



# Unleash Digital Labor with Agentforce

Now available in AWS Marketplace:  
Simplifying procurement and accelerating AI innovation



# A Partnership for the Age of Agentic AI

The world's #1 AI CRM and #1 cloud provider are innovating together to help our customers connect their disparate enterprise data and simplify product development across data, AI, contact centers, and industry solutions in a trusted, secure way. With a focus on data, AI, and now agents, we're making it easier for customers to leverage the combined strengths of Salesforce and AWS.

Salesforce and AWS are making it easier to build trusted AI agents and applications, empowering digital labor, and creating meaningful customer experiences. **And now Agentforce and all Salesforce clouds are available for purchase in AWS Marketplace, making budget flexibility and IT spend tracking simpler than ever.**



Our partnership with Salesforce empowers our mutual customers to realize the full potential of their data and AI investments. Together, we're delivering immediate, reliable, and actionable insights with agentic AI, enabling customers to automate strategically and deliver more value from every part of their business. It's a promise to fundamentally change the way enterprises operate and thrive."

Chris Grusz,  
Managing Director of Technology  
Partnerships, AWS

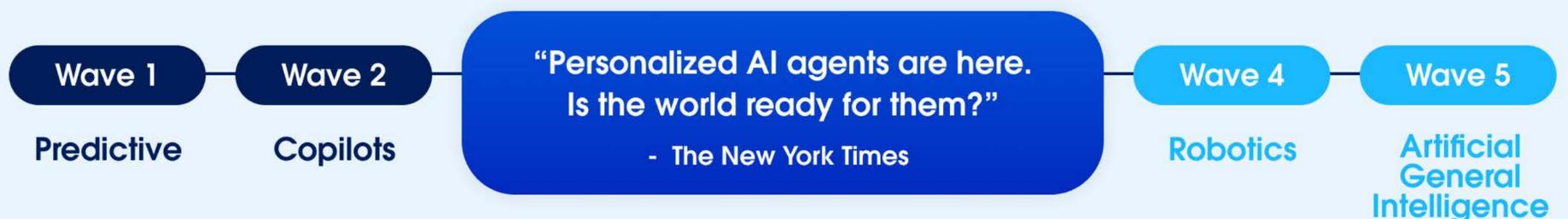


# Why Agentforce, and why now?

Sales and service leaders are under pressure to solve issues faster, deliver personalized service, and meet rising customer expectations. Our customers expect zero hold times – instant and empathetic service – on-demand expertise and a seamless experience across every channel.

The third wave of AI can help solve these challenges. The focus has shifted to digital labor – autonomous and assistive AI technologies that revolutionize how enterprises get work done.

## The 3rd wave of AI is Agents



With Agentforce, you can bring the power of digital labor to every team in your business and every workflow across the enterprise. Built on a trusted, deeply unified platform, Agentforce works seamlessly with people to deliver the instant service your customers expect. From support, to nurturing leads and generating campaigns, Agentforce unlocks capacity for your organization.

“

Agentforce will free up our people to work in a different way with our clients. It's not going to replace, it's going to augment.”

Marc Metrick,  
CEO, Saks Global



# Discover pre-built Agentforce skills for your business needs

## Challenge: Delivering personalized customer service at scale

Traditional customer service systems struggle to meet customer expectations, with 41% of time wasted on low-value and repetitive tasks.<sup>1</sup> Teams are stretched thin and caught up in these low-value tasks, while customer expectations are soaring, demanding faster responses and personalized experiences

With Agentforce for Service, businesses can overcome the inefficiencies of traditional systems that frustrate customers and hinder revenue growth like slow response times. Digital labor, powered by generative AI, enables service teams to manage inquiries faster, find relevant answers in seconds, and generate accurate responses in real time, any time, anywhere.

By analyzing large volumes of customer feedback, AI identifies key trends and sentiments, turning subjective data into actionable decisions by surfacing common issues and recommending best responses. It also processes customer history and context to provide solutions and step-by-step guidance. With AI-driven access to past cases, agents can quickly reference and apply proven solutions, close cases faster, and increase customer satisfaction. Service Cloud uses digital labor to resolve customer inquiries 24 hours a day, 7 days a week.

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<sup>1</sup>Slack Workforce Lab survey, January 2024





### Challenge: Helping sales teams to work smarter and close more deals

Sales teams must efficiently find and engage leads, personalize recommendations, and stay on top of follow-ups to convert pipeline faster while efficiently using existing resources like Slack for collaboration, forecasting tools for insights, and seamless deal closing with clicks.

Agentforce for Sales enhances revenue growth by generating tailored sales pitches using CRM data, ensuring every outreach is relevant and impactful. It also provides intelligent product recommendations based on customer profiles and purchase history, helping sellers make smart suggestions to prospects. After meetings with potential customers, AI-powered call summaries and next steps keep deals moving forward. Sales teams can also leverage AI-driven account summaries and forecasting to track progress toward quotas and manage account status.

**Agentforce for Sales and Agentforce for Service are available for purchase in AWS Marketplace**



### Challenge: Scaling sales teams without adding headcount

Sales teams are under pressure to drive revenue growth, but manual prospecting, follow-ups, and coaching take valuable time away from closing deals.

The future of sales is humans and agents working together. Agentforce SDR nurtures inbound leads, answers questions, fields objections, and books meetings. Agentforce Sales Coach helps sellers refine their skills through AI-driven role-plays and tailored feedback, preparing reps for real negotiations. With multi-channel engagement, seamless seller handoffs, and AI-driven coaching, Agentforce SDR and Sales Coach enhance efficiency, scaling sales efforts without increasing headcount. Sales Cloud extends every seller with digital labor.



**of sales teams with AI saw revenue growth in 2024, vs. 66% without AI.<sup>2</sup>**

<sup>2</sup><https://www.salesforce.com/news/stories/sales-ai-statistics-2024/>



## Challenge: Boost marketing without compromising creativity or consistency

Marketing teams must balance creativity, brand consistency, and data-driven decision-making across multiple channels, often with limited time and resources.

Agentforce streamlines marketing efforts by automating content creation, making sure every asset aligns with brand voice and platform best practices. It also simplifies campaign management by automating scheduling, content generation, and performance tracking. Let digital labor handle the details while your people focus on strategy and creativity. With Marketing Cloud, Personalization Agents help customers craft personalized campaigns and enable marketers to create higher-performing campaigns in less time.



The Salesforce and AWS partnership is really focused on accelerating AI adoption for our customers. With Agentforce, we're helping customers save time and costs while delivering scalable AI agents."

Katie Reams,  
VP Strategic Partnerships,  
Salesforce



[Watch to learn more about Agentforce](#)

[Read more about how Salesforce and AWS are paving the path to Agentic Enterprise](#)

# Maximize the value of your AWS commitments

## Benefits of purchasing in AWS Marketplace:

### 01 Accelerate success with seamless procurement:

AWS Marketplace simplifies the purchasing process with pre-approved budgets, private pricing, and consolidated billing.

### 02 Utilize pre-committed AWS spend:

Purchases of Salesforce products count toward your AWS spend commitment, optimizing your investment.

### 03 Unlock additional AWS discounts:

Reliable and predictable spending with Salesforce products can unlock additional AWS usage discounts, optimizing spend and operational efficiency.

### 04 Streamline financial processes:

Consolidated billing across AWS and Salesforce streamlines billing, making IT expenses management more efficient.



Having this partnership has essentially allowed us to consolidate much of our tech stack and get that visibility into what it is that we're doing across the business, leveraging the data to have a holistic view of the overall landscape with our technology, and identify opportunities for cost savings, which obviously makes our leadership very happy."

Trasha Collins-Reed,  
Director, Sourcing and Partnerships, SiriusXM

# See how SiriusXM is enabling innovation by consolidating its tech stack

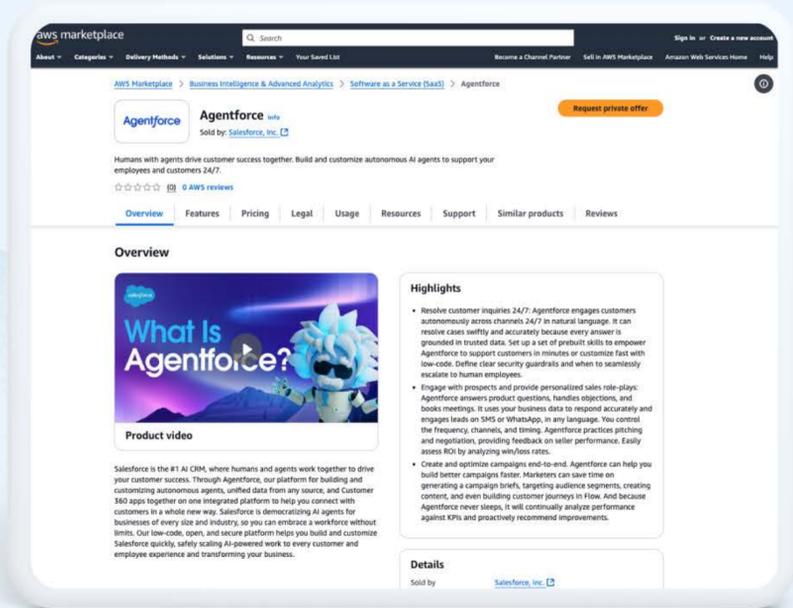
SiriusXM, the world's largest satellite radio company, turned to Salesforce and AWS Marketplace to help break down technology silos and simplify procurement processes. SiriusXM's transformation wasn't only about technology, it was about empowering procurement as a strategic driver of the business. Salesforce and AWS Marketplace helped SiriusXM streamline contracting procedures and gain real-time visibility into technology investments.

Watch the video to learn how the procurement leaders are shaping SiriusXM's strategic direction while bolstering compliance and security.

[Watch video](#)

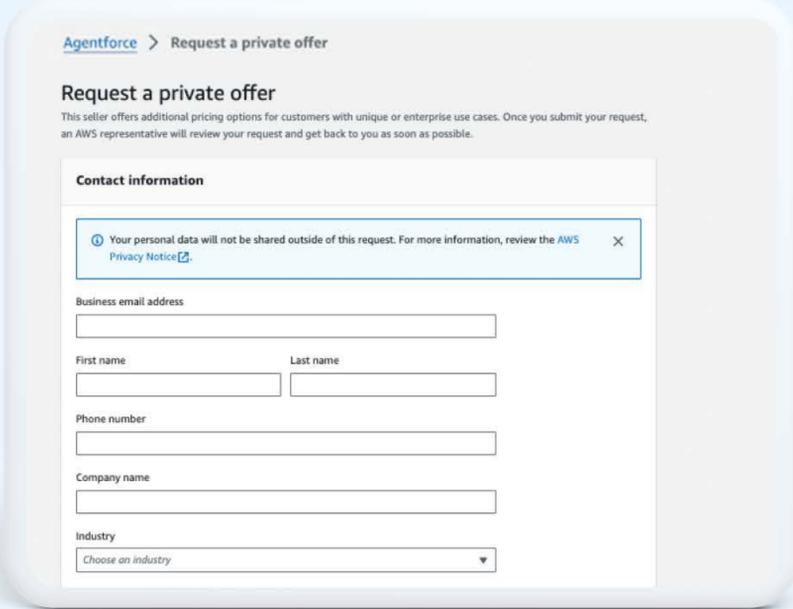


# Start your Agentforce journey today. It's easy as 1,2,3 in AWS Marketplace



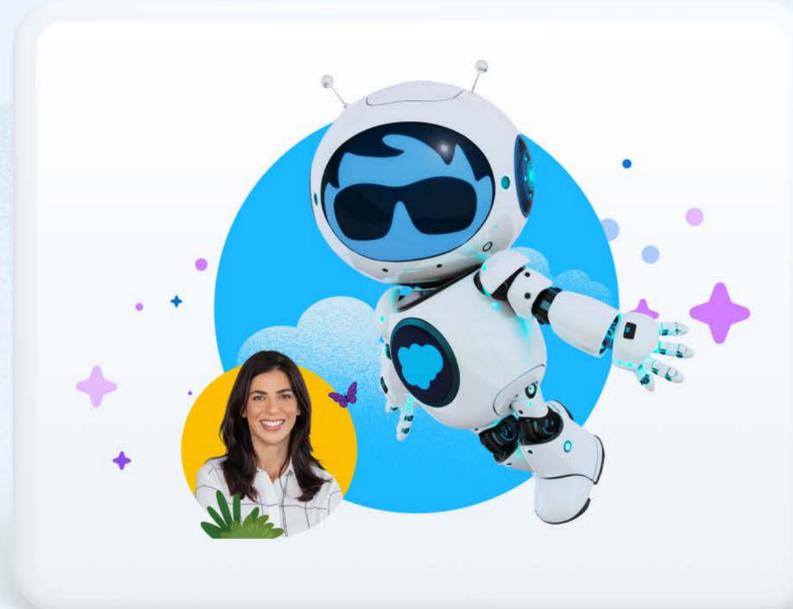
## Step One

Search for Agentforce in AWS Marketplace.



## Step Two

Select "Request Private Offer" and complete the short form.



## Step Three

We'll get in touch, and start putting digital labor to work for your business.

# Ready for what's next

By leveraging the best of Salesforce and AWS, businesses can:

## 01 Maximize AI's potential:

Unlock actionable insights with trusted AI solutions.

## 02 Enhance experiences for every customer:

Deliver tailored, frictionless interactions.

## 03 Achieve operational efficiency:

Optimize workflows and scale fast.

Agentforce in AWS Marketplace transforms how businesses operate, innovate, and grow. Together, Salesforce and AWS are empowering organizations to meet the challenges of today while creating tomorrow's opportunities.



[See Agentforce and all Salesforce clouds in AWS Marketplace now](#)

[Visit the Salesforce AWS partnership page to learn more](#)



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