



The Rise of Agentic AI



Fast-tracking the generative AI roadmap with Agentforce and Capgemini

AI has been a part of our lives for decades, but it wasn't until late 2022, when OpenAI introduced ChatGPT that many began to understand its presence—and grasp its promise.

In just a few short years, generative AI-enabled tools have come a long way. From the first-generation copilots, which were designed to enhance productivity and improve performance, to intelligent AI assistants that could provide more tailored guidance and execute multi-step processes, AI has rapidly evolved to become a transformative force across industries.

And now, that force is being multiplied by the advent of **agentic AI**—autonomous systems that execute complex tasks without human intervention. Salesforce is leading the charge in this domain with the introduction of **Agentforce**, their newly launched agentic AI platform.

Agentic AI, taken in conjunction with the advantages of the Salesforce platform, represents a monumental shift in how businesses use this technology and the value they can draw from it.

Salesforce Agents don't just follow orders; they can act proactively, interpreting data, and executing tasks in a more effective way. They use

natural language, not complex code, making them an accessible solution to anyone who can describe a problem and what they want to achieve. They are also capable of complex interactions with other agents, systems, tools and humans, enabling the enterprise to connect different workflows to fuel collaboration.

Through these features, the real promise of agentic AI platforms like Agentforce comes alive. With AI agents, companies can unlock information and drive actions quickly, reducing the need for human intervention in routine processes. Unlike traditional AI, which requires careful placement within workflows, agentic AI shifts the focus to determining where human input is truly needed. This approach allows businesses to automate operational tasks more fully, freeing humans to focus on strategic roles that enhance customer satisfaction and drive revenue.

As we enter the era of agentic AI, the question companies should be asking is not where to integrate this technology in workflows to drive efficiency and performance, but where to insert humans to deliver value that cannot be replicated.

4 ways AI agents are different from other gen AI tools

Adaptable

Agents reason and evaluate their own responses, allowing them to learn over time and course-correct as needed.

Dynamic

Agents can modify their actions based on situational circumstances and real-time inputs.

Proactive

Agents don't wait for orders. They analyze data, anticipate needs, and take action without human intervention based on pre-defined rules.

Interactive

Agents act as part of a coordinated system, engaging with other agents, systems, tools and humans using natural language. Agents also apply reason, enabling them to evaluate and clarify responses from other agents and users with respect to the prompt.



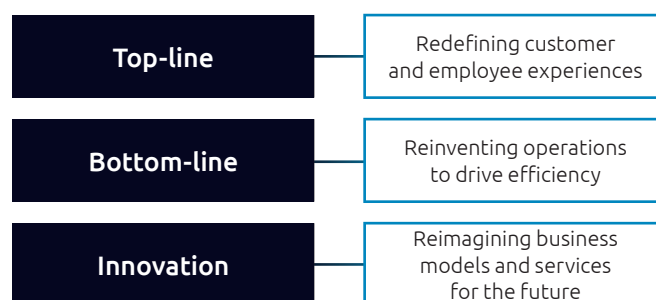
Agentic AI: From imagination to impact

The concept of AI agents may feel like something out of a science fiction movie, but the reality is that this technology is here now—ready to be harnessed by companies willing to take the lead. Platforms like Agentforce make this technology much more accessible, establishing a natural gateway to agentic AI for companies that use Salesforce in their front office operations.

At the same time, the virtually infinite applications of agentic AI provided by Agentforce may seem like a limiting factor for some organizations. When the world of possibilities for AI agents is so wide, companies need to consider not just where they start, but how they evolve and mature capabilities to tap the full value potential of this technology.

For companies at the outset of their agentic AI journey, it may be helpful to start with one or more out-of-the-box Agentforce use cases. This will allow businesses to experiment with the technology in a low-risk way, enabling them to quickly realize value, build momentum and establish a compelling business case for the tool.

When exploring singular use cases, we tend to group them into one of the following categories based on their primary outcome:



However, the true potential of Agentforce lies in its ability to tackle more complex business challenges that stretch across these three categories. By leveraging Agentforce as the connective tissue between teams and systems, organizations can drive stronger coordination and collaboration across the front and back office. This enables teams to unlock far greater value, transforming workflows and achieving the high-impact results that the tool was designed to deliver.

Agentforce in action: Unlocking the full value of agentic AI

Now let’s review how Agentforce can be deployed to solve an end-to-end business challenge.

In late 2024, California passed law AB1755, which shortens the time that automobile manufacturers have to adjudicate so-called “lemon law” cases to one month. For original equipment manufacturers (OEMs) in the auto industry, this was a marked shift, as evaluating cases typically took several months.

To accelerate case processing, Capgemini worked with an OEM client to develop an Agent Paralegal in Agentforce. The AI agent acts as part of the OEM staff, collecting required documentation from both customers and dealerships. The tool then synthesizes the documentation, collects relevant case law and

prior dispositions, and creates a legal binder for an attorney to review. By automating these initial steps, human attorneys acting on behalf of OEMs can make faster decisions about their cases, while maintaining accuracy and fairness.

In addition, the agent evaluates the complexity of each case to help lawyers prioritize their workload and focus limited legal resources on the cases that will take more of their time. Soon, these agents will also be integrated with manufacturing processes to uncover systematic trends that could impact other automobiles in a potential group of serial VINs, allowing for proactive service to mitigate future claims.

While this example is specific to auto companies in one state, it underscores the incredible potential of agentic AI to help organizations of all kinds solve hyper-specific issues.

Top line	Bottom line	Business Innovation
E2E Customer Journey SALES, CUSTOMER SERVICE, COMMERCE, MARKETING	Business Execution HELP FOSTER AGILITY AND INNOVATION IN EXECUTION	Biz Model, Planning & Process BE EASIER TO DO BUSINESS WITH
DCX + CX Foundry	CX Factory for Industrialization	LEAN IX with Invent and I&D
<div>Sales</div> <div>Augemented & Adaptive Sales & Marketing</div>	<div>Biz Community</div> <div>Self Healing Processes, Integrations</div>	<div>Business Model</div> <div>Synthetic Business Process Design</div>
<div>Marketing</div> <div>Proactive Personalization & Synthetic Design</div>	<div>Adoption + Change</div> <div>Adoption, Capacity Management and Change Planning</div>	<div>Process Execution</div> <div>Policy & Execution</div>
<div>Service</div> <div>Augemented & Adaptive Service</div>	<div>Delivery</div> <div>DevOps Gen Innovation & POC</div>	<div>Capability</div> <div>E2E Solution Optimisation</div>
<div>Automation</div> <div>Journey Monitoring and Adaption</div>	<div>Monitoring</div> <div>LLM Ops, Generative DevSecOps</div>	<div>Value</div> <div>Enterprise Architecture Value Stream Management</div>

Why CIOs need to lead the charge to an agentic future

The introduction of Agentforce is poised to revolutionize front-office operations. And every revolution needs a leader.

Despite many AI programs and investments being made by Sales, Marketing or Support teams, we believe that it is the CIO—the person who stands at the intersection of business operations and tech-driven innovation—who should be at the forefront of this shift.

Harnessing the value of agentic AI requires a holistic application of this technology across functions. In fact, it is not the application of agents that is a value driver, but their integration throughout the business that will make this technology truly transformational. It is through close connection and the resulting

collaboration that companies can power the experiential shift to unlock new levels of performance and growth.

CIOs are also uniquely positioned to address the key challenges that come with implementing agentic AI, from security and ethics to governance and acceptable use. No other executive is as equipped to manage these issues while simultaneously fostering rapid, yet responsible, adoption of this technology.

In an environment where generative AI is already making its way into workflows—often unofficially—now is the time for CIOs to take proactive action to reap the benefits and reduce the risk.

Why Salesforce: Raising the profile of Agentforce with the CIO

Though Salesforce is traditionally a front office tool, it offers clear advantages to the office of the CIO and IT teams, in general.

Here we explore how Agentforce is fast becoming a disruptor in the AI landscape and why it should be on the radar of the CIO as a defining element within the AI strategy.

Data access: **Maximizing AI's potential**

Any AI tool's effectiveness hinges on the quality and scope of the data it uses. While LLMs have consumed roughly 85% of global data publicly available today, it's the remaining 15%—the unique, organization-specific data—that can significantly enhance model performance. As the keeper of much of this front-office data, Salesforce represents an opportunity to unlock even greater AI potential.

Integration: **Rethinking the tech stack**

What makes Agentforce stand out is its ability to bridge the gap across different systems — both human and machine. Agents can think, collaborate, and evolve, making them more than just reactive copilots. They extend the power of existing low-code environments and can operate across platforms with minimal human intervention.

As such, agents will revolutionize the way CIOs think about their

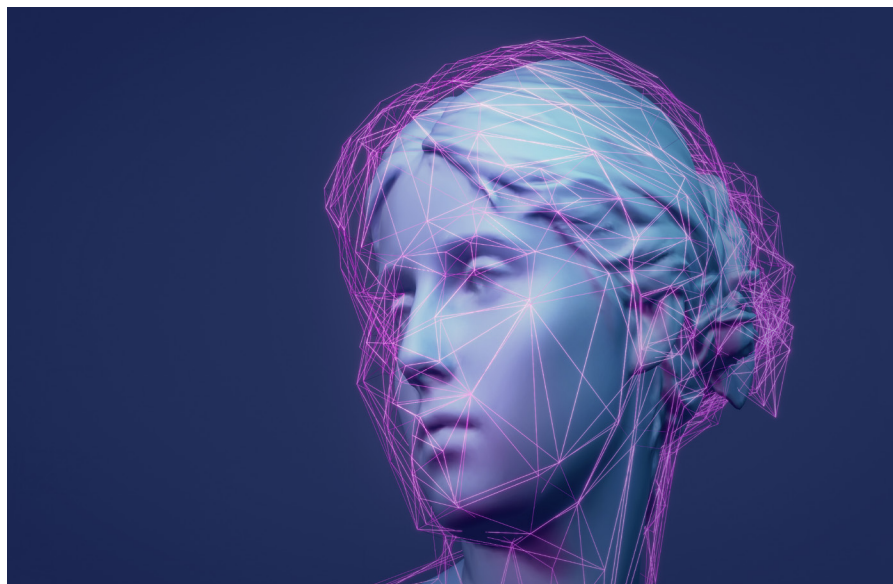
tech stack. Rather than developing complex integration strategies to connect disparate systems, an agentic AI framework can serve as a digital bridge, allowing companies to connect systems, transform workflows across disparate tools, and enhance outcomes.

Trust layer: **Leveraging built-in guardrails**

One of the biggest advantages to working with Salesforce to deploy agentic AI is that its platform operates within a trust layer framework. This provides the guardrails for companies to ensure data security, while also maintaining compliance with relevant regulations and internal policies.

Experience: **Transforming the flow of work**

Agentforce also provides IT teams with an organic way to incorporate AI and generative AI within the flow of work—the natural routine of the person sitting at the screen. By making use of its comprehensive customer service and front-office data, Agentforce seamlessly embeds AI into tasks and activities, enhancing the experience without disrupting or distracting the user. This integration represents a significant breakthrough, helping teams use the platform in a seamless way to unlock the next level of productivity and innovation.





Becoming agentic AI ready with Capgemini

Capgemini is uniquely positioned to help organizations leverage Agentforce, empowering CRM agents to integrate seamlessly across the enterprise. Our approach to gen AI and Agentforce extends beyond isolated deployments, creating a broad, enterprise-wide vision for agentic AI that enables companies to access the ongoing value opportunity this technology presents.

AI is not a new area of expertise for Capgemini. We are recognized as the leading service provider in AI Services by Forrester in 2024—a position bolstered by both our ongoing investment to this technology, including more than \$2 million in 2024 alone, as well as our growing team of AI specialists and engineers.

Our depth of expertise, combined with our intimate knowledge of the Salesforce platform, industry expertise and strong integration capabilities, ensures that we can guide clients toward an optimal, strategic path with Agentforce—helping our clients drive transformation, foster innovation, and unlock measurable value across the organization.

Why Capgemini: Your end-to-end Agentforce partner



Forrester Wave Q2
AI services leader



Invested \$2M
in gen AI in 2024



3000+ AI specialists



50,000 AI-enabled
engineers



17 years of partnership
with Salesforce



Global top 5 Salesforce
strategic partner



Top MuleSoft partner



Industry Expertise



End-to-end
transformation partner



Entrepreneurial approach



#3 in Data Cloud delivery

Our services, solutions and accelerators

We partner with clients at every stage of their AI journey—whether they are defining the vision for agents, identifying high-impact use cases, or establishing governance frameworks to ensure responsible AI adoption.

Agentforce Engagement for the Scaled Enterprise

Our Agentforce engagement for the scaled enterprise offering is based on your organization's data and AI journey; a highly targeted engagement that works in harmony with your IT and business goals.

Through a five to six-week series of targeted workshops and proof-of-value road mapping,

Capgemini helps:

- Define and drive your Agentforce and AI strategy for productivity
- Deliver on rapid POV/POCs, curate high value AI use case roadmaps

Applied governance with our ADM organization to deliver lasting value to the business.

Capgemini Technology AI Accelerators

- Data Cloud Quick Start
- MuleSoft modernization
- ADM for Salesforce
- AI industry use cases and blueprints

Agentforce Factory

To accelerate AI adoption and make Agentforce more accessible, Capgemini's Agentforce Factory serves as a hub for clients to explore real-world applications of Agentforce through interactive demos, hands-on training, and expert guidance.

The Factory helps businesses navigate the complexities of AI-driven use cases and ensure that it can integrate seamlessly with an organization's tech stack.

By showcasing pre-built AI agents tailored to different industries, clients have access to a pragmatic, low-risk starting point for companies looking to automate processes and enhance the customer experience.

Our Salesforce services and solutions are deployed as part of our **Generative AI for CX Foundry**—a set of methodologies, assets, and capabilities that help companies leverage the transformative force of generative AI within Salesforce to fuel innovation and accelerate business value and growth. As the latest addition to Capgemini's broad portfolio of services, the Generative AI for CX Foundry helps clients use Salesforce AI technology, including Agentforce and Einstein, to rapidly draw value from their generative AI investments, explore more complex use cases and solve business challenges.

Seizing the potential of agentic AI today to build tomorrow's competitive edge

AI agents are proving their value today, yet it's clear that we are merely scratching the surface of what this technology can do. This underscores the urgent need for companies to harness agentic AI now, positioning themselves to maximize its value and secure a competitive edge for the future.

Through the advent of this technology, we stand at the edge of a much larger transformation—As we stand at the threshold of this new age of artificial intelligence that will redefine the future of business as we know it, it's important that we harness the potential of agentic AI to drive innovation and solve complex challenges across an organization and across any customer touchpoint.

With Capgemini and Salesforce, businesses are equipped to transform the human experience through intelligent systems that enable and enhance the organization's workforce. Let's collaborate to unlock the full potential of Agentforce and create the future you want.

Are you ready to build your own agents?

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