

Publicis Sapient Agent Incubator



The Agent Incubator Advantage

Companies are racing to adopt AI, yet many lack the strategy to turn ambition into measurable results. The Publicis Sapient Agent Incubator bridges that gap—helping organizations rapidly identify, develop, and deploy AI Agent automation to streamline operations, enhance customer experiences, and drive competitive advantage.

Through a focused, outcome-driven approach, we help businesses prioritize high-value use cases, align AI strategy with business goals, and build a clear roadmap for success. The result? AI Agents that do more than automate—they elevate customer interactions, optimize workflows, and unlock new growth opportunities—all powered by Salesforce Agentforce.

Turn AI potential into real business impact

Agentforce accelerates AI-driven automation and intelligence, helping organizations execute the right “jobs to be done”—working smarter, operating faster, and competing more effectively.



Increase Efficiencies

Boost employee productivity and empower teams with trusted AI to automate workflows, execute repetitive tasks, and optimize decision-making—driving efficiency at scale.



Improve Experiences

Deliver real-time intelligence and hyper-personalized interactions that anticipate customer needs, elevating your brand and strengthening customer loyalty.



Enable Innovation

Unlock AI to free up employees from repetitive tasks, allowing them to focus on high-value initiatives, product evolution, and competitive differentiation.



AGENT INCUBATOR

Agentforce Quick-Start

Move from AI vision to execution by tackling high-impact use cases with a structured approach. Our process helps businesses identify, design and deploy an AI Agent while ensuring risk mitigation, governance and operational readiness. You can expect measurable AI impact from day one.



WHO IS IT FOR?

The Salesforce Agent Incubator is ideal for businesses leveraging Agentforce to transform their marketing, commerce, sales and service operations. Tailored for CDOs, CMOs and business leaders, the Agent Incubator prioritizes rapid value realization and measurable results—not hype—to ensure businesses maximize their Agentforce investments—and stay ahead of the AI curve.

[Contact us to learn more.](#)

We meet you where you are

If you need help beyond the Agent Incubator, we offer a proven process to define agent use cases, scale Agentic AI, and prepare your organization for Agentforce capabilities and opportunities. No matter where you are in your Agentforce journey, we have you covered.

Not sure where to start?



AGENT DISCOVERY

AI Strategy Workshop

We kickstart AI adoption with focused workshops driving value and success.

What we do:

- Identify high-value use cases across functions to accelerate value creation.
- Develop a clear strategy, business case, and roadmap for AI Agent deployment.
- Gain rapid insights in a collaborative 4-hour session with a 2-week turnaround for actionable recommendations.

Need to scale AI Agents?



AGENT INNOVATION

Enterprise-Wide AI Transformation

Drive continuous AI agent innovation, optimization and scale with Agentforce across your organization and geographies. Achieve enterprise-wide efficiency, automation and competitive differentiation while aligning AI adoption with long-term business and digital transformation goals.

Innovate for lasting success:

- Enterprise-wide agents
- Tailored for your business
- Scalable capacity delivery

Is your Org ready for Agentforce?



AGENT READINESS

AI Readiness Assessment

Ensure your Salesforce Org and data are ready with these key steps:

Organizational Assessment: identify gaps in AI readiness and unlock opportunities for transformation.

Data Readiness: ensure your data meets the demands of AI and address gaps.

Process Analytics: pinpoint bottlenecks and automation opportunities to maximize efficiency.

Turning readiness into action:

- Org assessment readout with actionable next steps

[Contact us to learn more.](#)

AI should work for humans—not the other way around

Our unique approach aligns strategy with people-first, purpose-driven AI Agents, ensuring they serve your business needs, enhance productivity, and drive meaningful transformation—and deeper connections.



AGENTFORCE STRATEGY

3 key outcomes of our Agentforce Strategy process:

- **AI with Business Impact:** every AI agent is designed to solve real business challenges, drive quantifiable ROI, and create competitive advantages.
- **Tactical Execution Blueprint:** an actionable roadmap ensures smooth deployment, bridging the gap between AI strategy and implementation.
- **Clear Prioritization:** together, we define and prioritize high-impact AI use cases, reducing ambiguity and accelerating buy-in from stakeholders.



AGENT PERSONA

Our Persona approach harmonizes human and AI agents.

- **Aligned to Business Needs:** every agent has a clear purpose, addressing real pain points and aligning with strategic objectives.
- **Intelligent Scoping:** identifies high-impact areas early, ensuring well-defined use cases, avoiding scope creep, and delivering results faster.
- **Actionable and Tangible:** AI Agents are tied to real-world business challenges, from operational efficiencies to enhanced customer experiences and ROI.

LET'S CONNECT

Discover how the Publicis Sapient Agent Incubator and Agentforce Solutions can deliver immediate results and long-term value, visit: publicissapient.com/partnerships/salesforce.