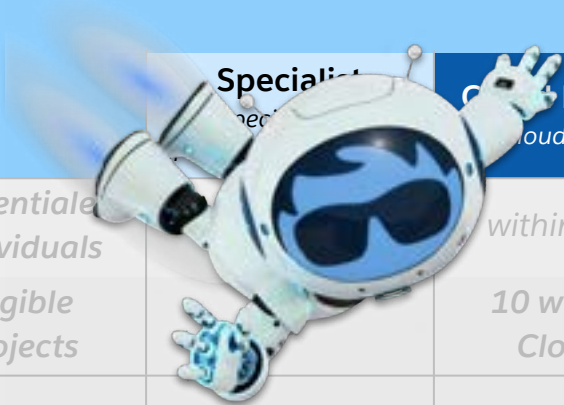
10 individuals from the partner completing two different types of workshops:

- 1) Deliver Like Salesforce Course
- 2) Implementation Ready Workshops

Assessments

10 individuals from the partner completing 2 different quizzes and scoring above 70%:

- 1) Deliver Like Salesforce Quiz
- 2) Implementation Ready Workshop Quiz



	Specialist (Specialization or Service Engagement)	Cloud level)	Implementation Expert (Specialization or Service Engagement)
Credentialed Individuals	10 within Cloud	10 within Cloud	5 within Specialization
Eligible Projects	10 within Cloud	10 within Cloud	10 within Specialization
CSAT Avg	>= 4.2	>= 4.4	>= 4.4
Workshops	n/a	n/a	10 x Deliver Like Salesforce Course & 10 x Implementation Ready Workshop
Assessments	n/a	n/a	10 Deliver Like Salesforce Quiz w/ score > 70% & 10 Implementation Ready Workshop Quiz w/ score > 70%

Navigator Definition: Implementation Expert



Purpose

Allow partners to demonstrate readiness and drive customer success with a greater degree of product-specific, defensible expertise

How partners achieve

- 5+ credentials in relevant product
- 10 individuals complete [Deliver Like Salesforce Course](#)
- 10 individuals earn >70% on [Deliver Like Salesforce Quiz](#)
- 10 projects with CSAT
- 10 individuals complete an [Implementation Ready Workshop](#)
- 10 individuals earn >70% on [Implementation Ready Workshop Quiz](#)

Products available to earn distinction

- Agentforce
- B2C Commerce
- B2B Commerce
- Data Cloud
- Consumer Goods Cloud
- Financial Services Cloud
- Health Cloud
- Insurance
- Manufacturing Cloud
- Public Sector Solutions
- MuleSoft Anypoint Platform
- MuleSoft Automation
- Sales Performance Management
- Service Contact Center
- Revenue Cloud Adv.
- Sales Cloud
- Tableau Next
- Service Einstein
- Communications Cloud
- MC Account Engagement
- Field Service

	Specialist	Cloud Expert	Implementation Expert (Specialization or Service Engagement)
Credentialed Individuals	1	1	5 within Specialization
Eligible Projects	3	3	10 within Specialization
CSAT Avg	>= 4.7	>= 4.4	>= 4.4
Workshops	n/a	n/a	10 x Deliver Like Salesforce Course & 10 x Implementation Ready Workshop
Assessments	n/a	n/a	10 Deliver Like Salesforce Quiz w/ score > 70% & 10 Implementation Ready Workshop Quiz w/ score > 70%

Navigator Definition: Implementation Expert



Purpose

Allow partners to demonstrate readiness and drive customer success with a greater degree of product-specific, defensible expertise

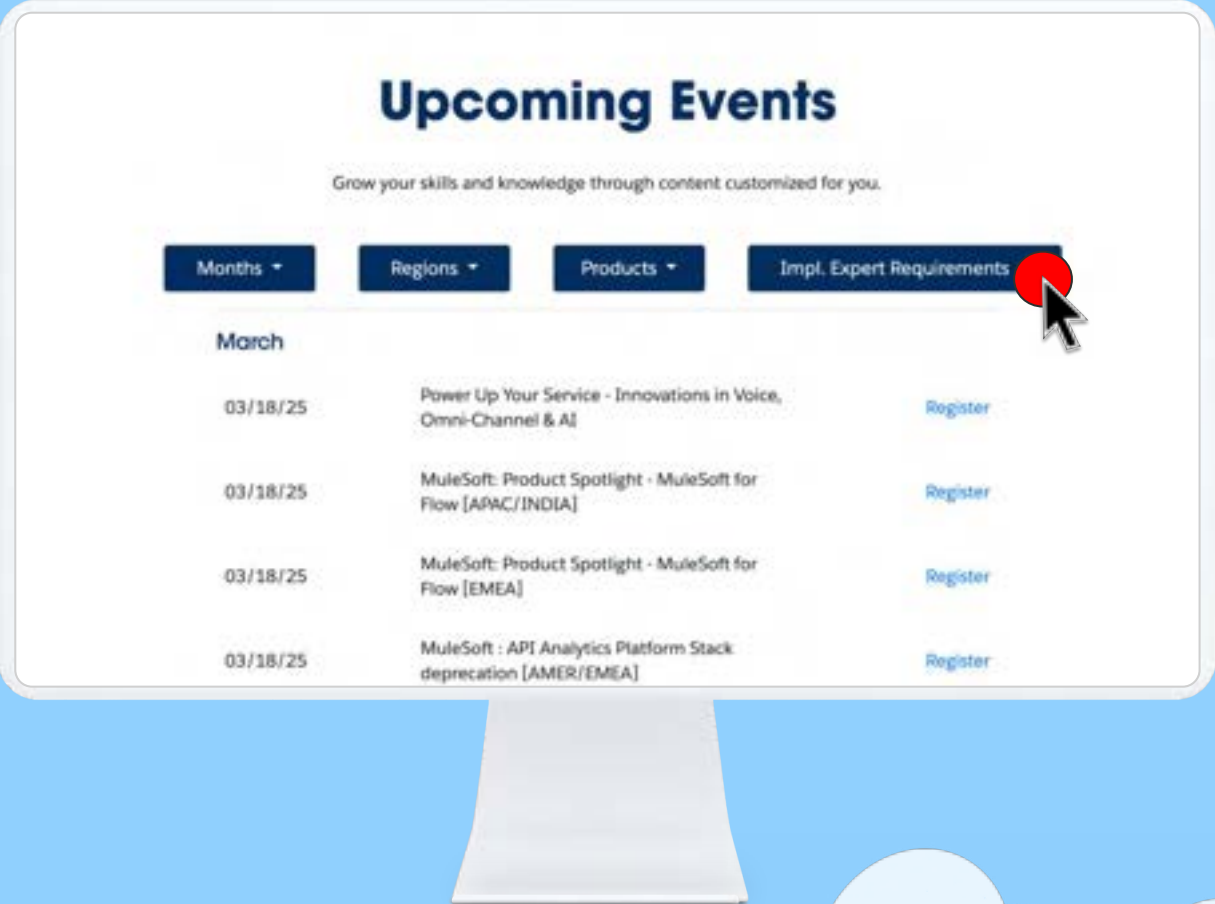
How partners achieve

- ❑ 5+ credentials in relevant product
- ❑ 10 individuals complete [Deliver Like Salesforce Course](#)
- ❑ 10 individuals earn >70% on *Deliver Like Salesforce Quiz*
- ❑ 10 projects with CSAT
- ❑ 10 individuals complete an [Implementation Ready Workshop](#)
- ❑ 10 individuals earn >70% on **Implementation Ready Workshop Quiz**

Products available to earn distinction

- Agentforce
- B2C Commerce
- B2B Commerce
- Data Cloud
- Consumer Goods Cloud
- Financial Services Cloud
- Health Cloud
- Insurance
- Manufacturing Cloud
- Public Sector Solutions
- MuleSoft Anypoint Platform
- MuleSoft Automation
- Sales Performance Management
- Service Contact Center
- Revenue Cloud Adv.
- Sales Cloud
- Tableau Next
- Service Einstein
- Communications Cloud
- MC Account Engagement
- Field Service

Salesforce Enablement Event Calendar



Illustrated Examples of Earning Mulesoft Distinctions

Mulesoft

- Mulesoft AnyPoint Platform
- Mulesoft Automation



Implementation Expert

Acme Co. achieves Mulesoft Automation Implementation Expert

- 5 Mulesoft Automation credentialed individuals
- 10 Mulesoft Automation projects with avg CSAT ≥ 4.4
- 10 Mulesoft Automation Implementation Ready Workshops
- Mulesoft Automation Implementation Ready Workshop Quiz w/ scores $> .7$
- 10 *Deliver Like Salesforce* Courses
- 10 *Deliver Like Salesforce* Quiz w/ scores $> .7$

Cloud Expert

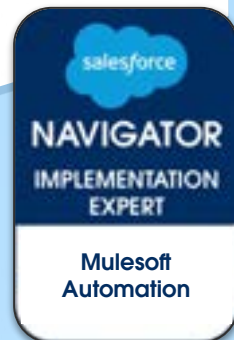
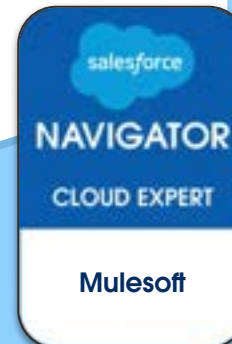
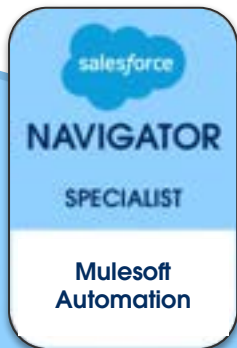
Acme Co. achieves Mulesoft Cloud Expert

- 5 Mulesoft credential individuals
 - 3 Mulesoft Automation credentialed individuals
 - 2 Mulesoft AnyPoint Platform credentialed individuals
- 10 Mulesoft projects
 - 6 Mulesoft Automation projects
 - 4 Mulesoft AnyPoint Platform projects
- Avg CSAT of all projects ≥ 4.4

Specialist

Acme Co. achieves Mulesoft Automation Specialist

- 1 Mulesoft Automation Credentialed Individual
- 3 Mulesoft Automation projects with an avg CSAT ≥ 4.2



Relevant Timelines



Achieved expertise, projects & credentials



Distinction Earned
(Expert and/or Specialization)



Qualification Period for Projects

Distinction Shelf Life

End date within two years of current date

Remainder of current FY



Entire next FY

Projects will qualify to count towards earning Specializations as long as the end date is within two years of the current date

Once a distinction is earned, it remains valid for the remainder of the FY, plus the following FY



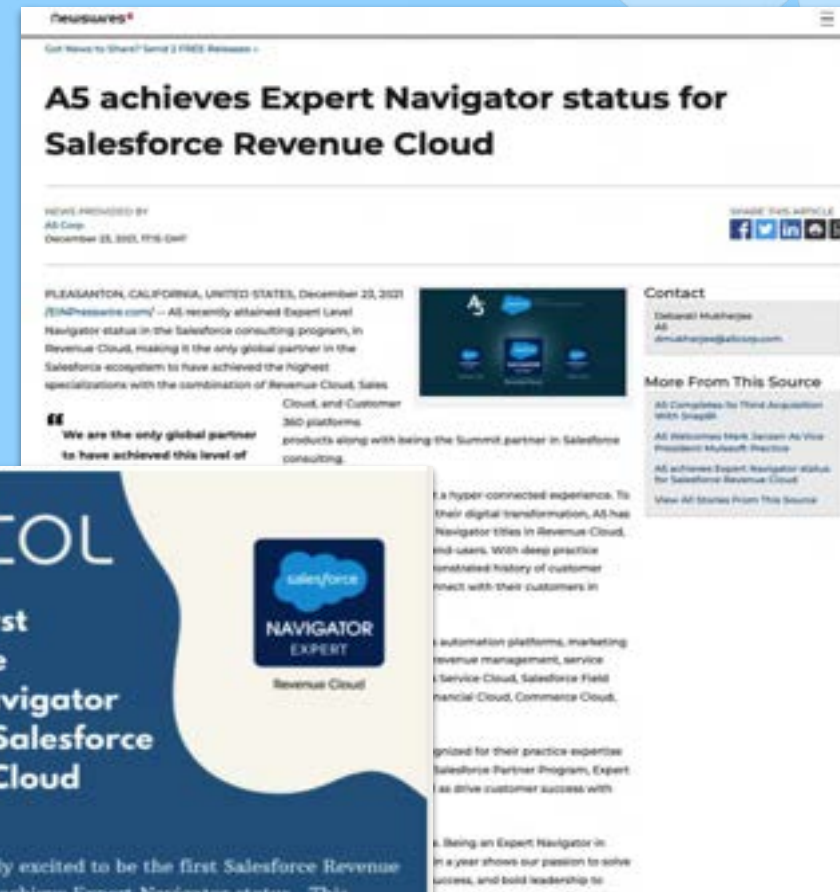
AP Exams and Credentials are valid as long as they are not expired

Any distinctions earned in FY26 are valid until 1/31/27. Partners will have until this date to maintain distinctions (i.e. if projects age-out or credentials expire)



Badges for Promotion

Partners can showcase their expertise with by adding distinction badges to their AppExchange Listing, website, & digital content



[Badge Zip Drive](#)
[Download link](#)

FY26 Next Steps

Check out the Partner Community!

1

Manage tab. Scorecards

2

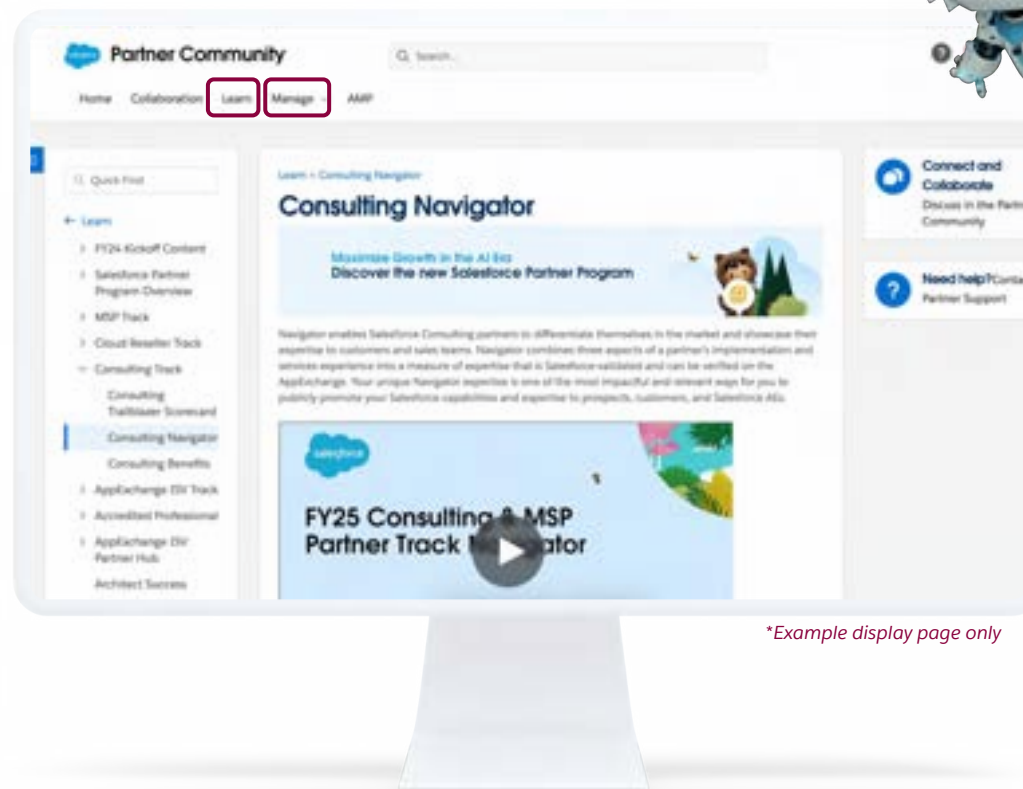
Learn tab. Consulting Navigator, MSP Navigator

3

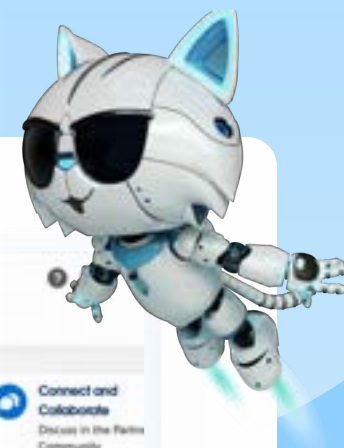
Additional content. Launch Videos, Partner Learning Camp

4

Engage. Navigator Chatter Group



**Example display page only*





Thank you



Appendix

FY26 Navigator Expert Clouds & Specializations



Navigator Product Experts and Specializations



SFDC Specializations

NEW	Agentforce Expert
NEW	Agentforce
	B2C Commerce Expert
	B2C Commerce
	Headless/API First
	Salesforce Commerce Expert
	B2B Commerce
	Order Management
	C360 Platform Expert
	AppBuilder
	Integration Services
	JavaScript Designer
	Mobile
	Platform
	Process Automation
	Security & Privacy
NEW	Heroku Expert
NEW	Heroku Developer
NEW	Heroku Architect
	Experience Expert
	CMS
	Experience Cloud

Einstein Expert
Einstein Discovery
Einstein Prediction Builder
CRM Analytics
Data Cloud Expert
Data Cloud
Marketing Expert
MC Account Engagement
MC Engagement
MC Growth & Advanced Coming later FY26
MC Intelligence
MC Personalization
Multi-Cloud Integration
B2B Integration
B2C Integration
Multi-Cloud Anypoint Platform
Revenue Expert
Advanced Revenue Cloud
Billing
CPQ
Sales Expert
Sales Cloud
Sales Performance Management

Service Expert
Field Service
Service Cloud
Service Einstein
Service Contact Center
Tableau Expert
Tableau Content
Tableau Einstein
Tableau Platform
Slack Expert
Slack Launch
Slack Extend
Industry Products (Specialization only)
Communications Cloud
Consumer Goods Cloud
Energy & Utilities Cloud
Financial Services Cloud
Health Cloud
Insurance
Loyalty Management
Manufacturing Cloud
Media Cloud
Net Zero Cloud
Public Sector Solutions

Non-SFDC Specializations

Education Solutions Expert
Advancement
Marketing & Communications
Recruiting
Student Success
Nonprofit Solutions Expert
Fundraising
Grantmaking
Engagement
Program Management
MuleSoft Expert
MuleSoft Anypoint Platform
NEW MuleSoft Automation

Key

-  = Renamed for FY26
-  = New for FY26

Expert Level
Specializations Only
Specializations

Navigator Industry Experts and Specializations



Automotive Expert

Dealers
OEMs

Communications Expert

Communications
Communications Equipment

Consumer Goods Expert

Fashion & Beauty
Food & Beverage
Household Products
Other Consumer Goods

Education Expert

Colleges & Universities
Education - Other
K-12
Technical & Community Colleges

Energy & Utilities Expert

Oil & Gas
Utilities & Power

Financial Services Expert

Banking
Capital Markets
Insurance
Digital Lending
Wealth & Asset Management

Healthcare & Life Sciences Expert

Health Plans
Medical Devices & Diagnostics
Pharma
Providers

Manufacturing Expert

Discrete Manufacturing
Process Manufacturing

Media & Entertainment Expert

Agency / Advertising
Broadcasting
Entertainment
Publishing

Nonprofit Expert

Affiliation & Membership Groups
Environment, Nature & Energy
Nonprofit - Other
Social Services

Public Sector & Government Expert

Federal Expertise
State & Local Expertise

Retail Expert

Food, Drug, Convenience, Grocery, & Restaurants
Mass Merchants, Dept Stores, & e-Retail
Specialty & Luxury

Travel, Transportation & Hospitality Expert

Hospitality
Transportation
Travel

Agriculture & Mining (Specialization Only)

Agriculture
Mining

Engineering Construction & Real Estate (Specialization Only)

Construction
Engineering
Real Estate

High Tech (Specialization Only)

Hardware Manufacturing
SemiConductor & Components
Software & Services

Professional Services (Specialization Only)

Business Services
Engineering, Accounting, Research, Mgmt Services
Other Services

 = Renamed for FY26

 = New for FY26

Key

Expert Level

Specializations Only

Specializations

Navigator Service Experts and Specializations



Managed Services

Administration Services
Analytical Services
AppExchange App Management
Developer & Integration Services
Release & Change Services
Support Services

- Any current Consulting Partner can submit projects to earn Managed Services distinctions
- Project Submissions forms have a specific “Managed Services” engagement type
- Ongoing engagements can be submitted once per year and may contain multiple specializations

PDO/AppExchange

AppExchange Listing, Trials and Demo
Architecture & UX Design
Development, QA, Release Management, and Security Review
Ideation/Business Model/Value Prop
Marketing Support
Package Review & Optimization

- Partners **must undergo a review** with the Salesforce PDO team to validate expertise in addition to project, CSAT, and credentials.
- PDO engagements are with Partners who have an official Salesforce ISV contract, implementing an AppExchange package at a customer is not valid.
- To learn more, please refer to the [PDO PC pages](#) or reach out to pdo@salesforce.com

Agency

Campaign Strategy and Management Services
CDP Strategy and Performance
Loyalty Management and Operations
Commerce Strategy and Performance
Media Performance and Marketing Analytics
Ad-Tech Integration

- Any current Consulting Partner can submit projects to earn Agency distinctions.
- Project submission forms will have a specific “Agency” engagement type.
- Ongoing engagements can be submitted once per year and may contain multiple specializations.

Key

- = Renamed for FY26
- NEW = New for FY26

Expert Level
Specializations