



ECOSYSTEM VENDORSPPHERE

Agentforce World Tour Highlights from Singapore

JUNE 2025



At the Agentforce World Tour in Singapore, Salesforce presented their vision for Agentic AI – showcasing how they're helping customers stay ahead of rapid technological change and unlock stronger business outcomes with speed, trust, and agility.

Ecosystem Advisors share their take on Salesforce's announcements, demos, and messaging, highlighting what resonated, what stood out, and what it means for the future.



Ullrich Loeffler
CEO and Co-founder



Sash Mukherjee
VP Industry Insights



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Principal Advisor



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What truly stood out in Salesforce's messaging?



Ullrich Loeffler
CEO and Co-founder

Salesforce's pragmatic, integrated approach to scaling AI. They made it clear AI isn't plug-and-play, highlighting the complexity and cost behind what they call 'self-plumbing' AI – spanning infra, data management, model development, governance, and application integration. Their solution: a unified platform that cuts costs, accelerates time to market, and reduces risk by eliminating the need to juggle disconnected tools. This tackles the real challenge of building and operating a layered AI stack.

Equally notable was their view of Agentic AI as a capability refined through iteration, not a sudden overhaul. By urging businesses to start with the right use cases for faster adoption, less disruption, and clearer impact, they demonstrate a realistic understanding of enterprise change.



Sash Mukherjee
VP Industry Insights

Salesforce's unwavering commitment to Trust. They emphasise that building trusted AI means more than just powerful models – it requires a secure, well-governed data foundation. Their platform, backed by 25 years of embedded security, ensures data resilience, protects sensitive information during development and testing, and offers robust visibility into how AI interacts with organisational data.

A key assurance is their Trust Layer, which safeguards data when interacting with AI models. It automatically masks sensitive information, enforces zero data retention by LLM providers, and detects harmful language. This allows organisations to harness GenAI without compromising sensitive data. Salesforce makes trust non-negotiable – ensuring AI is deployed responsibly, securely, and with real business impact.

How does Salesforce differentiate their approach to Agentic AI?



Achim Granzen
Principal Advisor

Salesforce's focus on Agentic AI focus stands out for its clarity and depth. Agentforce lets clients build and deploy AI agents with minimal coding across their Salesforce environment, but its true strength is the tight integration with Data Cloud. This integration ensures every AI agent is governed, auditable, and constrained to what's provisioned – directly addressing risk. While demos highlighted capabilities and customer success, the core message about trust and control is crucial. In today's landscape, governance is as essential as ease of use, and Salesforce's architecture uniquely balances both.



Manish Goenka
Principal Advisor

Salesforce's vision of autonomous agents delivering scalable productivity stood out clearly. Demos of Einstein Copilot and Copilot Studio showcased how enterprises can build AI agents that work across multiple systems, not just within Salesforce apps. Beyond this, Salesforce is cultivating an ecosystem by enabling partners to create and monetise their own AI agents, positioning themselves as a comprehensive AI platform rather than just a CRM. Trust and governance were consistent themes, providing essential oversight that sets Salesforce apart in a crowded AI landscape.



Where are Salesforce's biggest growth opportunities in APAC?



Manish Goenka
Principal Advisor

Salesforce has significant growth opportunities across Asia Pacific, with Singapore playing a central role in their regional strategy.

Salesforce's [USD 1B investment](#) and first overseas AI hub position Singapore as more than a market. It becomes a core engine for product innovation and long-term AI leadership.

Public sector transformation and SME digitisation stand out as major opportunities throughout the region. Salesforce's secure, compliant Government Cloud is well positioned to support Smart Nation initiatives and modernise public digital services. Meanwhile, accelerating government efforts to digitise SMEs are driving strong demand for scalable, modular platforms that can evolve from basic CRM to AI-powered automation.

Finally, the growing ecosystem of certified professionals and ISV partners across Asia Pacific enables faster, more localised implementations, turning Salesforce's capabilities into tangible business outcomes tailored to regional needs.



What does the Informatica acquisition mean for Salesforce's AI strategy?



Achim Granzen
Principal Advisor

The planned acquisition of Informatica is a strategic move that completes Salesforce's Agentforce story.

Agentforce is positioned as the future of enterprise AI, enabling organisations to build and deploy autonomous agents across the Salesforce ecosystem. But questions remained about whether Data Cloud could deliver the level of governance required as these agents begin acting independently.

The Informatica acquisition directly addresses this. Their strengths in data quality, lineage, and policy enforcement add essential governance maturity to Salesforce's platform. Integrating Informatica into Data Cloud reinforces the trust layer at the heart of Agentforce and strengthens Salesforce's enterprise AI credentials.

The deal also opens cross-sell potential through Informatica's customer base – though how it fits within the broader Salesforce portfolio remains to be seen. Still, the core value lies in enabling trusted, production-grade AI at scale.

What will define Salesforce's next chapter of growth in APAC?



Ullrich Loeffler
CEO and Co-founder

A key challenge to address is evolving the sales approach. While Salesforce has strong credentials selling to marketing and customer leaders, the growing alignment between business and tech means it must now engage CIOs and CTOs with equal confidence – positioning themselves not just as a CRM provider, but as a full enterprise platform. Traditional reps who excel at pitching features to business users are no longer enough. AI-driven transformation calls for a new kind of sales professional: one who can connect technical capabilities to strategic outcomes and navigate complex conversations around risk, ROI, and innovation. Staying ahead will require investment in a consultative, domain-fluent sales teams.



Sash Mukherjee
VP Industry Insights

As Salesforce advances an integrated enterprise platform from a CRM vantage point, rivals (and partners) are doing the same from HR, Finance, and IT angles. In APAC's fast-growing but cost-sensitive markets, competing on price alone won't be enough, especially with nimble regional players offering lean, local alternatives. Salesforce needs a nuanced strategy – one that respects local economic realities while clearly communicating the long-term value, security, and scalability that only a global leader can offer. By creating more flexible entry points, deepening local partnerships, and leaning into their strengths in trust and future-readiness, Salesforce can navigate these pressures and grow its footprint across the dynamic APAC market.



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