



Say hello to Heroku.

*The AI PaaS for intelligent applications.
Built for developers, by developers.*

Partner Readiness Guide



Partner Readiness Guide to Heroku

Heroku is an **AI PaaS (Platform as a Service)** that accelerates the delivery of Agentforce solutions and custom AI apps in any language

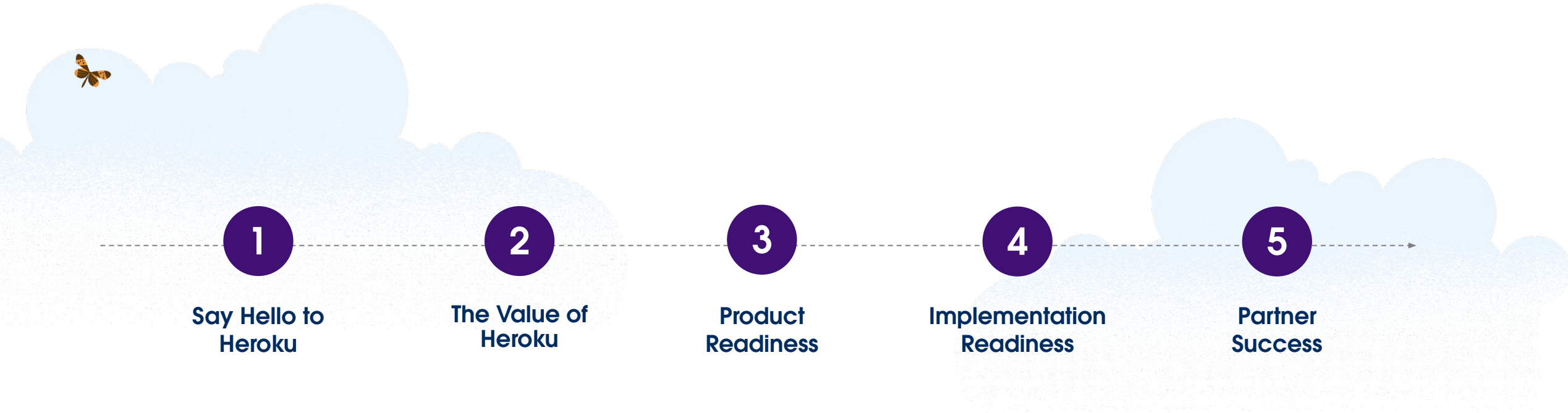
Expand your **offerings**, deepen your **expertise**, and deliver **pro-code solutions** to your customers with Heroku.

This guide will help you understand **Heroku** with all the information you need to start your learning journey.



Heroku Readiness Journey

Let's get started!



Access to the content on Partner Community, Partner Learning Camp (PLC) and Trailhead is available to all registered partners and Salesforce employees. [Access instructions](#)



1 Say Hello to Heroku



Deploy and run apps on today's most innovative AI Platform as a Service

What is Heroku?

Heroku is Salesforce's AI PaaS that accelerates cloud-native and AI app delivery supporting a range of languages, frameworks, managed data, inference, agents, and a marketplace for easy extensibility.

Heroku seamlessly integrates custom code with Salesforce's #1 CRM and Agentforce to help companies connect with customers in new ways. Heroku makes it easy to deliver engaging apps on the public cloud that integrate customer data.

Learn more by visiting
<https://www.heroku.com/what>

Heroku Delivers...

- ★ [A delightful developer experience](#)
- ★ [Scalability at your fingertips](#)
- ★ [Fully managed, robust data services](#)
- ★ [Security and compliance with ease](#)
- ★ [Operational efficiencies](#)
- ★ [An ecosystem of add-ons & services](#)

Heroku + Salesforce

- ★ **Extend Salesforce Apps & Experiences:** extend Salesforce capabilities for a composable enterprise, dismantling data silos and accelerating digital transformation
- ★ **Build Custom Applications:** build custom, secure apps in any modern language tailored to your clients' unique business needs and enriched with Customer 360 data
- ★ **Empower Agents with Intelligent Actions & Services:** create agentic actions with custom tools and workflow, extend app intelligence with data-driven insights and AI capabilities, and automate efficient workflows & services

2 The Value of Partnering with Heroku



Expand your practice & boost ROI

Expand Offerings & Solve Custom Client Needs

Do more with Salesforce data

Leverage clients' existing Salesforce investments and data for new innovative applications

Build Engaging Customer Apps

Use today's most popular languages, tools, and workflows to build custom apps that address unique client challenges and use cases.

Simplify Security & Compliance

Build & deploy apps on a secure foundation within Salesforce Trust Boundary, simplifying audit processes and enhancing client confidence

Increase your Profitability & Elevate your Skillset

Include Heroku in *existing* deal cycles to help **meet your goals**

Leverage a diverse pool of developers using modern languages and tools

Deepen expertise in AI and cloud-native development

Deliver **competitive projects** with less resources

Maximize Your Customer's Value

Help clients **optimize costs**

Reduce operational burden for clients (and yourselves)

Accelerate time to value

Deliver *differentiated* solutions

Heroku Gives Back!

+40%

Developer Productivity*

-35%

DevOps Expenses*

+286%

ROI*

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*The Total Economic Impact™ of Heroku, a commissioned study by Forrester Consulting on behalf of Salesforce, March 2025

3 Product Readiness



Evolve rapidly to meet the needs of modern developers

Deep Salesforce Integration

One-click operation streamlines integration and delivers custom code/actions to Agentforce and Data Cloud via AppLink (coming soon); bi-directional data synchronization between Heroku Postgres and Salesforce via Heroku Connect.

- ★ Streamlines complex integration processes
- ★ Expands addressable use cases for Flow, Data Cloud and Agentforce
- ★ Ensures data consistency across platforms
- ★ Provides elastic, high-performance compute for custom actions

Heroku + AI

Directly embeds latest AI technology, supporting AI-powered IDEs via Heroku Model Context Protocol (MCP) Server; Heroku Managed Inference & Agents with access to leading AI models

- ★ Easy AI integration into apps
- ★ Support for agentic workflows
- ★ Significantly enhances dev productivity via natural language prompts
- ★ Accelerates AI adoption and reduces "delivery gaps" for AI solutions

Read more about Heroku AI [here](#)

Next-Generation Platform

Replatformed to cloud-native, open-source technologies (Kubernetes via Fir generation runtime, Cloud Native Buildpacks, Open Container Initiative, OpenTelemetry)

- ★ Ensures modern infrastructure and robust observability capabilities
- ★ Addresses vendor lock-in concerns, prioritizing portability and open ecosystems
- ★ Supports diverse, demanding workloads; enhances developer experience.

Learn more by visiting [Heroku Blog - News](#)

Check out the [Heroku Changelog](#) for what's next



4 Implementation Readiness

Deepen your Heroku expertise

Request access to Heroku Product Benefits

Launching in July 2025: **Access to Heroku product benefits** for qualified Salesforce Consulting Partners via the Partner Benefit Program

Visit the [Demo and Dev Station](#) on Partner Community for more info!

Become A Heroku Expert

Explore the **NEW Heroku Expert Area** in the Salesforce **Partner Navigator** program

Get certified & **deliver successful Heroku projects** to your customers!

Refer to [Consulting & MSP Navigator Overview](#) for more info

Skill - Up

Currently available **Heroku certifications** include:

- ★ The [Heroku Developer Accredited Professional](#) Credential
- ★ The [Heroku Architect](#) Certification

5 Partner Success

Resources and Collaboration

Partner With Heroku

- ★ Learn more about partnering with Heroku: [Become a Heroku Partner](#)
- ★ Join the [Heroku Trailblazer Community Group](#) for collaboration, thought sharing, and expert advice from the Heroku team
- ★ Explore the [Heroku Technical Learning Journey](#) (page 14) for a clear path to becoming a Heroku expert

Learn More about Heroku

- ★ Visit [Heroku.com](#)
- ★ Subscribe to the [Heroku Youtube Channel](#)
- ★ Sign up for the [Heroku Newsletter](#)

Dive into the Technology

- ★ Heroku Changelog: [Heroku Changelog](#)
- ★ Dev Center: [Heroku Dev Center](#)
- ★ Heroku + Github: [heroku-examples · GitHub](#)



Thank you!

Thank you for learning through Partner Readiness Guides.
We hope you enjoyed this readiness guide to Heroku.

