

Salesforce and Google Cloud Join Forces to Deliver Autonomous AI Agents that Collaborate Across Salesforce and Google Workspace

Customers can now deploy AI agents that work securely across Salesforce Customer 360 apps and Google Workspace apps like Gmail, Docs, and Slides

San Francisco and Sunnyvale, Calif. – September 17, 2024 –Salesforce and Google Cloud today announced an expanded partnership to create Salesforce [Agentforce Agents](#) that can help people collaborate securely and more easily across Salesforce Customer 360 and Google Workspace apps. Salesforce's [launch of Agentforce](#) builds on the existing [bidirectional integrations](#) between Salesforce and Google Workspace, allowing mutual customers to easily deploy [autonomous agents](#) that can take action and work seamlessly in the apps they use every day—all backed by robust privacy and user data protections already in place across Salesforce and Google Workspace.

These Agentforce and Google Workspace interactions will be generally available later this year, so customers can begin building custom agents that have helpful skills across Google Workspace and the Salesforce Customer 360 platform. Agentforce agents can also take action based on data in Google BigQuery, without having to move or copy data, through integrations already available today with [Zero Copy technology](#).

For example, the Agentforce Sales Development Representative (SDR) Agent engages with prospects 24/7, answering questions, managing objections, and scheduling meetings based on CRM and external data. With these new capabilities through Agentforce, customers will now be able to use Google Workspace actions that allow their SDR Agents to generate Google Slides and Docs from templates, and be able to [securely](#) utilize context from Gmail and Docs to update records and trigger flows in Salesforce - such as saving a signed contract to Salesforce and closing the opportunity with a win-loss report generated in Docs. These integrations will be backed by robust privacy and user [data protections](#) already in place across Google Workspace, ensuring that customers' data remains protected and their own.

With the existing integration between Salesforce [Data Cloud](#) and Google BigQuery, customers can now ground their AI agents in Agentforce with data from across both platforms, enabling higher levels of trust and accuracy in responses. For example, ecommerce customers can ground their Merchant Agents, which assist ecommerce merchandisers, on relevant information stored in BigQuery such as data on purchasing, ad spend, and customer segmentation. Agents can also use Retrieval Augmented Generation (RAG) to ensure data from Data Cloud is accurate and in real-time.

"We're creating the world's first agent ecosystem together with partners like Google Cloud," said Brian Landsman, Executive Vice President, Global Technology Partners, Salesforce. "Humans work across many systems to get work done, and to be effective, agents need to as well. Together, Salesforce and Google Cloud are delivering the world's most AI-infused productivity suite."

"This partnership brings together platforms where millions of people get work done every day," said Stephen Orban, Vice President, Partnerships at Google Cloud. "Salesforce's Agentforce platform will help customers apply Google Cloud AI to real-world use cases, like business development, ecommerce, and much more—with enterprise-grade trust and accuracy."

Agentforce Agent Actions for Google Workspace will be generally available later this year on [Salesforce AppExchange](#).

About Salesforce

Salesforce helps organizations of any size reimagine their business for the world of AI. With Agentforce, Salesforce's trusted platform, organizations can bring humans together with agents to drive customer success—powered by AI, data, and action. Visit www.salesforce.com for more information.

About Google Cloud

Google Cloud is the new way to the cloud, providing AI, infrastructure, developer, data, security, and collaboration tools built for today and tomorrow. Google Cloud offers a powerful, fully integrated and optimized AI stack with its own planet-scale infrastructure, custom-built chips, generative AI models and development platform, as well as AI-powered applications, to help organizations transform. Customers in more than 200 countries and territories turn to Google Cloud as their trusted technology partner.