

VOICE

AFTER OPEN CTI

Why your voice strategy is
overdue for a rebuild

THE AI VOICE PARADOX

You cannot build the future on legacy CTI

CONTENTS



3

After Open CTI

Salesforce has set the deadline. Here are the seven questions every voice strategy needs to answer first.

6

Do You Need to Replace Your Telephony?

Four paths to native voice in Salesforce, and how to pick the one that fits.



9

A Low-Risk Path to Salesforce Voice

A phased approach that protects operations and earns the next move at every step.

12

The AI Voice Paradox

Why the future of voice cannot be built on the plumbing of the past.



15

Avoiding the Cost of Getting Transformation Wrong

Delivery experience is the foundational architecture of the agentic enterprise.



Open CTI Is Retiring. Is Your Voice Strategy Ready?

Salesforce has set a hard deadline. Here is how to plan your transition.

Salesforce has officially deprecated Open CTI. It is no longer available for new Agentforce Service orgs. Existing implementations will stop working on February 28, 2028.

For many organizations, this JavaScript-based API has supported third-party telephony integrations for over a decade. Its retirement is not a surprise. But the hard deadline changes the conversation from planning to execution.

This is not just a technical migration. It affects how voice is integrated, how data flows through Salesforce, and how AI can be applied across your service and sales operations. The question is no longer whether to transition. It is how to transition in a way that is practical, low risk, and aligned with where Salesforce is heading.

Why this matters now

Moving away from Open CTI changes how voice is managed in Salesforce. Traditional CTI relied on external softphones, custom JavaScript, and call center configuration files. Voice was separate from the core CRM experience.

Salesforce Voice (formerly Service Cloud Voice) introduced a new model. Voice became a native channel within the Service Console, integrated with routing, data, and AI. Calls, transcripts, and outcomes are captured directly in Salesforce.

In March 2026, Salesforce went further. The launch of Agentforce Contact Center brought native telephony, IVR, and full CCaaS capabilities directly into the Salesforce platform.



This means the destination for your voice strategy is no longer just a better integration. It is a unified platform where voice, digital channels, CRM data, and AI all operate natively in a single system.

With a two-year window before Open CTI stops working, organizations need to make decisions now about which path to take and how to sequence the transition.

Legacy CTI vs. native voice

In practice, moving from Open CTI to native voice results in less custom integration code and more configuration through Salesforce-supported patterns. Core functions such as click-to-dial and screen pops remain. They are now enhanced by transcription, AI guidance, and unified reporting.

The key differences:

- Legacy CTI uses a separate softphone and adapter. Native voice embeds call controls directly in the console.

- Legacy CTI stores call data primarily in the telephony system. Native voice creates standard CRM records for every call.
- Legacy CTI requires custom JavaScript and XML definitions. Native voice uses Salesforce's standard framework.
- Legacy CTI has no path to Agentforce AI capabilities. Native voice is the prerequisite for Agentforce Voice, Service Rep Assistant, and autonomous service agents.

Seven questions your organization needs to answer

Salesforce has set the direction and the deadline. Designing an effective transition requires addressing practical questions that extend beyond product documentation.

1 How do we plan against the February 2028 deadline?

Open CTI will stop functioning on February 28, 2028. That gives most organizations roughly 18 to

24 months to plan and execute a transition. Factor in vendor evaluation, pilot programs, phased rollout, and KPI validation. The timeline is tighter than it appears.

2 What is our destination: Salesforce Voice, Agentforce Contact Center, or both?

Salesforce Voice (the native voice channel) is available today and supports multiple telephony models including Amazon Connect and Bring Your Own Telephony. Agentforce Contact Center is the broader platform that adds native telephony, IVR, and full CCaaS capabilities. Some organizations will start with Salesforce Voice and move toward Agentforce Contact Center over time. Others, especially those starting fresh or ready for full consolidation, may go directly to Agentforce Contact Center.

3 Which telephony model fits our environment?

Salesforce Voice supports several deployment models: Amazon Connect as a turnkey provider, Partner Telephony using an existing Amazon Connect instance, Bring Your Own Telephony with providers like Genesys, NICE CXone, or Cisco, and now native telephony through Agentforce Contact Center. Each has different implications for cost, compliance, control, and long-term architecture. The right choice depends on your current telephony investments, regulatory requirements, and appetite for change.

4 How should routing be redesigned?

Native voice brings routing logic into Salesforce's unified model through Omni-Channel. Careful planning is needed to align voice queues, skills, and priorities with digital channels and agent capacity. This is an opportunity to simplify, not just replicate existing complexity.

5 How do we introduce AI responsibly?

Native voice enables transcription, summarization, and real-time agent guidance. Agentforce Contact Center adds autonomous AI agents that can handle calls before a human is involved. These capabilities require governance. Organizations must decide where AI logic resides, how data is audited, and how to scale AI use cases gradually.

6 How will legacy CTI and native voice coexist during transition?

Most organizations will migrate in phases. Managing a hybrid environment requires clear plans for agent rollout, consistent reporting, and KPI alignment. The goal is parallel operation until the new system proves stable, not a hard cutover.

7 How does voice support revenue and retention goals?

Voice modernization affects more than the contact center. Inbound sales calls, renewals, and service-to-sales handoffs benefit from shared data and AI insights. With Agentforce Contact Center, voice data enriches the same customer profile used by sales, marketing, and service. Voice should be managed as an enterprise capability, not a standalone project.

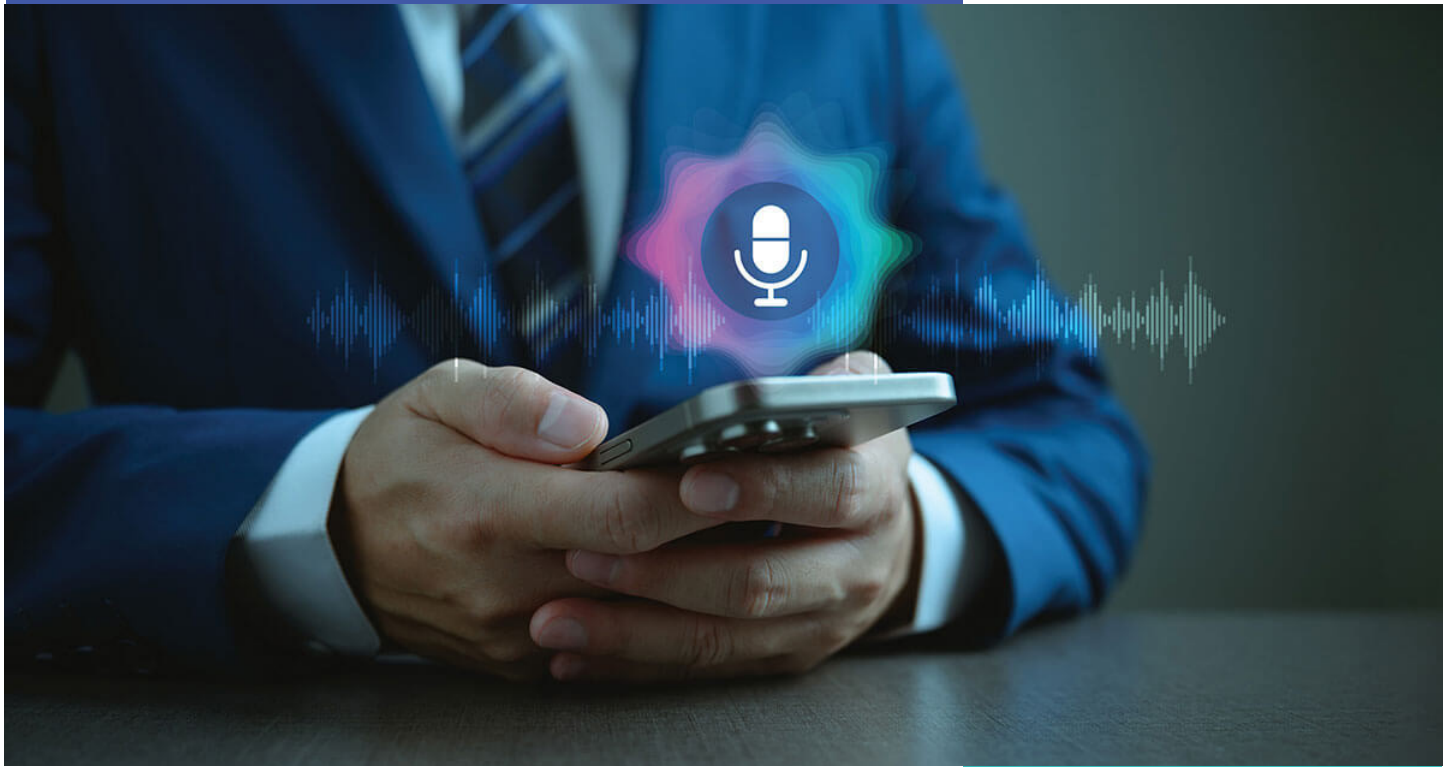
Moving forward

Salesforce's position is clear. Open CTI is a legacy pattern with a defined end of life. Native voice through Salesforce Voice and Agentforce Contact Center is the future of service and sales on the platform.

The organizations that move early will have time to pilot, learn, and scale. Those that wait will face compressed timelines and higher risk as the deadline approaches.

A structured approach with experienced guidance is essential. The right transition plan protects existing investments, minimizes disruption, and positions your contact center for the AI-enabled capabilities that are now available on the platform.





Do You Need to Replace Your Current Telephony?

Understanding your deployment options for native voice in Salesforce

As organizations plan their move away from Open CTI, one practical question surfaces immediately:

Do I have to replace my entire telephony stack to modernize voice in Salesforce?

The short answer is no. Salesforce supports multiple paths to native voice, and the right one depends on your current environment, your risk tolerance, and how far you want to go.

This article breaks down the four main options available today.

What Salesforce Voice actually is

First, a common misconception. Salesforce Voice (formerly Service Cloud Voice) is not a phone system. It is the native voice layer inside Salesforce that:

- Embeds voice directly into the Agentforce Service Console
- Creates standard Voice Call records in Salesforce
- Uses unified routing with Omni-Channel
- Enables real-time transcription, AI guidance, and analytics

Telephony still comes from a provider. Salesforce Voice defines how calls enter Salesforce, how they are routed, logged, and analyzed, and how agents work in a single console. The difference between deployment options is where the dial tone and routing logic live.

With the March 2026 launch of Agentforce Contact Center, there is now a fourth option: Salesforce provides the telephony natively, with no external provider required.

The four deployment options

Option 1 : Salesforce Voice with Amazon Connect

This is the most established integration. Salesforce provisions or connects to an Amazon Connect instance that handles inbound and outbound calls, IVR flows, and integration with AWS AI services.

Best for: Organizations that are greenfield, planning a full telephony refresh, or want deep out-of-the-box AI features through AWS.

Key consideration: This requires moving your telephony to Amazon Connect, which may mean less reuse of existing CCaaS investments.

Option 2 : Salesforce Voice with Partner Telephony from Amazon Connect

This option applies if you already use Amazon Connect today. Instead of provisioning a new instance, you connect your existing setup to Salesforce through the Partner Telephony framework.

Best for: Existing Amazon Connect customers who want to modernize the agent desktop and data model without redoing their IVR and routing.

Option 3 : Salesforce Voice with BYOT (Bring Your Own Telephony)

For most enterprises with significant investment in existing telephony, this is the most practical starting point. With BYOT, you keep your existing

telephony or CCaaS platform. Genesys, NICE CXone, Cisco, Avaya, RingCentral, Zoom, and other providers are supported.

Calls are surfaced natively in Salesforce through Partner Telephony APIs. Agents use the Salesforce Voice widget. Voice data is stored as standard Voice Call records. Your provider continues to handle dial tone, carrier connectivity, and IVR logic.

Best for: Organizations that need a low-risk transition away from Open CTI, want to modernize the agent experience first, and plan to adopt AI and unified routing without changing carriers on day one.

Option 4 : Agentforce Contact Center (native telephony)

Launched in March 2026, Agentforce Contact Center brings telephony, IVR, and full CCaaS capabilities natively into the Salesforce platform. Voice is no longer routed through an external provider. It is built directly into the same system as your CRM, routing, and AI.

This is the most consolidated option. One platform handles voice, digital channels, routing, data, and AI. There is no external telephony integration to maintain.

Best for: Organizations starting fresh, mid-market companies ready for full platform consolidation, or enterprises that want to eliminate the integration layer between their CRM and their contact center platform.

Key consideration: This is a newer offering. Currently available in the United States and Canada. Organizations with complex global telephony requirements or deep investments in existing CCaaS platforms may find the BYOT path a better starting point, with Agentforce Contact Center as a future consolidation target.

All four paths deliver the same foundation

Regardless of which option you choose, the outcome is consistent:

- Voice becomes a native Salesforce channel
- Calls produce standard CRM records
- Routing is unified across voice and digital channels
- AI has direct access to conversation data
- Agents work in a single console

The options differ in where the telephony infrastructure lives and how much of your existing stack you preserve. They do not differ in the Salesforce experience they deliver.

Choosing the right path is a business decision

The choice between these options is not about right or wrong. It depends on your specific business reality:

- **Sunk cost:** How much have you invested in your current telephony stack?
- **Timeline:** How quickly do you need to move away from Open CTI before the February 2028 deadline?
- **Constraints:** Do you have regulatory or regional requirements that affect telephony choices?
- **Appetite for change:** Are you ready for full platform consolidation, or is a phased approach safer?

A common and pragmatic strategy: Start with BYOT to eliminate Open CTI and modernize the

agent experience. Prove the value with native voice data and AI. Then evaluate whether to consolidate telephony onto Amazon Connect or Agentforce Contact Center based on results, not assumptions.

How OSF Digital approaches this decision

At OSF Digital, we do not start by recommending a telephony swap. We start by answering:

- What problem are you trying to solve first: risk, efficiency, AI, or cost?
- Which parts of your current stack work well today?
- Where does Open CTI create friction or risk?

From there, we design an approach that removes Open CTI dependency, preserves business continuity, and creates a clear path to native voice and AI. For many organizations, that means BYOT first, not full replacement first.

The right deployment option is the one that fits your current reality. Not the one that requires the biggest leap on day one.

**Ready to evaluate your options?
Contact OSF Digital for a
personalized assessment
tailored to your environment.**





What a Low-Risk Transition to Salesforce Voice Looks Like

A phased approach to modernizing voice without disrupting operations

Replacing a contact center's voice infrastructure is high-stakes work. Disrupt the flow of calls and you risk frustrated customers, burned-out agents, and lost revenue.

For organizations relying on legacy Open CTI setups, the move to Salesforce Voice and Agentforce Contact Center feels inevitable. Open CTI has a hard end-of-life date of February 28, 2028. The promise of native voice, unified routing, and AI-driven insights is compelling. But the fear of a disruptive cutover often stalls progress.

It does not have to be a high-stakes gamble. By rejecting the big bang migration model in favor of a phased, parallel approach, you can modernize your voice channel while minimizing operational risk.

Why a big bang migration rarely works

Many contact centers operate with complex routing logic, strict compliance requirements, and tightly defined service levels. Attempting to replace all telephony and agent workflows overnight introduces unnecessary risk:

- **Disruption to critical queues.** One misconfiguration can leave your most important customers stranded.
- **Data invisibility.** Switching systems often leads to gaps in reporting, blinding leadership during the cutover.
- **Adoption failure.** Agents forced to learn a new interface under pressure often struggle, driving up handle times.
- **No way back.** Once the old system is unplugged, there is often no easy rollback if critical issues arise.

A low-risk transition sidesteps these dangers by keeping your existing CTI fully operational while native voice is introduced in controlled, reversible steps.

The principles of a low-risk transition

Before discussing implementation, the strategic principles that govern a safe transition:

Parallel, not replacement-first

Your Open CTI system remains the primary engine while Salesforce Voice is proven in a safe environment. Both systems run simultaneously until the new one earns trust.

Small pilots, not broad rollouts

Start with limited, lower-risk queues and specific agent groups to validate the model. Internal queues (IT helpdesk, HR support) are good candidates for the first wave.

KPI parity before expansion

The new system does not scale until it performs as well as, or better than, the legacy system. Compare handle time, first-contact resolution, abandon rate, and agent satisfaction side by side.

Reversible steps

Every phase must have a clear rollback path. If a pilot queue has issues, agents go back to Open CTI while the team resolves them. Business continuity is non-negotiable.

Step 1: Define scope and end state

Successful transitions start with clarity.

Inventory the current setup

Map your current Open CTI usage. Document telephony providers, IVR routing logic, screen pop configurations, compliance tooling, and recording workflows. Audit the KPIs your operations team actually uses versus the ones they ignore. This establishes the baseline your new system must match.

Define the destination

Do not just replicate existing workflows. Define what the target state should achieve that the current state cannot. Common goals include: real-time transcription, AI-assisted guidance for agents, unified routing across voice and digital, and native voice data in Salesforce for analytics and automation.

Also decide whether your end state is Salesforce Voice with your current telephony provider (BYOT), Salesforce Voice with Amazon Connect, or full consolidation onto Agentforce Contact Center. The migration steps are similar. The destination shapes your long-term architecture decisions.

Step 2: Choose your telephony model

Validate that your telephony provider has a certified Salesforce Voice integration and a migration path from Open CTI. If you are starting with BYOT, confirm that your provider (Genesys, NICE, Cisco, etc.) supports the Partner Telephony framework.

If you are evaluating Agentforce Contact Center as your destination, you can still start with BYOT as the initial migration step and consolidate telephony later. The key is removing the Open CTI dependency first.

Step 3: Prepare the environment

In Salesforce, ensure Agentforce Service licenses, Salesforce Voice entitlements, and Omni-Channel are in place and aligned with your user and skill model.

In your telephony platform, stand up the configuration needed to support the Salesforce Voice integration. This includes routing profiles, queues, and contact flows that mirror or improve your current IVR paths.

Train a small group of agents on the new console experience before any calls touch the system.

Step 4: Pilot with low-risk queues

Start small. Select one or two queues that are lower volume and lower risk. Good candidates:

- Internal support queues (IT, HR, facilities)
- Non-revenue queues with predictable patterns
- Queues staffed by agents who have volunteered for the pilot

Run these queues on Salesforce Voice while everything else stays on Open CTI. Compare KPIs daily. Gather agent feedback. Fix issues in a contained environment before expanding.

Step 5: Expand based on results

Only after the pilot queues show KPI parity or improvement do you expand to the next wave. Each wave follows the same pattern: migrate the queue, run in parallel, validate KPIs, gather feedback, then commit.

Revenue-critical queues (billing, retention, sales support) come last. By the time you reach them, your team has resolved the integration issues, refined the agent experience, and built confidence in the new system.

Step 6: Decommission Open CTI

Once all queues are running on Salesforce Voice and KPI parity is confirmed, you can retire Open CTI. This should be a non-event if the transition was phased correctly. Agents are already working in the new system. Reporting is already running on native voice data. The old system simply turns off.

After decommissioning Open CTI, you can evaluate whether to consolidate telephony further. Organizations using BYOT may decide to move to Amazon Connect or Agentforce Contact Center based on the results and cost structure they have observed during the transition.

Timeline considerations

With the February 2028 deadline, a realistic timeline looks like this:

- **Months 1 to 3:** Inventory, scope, vendor validation, environment setup
- **Months 3 to 6:** Pilot with 1 to 2 low-risk queues
- **Months 6 to 12:** Expand to mid-priority queues based on pilot results
- **Months 12 to 18:** Migrate revenue-critical queues
- **Months 18 to 22:** Full decommission and optional telephony consolidation

This timeline leaves buffer before the deadline. Organizations that start in 2026 will have room to learn and adjust. Those that wait until 2027 will face compressed timelines and higher risk.

How OSF Digital helps

At OSF Digital, we design and execute phased transitions from Open CTI to Salesforce Voice and Agentforce Contact Center. We bring experience across Genesys, NICE, Cisco, and Amazon Connect environments, and we structure every migration around business continuity, not just technical migration.

We do not recommend a big bang. We recommend a path where every step delivers value on its own and the next step is always a choice, not a forced move.



The AI Voice Paradox: Why You Cannot Build the Future on Legacy CTI

Your AI ambitions need a native voice foundation. Here is what that looks like.

The promise of AI voice agents is real. Intelligent, autonomous agents that can answer calls, resolve issues, and support human staff in real time are no longer theoretical. They are in production.

But there is a disconnect between the promise and the infrastructure in most contact centers.

Organizations are piloting AI voice agents only to find them hitting a wall. The AI is brittle. It hallucinates because it lacks context. It gets stuck in routing loops. It feels disconnected from the rest of the customer experience.

The problem is not the AI. The problem is the plumbing.

Most contact centers still operate on legacy CTI models. Adapters and connectors designed two decades ago to bridge the gap between a phone system and a CRM. Layering next-generation AI onto this architecture is building a skyscraper on a foundation that was never designed to support it.

The black box problem of legacy CTI

In a standard Open CTI setup, the telephony provider owns the call logic. Routing, IVR menus, and queuing happen inside a system external to Salesforce. The CRM only finds out about the call when the phone rings on the agent's desk. Or sometimes after the call ends.

For a human agent, this is an annoyance. They toggle screens. They ask the customer to repeat information. For an AI agent, this is structurally incompatible with how AI needs to operate.

An AI voice agent requires three things to function

1. **Immediate context.** Who is calling, and what is their status right now?
2. **Unified routing.** One engine to decide if a human or an AI agent should take the next interaction.
3. **Data sovereignty.** A trusted record of the conversation stored where the business logic lives.

Legacy CTI fragments all three. The data lives in the telephony system. The business logic lives in Salesforce. Bridging that gap requires custom code, fragile APIs, and constant maintenance.

When you add AI to this mix, you amplify the complexity. You end up building a parallel data layer inside your telephony platform just to give the AI enough context to work. That is not a path to innovation. It is a path to technical debt.

Why Salesforce Voice is the foundation

Salesforce Voice (formerly Service Cloud Voice) represents a fundamental shift in architecture. It is not a connector. It is the standardization layer that brings telephony natively into the Salesforce data model.

When you implement Salesforce Voice, you are not just upgrading your softphone. You are establishing the infrastructure that AI requires.

A single source of truth for routing

In the legacy world, you maintain two routing engines: one for phone calls and one for digital channels. With Salesforce Voice, voice becomes another channel inside Omni-Channel. This is critical for AI. When routing logic is unified, you can configure rules that blend human and AI capacity using the same engine. A high-value customer goes to a human agent. A routine status check goes to an AI agent. Same logic, same platform.

Real-time context through native data

AI is only as effective as the data it can access in the moment. If an AI agent answers a call, it needs to know the customer has an open case from yesterday, a warranty expiring tomorrow, and a high propensity to churn.

Salesforce Voice connects the voice channel directly to the platform. An AI agent can retrieve a unified customer profile in real time. It does not need to ask for an account number. It already knows. It can authenticate, check entitlements, and personalize the interaction before a human is involved.

The Voice Call record

In legacy setups, call data is often a Task record, stripped of metadata. With Salesforce Voice, every call is a dedicated object with granular detail: timestamps, vendor data, and the transcript. This creates a clean, native dataset. For organizations looking to analyze intent trends, train models, or build QA workflows, this data is structured, governable, and secure by default.

From foundation to full platform: Agentforce Contact Center

Salesforce Voice laid the groundwork. Agentforce Contact Center, launched in March 2026, is the full realization.

With Agentforce Contact Center, voice is no longer routed through an external telephony

provider and then surfaced in Salesforce. It is built natively into the platform. Telephony, IVR, routing, CRM data, and AI all operate in a single system.

This eliminates the last integration seam between voice and the CRM. The black box problem that legacy CTI created, and that Salesforce Voice reduced, is now fully resolved for organizations that adopt Agentforce Contact Center.

AI agents as first-class participants

In this architecture, AI agents are not external bots connecting through an API. They are participants in the same platform model as human agents.

- Agentforce Voice answers calls using conversational AI grounded in your enterprise data
- When it cannot resolve an issue, it transfers to a human with the full transcript and customer context
- Service Rep Assistant provides real-time guidance to human agents during live calls
- Every interaction, whether handled by AI or a human, produces the same standard records in Salesforce

The handoff between AI and human is seamless because they share the same data, the same routing, and the same platform. There is no integration gap for context to fall through.

Governance built in

Because the AI operates within the Salesforce boundary, you have full visibility. You can audit what the AI said. You can measure its resolution rates. You can tune its permissions using standard Salesforce controls. This is fundamentally different from managing an AI layer that sits in a separate telephony platform and communicates with your CRM through an integration.

The roadmap from legacy to AI-ready

Transitioning from Open CTI to an AI-ready voice architecture is not a single step. It is a progression.

1. **Remove the legacy dependency.** Migrate from Open CTI to Salesforce Voice using BYOT or Amazon Connect. This establishes native voice data, unified routing, and the foundation for AI.
2. **Activate AI assistance.** Enable real-time transcription, Service Rep Assistant, and automated summaries. Prove the value of AI working on native voice data.
3. **Deploy autonomous agents.** Introduce Agentforce Voice on specific queues. Start with routine, well-defined use cases. Measure resolution rates, customer satisfaction, and escalation patterns.
4. **Evaluate full consolidation.** Based on results, decide whether to consolidate telephony onto Agentforce Contact Center. This moves you from AI-assisted to fully AI-native.

Each step delivers value on its own. You do not have to commit to the full journey on day one. But each step is easier and more effective because of the one before it.

The window is closing

Open CTI will stop working on February 28, 2028. Organizations that have not migrated by then will lose their voice integration entirely.

But the urgency is not just about the deadline. Every month that voice data stays in a separate system is a month of customer interactions that could have been training your AI, enriching your customer profiles, and improving your routing intelligence.

The foundation matters. Building AI on native voice data is structurally different from building it on integrated voice data. The earlier you lay the foundation, the more value you capture.



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.

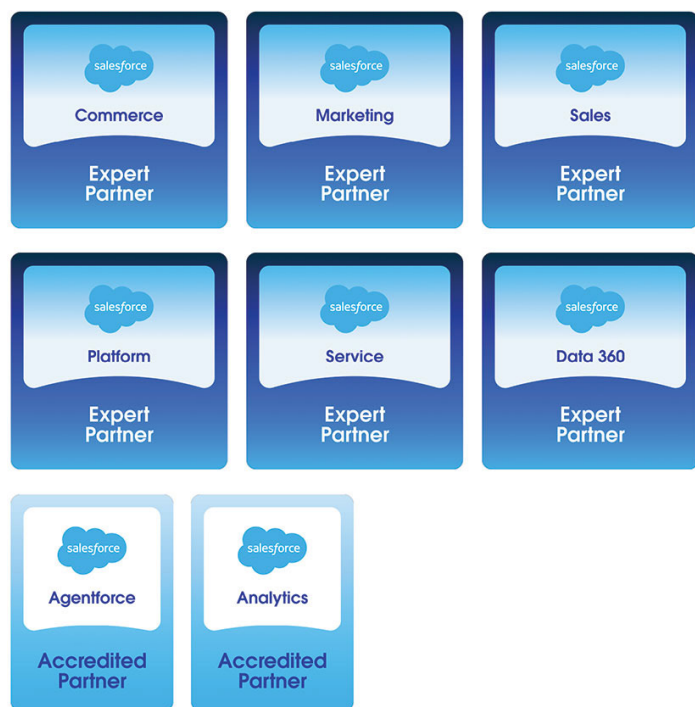
Proven execution across the clouds that run your business

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.

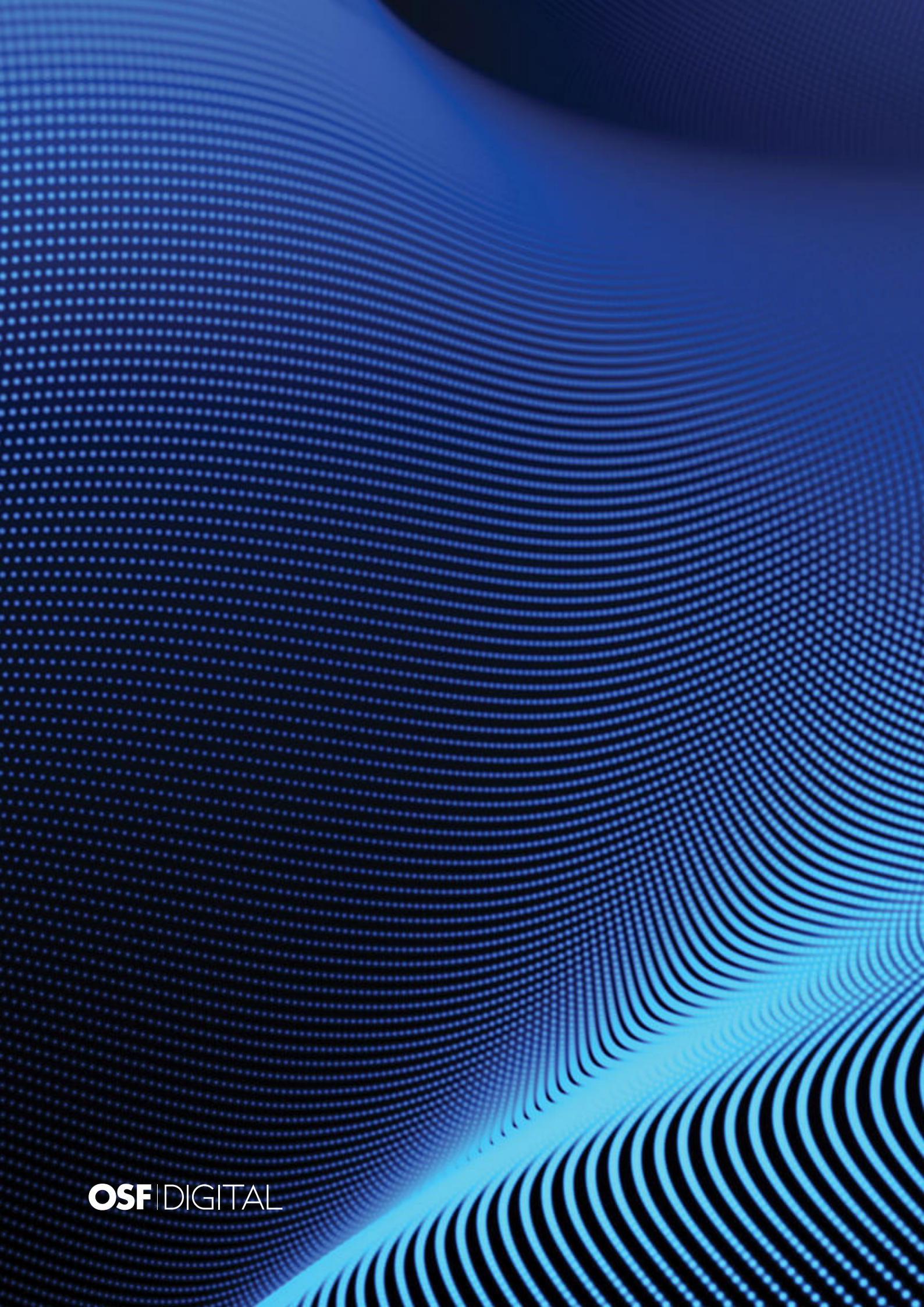
About OSF Digital

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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The background is a complex abstract design. It features a series of concentric, wavy lines that create a sense of depth and movement. The color palette is primarily blue, with varying shades from light to dark. A pattern of small white dots is overlaid on the blue background, particularly concentrated in the lower right quadrant. The overall effect is a dynamic, digital-looking composition.

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