

# Built to Lead in the Agentic Era

## The Shift to an Agentic Enterprise marks a fundamental change in how work gets done.

Enterprises are moving from AI experimentation to autonomous, outcome-driven systems embedded across workflows. Success now depends on trusted architecture and measurable results.

To meet this moment, Salesforce is evolving the Consulting Partner Program into a **results-driven engine** focused on the only metric that matters: **verifiable customer outcomes**.

## A Partner Program designed to accelerate profitable growth

Customers now evaluate partners based on specialization, proven delivery, and measurable lifecycle impact.

In FY27, the Salesforce Consulting Partner Program evolves to deliver:

- Clearer differentiation through outcome-based Competencies
- Lifecycle incentives aligned to demand generation and consumption
- Enhanced AppExchange visibility for higher-quality pipeline
- Streamlined structure and tooling to reduce friction



### As AI adoption scales across enterprises, trust and governance are vital.

Partner programs that drive certification and architectural standards minimize customer risk and accelerate time-to-value. Mature partner ecosystems, like Salesforce's, evolve their standards and invest in partner governance to continuously drive higher customer satisfaction."

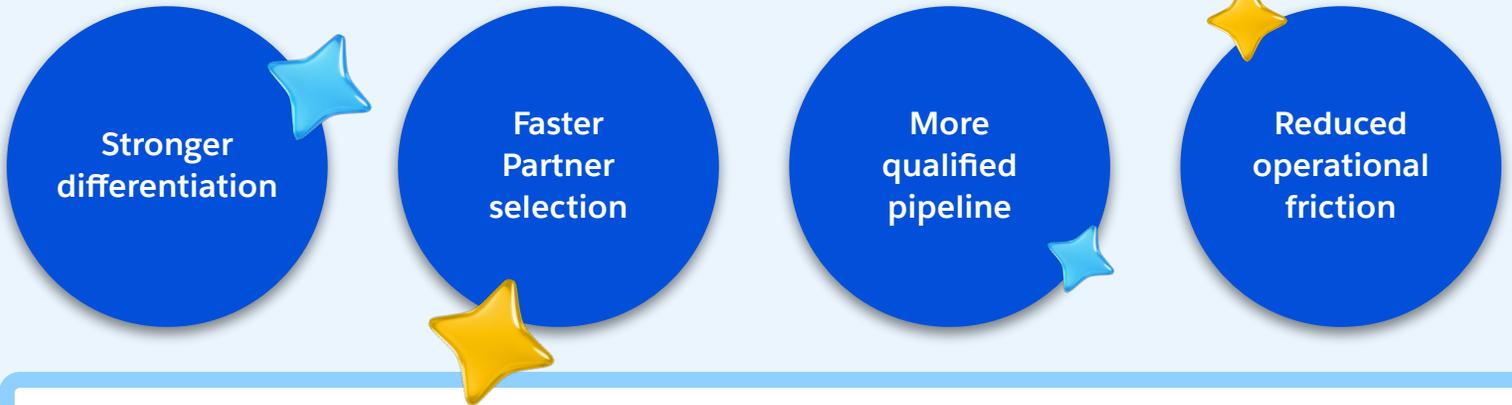
**Steve White**, Program Vice President for the WW Channels and Alliances Research, IDC

## What's changing at a strategic level

Simpler. Clearer. More Profitable.

FROM	TO
Four tiers	Two tiers: Select & Summit, with expanded benefits for both tiers
170 Navigator distinctions	28 Outcome-based Competencies
Manual tracking	Streamlined dashboards & tooling
Fragmented discovery	Unified AppExchange browsing
Pre-sales incentives	Full lifecycle incentives

## Business impact



With 23 million annual AppExchange views and 400 thousand leads, AppExchange and PartnerFinder now align to customer buying behavior, improving match quality and conversions.



## Simplified structure. Stronger differentiation.

The FY27 Program moves to two tiers, Summit and Select.

- **Summit.** Top-tier partners aligned to strategic growth.
- **Select.** Proven delivery partners meeting clear performance standards.

Fewer tiers reduce ambiguity, increase customer confidence in your positioning, and unlock more benefits.

## Competencies as a growth engine

Competencies replace Navigator with a streamlined, outcome-focused framework.

Each Competency is measured by:

- Certifications
- Completed projects
- Customer Satisfaction (CSAT)

And two levels of recognition:

- **Accredited.** Demonstrated capability
- **Expert.** Scaled delivery excellence

This reduces administrative burden while strengthening clear competitive differentiation.



**28 Competencies Replace  
170 Navigator Distinctions**



## Specialization is the new currency of the Agentic Era.

By streamlining our competencies, we ensure customers can find the right expert at the right time—turning complex AI potential into trusted competitive advantage.”

**Nick Johnston, SVP, Global Consulting Partners & Partner Sales, Salesforce**



# How FY27 unlocks greater revenue and profitability

## Lifecycle-Aligned Incentives

Incentives now span the full customer lifecycle:

- **Partner-Sourced Leads.** Reward pipeline creation
- **SIP (Sales Investing in Partners).** Support pre-sales investment
- **Catalyst.** Reward post-sale activation and consumption

This model helps you close larger deals and drive recurring, usage-based expansion. Partner-led engagements deliver higher ACV and stronger consumption. In FY27, investment scales toward \$1B+ in partner-influenced ACV, fueling shared growth.

The focus shifts from one-time transactions to sustained lifecycle growth

## Increased enablement & operational efficiency

FY27 increases execution speed with:

- Real-time dashboards
- Bulk project uploads
- Expanded demo org, partner developer edition, and internal use access
- Simplified qualification

Less administration

More visibility

Smarter planning

## Your role: orchestrate real outcomes

Salesforce unifies the four critical enterprise systems:

- Context (Data 360)
- Work (Customer 360 workflows)
- Agency (Agentforce)
- Engagement (Slack)

In the Agentic Era, partners define how AI and humans work together within defined boundaries. Your role expands beyond implementation. You become a Trusted Advisor, driving adoption, governance, and long-term enterprise value.

Partner-led engagements:

- Increase ACV to nearly double when incentives are involved
- Lead high-consumption customer segments
- Drive deeper, sustained platform expansion

FY27 strengthens support for SI-led growth.



### Trust is the foundation of the Agentic Enterprise.

By combining Salesforce's program standards with deep industry expertise, we ensure every AI deployment is secure and architected for long-term success."

**Abhishek Sinha**, Chief Delivery Officer, Perficient

## What this means for your business

The Agentic Enterprise represents significant market expansion.

Global AI IT spend is projected to reach \$816B by 2028. <Footnote 1> 1 For every \$1 of Salesforce revenue, partners are expected to generate \$6.19 in value now and \$6.83 in 2028.

Partners who invest in specialization and lifecycle execution will:

- Win larger, strategic engagements
- Increase expansion and renewal rates
- Strengthen differentiation
- Improve profitability

## What to prioritize now

To maximize FY27 impact:

- Earn new Competencies
- Optimize your AppExchange presence
- Leverage lifecycle incentives in joint GTM

Join Partnerblazer  
Community  
on Slack



## Now is the moment to lead

The transition to an Agentic Enterprise requires trust and disciplined execution.

Together we bring to life the unified platform across context, work, agency, and engagement. By anchoring our work in verifiable success, we align human expertise and autonomous AI to deliver measurable enterprise impact.

## Learn More About the New FY27 Consulting Partner Program

[Explore the in-depth Program Overview >](#)



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