

Welcome to the Agentic Enterprise

Humans & Agents drive
citizen success together



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 their 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 and our ability to compete in the markets in which we participate; and our ability to maintain and enhance our brands.

Salesforce data

Documents

Product telemetry

Conversations

"Great governments don't wait to be asked — they anticipate, act, and deliver.

Empowering public sector organizations with AI, data, and connected platforms to serve every citizen, better and faster."

Audio

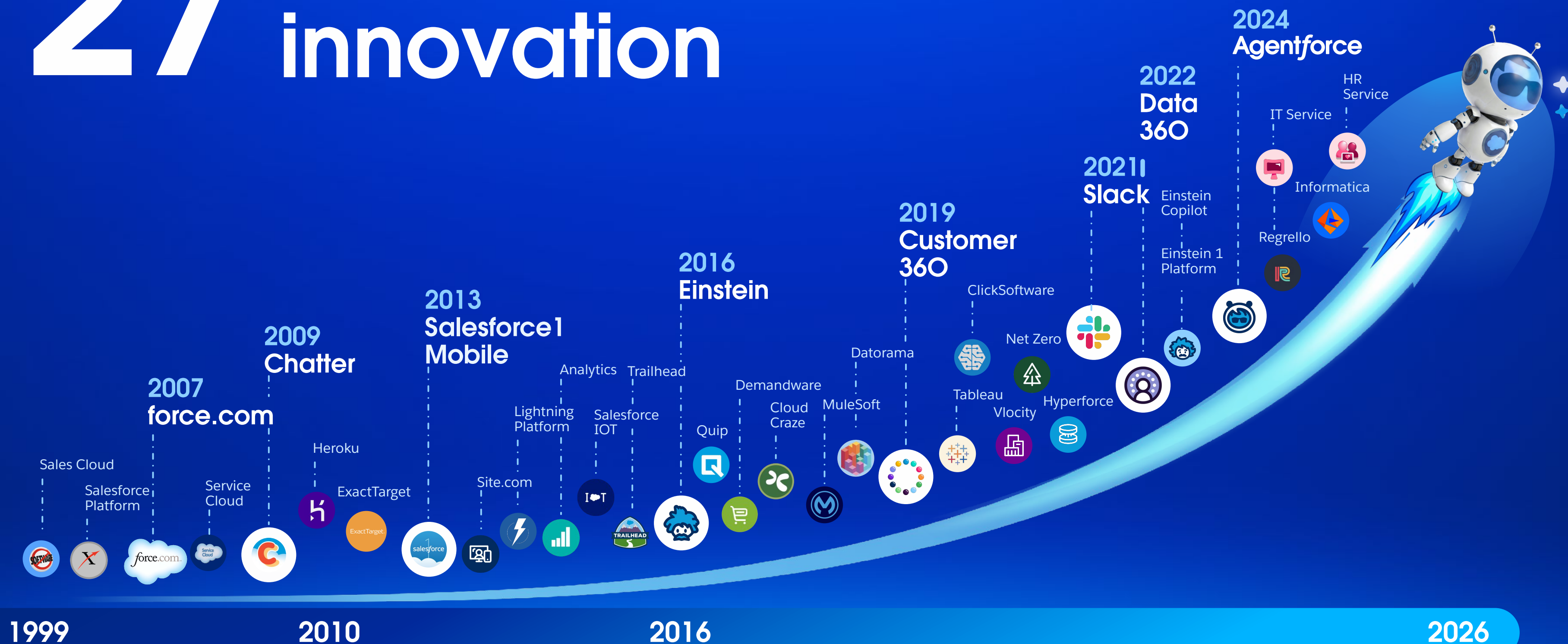
Videos

Inventory records

Social Media Interactions

Wearable devices

27 years of innovation



Hyperforce: Data residency

Choice and control for residency and compliance



 Data Center Locations

**Optimized
architecture providing**

High availability

Fault tolerance

Fast time to DR/resolution

Shortest path access to
data

Agentforce Public Sector global compliance

United States

✓ FedRAMP High

Canada

✓ Protected B

Australia

✓ IRAP

United Kingdom

✓ UK Cyber Essentials

Mexico

✓ SOC2, ISO 27K1

Brazil

✓ SOC2, ISO 27K1

Italy

✓ ACN

Spain

✓ ENS

Germany

✓ C5

UAE

✓ DESC

France

✓ HDS ASIP

Japan

✓ ISMAP

Coming soon

South Korea

✓ CSP Safety

Coming soon

International Standards

NIS2

42K1

SOC 2

✓ Compliant

Agentforce

Agentforce Public Sector

Data 360

Salesforce recognized as a leader in CRM Customer Engagement Center

Gartner
Magic Quadrant™
for CRM Customer
Engagement Center

Pri Rathnayake, Wynn White,
Drew Kraus

December 2024



A leader
15 years
in a row

Report was known as Magic Quadrant for CRM Customer Service Contact Centers in 2012, 2011, 2010, 2009
This graphic was published by Gartner, Inc. as part of a larger research document and should be evaluated in the context of the entire document. The Gartner document is available upon request from Salesforce
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Agentforce Public Sector: Example Missions & Use Cases

Proud to be part of their mission



National Aeronautics
and Space Administration
Talent Recruitment



U.S. Department
of Transportation
**Grants Mgmt.
& Inspections**



U.S. Internal
Revenue Service
Case Management



U.S. Army
**Recruiting &
Employee Experience**



California Department
of Motor Vehicles
**License & Permit
Management**



Belgium Ministry
of Justice
**Courts Case
Management**



Indiana Housing
and Community Dev.
**Benefit
Management**



City of Kyle, Texas
**Contact Center
Engagement**



City of
Barcelona, Spain
**Social Program
Management**



Wisconsin Dept.
of Safety &
Professional Services
**License & Permit
Management**



Arizona Department
of Economic Security
**Benefit
Management**



National
Telecommunications and
Information Administration
Grants Mgmt.



Health Professional Councils
Authority (HPCA)
NSW - Australia
Health Solutions



GovTech Singapore
**IT Center of
Excellence**

Transform from a legacy to an Agentic Government

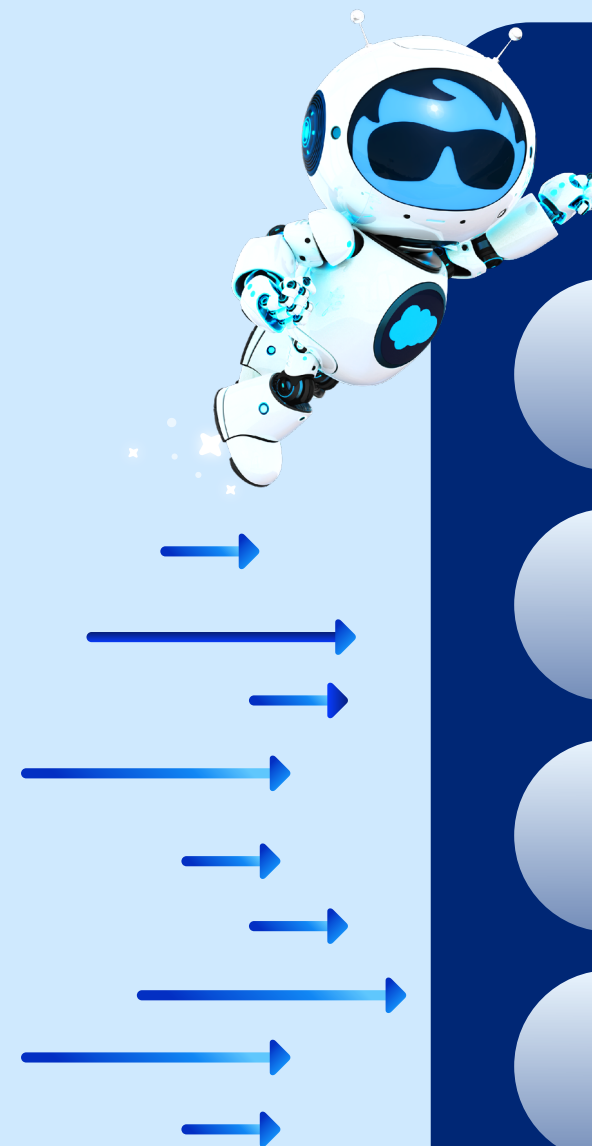
Legacy

Forms, fields, and paper

Fixed capacity

Process-centric

Siloed



Agentic Government

Simple and conversational

Scalable

Customer-friendly

Secure, open & interoperable architecture

\$1 Trillion

Estimated productivity
gains available to U.S.
federal government.

Agentforce Public Sector

Built for Trust.
Designed for Outcomes.

Scale trusted services by uniting
public servants, AI agents, and data.

Empower teams to reach their full potential

Make services fast & responsive

Transform faster with templates
& open architecture

Operate securely and within guardrails



GOVERNMENT
Public Sector: Investigative... Home 00001958 | Case

Public Complaint
Case Number: 00001958 | Priority: High | Status: Working | Complaint Category: Baggage/Luggage | Account Name: Acme Airlines

Investigative Case Mgmt.
Hi! I'm Agentforce, your AI assistant. I help you summarize complaints, identify trends, create investigations, and more. What can I help you with?

Find similar unresolved complaints

Here are the similar unresolved complaints against the same perpetrator:

- Complaint ID: PC-0000000012**
 - Subject:** Johnson Vacation Travel - Missing Jewelry
 - Account:** Acme Airlines
 - Incident Date:** 12/28/2024
 - Summary:** Maria Johnson reported that after arriving home, she was missing jewelry she had recently purchased from her luggage.
- Complaint ID: PC-0000000016**
 - Subject:** Missing Sneakers - Luggage Theft
 - Account:** Acme Airlines
 - Incident Date:** 1/23/2025
 - Summary:** After returning from vacation, bags were delivered successfully at SFO, but upon returning home, shoes were missing from luggage.

Mission Agents & Apps

- Benefits
- Grants
- Investigative Case Mgmt.
- Provider Mgmt.
- Employee Experience
- Social Program Mgmt.
- Licensing & Permitting
- Inspections
- Emergency Programs
- Talent Recruitment
- Contact Center
- Court Case Mgmt.

Agentic Enterprise Architecture for Public Sector

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 | Agentforce Script | Builder | Observability | Orchestration

Any agent
MCP & A2A

System of
work



Customer 360 for Public Sector

Benefit Management
Grants Management
Contact Center
Talent Recruitment

License & Permit
Inspections
Investigative Cases
Courts Cases

Provider Management
Social Programs
Emergency Programs



Sales



Customer Service



Field Service



IT & HR Service



CCaaS



Mktg



Commerce



Supply Chain



Revenue Mgmt



Platform

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



Open source

Outcome-driven mission applications



Agentic Mission Apps

Grants Management

Get the right funding to the right grantees faster with automation

Contact Center Management

Deliver consistent and personalized government experiences at scale

Social Program Management

Nurture successful outcomes on a single platform

Talent Recruitment Management

Facilitate targeted outreach, hiring and onboarding tools

License & Permit Management

Accelerate intake through approvals process with a digital-first approach

Investigative Case Management

Collaborate and track evidence from complaint filing to investigations to results and outcomes

Provider Management

Match program participants to the right service providers faster

Workforce Mgmt & ITSM

Increase productivity with AI workflows for everyday ops.

NEW

Emergency Programs

Empower everyone to speed up emergency response efforts on a single platform

Inspections Management

Increase community safety and compliance with mobile-first tools

Courts Case Management

Streamline all aspects of case proceedings including appeals, mediation and arbitration

Benefit Management

Transform experience and efficiency of government benefit programs

Field Operations & Asset Mgmt.

Schedule, orchestrate, and optimize complex operations from visits to asset management

NEW

Transform government services with a solution built specifically for the public sector



Agentic Enterprise

Should you have more information and
requirement, please contact
(lpalupi@salesforce.com)

