# FY26 Salesforce Partner Program Introduction

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.

Last updated: September 10, 2024

# Partner value grows with Salesforce

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For every dollar of Salesforce revenue, the Salesforce Ecosystem made $5.60 in 2023 and is expected to grow to
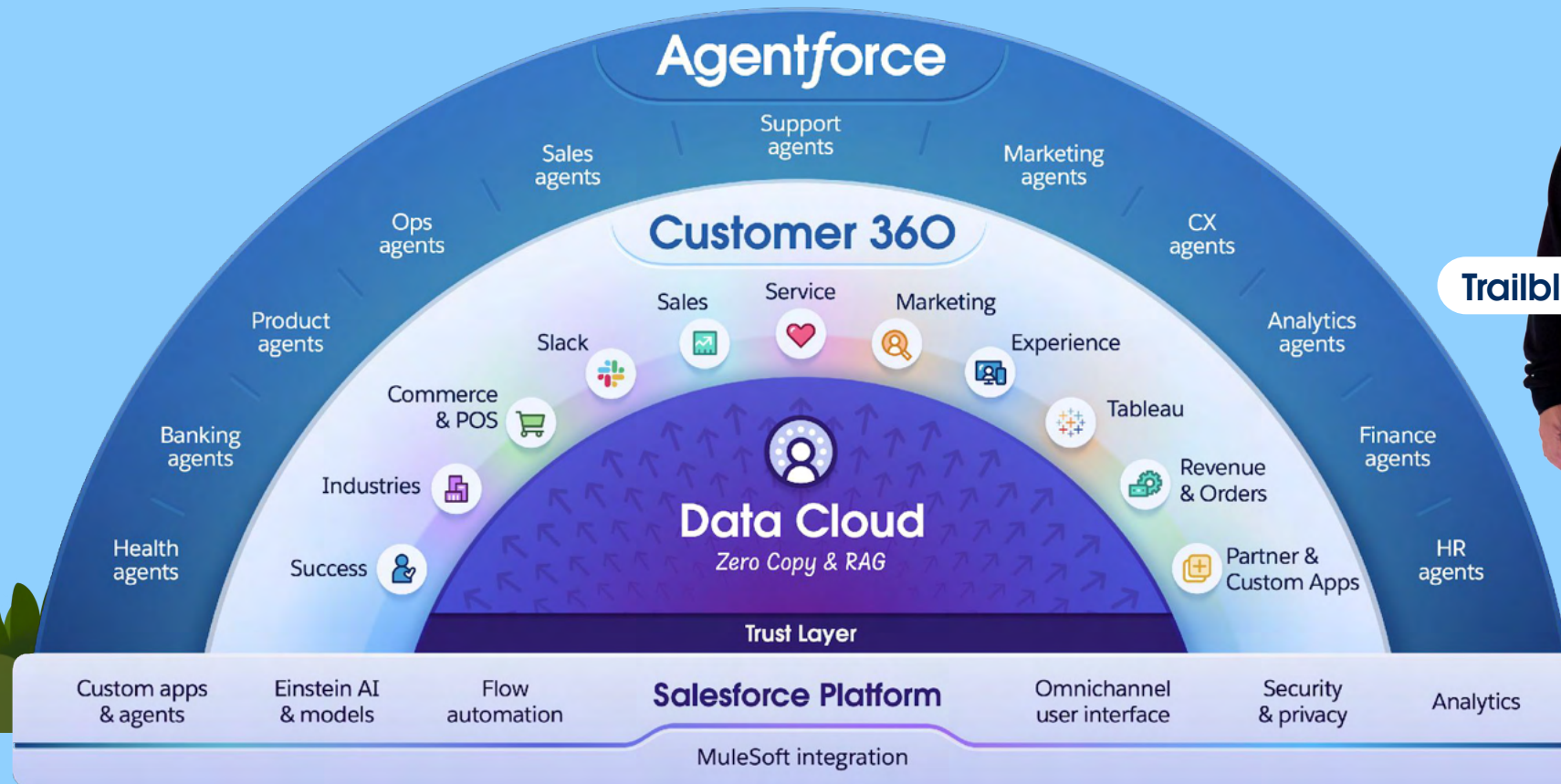
**$6.93**
by 2028

IDC

# Agentforce
## What AI was meant to be.

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**Agentforce**

- Support agents
- Sales agents
- Marketing agents
- Ops agents
- CX agents
- Product agents
- Analytics agents
- Banking agents
- Finance agents
- Health agents
- HR agents

**Customer 360**

- Sales
- Service
- Marketing
- Slack
- Experience
- Commerce & POS
- Tableau
- Industries
- Revenue & Orders
- Success
- Partner & Custom Apps

**Data Cloud**
Zero Copy & RAG

**Trust Layer**

**Salesforce Platform**

| Custom apps & agents | Einstein AI & models | Flow automation | Omnichannel user interface | Security & privacy | Analytics |

MuleSoft integration

Trailblazers

Customers

# The partner path to activate Agentforce

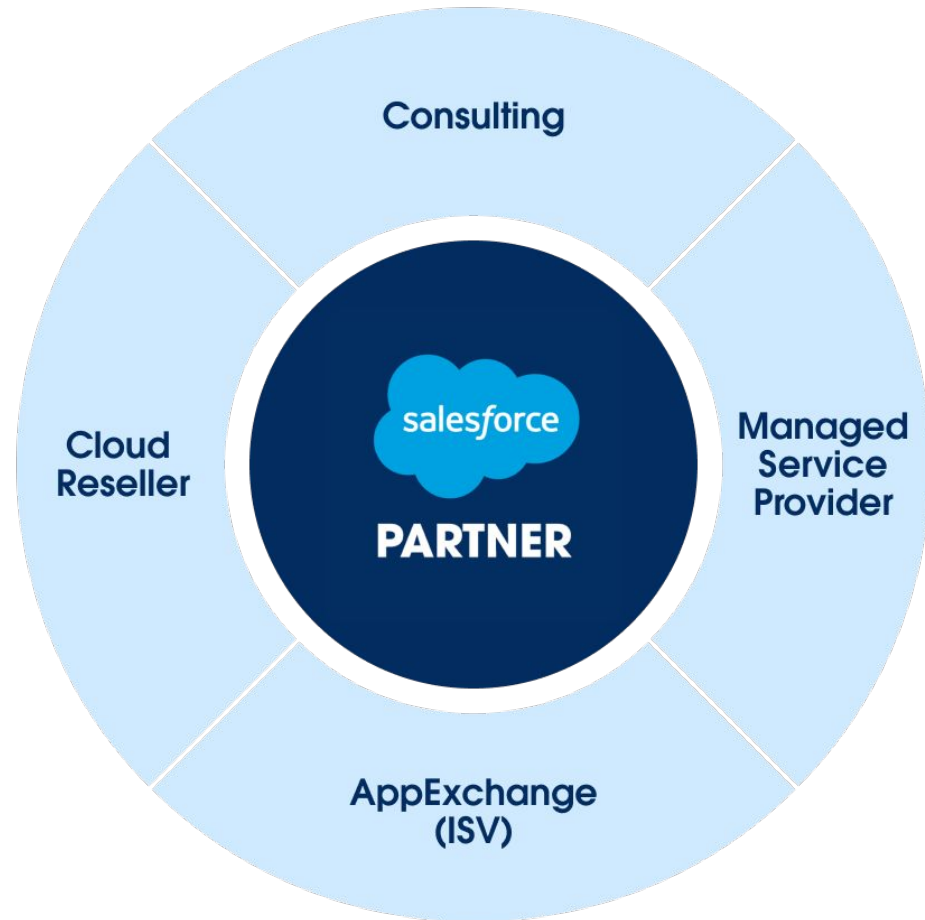| Get Delivery Ready | Drive Demand | Sell Activator | Deploy Agentforce |
|---|---|---|---|
| Take the Agentforce Learning Journey | Get the right Agentforce positioning and GTM resources | Implementation package with pre-defined use cases | Drive customer success and your stories |

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# Our Four Program Tracks
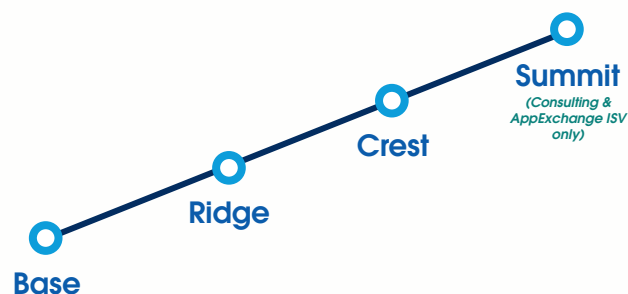


Consulting

Cloud Reseller

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PARTNER

Managed Service Provider

AppExchange (ISV)

# Our Partner Program Framework

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## Tiers

Tier levels earned based on a partner's Trailblazer score

- Summit *(Consulting & AppExchange ISV only)*
- Crest
- Ridge
- Base

## Scorecard

Metrics used to evaluate partner performance across four key pillars

- Customer Success
- Innovation
- Growth
- Impact
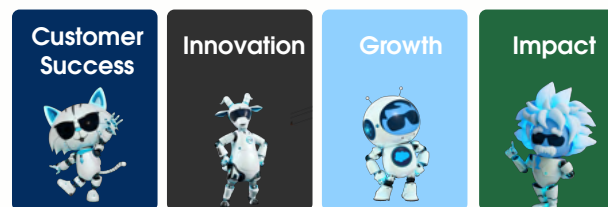
## Benefits

Benefits designated by tiers and tailored to help you grow your business

- Financial Incentives
- Learning
- Engagement
- Marketing
- Product

# What to Expect in FY26

## Mutual Success

Updates to Trailblazer Scorecard; New Minimum Program Requirements; New "Implementation Expert" & "Cloud Expert" Distinctions on Navigator
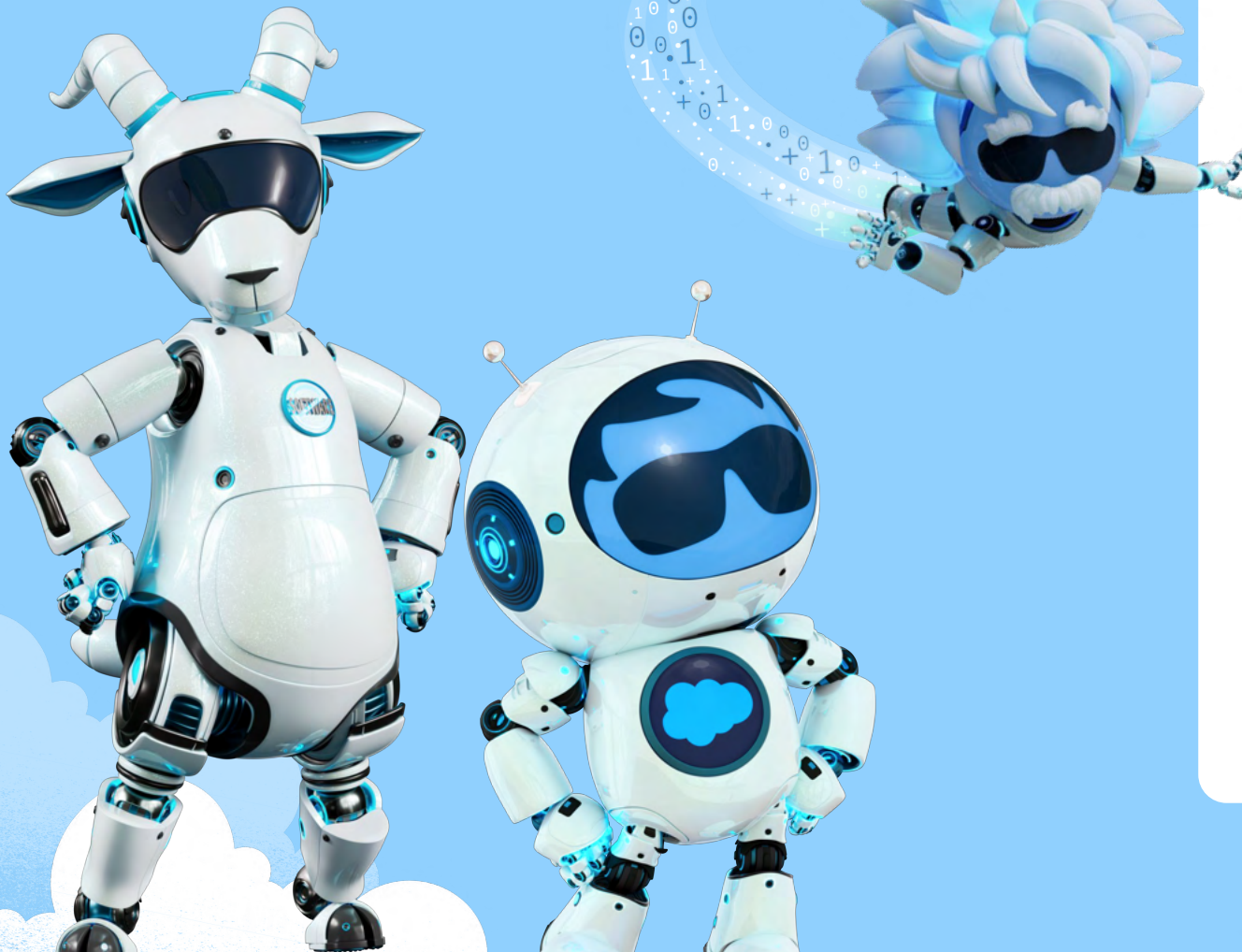
## Emphasis on Agentforce

New Agentforce "Cloud Expert" Navigator distinction; Agentforce in Simple Demo Orgs
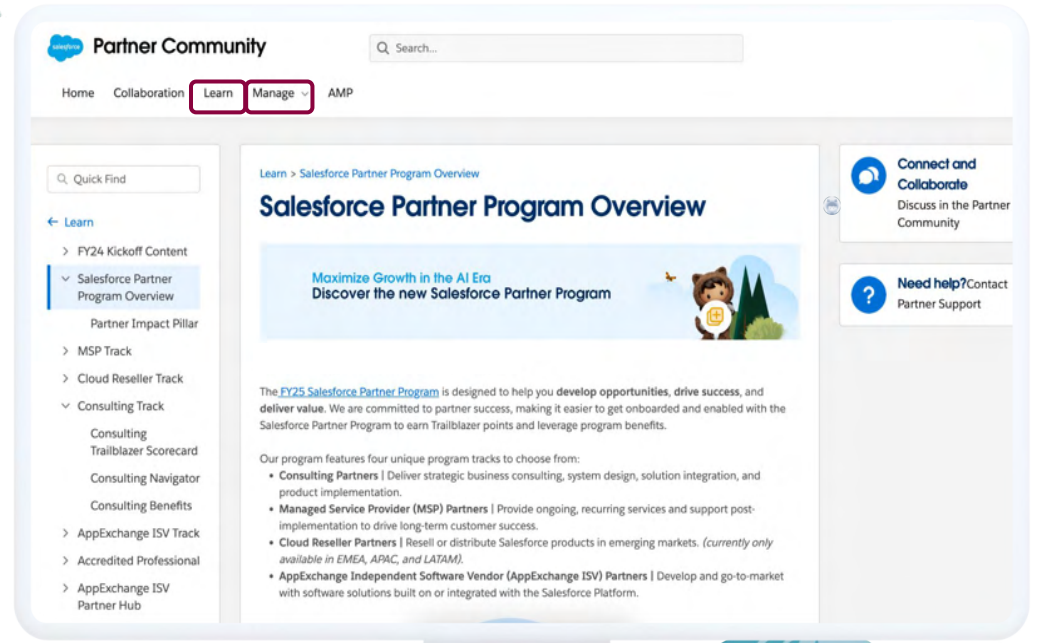
## Authentic Partnership

Introducing PartnerTap and Partner Connect; Agentforce Service Agent in Partner Community

# Next Steps

## Check out the Partner Community Learn & Manage Tabs

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# Thank you