

AGENTIC AI



AGENTFORCE: FROM PILOT TO PLATFORM

How enterprises scale autonomous AI from experiment to execution

AI FIRST SERVICE, POWERED BY AGENTFORCE

Turning service interactions into growth, loyalty, and lifetime value

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The Rise of Intelligent Allies: How AI Agents are Revolutionizing Business

Artificial intelligence (AI) agents are rapidly transitioning from a futuristic concept to a vital part of our technological and business landscapes. These sophisticated systems can interpret language nuances, discern intent to determine optimal actions, and function autonomously to achieve specific goals, revolutionizing how we leverage technology to enhance various business practices.

AI agents excel in automating tasks, personalizing interactions, and extracting actionable insights from vast data sets. These capabilities enable businesses to significantly enhance customer engagement, drive revenue growth, and improve operational efficiency.

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- **24/7 Customer Support:** AI-driven chatbots and voice assistants provide round-the-clock support, addressing customer inquiries about order status, company policies, and product details.
- **Product Information Access:** AI agents trained on product data can answer free-form questions, offering detailed information on features, specifications, materials, fit, and installation instructions that may not be readily available on the company website.
- **Customer Feedback and Insights:** AI agents engage users in conversational surveys to gather insights on preferences, pain points, and satisfaction levels, which can be used to enhance products and services. installation instructions that may not be readily available on the company website.

Driving Revenue Growth

AI agents are powerful tools for boosting revenue through targeted strategies and optimized processes. Effective applications include:

- **Advanced Customer Segmentation:** AI agents analyze psychographic data, such as shopping patterns and social media interactions, to create high-impact marketing campaigns for specific customer segments. For example, an AI agent might identify customers interested in sustainable fashion and notify them about relevant promotions.
- **Sales Lead Qualification:** AI agents evaluate incoming leads based on predefined criteria, ensuring sales teams focus on high-potential prospects. For instance, an AI agent in a B2B company might prioritize leads by company size, industry, and engagement level.
- **Customer Retention:** AI agents identify at-risk customers and implement retention strategies by analyzing engagement patterns and feedback. For example, an AI agent in a subscription service might detect declining activity and offer personalized incentives to re-engage the customer.

Enhancing Operational Efficiency

AI agents contribute significantly to operational efficiency by automating routine tasks, optimizing complex processes, and providing data-driven insights. Key use cases include:

- **Automating Routine Tasks:** AI agents manage mundane tasks like data entry, invoice processing, scheduling, and basic communication, freeing up human resources for strategic and creative work, reducing errors, and boosting productivity.
- **Streamlined Internal Communication:** AI agents handle internal messaging, automate email responses, and schedule meetings, improving information flow and collaboration. For instance, an AI agent can monitor chat channels for FAQs and provide instant answers, allowing employees to focus on more complex tasks.
- **Insights and Analytics for Decision-Making:** AI agents process large datasets quickly, offering actionable insights for data-driven decisions. For example, by analyzing employee performance and workflow patterns, these agents can identify bottlenecks and suggest task reallocation or shift optimization to enhance productivity and reduce downtime.

AI agents offer diverse applications that can transform business operations and customer interactions. By effectively leveraging AI for automation, personalization, and data analysis, companies can achieve significant improvements in customer engagement, revenue growth, and operational efficiency. As AI technologies continue to advance, the potential for innovative and impactful applications of AI agents will grow, leading to a future where intelligent automation and human creativity drive growth and innovation together.



Building AI Operations: A Practical Guide for B2B and B2C

The promise of artificial intelligence has started to become reality for many brands and merchants. Personalized recommendations, automated customer service, dynamic pricing, and predictive inventory management are some of the AI-driven programs rolling out at scale.

But we find that the gap between pilot projects and production-ready AI operations is where many companies stumble. Building effective AI operations requires more than just implementing algorithms—it demands a **thoughtful operational framework that unites technology, people and process**.

It should be no surprise that this framework echoes the best practices of the digital revolution. Many of the principles companies used (and are still using) as they transitioned from spreadsheets to technology are the same ones they will apply to make those digital initiatives more AI-driven.

Start With Clear Business Objectives and KPIs

Don't deploy AI for its own sake. Before building any operational infrastructure, identify specific business problems that are worth solving. **Focus on profit-generating use cases:** Are you losing customers to slow support response times? Is inventory turnover creating cash flow issues? Are you struggling to personalize experiences across channels?

Each use case requires different operational considerations. A recommendation engine needs continuous performance monitoring and A/B testing infrastructure. A customer service chatbot requires escalation workflows and quality assurance processes. An inventory forecasting system must be integrated with supply chain operations and vendor management.

Define success metrics upfront. These might include conversion rate improvements, customer satisfaction scores, cost per interaction, or inventory carrying costs. Clear metrics guide operational decisions and help you allocate resources effectively.

Build a Cross-Functional Team

Successful AI implementations require collaboration. At OSF, we help our clients create AI Steering Committees to set and monitor the operational agenda, including policy and process.

We recommend staffing the committee with an AI Lead or Project Manager who can work across stakeholder groups. Committee members should include at least one senior business leader (who can help guide decision-making) and representatives from data science, engineering, product management, sales, finance and operations.

Invest in Data Infrastructure and Governance

AI systems are only as good as the data they work with. Readyng operations for AI means creating reliable data pipelines that collect, clean, and deliver information to models in real time or near-real time.

Start by auditing your current data landscape. What customer behavior are you tracking? How is product information structured? Where do gaps exist? Common issues include inconsistent product categorization, incomplete customer profiles, and disconnected data sources across channels.

Implement data governance practices early. Define data ownership, establish quality standards, and create processes for handling customer privacy and consent. These aren't just compliance requirements—they're operational necessities that prevent model degradation and maintain customer trust.

Design for Human-AI Collaboration

The best AI operations recognize that **humans and machines have complementary strengths.** Design workflows that leverage both effectively.

For customer service, this might mean AI handling routine inquiries while routing complex issues to human agents with relevant context. For merchandising, AI might suggest product bundling opportunities while humans make final decisions based on brand strategy. To avoid the duplicate contact records that can vex sales teams, AI flags suspected duplicates while human analysts investigate and recommend the best way to de-dupe.

Build interfaces that make human oversight practical. Agents shouldn't need to understand machine learning to work effectively with AI systems. They need clear explanations of why the AI made certain decisions and simple ways to provide corrective feedback.

Implement Continuous Monitoring

AI models degrade over time as customer behavior shifts, products change, and market conditions evolve. **Operational excellence requires continuous monitoring and regular retraining.** And make sure to document and share information about interventions and their outcomes.

Establish dashboards that track both technical metrics like prediction accuracy and business metrics like revenue impact. Set up alerts for anomalies—sudden drops in confidence scores, unexpected shifts in customer segments, or unusual patterns in recommendations.

Create a regular cadence for evaluating your models. Some teams review performance weekly, others monthly. Fashion commerce companies might need more frequent updates than industrial supply businesses.

Plan for Scale and Iteration

Start with one well-defined use case. Trying to implement AI across an entire operation at once is a recipe for operational chaos.

As you scale, invest in automation for repetitive operational tasks. Model retraining, performance

reporting, and data quality checks should become increasingly automated, freeing your team to focus on strategic improvements and new applications.

Building AI operations is a journey. The companies that succeed treat it as an ongoing operational capability, not a one-time technology project. With the right foundations—clear objectives, cross-functional collaboration, solid data infrastructure, thoughtful human-AI workflows, and continuous improvement—AI becomes a sustainable competitive advantage rather than a perpetual experiment.





Transforming the Beauty Industry with AI and Autonomous Agents

The beauty industry thrives on personalization, seamless experiences and efficient service.

Customers expect tailored product recommendations, instant support and effortless transactions—whether online, in-store, or via social channels. In this article we'll explore how AI and autonomous agents can enhance beauty experiences.

Effortless Order Management

Beauty shoppers often place repeat orders for their favorite products. With AI and autonomous agents, retailers can simplify order management, providing customers with smooth and timely experiences.

- **Cancel an order** – Customers can cancel purchases quickly, with AI ensuring compliance with brand policies.
- **“Where is my order?”** Real-time tracking updates are provided by AI, which connects to shipping carriers automatically.

- **Quick reorder:** A returning customer can simply say “Reorder my last moisturizer” and autonomous agent will locate the previous purchase, confirm details, and place the order.
- **Order search:** Shoppers can quickly retrieve past purchases with natural language, such as “Show me my last serum order.”

AI-Powered Beauty Assistance and Product Information

Beauty shoppers often seek guidance on ingredients, application techniques, and suitability for their skin type. Autonomous agents empower retailers to provide instant, informed responses:

- **Answer frequent product questions:** Customers can ask, “Is this foundation suitable for oily skin?” and receive AI-generated responses based on product descriptions and knowledge base data.

- **“Is this shade of lipstick available at the downtown store?”** AI checks store availability in real time, locates the product and reserves it for pickup.
- **“Skip my next delivery of my skincare bundle”** – AI seamlessly manages subscription preferences, allowing customers to skip deliveries with a simple command.

Hyper-Personalized Beauty Recommendations

In the beauty industry, customers are always looking for products tailored to their unique needs. AI-powered agents can offer personalized product recommendations, enhancing the shopping experience by suggesting products that best match each customer’s preferences.

- **“Recommend a serum for dry skin.”** Based on previous orders and browsing behavior, AI suggests the best options.
- **“Find a red lipstick that suits my skin tone.”** AI analyzes color-matching data and previous purchases to offer curated choices.
- **“What’s new from my favorite brand?”** Customers can receive real-time updates on new product launches and exclusive offers.

Seamless Appointment Booking for Beauty Services

For beauty retailers offering consultations, makeovers or skin assessments, AI-powered agents simplify scheduling:

- **“Book me a makeup consultation for Tuesday afternoon.”** AI finds available slots and confirms the appointment.
- **“Move my facial appointment to next Friday at 3 PM.”** – Rescheduling can be made with ease, respecting customer preferences and business rules.

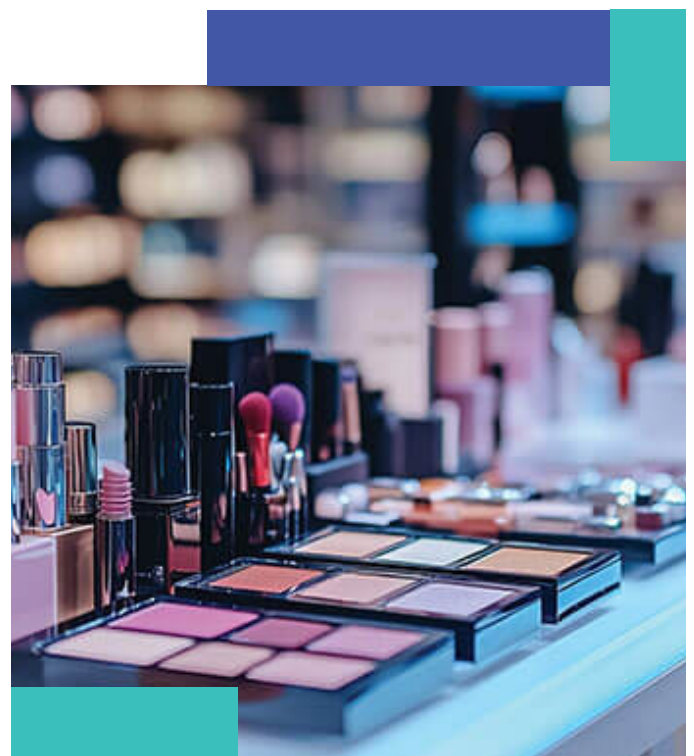
Smarter Customer Engagement and Feedback Collection

Traditional customer surveys often go ignored. With autonomous agents, beauty retailers can gather valuable insights through engaging, conversational AI:

- **Chat-based feedback:** Instead of standard survey forms, autonomous agents capture customer sentiment dynamically, summarizing key concerns and satisfaction levels.
- **AI-powered insights:** By analyzing purchase patterns and feedback, beauty brands can refine their offerings and improve customer experience.

Transforming Beauty Retail with Agentforce

The key to bringing these AI-driven innovations to life is Agentforce. Designed to automate and enhance every aspect of customer interaction, Agentforce empowers beauty retailers to provide seamless, personalized experiences that drive loyalty and satisfaction. Whether it’s automating order management, personalizing product recommendations, or simplifying appointment scheduling, Agentforce helps beauty brands meet and exceed customer expectations.





From check-in to check-out: revolutionizing hospitality services with Agentforce

The hospitality industry is continuously evolving, fueled by customer expectations for personalized services and seamless experiences. From seamless check-ins to personalized services, the goal is to make every guest feel like royalty. Yet, managing inquiries, bookings, and special requests across multiple platforms can be challenging. Enter Agentforce, the AI service assistant, which designs each interaction for quick resolution and enhances the overall customer experience.

An excellent experience for guests starts by making them feel welcomed with easy check-in procedures, effective communications, and tailored services. However, managing customer bookings, special requests, and inquiries on diverse platforms can be intriguing. It is here where you can capitalize on Agentforce to make customer service efficient and faster. Hence, you can make both guests and staff happier. After all, who doesn't want an agent who knows all the details, provides all the answers, and is connected 24/7?

How can Agentforce assist: no more confusion and convoluted processes that stress employees and make guests look for another accommodation

Agentforce is not just another tool; it's a game-changer. Automating room bookings, upgrades, special requests, and transportation needs ensures that guests receive prompt and efficient service. Whether it's registering complaints, reporting lost items, or handling cancellations, Agentforce is designed for quick resolution, enhancing the overall customer experience.

Streamlining operations and empowering the workforce

The hospitality industry is no stranger to challenges like labor shortages and wage inflation. As demand surges, especially from leisure and business travelers, technology becomes the knight in shining armor. Agentforce empowers staff with intuitive, mobile-friendly applications, allowing them to deliver personalized guest experiences without the stress of learning new systems overnight. The integration of an agentic workforce supports measurable business outcomes.

By automating repetitive workflows, Agentforce reduces service costs, accelerates response times, and removes operational bottlenecks in hospitality management.

- Guest queries and requests no longer take too long before being responded to.
- Service is uniformly delivered through phone, email, chat, and in-person interaction.
- Guest preferences can be captured across channels, resulting in hyper-personalized experiences.
- Special requests, including room upgrades or service issues, aren't ineffective anymore.

Use cases for Agentforce in the hospitality business

Convenient room booking and more

Booking a room manually can be a hassle. Agentforce simplifies this by collecting user details, checking room availability, and confirming bookings with ease. Room upgrades, special requests, and transportation assistance can be easily handled, ensuring a smooth and hassle-free experience for guests.

Easy complaint resolution and lost & found assistance

Agentforce makes reporting complaints and lost items a breeze. Logging details efficiently and ensuring prompt action enhances guest satisfaction and confidence. The system's structured approach to lost-and-found services assures guests of a reliable and stress-free process.

Hassle-free booking cancellation

Cancellation policies can often be a source of confusion and frustration for guests. Agentforce addresses this by providing clear information about cancellation fees and ensuring a smooth, stress-free cancellation experience.





A new paradigm in workforce planning: shifting the focus from time-consuming tasks to creating memorable experiences

With rising operational costs, ongoing staffing shortages, and growing guest expectations, it's time to rethink the roles humans play in delivering hospitality services. The rise of the agentic workforce presents an opportunity to shift human efforts from transactional tasks to meaningful, high-value interactions.

In such a sector where digital innovation is transforming both guest experiences and workforce dynamics, Agentforce stands out. By offloading repetitive tasks to autonomous systems, hospitality brands can redefine workforce roles to emphasize empathy, creativity, and problem-solving. Frontline staff can focus on curating memorable guest moments, while back-office operations can concentrate on data-driven decision-making and strategic planning.

Elevating human value: how does Agentforce work exactly?

Frontline staff, for instance, can spend more time curating memorable guest moments, resolving nuanced service challenges, or tailoring wellness experiences—all of which contribute directly to guest loyalty and brand differentiation.

For back-office operations, this shift allows talent to concentrate on data-driven decision-making, strategic planning, and improving operational

models. Rather than performing manual audits or inventory tracking, teams can analyze insights generated by autonomous systems to optimize staffing, forecast demand, and elevate service delivery.

As we move through 2026 and beyond, the most successful hospitality brands will be those that embrace the agentic model. By liberating staff from monotonous tasks and empowering them with tools that amplify their impact, the future of hospitality becomes more human, not less.

Beyond the basics: enhanced operations and data-driven decisions

Agentforce's benefits extend far beyond guest experience. Automating mundane tasks like reservation confirmations and post-stay surveys frees up staff for more strategic endeavors. Data-driven insights into guest behavior and preferences enable better decision-making, while reduced costs and enhanced brand loyalty contribute to a positive bottom line.

Why choose Agentforce for your hospitality business?

Elevate staff retention: Empowering employees with meaningful work boosts job satisfaction and reduces turnover.

Boost guest satisfaction: Personalized service moments enhance Net Promoter Scores (NPS) and foster long-term loyalty.

Grow the agility of your business: AI-enabled systems enhance organizational resilience and adaptability, scaling rapidly during high-demand periods.

Deepen customer engagement: Personalize experiences using guest data for customized upgrades and amenities. Targeted marketing and real-time social media engagement enhance guest exclusivity and online reputation.

Provide effortless guest communication: Proactively engage guests with personalized messages, room upgrades, and dining

recommendations. 24/7 AI chatbots handle common inquiries, ensuring smooth communication, especially for international guests.

Rely on smarter remarketing: Maintain strong guest connections post-stay with personalized emails, SMS, and targeted ads. In turn, optimize loyalty programs with personalized rewards.

Increase operational efficiency: Automate tasks like reservation confirmations and surveys, freeing staff for strategic roles.

Get those important data-driven insights: Leverage guest behavior data for informed decision-making and improved operations.

Reduce your costs without major investments: Automation enhances efficiency and reduces labor expenses while avoiding new-tech hassle.

Enhance brand loyalty: Exceptional experiences boost brand perception and encourage repeat business.

Tailored to meet the specific requirements of boutique hotels and global hotel chains, Agentforce empowers you to stay at the competitive edge with its AI-driven solutions that can fit in seamlessly into your Salesforce ecosystem. From customer service automation to personalized marketing to smarter sales operations, Agentforce can redefine hospitality operations, boosting efficiency and enhancing guest loyalty.





How AI First Service Turns Every Interaction Into Revenue, Retention, and Lifetime Value

For decades, customer service lived in the shadow of cost. It was treated as a necessary support function important for issue, case resolution, but rarely viewed as a strategic lever for growth. That world is over.

Today, service sits at the intersection of brand trust, revenue preservation, and digital transformation. What used to be a cost center has become one of the most powerful engines of loyalty and lifetime value **especially when designed with an AI-first mindset.**

AI-first service doesn't just automate work. It elevates every interaction. It turns context into continuity. It transforms support into engagement, and engagement into retention. At its best, AI-first service makes customer experience the most reliable source of revenue resilience a company has.

And now, with the combined power of Salesforce and Google, leaders finally have the architecture to make this shift real—at scale.

From Cost Center to Growth Engine: The Rise of AI First Service

Legacy service models were built for containment, not connection. They answered tickets. They resolved incidents. They measured efficiency by speed, not by the depth of customer impact.

But customers expect more. They want to be known, not just served. They want seamless movement across channels. They want real-time answers, personalized recommendations, and emotionally intelligent responses during moments that carry weight.

These high-empathy, high-impact moments define relationships. A delayed order, a fraudulent charge, a denied claim, a lost payment these aren't transactions. They're emotional inflection points. And in those moments, customers are not evaluating your product. They're evaluating your **care**.

This is where AI-first service becomes a growth strategy.

When you combine AI, reasoning, context, and orchestration, service becomes:

- A retention accelerator
- A loyalty multiplier
- A revenue stabilizer
- A brand experience differentiator

It's no longer "How do we make service cheaper?" It becomes "How do we make service work harder for the business and the customer?"

This shift mirrors a broader transformation taking place across the enterprise. As organizations move toward an Agentic Enterprise model where intelligent, goal-driven systems work alongside humans across every function service becomes the most visible and emotionally significant expression of that evolution. AI-first service is where agentic capabilities meet real customer moments, turning intelligence into impact.

Why Every Interaction Now Has Revenue Potential

AI transforms the economics of service by shifting the role of every interaction.

With autonomous agents, real-time reasoning, unified data, and fluid voice-led conversations, organizations can:

- Resolve issues before they become churn events
- Identify risk signals and intervene proactively
- Personalize conversations with context from every past interaction
- Turn support moments into upsell, cross-sell, or loyalty-building opportunities
- Equip human agents to deliver deeper empathy at the moments that matter

In other words: **AI creates the operational space for humans to deliver the emotional excellence that drives loyalty and lifetime value.**

These capabilities align with the foundations of the Agentic Enterprise, where autonomous agents don't just execute tasks they pursue business outcomes. In service, this means every interaction becomes a moment where agents can prevent churn, resolve issues proactively, and guide customers toward next-best actions with far greater accuracy.

Strategic Orchestration: The New Blueprint for Service Excellence

Multichannel is no longer enough. Today, service requires strategic orchestration the seamless coordination of data, tools, people, and AI across every interaction.

This looks like:

- A customer starts with a chatbot, shifts to messaging, then escalates to voice without repeating anything.
- AI agents preserve emotional context and carry it across channels.

- Human agents receive full history plus next-best-action guidance.
- Supervisors see live performance dashboards and coach in real time.
- Complex moments trigger AI-human collaboration, not disconnected handoffs.

This orchestration is not just a technology win it's a humanity win.

When a customer is anxious, grieving, frustrated, or urgently seeking help, **continuity is compassion**. Preserving context is empathy. Designing workflows that adapt in real time is trust-building.

AI and empathy don't compete. They coexist.

In many ways, this is also the operational heart of the Agentic Enterprise. When AI systems can coordinate journeys, preserve emotional context, and guide both customers and agents toward

optimal outcomes, organizations move beyond fragmented workflows toward a more adaptive, goal-driven operating model. Service becomes orchestrated, not reactive.

Salesforce + Google: The Dual-Intelligence Engine Behind AI-First Service

The most significant shift happening in service today is the convergence of Salesforce's customer-first platform with Google's AI first infrastructure.

Together, Salesforce and Google provide the technical backbone of the Agentic Enterprise, an environment where multimodal intelligence, dynamic reasoning, and autonomous agents work in harmony across the organization. Service is one of the first domains to fully realize this architecture because it is rich with real-time signals and outcome-based workflows.



This ecosystem enables:

1. From Workflows to Autonomous Agents

Agentforce, Google Gemini, Vertex AI, and Salesforce's reasoning layer (Atlas) combine to deliver agents that can:

- Perceive voice, image, and text
- Reason across journeys
- Act autonomously or in collaboration with humans

Agents no longer follow scripts. They follow goals.

2. From Data Pipelines to Dynamic Reasoning

Salesforce Data Cloud + Google Cloud's data platform create a real-time, intelligent data fabric where:

- CRM data becomes live agent memory
- Context is preserved across interactions
- Actions are grounded in real-world signals

This is the foundation of next-generation service intelligence.

3. From Fragmented Channels to Conversational Ecosystems

Voice is re-emerging as a dominant channel, fueled by Google's multimodal capabilities. Customers speak naturally; AI understands, resolves, or escalates with full context.

Salesforce unifies this with agent assist, Slack collaboration, and end-to-end visibility.

4. De l'automatisation cachée à l'exécution vis From Hidden Automation to Visible, Composable Execution

Salesforce OmniStudio delivers declarative orchestration for business users. Vertex AI enables developers to build deep, custom AI logic.

Together, they let organizations design service processes that are transparent, iterative, and adaptable.

5. From Incremental Automation to AI Generated Value

Zero-touch resolutions, proactive escalations, predictive personalization—the value isn't just efficiency.

It's **new service possibilities** that were not feasible before.

6. From Job Elimination to Role Evolution

AI replaces tasks, not people.

Humans rise into roles that require:

- Empathy
- Judgment
- Creativity
- Trust-building

This is human-AI partnership at scale.

AI-Driven ROI: What Leaders Can Expect

Organizations that embrace AI-first service see measurable returns:

- Higher First Contact Resolution
- Reduced churn and faster retention recovery
- Lower cost per contact
- Increased customer satisfaction
- Better agent performance and engagement
- Stronger operational agility
- Improved revenue capture in service moments

This is not theoretical. It's happening now.

These results are early indicators of what an Agentic Enterprise makes possible. When AI systems can reason, act, and collaborate across channels, organizations unlock compounding value higher retention, faster resolution, more resilient revenue, and a service operation that gets smarter with every interaction.

Transformation Is Not a Tech Project. It's a Leadership Mandate

AI first service requires more than architecture. It requires:

- Cross-functional ownership
- Agent enablement across hybrid and digital channels
- Transparent change management
- Cultural readiness for automation
- Leadership alignment and sponsorship

Frontline teams need clarity, confidence, and trust. Leaders must model empathy as intentionally as they model efficiency.

When leadership is aligned, adoption accelerates. When adoption accelerates, value compounds.

The Bottom Line: Service Is Your Most Underestimated Growth Strategy

If your goal is to:

- Reduce operational costs
- Improve retention

- Boost satisfaction
- Strengthen loyalty
- Future-proof your service model
- Scale intelligent operations without scaling headcount

Then your contact center deserves strategic investment—not as a line item to minimize, but as a platform to maximize.

AI first service transforms every interaction into an opportunity for revenue, retention, and lifetime value.

This is the future of service.
It's already here.
And OSF can help you build it.

AI-first service is also a gateway into the broader Agentic Enterprise transformation. It allows organizations to start where the stakes are highest—customer moments—while building the agentic capabilities that will ultimately reshape sales, marketing, operations, and the connected enterprise. Service becomes the proving ground for intelligent, goal-driven systems that scale trust and efficiency across the business.





Choosing the Right Transformation Partner for a Multi-Cloud, AI-Enabled Future

Most enterprise transformation programs do not stall because the technology fails. They stall because the operating model around the technology was never designed to hold it. Data sits in places where it cannot be activated. Integration layers are fragile. Governance is unclear. And when AI capabilities are layered on top, the cracks widen rather than close. Data sits in places where it cannot be activated. Integration layers are fragile. Governance is unclear. And when AI capabilities are layered on top, the cracks widen rather than close.

Choosing a partner used to be a question of which firm could implement a specific cloud. That question is no longer the right one. The decision now is which partner can help you make multiple clouds work as a single operating model, with data, workflows, and decisions that move cleanly across the business.

What to look for: Operational readiness, not feature checklists

Building an Agentic Enterprise requires more than enabling AI features. It requires a partner who can integrate, govern, orchestrate, and scale without introducing instability. Enterprise-grade automation does not operate inside a single cloud. It moves across customer journeys, supply chains, revenue processes, service operations, and marketing ecosystems. If one layer is weak, performance degrades. If integration is fragmented, processes stall. If governance is missing, risk increases.

The right partner is the one who can tell you, before the work starts, where your data will hesitate, where your processes will stall, and where your governance will be tested. Automation delivers value only when it operates inside structured environments, and structured environments are the result of deliberate design, not optimism.

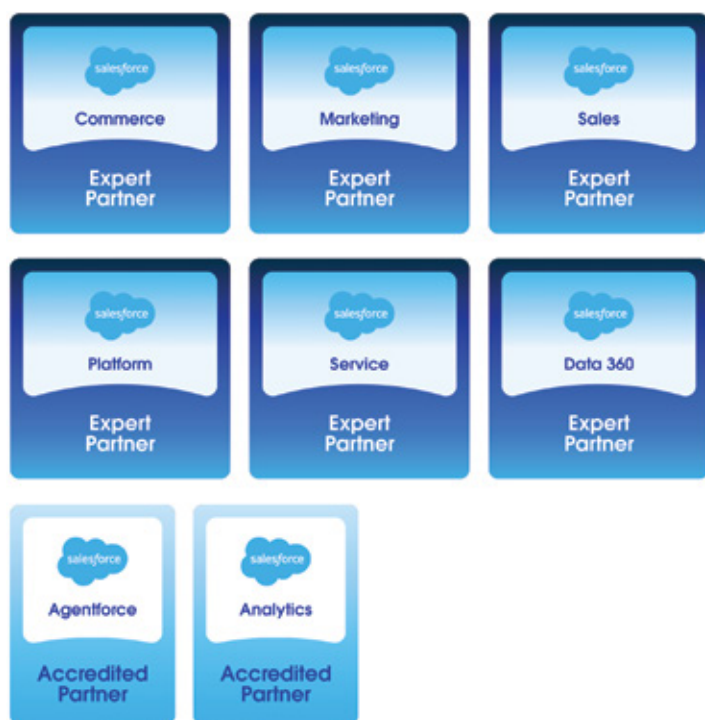
Proven execution across the clouds that run your business

Cross-cloud delivery is where most partner conversations get vague. A partner can claim breadth on a website. The harder question is whether the same teams have stood up each of those clouds in production environments in your industry.

This is the standard to which OSF Digital holds itself and where our credentials are relevant. We hold Expert-level Salesforce Competencies across

Commerce, Marketing, Sales, Service, Platform, and Data 360, alongside Expert recognition in Consumer Goods, Retail, Manufacturing, and High Tech, with additional Accredited Competencies in Agentforce, Analytics, Financial Services, and Media. That coverage matters because the teams designing your commerce experience understand how it connects to service. The people configuring your service operation understand the data your marketing and sales teams rely on. The architects integrating your systems understand the industry workflows underneath them.

Products



Industries



Experience that prevents failure before it compounds

Enterprise transformation involves interconnected decisions spanning systems, teams, data, and processes. The cost of getting those decisions wrong is rarely visible the moment they are made. It shows up later as the AI initiative that cannot find clean data, the customer journey that breaks at a handoff, or the new capability that cannot be governed at scale.

A partner with real depth across the architecture helps you avoid those costs before they compound. The right partner is not the one with the most awards on a website. It is the one whose people have done this work before, in your industry, across the clouds you actually use, and can tell you what will break before it breaks.

If you are evaluating partners for a multi-cloud or AI-enabled transformation, connect with OSF Digital to assess your current readiness and define a practical path forward.

About OSF Digital

OSF Digital is a Salesforce-first consulting partner helping organizations turn AI, data, and trust into measurable business impact. With 20 years of hands-on Salesforce experience and deep multi-cloud expertise, OSF guides clients from strategy through implementation to managed services across financial services, retail, manufacturing, and more. Known for award-winning delivery and a distinctive partnership mindset, OSF acts as an expert extension of its clients' teams. With regional hubs across North America, LATAM, EMEA, and APAC, OSF combines global reach with personal, high-touch delivery.

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