

Headless 360 Enablement in a Box



salesforce



In this deck



What is Headless

the philosophy

The Solution

Headless 360

Selling Headless

Customer
Conversations



What is Headless

The philosophy, not the Salesforce announcement

AI is shifting SaaS towards headless architectures



Legacy Enterprise

Software was
built
implemented
designed for use
by **humans**

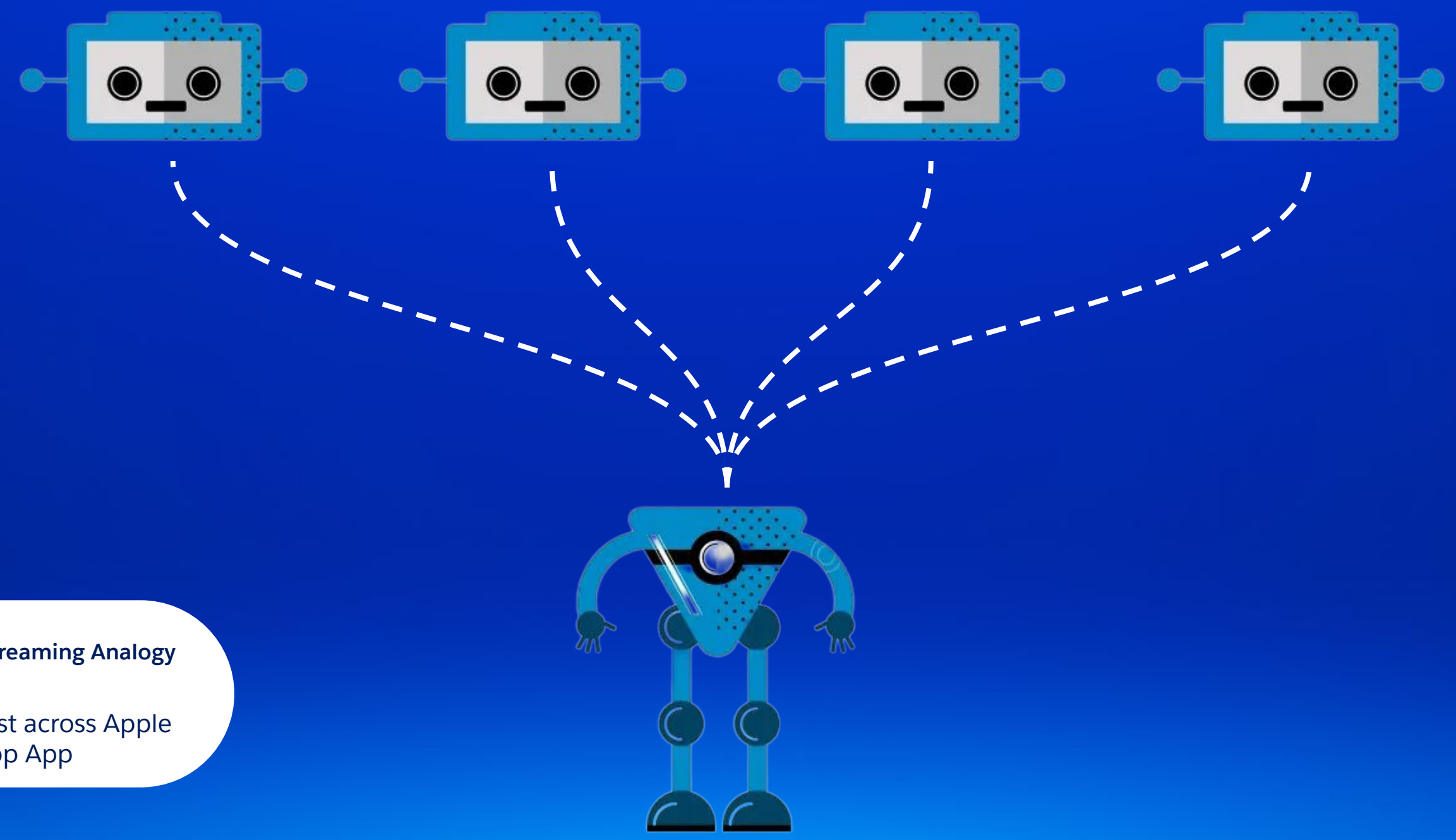
Agentic Enterprise

Now, software is
built
implemented
designed for use
by **AI**



Headless


the decoupling of the UI (front-end) from the system (back-end)



Front End
aka user interface (UI)
E.g. website, mobile app,
Slack, Claude

Connectors
e.g. APIs or MCPs

Back End
Aka system
i.e. data, workflows,
business logic, security

 Spotify | Headless Music Streaming Analogy
You can access the same playlist across Apple
Carplay Home Speaker Desktop App

Flexibility | Reusability | Speed | Customization

Headless architecture optimizes software for agent users



Humans access software through UIs

Systems access software through APIs

Agents access software through MCPs



What is an MCP | Shipping Container Analogy

An MCP is like an API for agents, it standardizes how agents discover and invoke LLM tools calling. APIs tell systems what to do; MCPs tell agents what's possible and how.

Headless 360



Our Headless Solution

We are making our Platform headless-ready



System of engagement

Slack
Slackbot | Canvas | Enterprise Search | Messaging & Huddles | Tableau Viz & Data Q&A
Any workspace

System of agency

Agentforce Customer & Employee Agents
Voice, Web, Mobile & Messaging | Agent Script | Builder | Observability | Orchestration | Agent Fabric
Any agent
MCP & A2A

System of work

Customer 360

Sales	Customer Service	Field Service	IT & HR Service	Contact Center	Marketing	Commerce	Supply Chain	Revenue Management	Platform
Fin Serv	Health & Life Sciences	PubSec	Manufacturing	Consumer Goods	Comms	Nonprofit	Education	Energy & Utilities	Media

Any app

System of context

Data 360
CDP | Federation | MuleSoft | Informatica | Tableau | Structured & Unstructured | Zero Copy | Real-time
Any data lake or warehouse

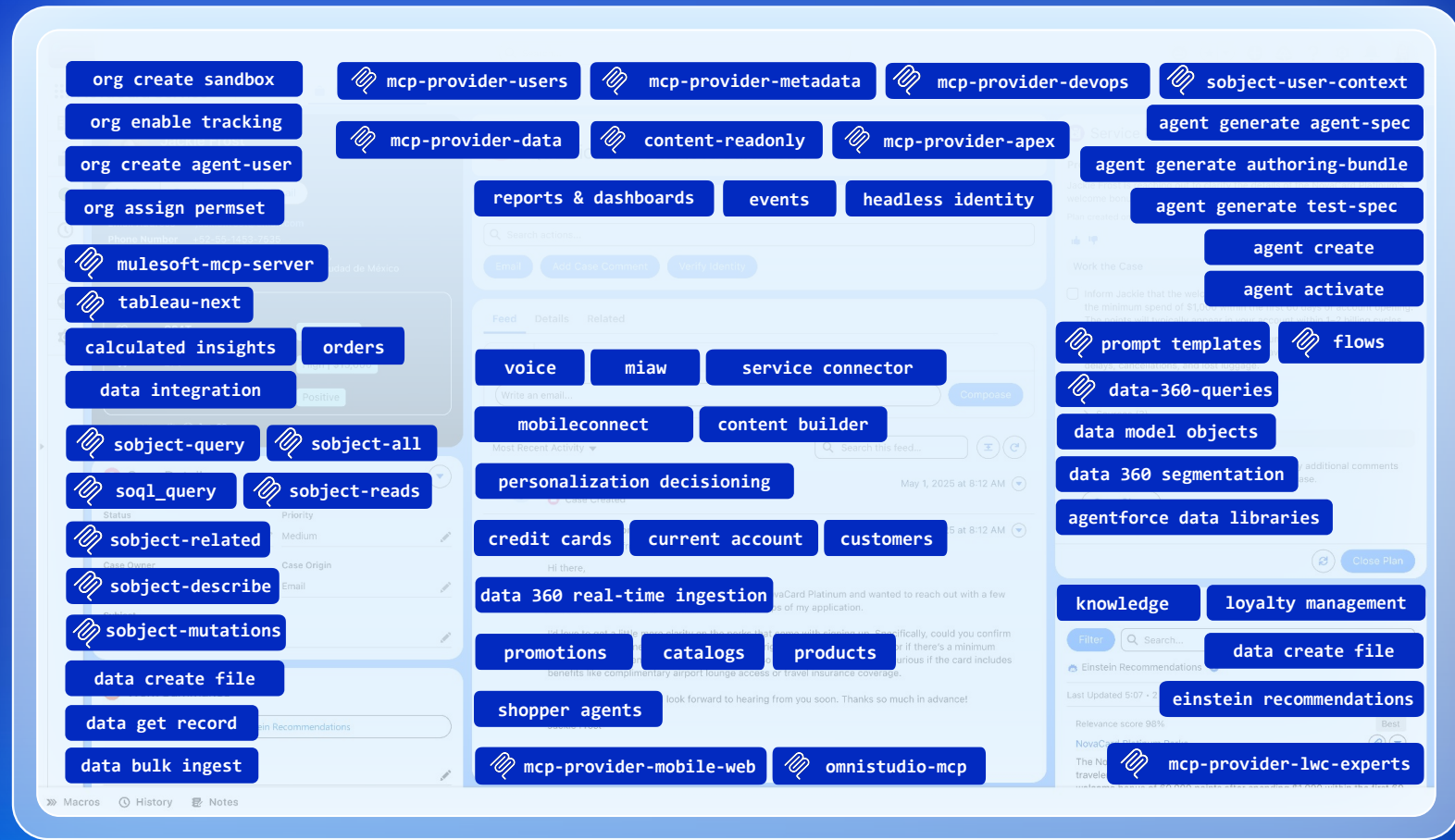
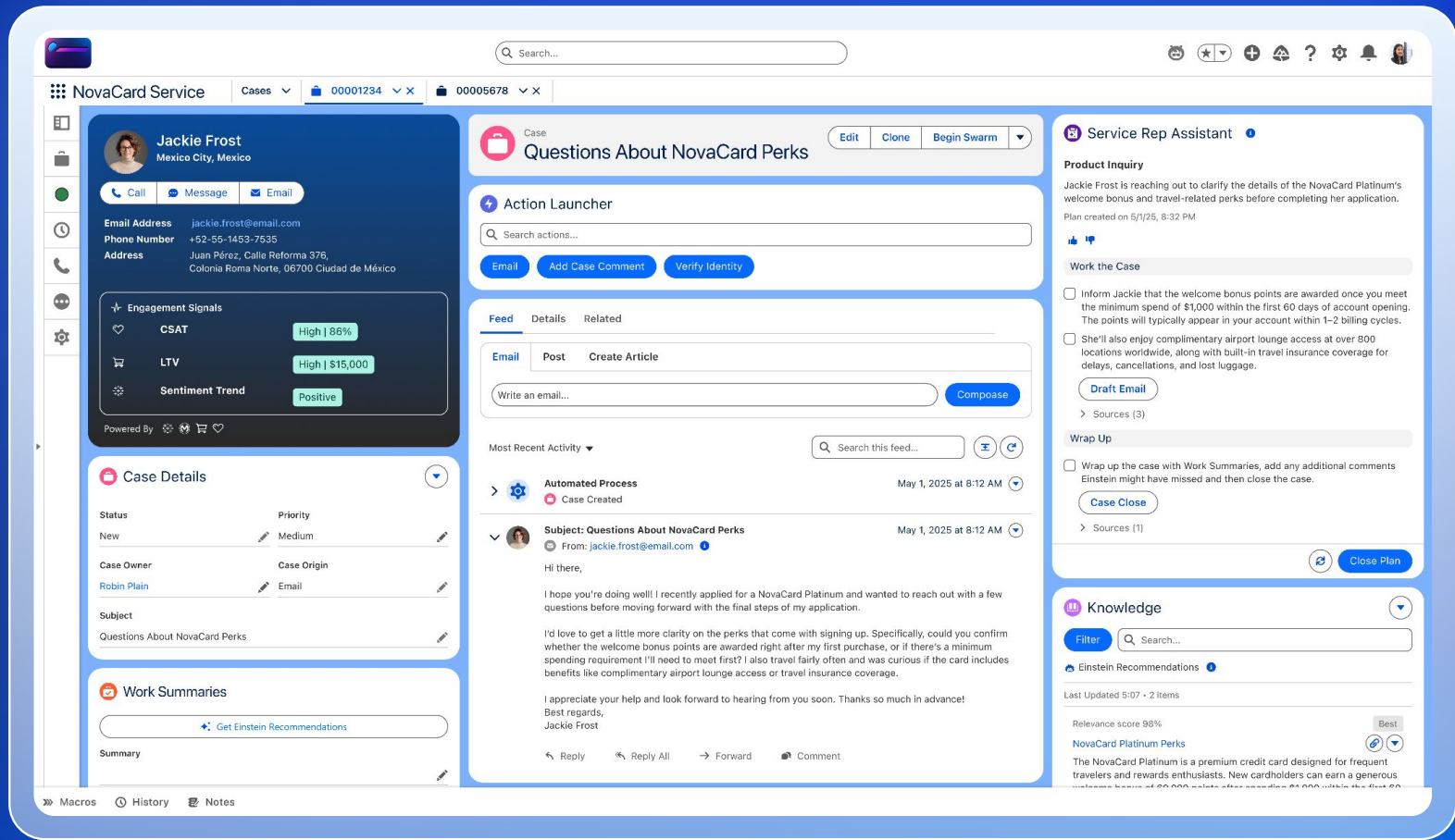
Trust layer

OpenAI | ANTHROPIC | Gemini | LLaMA by Meta | Mistral AI | Open source

To win in the Agentic era, we must optimize for human and agent users

Humans access Salesforce through a browser

Agents access Salesforce through MCP tools



Powered by Salesforce



Headless 360 connects every experience with our Customer 360 apps

No Context Gap

The business context codified in a customer's Salesforce org is highly valuable

“Re-building” that context in a 3rd party agent is difficult and very time intensive

Connect > Rebuild

Connect Easily

We have built MCP Servers for each of our apps
(i.e. Sales Cloud, Data 360)

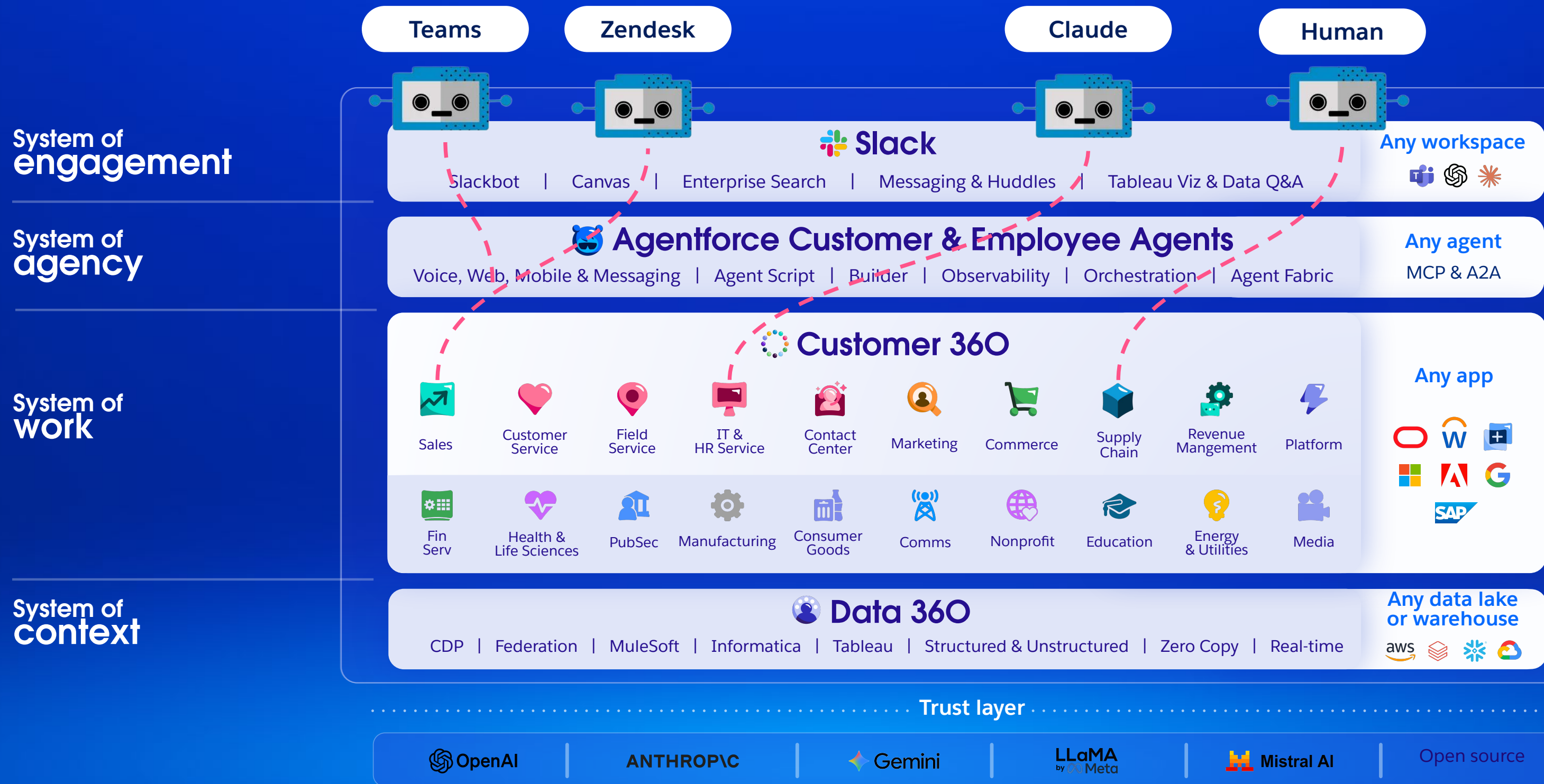
These **MCP servers** translate the complex data of our apps into the MCP standard

This makes it **easy for agents to connect to our apps** and utilize the rich business context

What if Slackbot was not connected to Org62?

It is not simply the access to CRM data but the rather the access to the data with the context of how we run our business that makes Slackbot so powerful.

Now, customers can build their own heads

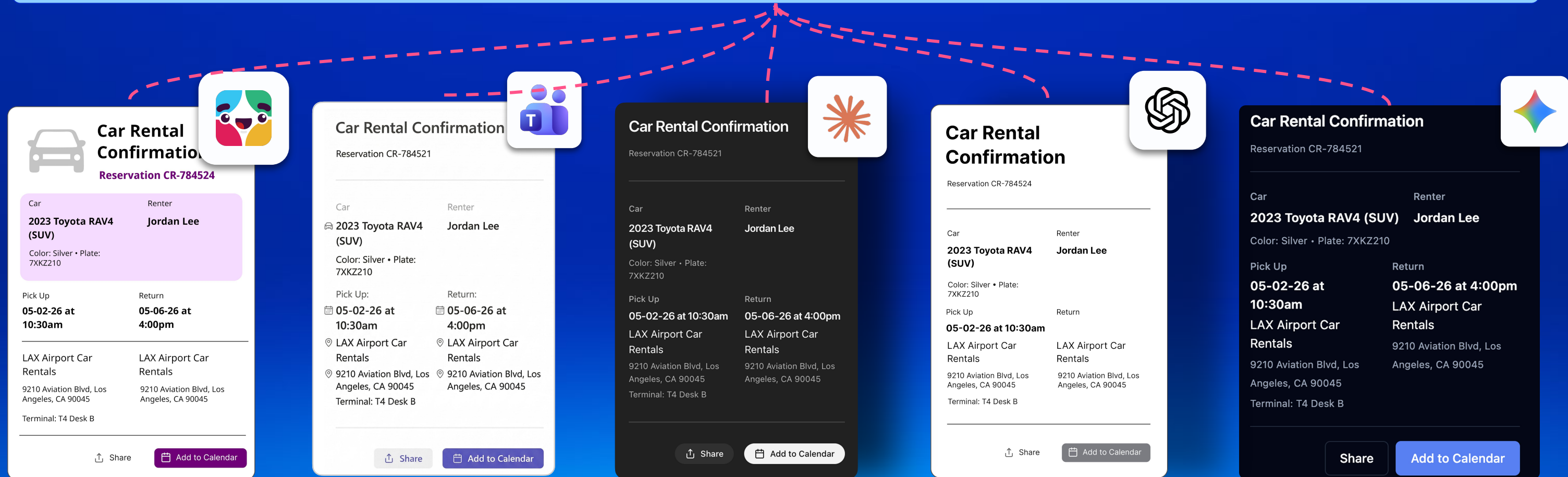




They can build in Salesforce and deploy anywhere

Headless Experience Layer allows you to build once, and deploy across any surface

Car Rental Confirmation Flow



What Comes OOTB to go Headless

Build with Any Coding Agent

60+ **MCP** Tools | 4000+ **APIs**

220+ **CLI** Commands

Make it easy for agents to natively connect to Salesforce data and logic.

ADLC Skills

Enable building, testing, and deploying agents with preconfigured coding skills..

Agentforce Vibes 2.0

AI-assisted vibe coding natively in Salesforce.

Build With Any UI Framework

Salesforce Multi-Framework

Allows users to build in Salesforce leveraging any UI framework, like React.

Deploy on Any Surface

Headless Experience Layer

Define once and deliver rich, native experiences across any surface - Slack, voice, mobile, or custom apps.



Selling Headless 360

Starting Customer Conversations

Headless 360... What it means



Build how you want

Build Salesforce apps using industry-standard no-code tools and modern AI agents outside traditional Salesforce environments.



Deploy Anywhere

Push business processes natively into Slack, Teams, Whatsapp, AI chats like ChatGPT or Claude. Your brand lives wherever your employees and customers are.





Scale AI with Trust

Moves from "Black Box" AI to total control. Rigorous testing, Agent Observability and custom scoring ensure AI agents follow brand policy and deliver value.

Faster Innovation + Wider Talent Pool + Greater AI Adoption + Trust + Scale

What Headless 360 Isn't, and Is



 What it isn't	 What it Is
A replacement for the Salesforce UI	An extension of the platform to agent and developer users – the UI isn't going anywhere
A competitor to Agentforce	The distribution layer for Agentforce – more surfaces, more entry points, more consumption
A DIY headless toolkit	Enterprise-grade, governed, trust-layer-included headless – the opposite of duct-tape APIs
A new product customers buy separately	A set of capabilities across existing platform investments – APIs, MCPs, CLIs already included
Only for technical/developer audiences	A C-suite conversation about reach, flexibility, and business agility – with a developer execution path
A reason to leave Salesforce native tooling	A reason to stay on SAlesforce and build anywhere

Use Cases Headless Enables in the Real World



Telecommunications

Customer support modernization

- **Headless 360 Role:** Enables support experiences across chat, voice, mobile, and retail systems in real time, reducing call center load.

Media & Entertainment

Personalized content and subscription experiences

- **Headless 360 Role:** Provides users with seamless, consistent, real-time experiences across apps, web, mobile, and partner ecosystems.

Manufacturing

Field service technician copilots

- **Headless 360 Role:** Embeds experiences into mobile and third-party apps. they regularly use - without navigating multiple systems.

Financial Services

Relationship management prep for client meetings

- **Headless 360 Role:** Supports advisors with agent provided briefing of client portfolio snapshot and recommended next actions.

Healthcare

Care coordination across portals, SMS, and systems

- **Headless 360 Role:** Connects experiences across portals, apps and messaging systems so patients can interact via their preferred channel.

The Right Message to the Right Leader



Ensuring the value prop aligns to the most relevant decision-maker

Executives

They want Salesforce outcomes everywhere their business runs, without asking IT to rebuild anything

Value propositions:

- Salesforce powered experiences appear in Slack, Teams, React, wherever your employees and customers already work.
- No rip-and-replace. Your current apps and portals become Salesforce-powered without changing / rebuilding them.
- Governance, compliance, and audit trails travel with every experience, automatically.

Desired Outcome: Business agility; reach more surfaces, faster, without change management overhead.

Developer / Architect

They want to build on Salesforce using the tools they love, without leaving their IDE or learning a new platform.

Value propositions:

- Stay in Cursor, Claude Code, VS Code – point your agent at Salesforce and build, no Salesforce UI required
- Skip rebuilding permissions, identity, compliance, and data governance from scratch – inherit it all via MCP
- Open-source ADLC skills + Platform-Hosted MCP Servers means enterprise safety is built in, not bolted on

Desired Outcome: Developer velocity: ship 10x faster with zero platform ramp-up and no duplicated infrastructure.