Salesforce and Google Expand Strategic Partnership with Deeper Integrations Across Agentforce 360 and Gemini Enterprise

Salesforce's Atlas Reasoning Engine introduces hybrid reasoning with Gemini models, enabling AI agents to combine the creativity of AI with the reliability of business processes.

The extended partnership now expands across Google Workspace, integrating Agentforce 360's sales and service capabilities across the entire collaboration suite.

New integration between Slack's real-time search API and Gemini Enterprise delivers powerful data analysis, agentic AI capabilities, and next-generation agent orchestration directly in Slack's conversational interface.

SAN FRANCISCO – October 16, 2025 – Salesforce (NYSE: CRM) and Google today announced an expansion of their strategic partnership, introducing a new wave of AI innovations designed to transform the enterprise. This collaboration brings Google's cutting-edge Gemini models to the new [Agentforce 360 Platform](#).

The expanded partnership places employee productivity at the forefront, integrating[Agentforce 360](#) with Google Workspace for sales and IT service and expanding the [Salesforce Gemini integration](#), already available in Gmail, to more Google Workspace tools.

For employees and customers alike, these integrations deliver seamless, context-aware experiences across every touchpoint, building trust and setting a new standard for intelligent, connected customer interactions.

Gemini Integration and Next-Generation Agent Interoperability

Customers can now use Gemini models to power Salesforce's[Atlas Reasoning Engine](#), the brain behind Agentforce, expanding its model choice offerings and harnessing Gemini's powerful multimodal intelligence to tackle complex, multistep enterprise problems. And because the reasoning engine now enables [hybrid reasoning](#), Gemini users can deploy [AI agents](#) in Salesforce that deliver more accurate and consistent results for their businesses.

Salesforce and Google also are expanding the capabilities of[large action models](#) — which make it possible to automate processes, not just text — with fine-tuned Gemini models that outperform industry-leading LLMs against key CRM benchmarks. This means customers can more accurately and reliably automate complex, multistep business processes.

"In the enterprise environment, it's imperative for AI agents to be highly capable and highly consistent, especially for critical use cases," said Silvio Savarese, Chief Scientist at Salesforce. *"Together, we are setting a new standard for building the future of what's possible in the [Agentic Enterprise](#) down to the model level."*

This joint commitment to enterprise-grade AI is strengthened by Salesforce's and Google's support for open standards like Model Context Protocol (MCP) and [Agent2Agent](#) (A2A), which enable multi-agent collaboration across platforms and specialized domains. This builds on Agentforce 360's powerful orchestration capabilities for connecting agents, data, and tools across the enterprise.

Creating the AI-Enabled Workforce Led by Google Workspace with Gemini and Agentforce 360

Salesforce and Google have a long-standing history of enhancing employee experiences by seamlessly integrating Google Workspace and the Salesforce Platform. That's the case once again for [Agentforce 360](#), the latest evolution of Salesforce's AI agent platform. This means that users can access Salesforce Customer 360 apps like Agentforce Sales and Agentforce Service from Google Workspace apps like Gmail and Meet.

For instance, a visitor clicking a site can trigger Agentforce Sales to start a personalized Gmail conversation, qualify the lead, and schedule meetings in Google Calendar. And with the expanded Salesforce [integration](#) across Google Workspace with Gemini, a seller can securely access and view CRM data and insights across the Gemini app and tools like Sheets, Docs, Drive, Slides, and Meet.

The newly launched [Agentforce IT Service](#) solution also offers out-of-the-box integrations with Google, enabling agents and IT teams to increase the speed and quality of IT service delivery for common use cases like automating access to Google Workspace, managing the security of employee devices with ChromeOS, and analyzing IT service trends with Looker.

"The deeper integration of Google Workspace with Gemini and Salesforce has the power to fundamentally improve how teams get work done," said George Kwon, VP of Product Management for Google Workspace Platform and Growth. *"This integration unifies critical business information with powerful AI assistance, helping teams across sales, customer service, and IT make smarter decisions and streamline their work with critical information, all from the tools they use every day."*

Gemini Enterprise and Slack Merge Data for the Agentic Era

The partnership also brings Gemini Enterprise right into the flow of work by integrating with Slack's Real-Time Search API.

This collaboration enables Gemini Enterprise users to ground responses directly in an organization's most current conversational data and files, empowering users to move swiftly from insight to action.

The partnership also introduces a new entry point to a Gemini Enterprise agent that can be used from directly within the Slack user interface, creating a bidirectional workflow. Users can interact with Gemini Enterprise to get instant insights and summaries grounded in their Slack workspace.

Additional momentum across the Google and Salesforce partnership:

- **Service Cloud and Customer Engagement Suite:** End-to-end contact center solution leveraging Google telephony, Service Cloud desktop, and customer choice across agentic capabilities | GA H1 2026
- **Zero Copy with Data 360 and BigQuery:** Seamlessly and securely access and activate data across your enterprise.

    - Data Query Federation, Data Sharing, and Federated Authentication | GA now
    - Data File Federation | GA H2 2026

More Information:

- Read the Agentforce 360 announcement
- Stay up to date on the latest Dreamforce news

About Salesforce
Salesforce helps organizations of any size become agentic enterprises — integrating humans, agents, apps, and data on a trusted, unified platform to unlock unprecedented growth and innovation.

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.

This article may include references to services or features that are still in development and are unreleased. Customers should make their purchase decision based on fully released and available features.

---

https://www.googlecloudpresscorner.com/2025-10-16-Salesforce-and-Google-Expand-Strategic-Partnership-with-Deeper-Integrations-Across-Agentforce-360-and-Gemini-Enterprise