



salesforce

The New Commerce Operating Model:

Connecting Customers, Data
& Digital Experiences

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Φαίδων Γιαχανατζής - Founder & CEO
Appex

Επαγγελματίας του οικοσυστήματος της Salesforce με περισσότερα από 5 χρόνια εμπειρίας, υποστηρίζοντας οργανισμούς κάθε μεγέθους στη Μεσόγειο, την Αφρική και τη Μέση Ανατολή.

Με προϋπηρεσία στα ευρωπαϊκά κεντρικά γραφεία της Salesforce στο Δουβλίνο, απέκτησε σημαντική τεχνογνωσία στην υλοποίηση λύσεων που δημιουργούν πραγματική επιχειρηματική αξία, ακολουθώντας βέλτιστες πρακτικές.



Samet Erdogan - Commerce Solutions Lead
Salesforce

Salesforce Commerce Cloud leader across EMEA. Currently leads the regional Agentforce Commerce and Commerce Cloud growth motion across SEE, the Mediterranean, and Central Asia, working with enterprise customers and partners on digital commerce, AI, and go-to-market transformation.

Salesforce Agentic Enterprise Architecture

System of
engagement

System of
agency

System of
work

System of
context



Slackbot | Canvas | Enterprise Search | Messaging & Huddles | Tableau Viz & Data Q&A

Any workspace



Agentforce Customer & Employee Agents

Voice, Web, Mobile & Messaging | Agentforce Script | Builder | Observability | Orchestration

Any agent

MCP & A2A

Customer 360



Sales



Customer Service



Field Service



IT & HR Service



CCaaS



Mktg



Commerce



Supply Chain



Revenue Mgmt



Platform



Fin Serv



Health & Life Sciences



PubSec



Manufacturing



Consumer Goods



Comms



Nonprofit



Education



Energy & Utilities



Media

Any app



Data 360

CDP | Federation | MuleSoft | Informatica | Tableau | Structured & Unstructured | Zero copy | Real-time

Any data lake
or warehouse



Trust layer

OpenAI

ANTHROPIC

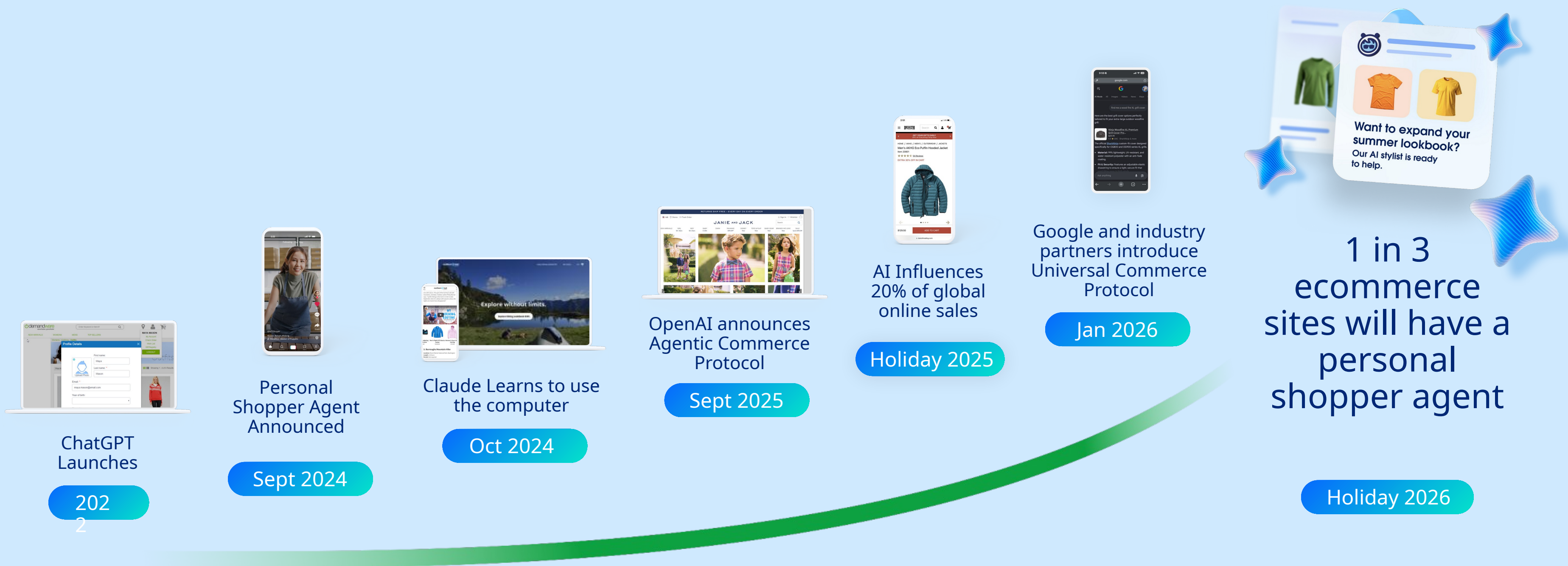
Gemini

LLaMA
by Meta



Open source

Agentic Commerce is evolving faster than ever.



Agentic AI Is Transforming The B2C Consumer Buying Behavior



200%

YoY growth in AI channels
being the first stop of the shopping
journey

55%

of digital consumers
begin product
research using LLM
platforms ¹

39%

of consumers, and over
half of Gen Z, already
use AI for product
discovery ²

46%

of consumers already
trust AI-driven
recommendations ²

Customers arriving via AI agents show ~10% higher engagement and stronger purchase intent ³

Choosing the Right Transformation Partner is Critical to Succeed in the Agentic Era



Agentic Transformation Requires



Unified Data

A unified data foundation across ERP, CRM, OMS, POS, marketing, service, incentive, and loyalty systems



Enterprise-grade Trust & Governance

Enterprise-grade guardrails that ensure AI agents execute workflows securely & reliably



AI-First, Purpose-Built for B2C

Deep domain knowledge & context embedded into agent behaviors to reflect real-world B2C workflows



Continuous Innovation

Ongoing optimization of agents based on real-world performance, enabling continuous improvement

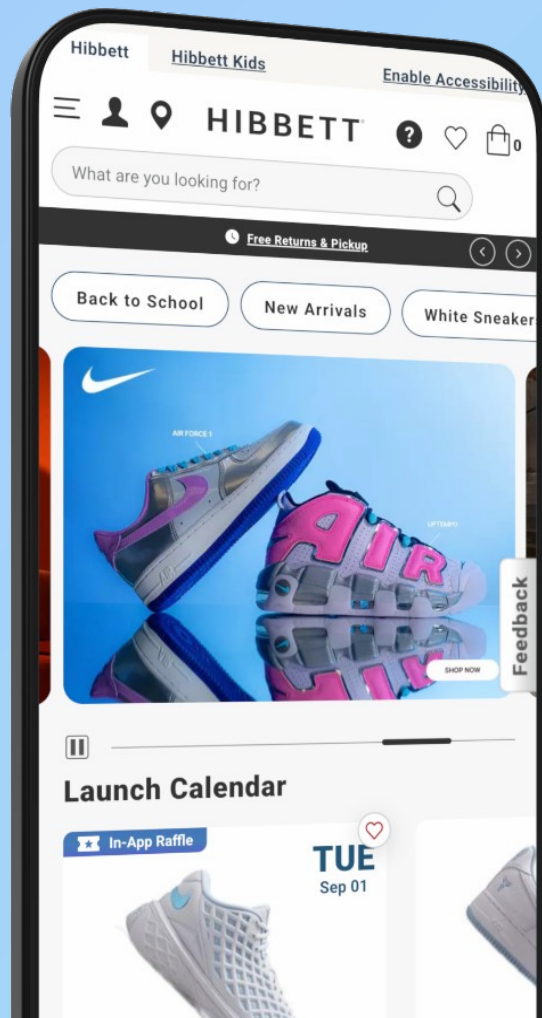
Agentic transformation can succeed only with a transformation partner that brings the right capabilities, expertise, and scale

40%

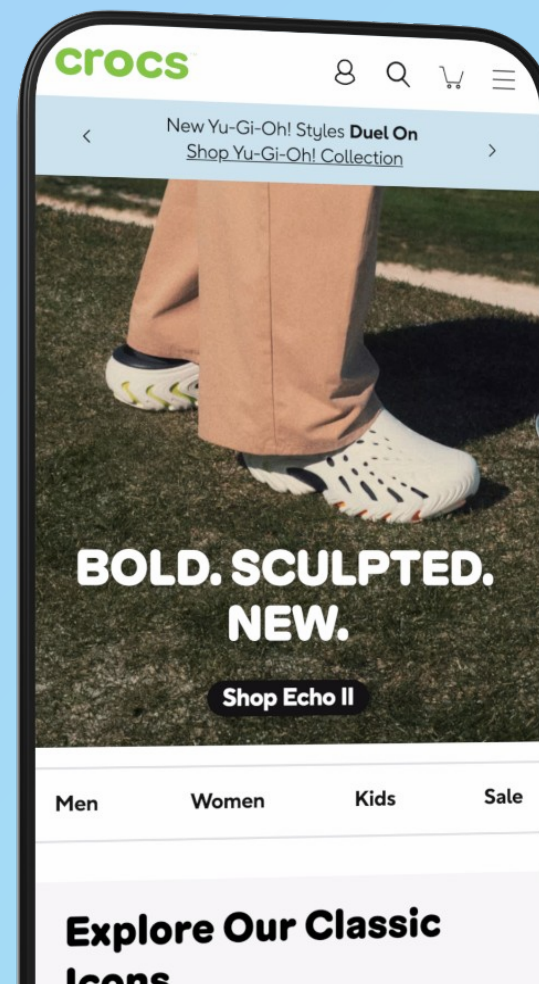
of agentic AI projects will be canceled in 2027, due to escalating costs, unclear business value or inadequate risk controls ¹

Our biggest release in 5 years.

Carter, your shopper
agent



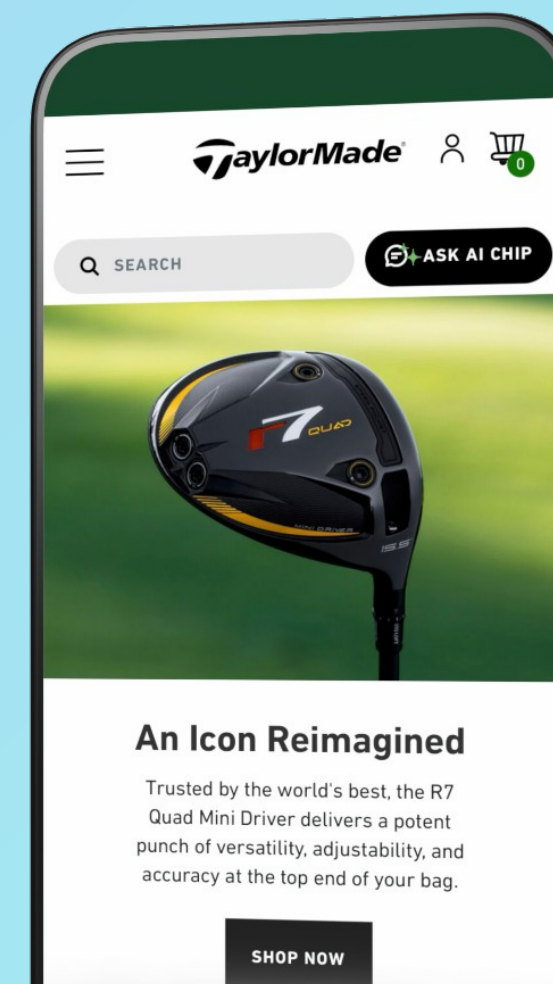
B2C
Commerce



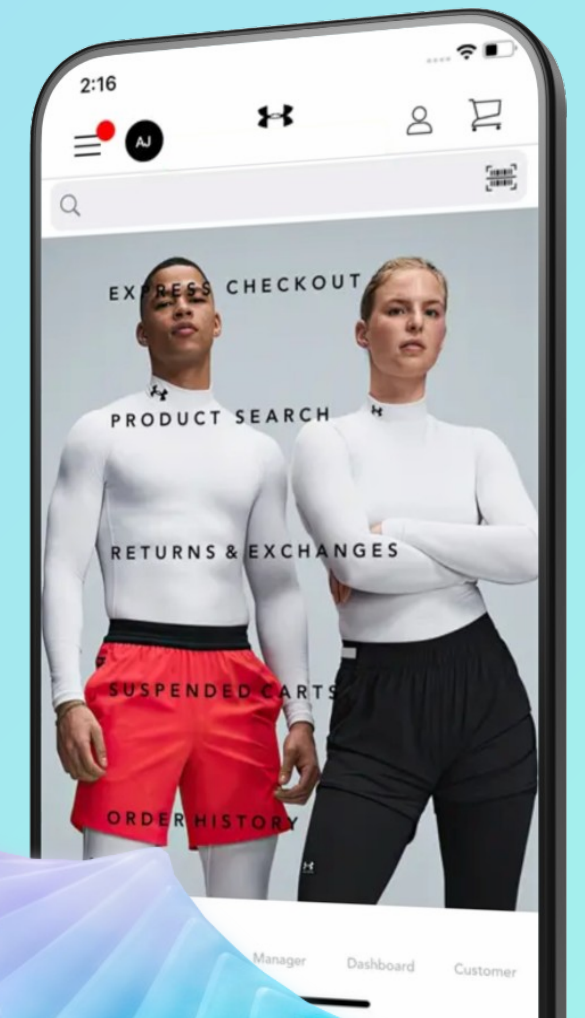
B2B
Commerce



Order
Management



Modern
Point of Sale



Turn Conversations into Conversions with Agentforce Commerce

Salesforce B2C Commerce Transforms Organizations from Disjointed Selling to Unified, Agentic Commerce



From

Disconnected, channel-centric experiences

Siloed Commerce, CRM & OMS systems

Manual & time consuming storefront setup

Limited visibility into order status & fulfillment



To

Guided, Agentic, hyper-personalized experiences across channels

Seamless unification with Sales, Marketing, Service, and OMS on a single platform

AI-first and quick storefront setup & launch

Real-time, self-service fulfillment intelligence



119%

3-Year Salesforce B2C Commerce ROI ¹

Unified & Harmonized Data
Conversational & Contextual Experience



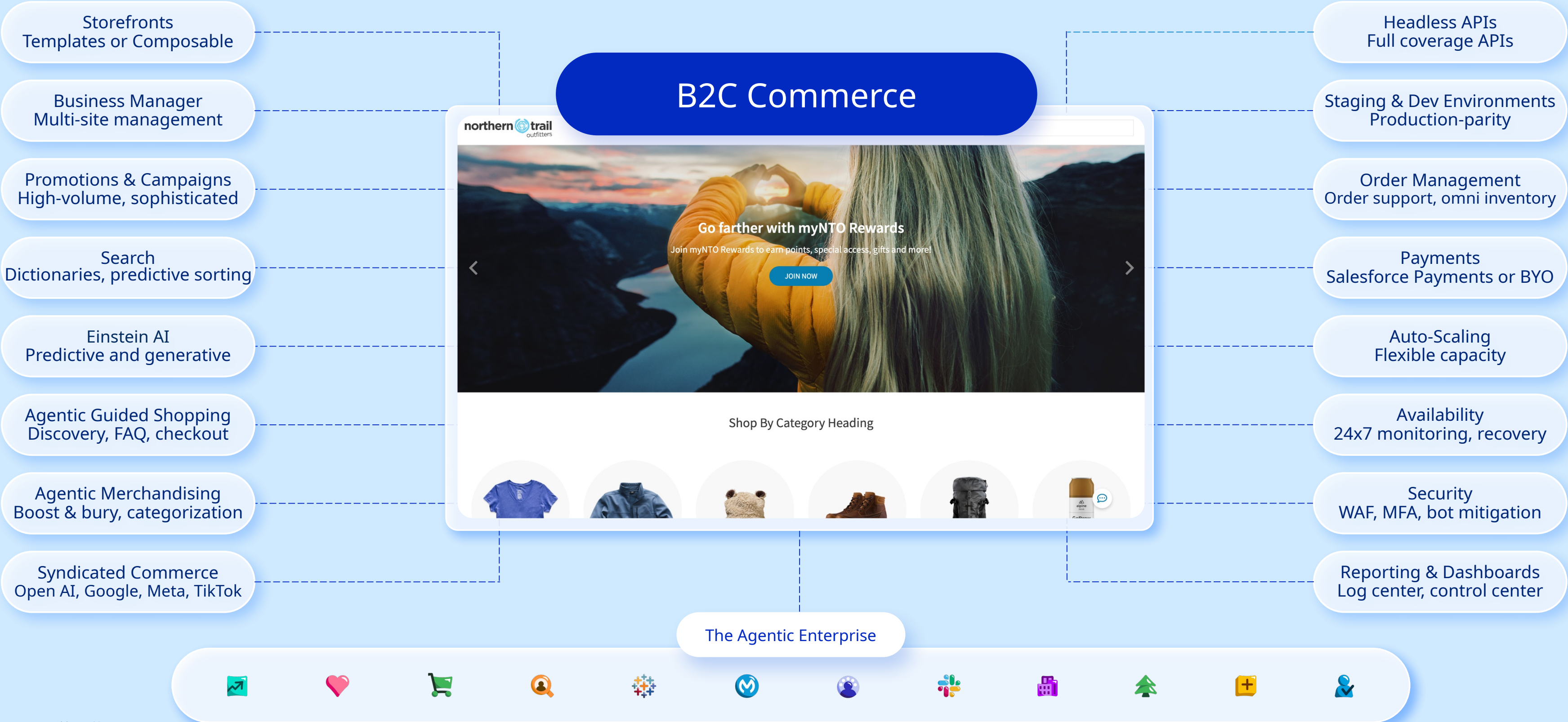
Integrated AI & Analytics
Agentic Workflows & Predictive Insights



Scalable & Trusted Platform
Large Scale B2C Ordering

Sources: 1. [The Total Economic Impact of Salesforce B2C Commerce, Forrester](#)

The Most Complete B2C Commerce Platform with Enterprise-ready Features



*Sales & Revenue requires additional licensing

Trusted by Leading Brands Across Industries in 84 Countries

Retail



Consumer Goods



Manufacturing



Health & Life Sciences



Transportation & Hospitality



Grocery Foods



Technology & Telecom



Salesforce Recognized as a Leader in Digital Commerce



Gartner®
Gartner® Magic Quadrant™ for Digital Commerce

A Leader in Digital Commerce for the **10th** Year in a Row

Source: Gartner, Magic Quadrant for Digital Commerce, 3 November 2025, Aditya Vasudevan, Sandy Shen, Ant Duffin, Mike Lowndes, Jason Daigler, and Penny Gillespie. This Graphic was published by Gartner, Inc. as part of a larger research document and should be evaluated in context of the entire document. The Gartner document is available upon request from Salesforce. Salesforce. Gartner does not endorse any vendor, product or service depicted in its research publications and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner’s research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose. GARTNER is a registered trademark and service mark of Gartner and Magic Quadrant is a registered trademark of Gartner, Inc. and/or its affiliates in the U.S. and internationally and are used herein with permission. All rights reserved.



Thank you

