



Unlocking AI Potential

with Google BigQuery via Salesforce Data 360 Zero Copy

Where global intelligence and customer insight turn into action with AI.



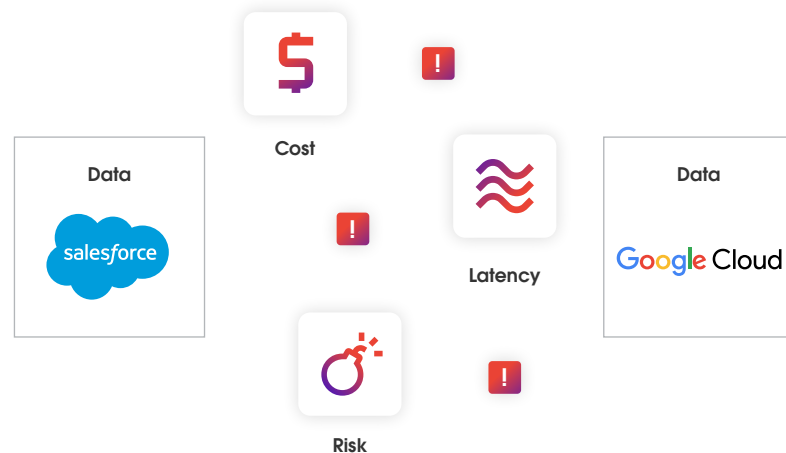
Google Cloud



The AI data dilemma

Organizations want to combine Salesforce customer insights with Google Cloud intelligence. However, running artificial intelligence on enterprise data requires a unified foundation.

Traditionally, teams must build “extract, transform, and load” (ETL) pipelines to move information between platforms. This physical duplication is slow and expensive. It also creates compliance risks and delays real-time decision-making.



The cost of disconnected systems

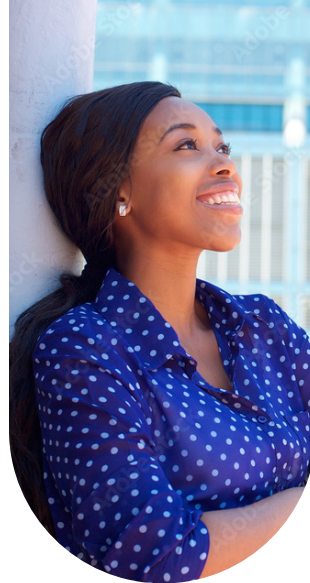
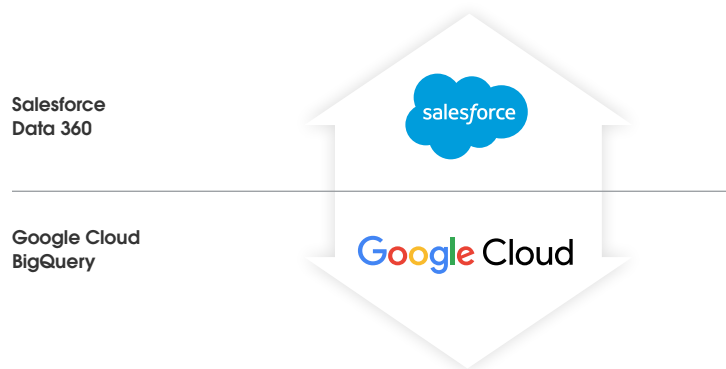
- ✗ Pipelines delay real-time insights
- ✗ Duplication increases storage costs
- ✗ Moving data introduces security vulnerabilities



The Zero Copy solution

Zero Copy is a bi-directional integration connecting Salesforce Data 360 directly with BigQuery. This architecture allows systems to access data at its source, a critical component of the industry's shift toward a headless connectivity strategy.

Organizations analyze enterprise data instantly without physical duplication, ensuring they can activate trusted context everywhere.



Before and after Zero Copy



Before

Pipelines move data, delaying insights and increasing security risk



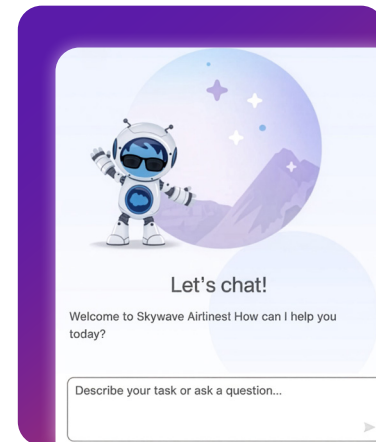
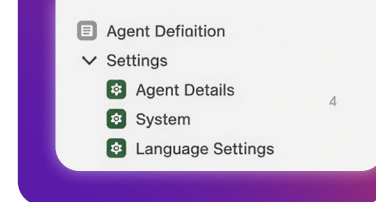
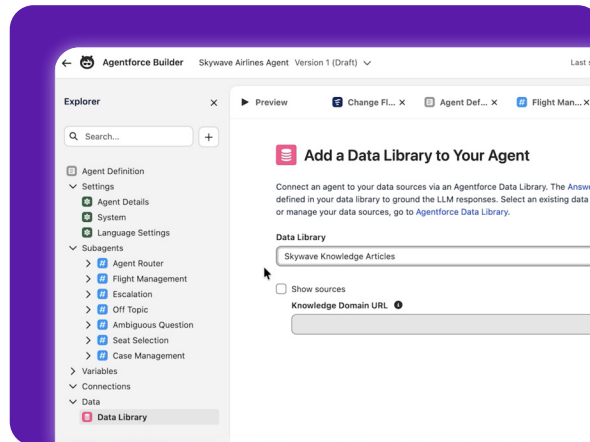
After

Integration enables secure access to real-time data at the source. The system maintains a single source of truth.

A trusted foundation for agentic AI

Agentic artificial intelligence requires a complete, current, and trusted data foundation. This joint solution powers autonomous agents, such as [Agentforce](#), by providing immediate access to unified customer profiles.

Agentforce uses Gemini Enterprise Agent Platform and Gemini models to process complex tasks. Because data remains in place, Zero Copy federation enforces strict governance and maintains compliance.



How the integration works

1
Connect

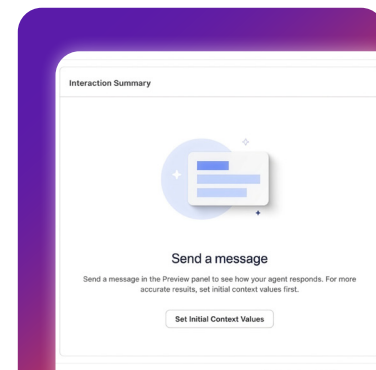
Salesforce Data 360 to BigQuery

2
Apply

Gemini Enterprise Agent Platform models to unified data.

3
Power

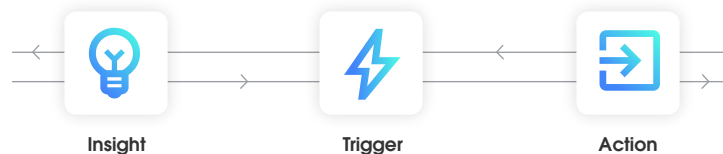
Agentforce to take action reliably and securely.



From insight to action

The partnership transforms static information into automated workflows. You can share insights generated in BigQuery directly in Salesforce Data 360. You can access Salesforce data in BigQuery without ever moving or duplicating it.

This bidirectional flow enables immediate actions across sales, service, and marketing applications. Eliminating data duplication also lowers the total cost of ownership and reduces infrastructure setup.



Secure and actionable data

- ✓ Activate insights instantly across enterprise workflows.
- ✓ Reduce costs by eliminating data storage duplication.
- ✓ Enforce security through unified data governance.



PEPKOR

Reaching **25% more** customers

Pepkor unified fragmented data from 15 acquired brands to transform customer understanding. The retailer integrated Salesforce Data 360 with BigQuery using Zero Copy integration to consolidate 64 million profiles into 24 million unique customers.

This centralized view enables teams to deliver personalized engagement and increase loyalty across a diverse portfolio.

Products used



Data 360



Agentforce

Results:
Expanded customer reach

25%

more customers reached
with targeted offers.

60%+

data reduction

The integration unified **64 million**
fragmented profiles into **24 million**
unique customers.

Deeper

understanding

A unified 360-degree view maximizes
customer engagement.



salesforce

Google Cloud

Activate trusted context everywhere today

Enterprises require capabilities that drive value from their AI investments today, not “someday.” The Salesforce and Google Cloud partnership delivers a complete system to power your agentic enterprise.

Unify global intelligence and customer insight to act instantly without moving data.
Start building your integrated architecture today.

Start the integration journey

- ✓ Establish a trusted, complete, and scalable data foundation.
- ✓ Discover how to unlock the full potential of enterprise data.
- ✓ Visit salesforce.com/partners/google to learn more.