



Argano for Agentforce 360

Drive greater efficiency and accelerate your business with powerful AI agents

In today's competitive landscape, your businesses must deliver faster, more personalized customer service with accelerated sales cycles and optimized marketing campaigns – all while maximizing efficiency with limited resources. Salesforce's Agentforce 360 solution enables you to improve and scale customer service through "agentic" AI workflows, leveraging powerful AI capabilities to drive tasks and decisions.

41% of time is lost to low value & repetitive tasks ¹

With comprehensive Salesforce and AI expertise, we help your organization quickly build, customize, and deploy autonomous agents that support your employees and customers. As part of the **Agentforce 360 Partner Network**, we are your trusted advisor to create an Agentforce 360 strategy, connect data, customize and implement agents tailored to business needs, and ultimately, drive business value at scale.

Argano + Agentforce 360 Benefits:

- Accelerate time-to-value
- Demystify how your organization will achieve return on its AI investment (ROAI)
- Maximize business impact with prioritized use cases
- Leverage off-platform data to power "Agentic" workflows
- Eliminate potential barriers to adoption with change management

When using a consulting partner, Salesforce customers see a 31% faster adoption rate of emerging technologies ²

Why Argano



Leading Agentforce 360 partner

Accelerate time-to-value and ROAI with top-20 and recommended Salesforce partner for Agentforce 360



Holistic platform expertise

Leverage two decades of experience building and innovating across the Salesforce platform



Seamless enterprise integration

Partner with specialized consultants with expertise across a variety of iPaaS platforms, including MuleSoft



AI-driven insights

Accelerate high-performance operations with comprehensive data consulting services



Industry-specific expertise

Maximize the value of Agentforce 360 for your business with industry-focused expertise and use cases

¹ Source: Slack Research, Feb 2024

² Source: 2023 Salesforce Partner Value / AppExchange Customer Success Survey

75% of AI's value is in the front office ³



Complimentary Agentforce 360 Assessment

Partner with Argano to map out your long-term AI transformation vision and goals, define future-state enterprise architecture to enable agentic workflows for sales, service, marketing, or commerce, and identify high-value, industry-specific Agentforce 360 use cases. This multi-day engagement provides: high-level solution architecture, success criteria documentation, agent backlog and prioritized road map, and implementation plan for the **Agentforce 360 Quickstart engagement**.



Pre-defined Quickstart Use Cases: Service

- Assist customers with answering questions about order and return policies
- Autonomously schedule appointments for installations and repairs
- Help customers with questions about your products and policies that are documented



Pre-defined Quickstart Use Cases: Revenue

- Enable chat to help understand release notes and version via conversational AI along with account and subscription questions
- Leverage AI to compile customer quotes with accurate product and bundle configuration, pricing, discounts, and other commercial elements
- Create sales pitch and other presales collateral based on notes in CRM



Agentforce 360 Quickstart

Get started with a pilot use case, delivered in as little as 7 weeks. The quickstart serves as a reference implementation to standardize your full-stack Agentforce 360 Architecture. Here's how:

1. Select pre-defined Agentforce 360 use case (see options below)
2. Align on detailed requirements/KPIs for selected use case
3. Build 1-2 integrations/APIs; configure Data Cloud for unification
4. Implement workflows and agent components
5. Testing, DevOps, sprint demos
6. UAT execution focused on Agent behavior, data trust, security and guardrails



Pre-defined Quickstart Use Cases: Sales

- Leverage sales coach agents to analyze customer data and provide next-best action
- Autonomously share campaign insights and proactively manage customer outreach with SDR lead generation agents
- Autonomously automate the scheduling of sales meetings at scale

³ Source: The Economic Potential of Generative AI, McKinsey, June 2023

Learn more at argano.com

Get started with Agentforce 360 today!
Contact us at salesforce@argano.com

