

GUIDE

Agentic AI Starts with Harnessing Unstructured Data:

20 CIOs share their strategies.



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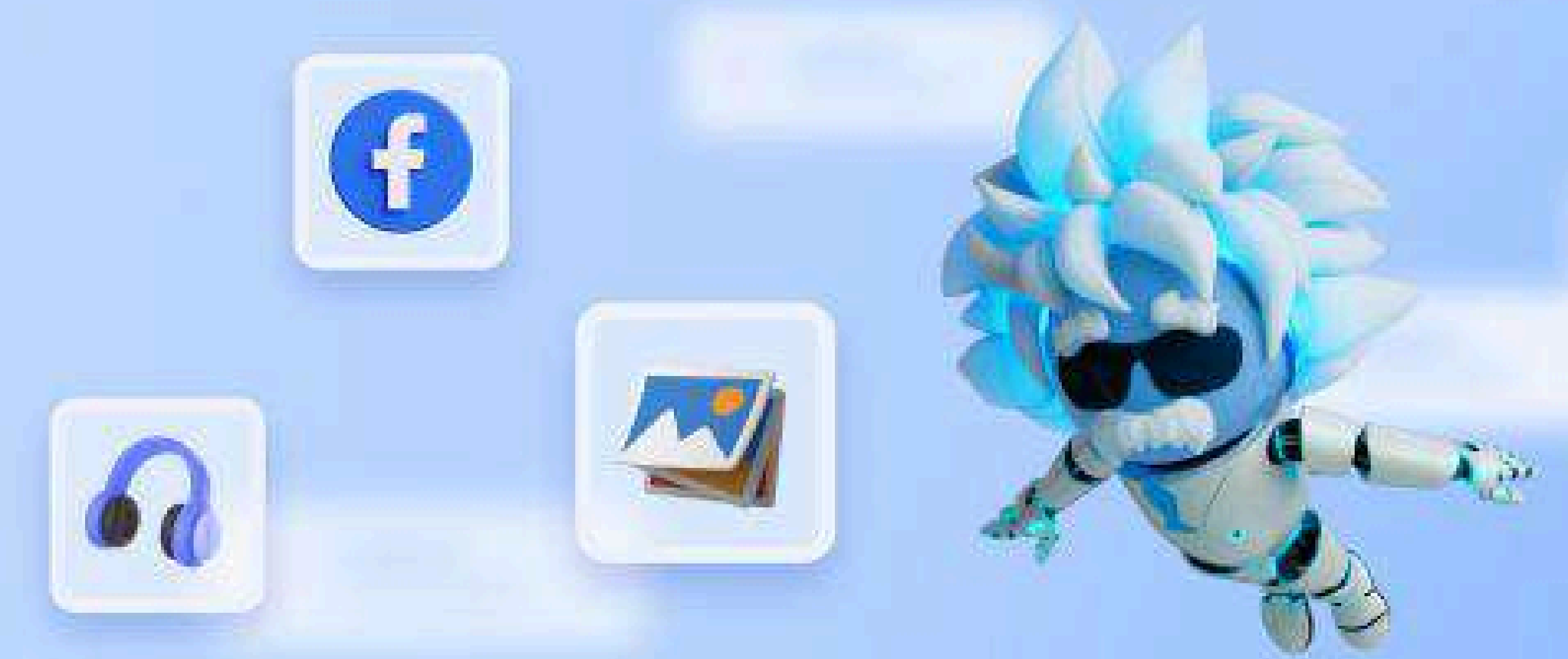
Introduction

Unlock the Power of Unstructured Data

The future is here and it's **agentic AI**: AI agents that can anticipate, plan, reason, and take action with minimal help or even conversational prompts. If you're like most business leaders we talk to, you're considering how to integrate these agents into your business. And it's no wonder. We know that [41%](#) of time is lost to low-value, repetitive tasks, and workforces are overwhelmed, with stalled productivity, hampered innovation, and burnout.

Imagine the efficiency gains of having entire workflows or business processes automated via AI agents that make intelligent decisions without human intervention. Picture where this could take your business and how it might keep your bottom line green. That is the promise of AI. But to achieve this, **AI needs your data**.

The problem is that most of your data – [80%](#) of it – is unstructured. This includes videos, images, documents, emails, sensor data, social posts, audio files, and more, which don't fit neatly into spreadsheets or databases. This data is harder to search, but it's packed with valuable insights such as customer feedback, perceptions, opinions, tone, and sentiment.



The good news?

You have a treasure trove of unstructured data waiting to be turned into value. [Two-and-a-half quintillion bytes](#) of data are generated each day – that's 2.5 with 18 zeros.

The bad news?

Most of this potential remains untapped, preventing you from leveraging AI agents and leading to missed business opportunities and incomplete views of your customers and operations.

So, what can we do?

We turned to the experts. In November 2024, Salesforce conducted in-depth interviews with 20 IT executives, primarily CIOs, from the technology, financial, manufacturing, automotive, energy, and healthcare industries. These leaders are based in the United States, United Kingdom, Ireland, Australia, and India. The goal of the research was to:

- **Uncover the top challenges** involved in unlocking unstructured data and how to overcome them
- **Discover use cases and best practices** for extracting insights and taking action
- **Reveal dream use cases and opportunities** to innovate with unstructured data

In this report, CIOs share, in their own words, insights on all of the above and strategies to make the most of your unstructured data.

Let's dive in.



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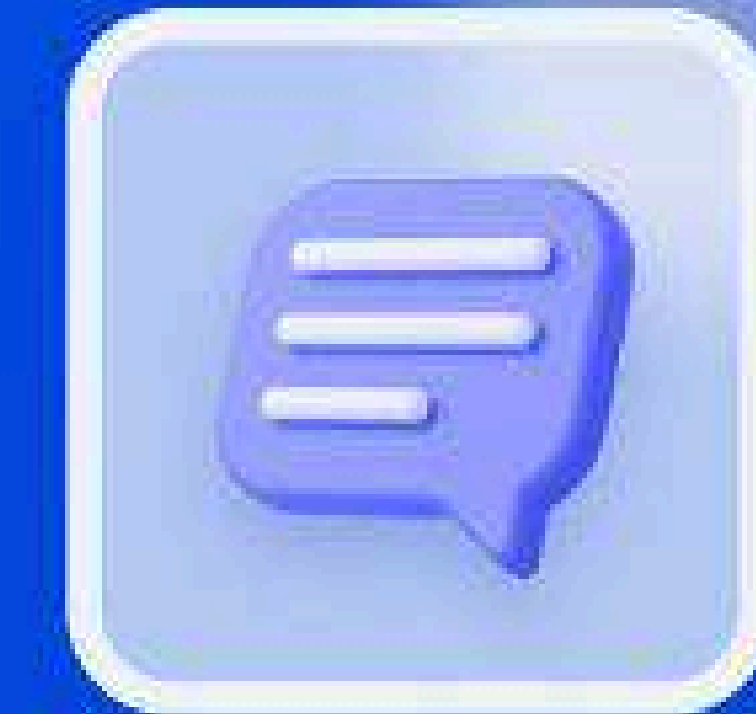
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Unstructured Data Is the New Business Gold



Unstructured Data Is the New Business Gold

Simply put: Insights gained from unstructured data can be game-changing, even life-changing. But don't take our word for it. Check out this amazing story from a healthcare IT director.



When you start peeling back and connecting all that unstructured data, you start to get a view of the person ...

The best one is where the tooth infection was impacting the fluid around a person's heart and there was never a connection — until we ran structured and unstructured data analysis and said 'Aha!'

We pulled in these databases, looked through the notes, and connected the dots. If you have an infection and a heart problem, what's the likelihood they're related events? The technology spat out a 97% likelihood. So then the doctors went, 'Oh, that's the problem.' Yes, the technology figured it out."

IT Director, Healthcare USA

This is just one example of the incredible potential of unstructured data – the **80% of data**, such as image scans, audio files, and social media feeds, which, because we can't index or store easily in a database, is difficult to search and retrieve. Audio and video recordings, image scans, webinars, email, social media feeds, and product images are some examples.

Chapter 1

The executives we interviewed are fired up about the potential in unstructured data. However, many told us they are leaving much of this potential untapped. Accessing and organizing quality data, integrating data silos, finding data experts, and enacting organizational change remain important challenges for CIOs and digital executives. Below are their top-line observations:



Getting business value from unstructured data is a strategic priority. Extracting value from unstructured data came up as a top-five priority for many executives.



CIOs examine a wealth of use cases for unstructured data. Across industries, our CIOs and data experts, eager for efficiency, data-driven decisions, and elevated customer experiences, examine a number of use cases for unstructured data.



CIOs want complete solutions. Across the board, executives look for complete platform solutions to manage data, ensure data quality, and drive compliance.



IT plays a key role in data transformation and management. When it comes to unstructured data, executives look to their IT departments for help – whether as enablers, regulators, or partners.



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IT leaders report that up to 80% of their data is unstructured ...



but only a fraction is being used.



Probably about 60% of the data that we collect is unstructured ...



... but of that 60%, how much can we use to gain insights and analytics? Probably only 20%.”

CIO, Healthcare, USA



More than 80% (of our data is unstructured) ...



... but out of that, maybe 10% we are using.”

CIO, Healthcare, USA



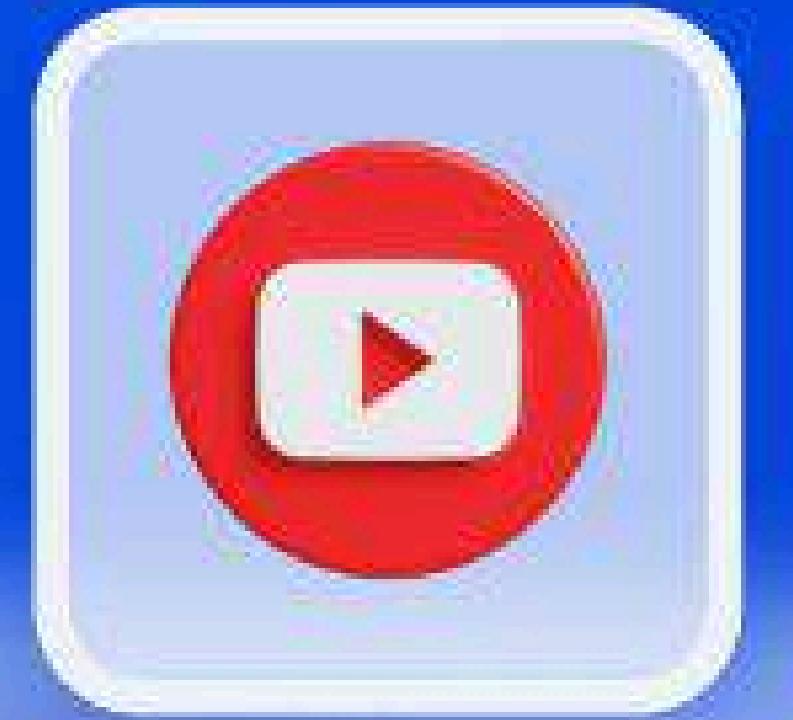
Sixty to seventy percent (of the data we collect is unstructured) ...



... (but only) 5 or 10% (is being actively used).”

CIO, Manufacturing, USA

Even though the IT leaders we interviewed are only tapping into a fraction of their unstructured data, they're already driving some seriously innovative use cases and seeing real success for their businesses and customers. In the next chapter, we'll dive into how CIOs and data executives are making their goals a reality with unstructured data – across industries and business functions. Get ready for some inspiring stories and practical tips.

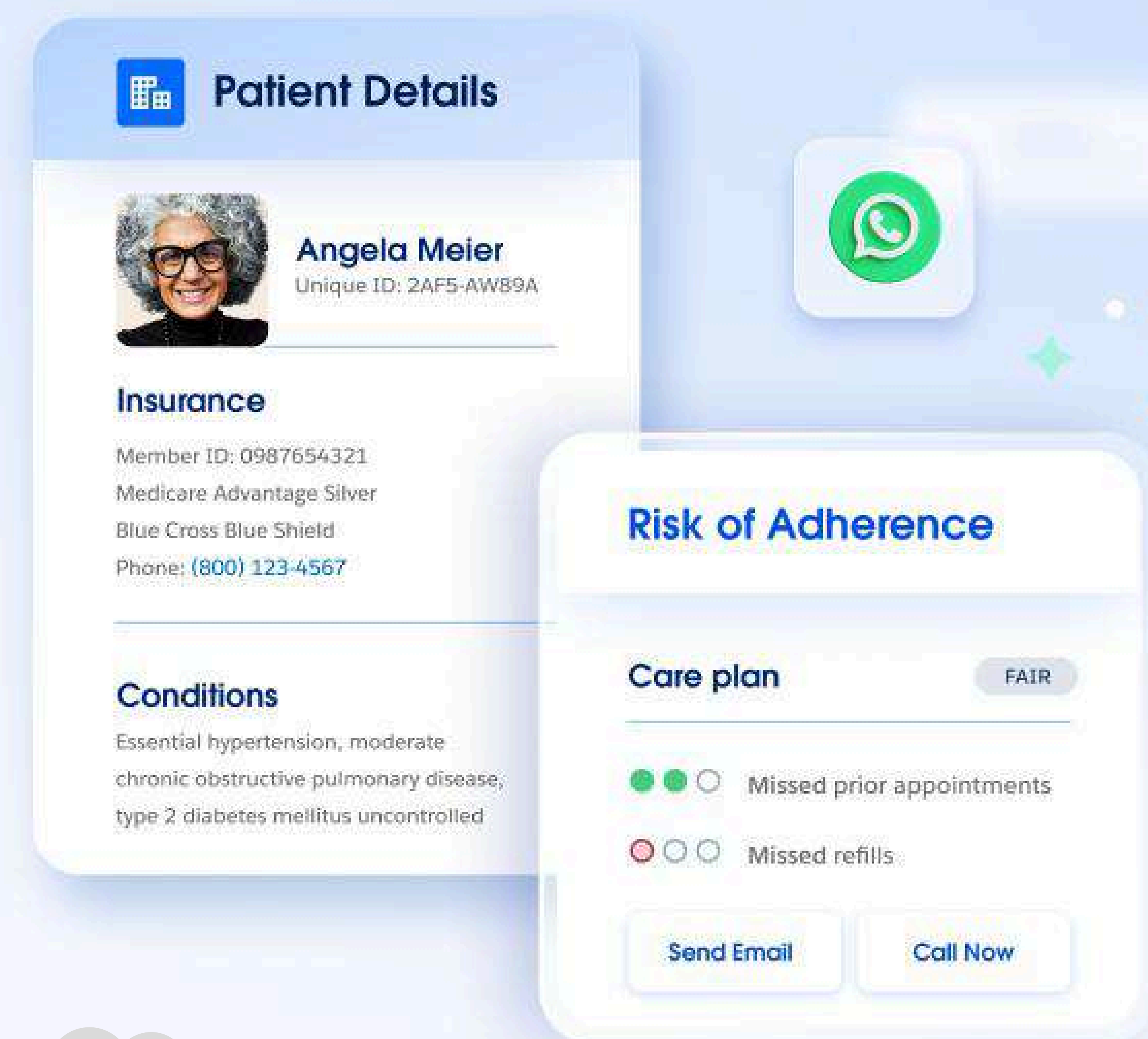


In Their Own Words: How CIOs Are Winning (or Planning to Win) with Unstructured Data




In Their Own Words: How CIOs Are Winning (or Planning to Win) with Unstructured Data

The experts who are ahead with unstructured data gather and analyze social media, texts, customer chats, radiation images, and voice recordings with the help of AI. They shared how they diagnose patients quicker, personalize their customers' experiences, streamline operations, and bring innovation to the market with sophisticated products and services.



The interface displays patient information for Angela Meier. It includes a profile picture, name, and unique ID. Below this, the insurance details are listed, followed by a section for medical conditions. A separate card shows the risk of adherence, categorized as 'FAIR', with indicators for missed appointments and refills. Action buttons for 'Send Email' and 'Call Now' are provided.

Patient Details

 **Angela Meier**
Unique ID: 2AF5-AW89A

Insurance

Member ID: 0987654321
Medicare Advantage Silver
Blue Cross Blue Shield
Phone: (800) 123-4567

Conditions

Essential hypertension, moderate chronic obstructive pulmonary disease, type 2 diabetes mellitus uncontrolled

Risk of Adherence

Care plan FAIR

☒ Missed prior appointments
☐ Missed refills

[Send Email](#) [Call Now](#)

Use Cases

Next we'll look at the use cases that came out on top for marketing, sales, customer service, and product development in the executives' own words.

Click to jump to use cases:

- [Assess, Predict, and Take Action](#) 09
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Assess, Predict, and Take Action

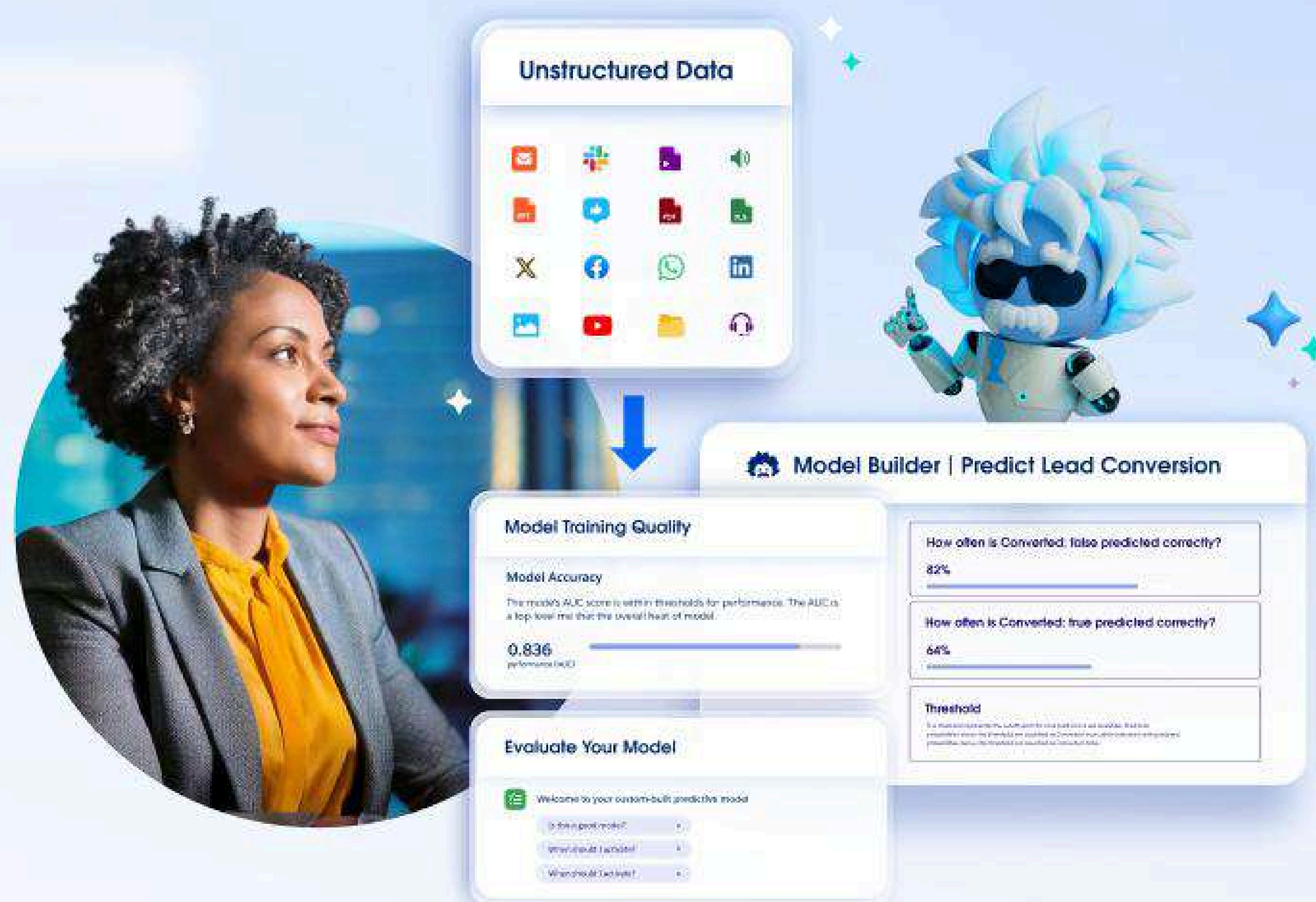
Data is the backbone of any successful AI system. After all, AI is only as smart as the data it's trained on. Quality data means quality outputs – analysis, insights, and predictions. The executives we talked to are using AI to spot service issues, gauge customer and brand sentiment, develop healthcare solutions, and uncover ways to streamline operations.

Challenge

Extracting actionable insights from unstructured data.

Actions taken on unstructured data

Apply AI models to turn data into structured, actionable insights.



AI is bringing a lot of value into the entire data management process. Because you have tons of data that you are not able to analyze. Maybe because of resource constraints, you can't use human beings to do it. So what is happening right now is using the AI model to really analyze those volumes and tons of data.

I'll give you a common example: In a typical day, we could have terabytes of log data coming from different systems across the board. We can't use human beings to analyze those. Obviously, we can't. We're not going to maximize or derive the maximum value that we need.

But with AI models, we're able to analyze that data. We're able to churn it as fast as possible. The result of the analysis is becoming a lot more accurate."

Lead Cybersecurity Operations, Technology USA

Did you know

[Autonomous AI agents](#) can quickly turn huge amounts of unstructured data, such as data logs from various systems, into actionable insights.

Assess, Predict, and Take Action

Industry Lens: Healthcare

Challenge

Diagnosing fractures and other conditions on medical images with the naked eye.

Actions taken on unstructured data

Use AI to help diagnose and treat medical conditions.



Well, a very specific (use case) is identifying fractures and hairline fractures that are being missed by the naked human eye. So, there's been a significant proof of concept driven from that perspective. They take those images, identify them, take them to the vendor cloud, run AI models on them, and give feedback to the clinicians. It speeds up the analysis time significantly before the detailed report writing is undertaken.

So finding them (fractures) is difficult for the human eye even when they're using the appropriate resolution on the clinical diagnostic stations. The feedback we've had from the radiographers is that it's a significant benefit in terms of time saving and patient outcomes, like finding problems that if missed, they would have caused patients pain in the future."

CTO, Healthcare
Ireland

Did you know

Autonomous AI agents can analyze extensive patient data, including medical records and lifestyle information, to predict potential health problems.

Monitor Customer Sentiment for Proactive Sales Outreach

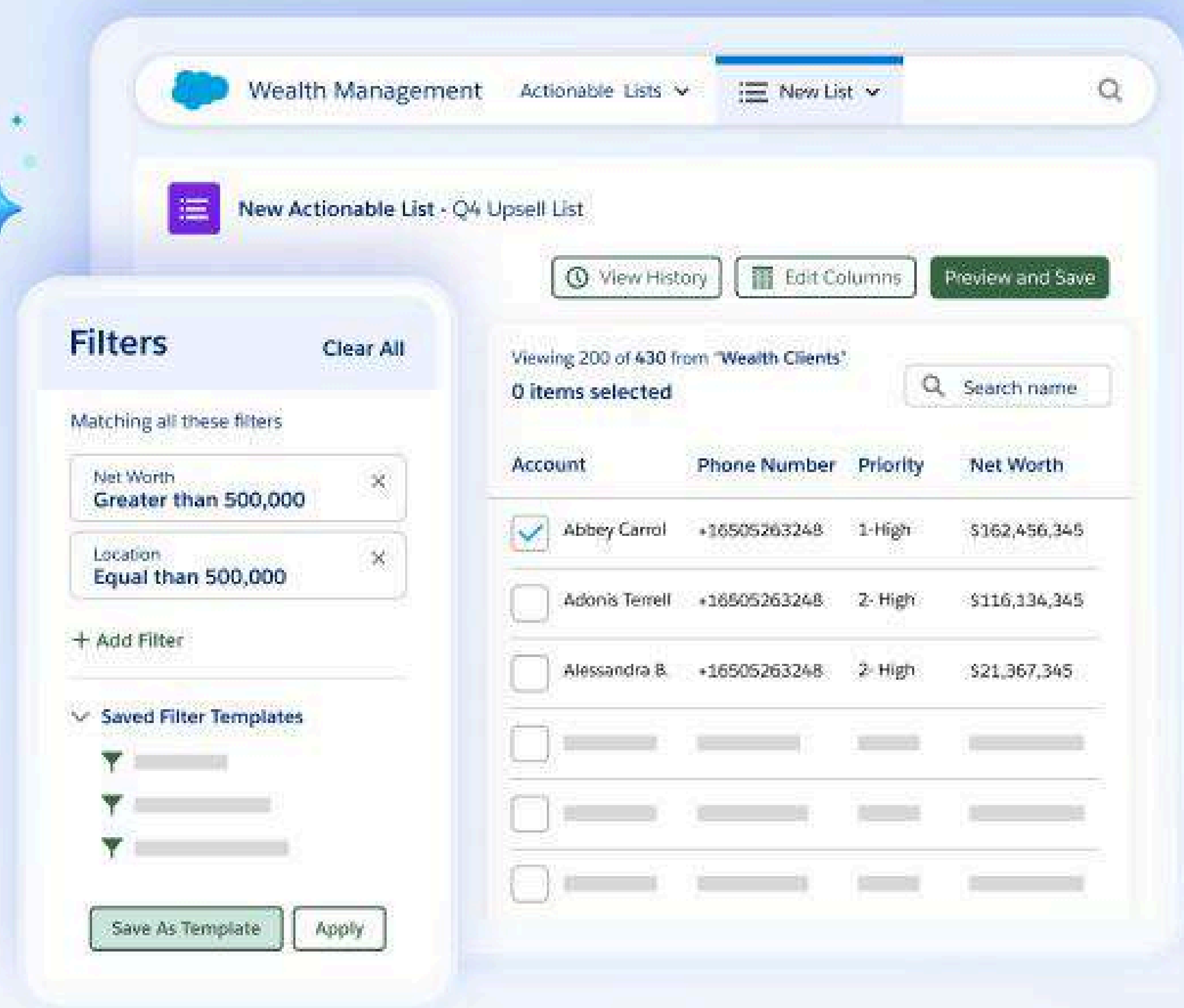
IT executives told us that unstructured data is crucial for sales and marketing. Integrating sales notes, social media posts, and emails into a unified customer profile helps them understand customer behaviors and preferences, identify at-risk deals, and tailor their sales outreach.

Challenge

Tracking changes in customer sentiment.

Actions taken on unstructured data

Apply AI models to refine sales tactics and prevent customer churn.



Our sales and customer service teams write down different minutes from different meetings. We are now working on programs to harvest the data that give us signals about the client, and I noticed that he’s not interested in talking to me. He doesn’t want to go to lunch anymore. He doesn’t want to talk about any future plans. I’m getting a really bad gut feel on this. I’m going to log that.

But if we have all the customer relationship folks and the salespeople logging that information, we have a brilliant view of our clients, of trending problem areas that we may be able to remediate before the client leaves.”

CIO, Finance
USA

Did you know

[Autonomous AI agents](#) can process and interpret a wide range of unstructured data, such as social media posts and customer emails, to identify trends and sentiments, helping companies to proactively address customer concerns and enhance customer satisfaction.



Monitor Customer Sentiment and Brand Perception

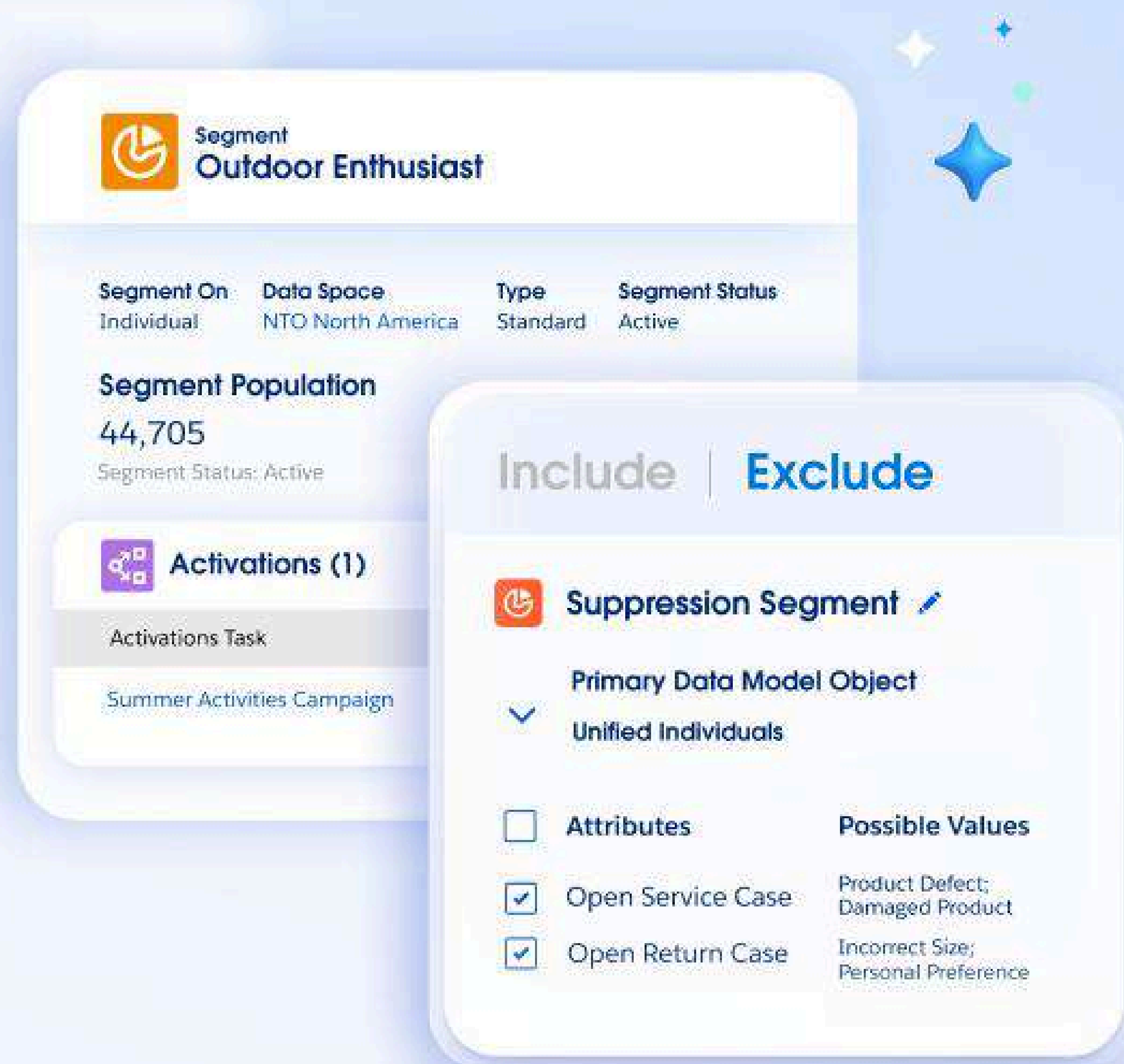
Industry Lens: Technology

Challenge

Tracking changes in customer sentiment.

Actions taken on unstructured data

Integrate social media mentions and hashtags into Customer 360 views to monitor brand perception.



The marketing team has also been able to use some of the unstructured data that **I analyze to project the brand for the business**. For instance, when there is a brand mention on social media and online the marketing team gets that feed. So, that is also a projection of the brand.

So when people go on X, and they hashtag the organization to say, oh, your service is not working perfectly, that's a brand negative. Or if there's a thumbs-up about the service, that's a brand positive. The marketing team has been able to use that to gauge the brand perception of the organization to the public."

Lead Cybersecurity Operations, Technology USA

Did you know

Autonomous AI agents can flag changes in brand sentiment by analyzing positive and negative mentions across platforms, detecting trends, and sending real-time alerts to marketing teams.

Create a 360-Degree View of Customers

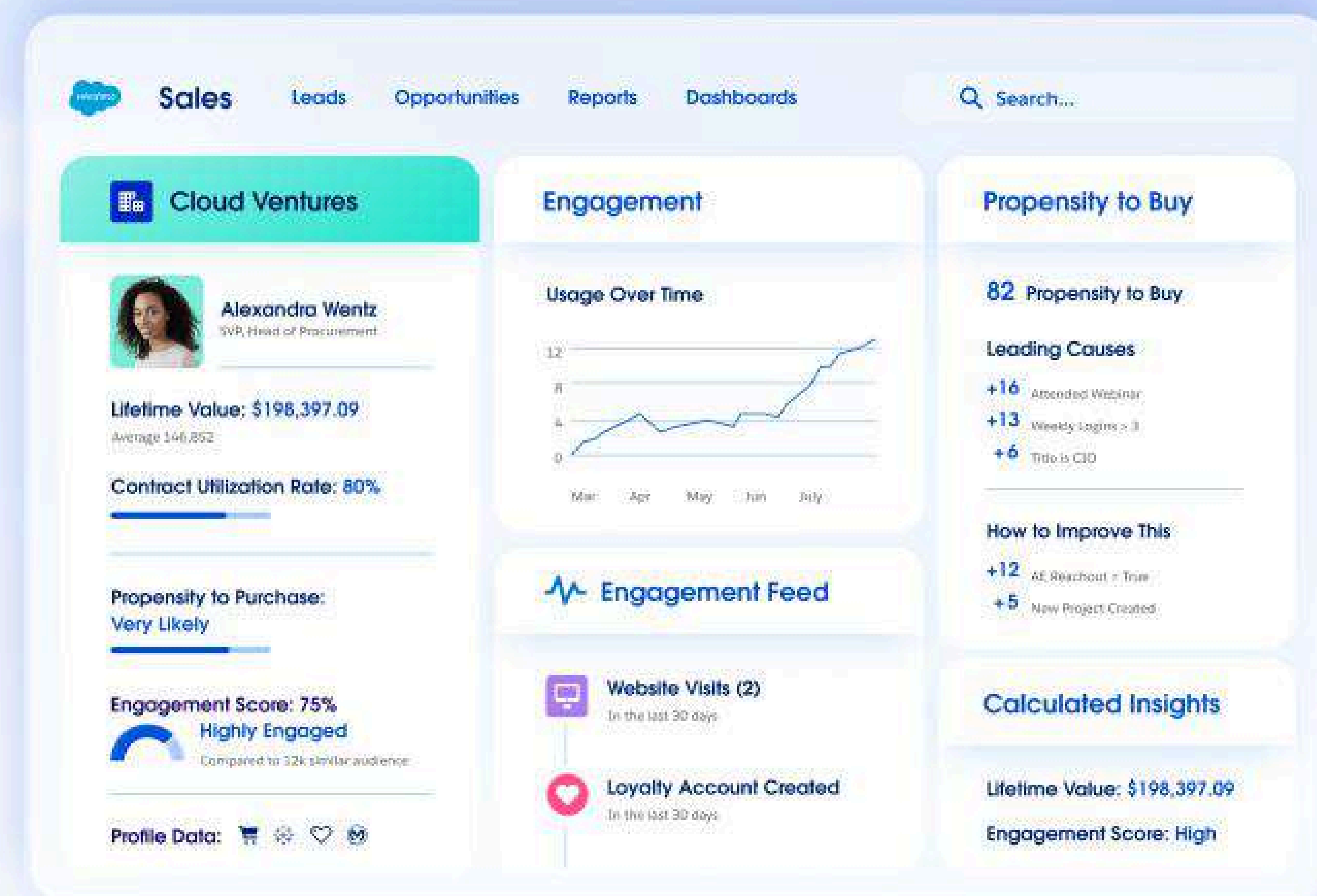
The CIOs told us that a comprehensive customer profile is a game changer. A 360-degree view combines customer interactions, demographics, service histories, social media, and customer reviews to create a single source of truth across departments. By incorporating insights from unstructured data, companies can understand their customers better, personalize every interaction, and adjust their business strategies.

Challenge

Creating a unified customer profile.

Actions taken on unstructured data

Apply AI for predictive analytics.



If you have to create a new product for a new market, then you will look more at unstructured data from social media industry trends, etc., to create that product and market penetration strategy.

I know Rebecca already uses my product. I just need to sell her one more product, so I'll be observing people already using that product. And all this training data will keep narrowing down. And the algorithm will tell me, Rebecca could be interested in product B. That's how my sales team would use it. Then marketing will have a strategy."

VP, Technology

USA

Did you know

Autonomous AI agents can synthesize data from various sources like social media, customer chats, and sales notes to build detailed customer profiles, which help in tailoring sales and marketing strategies to better meet customer needs and preferences.

Chapter 2

Create a 360-Degree View of Customers

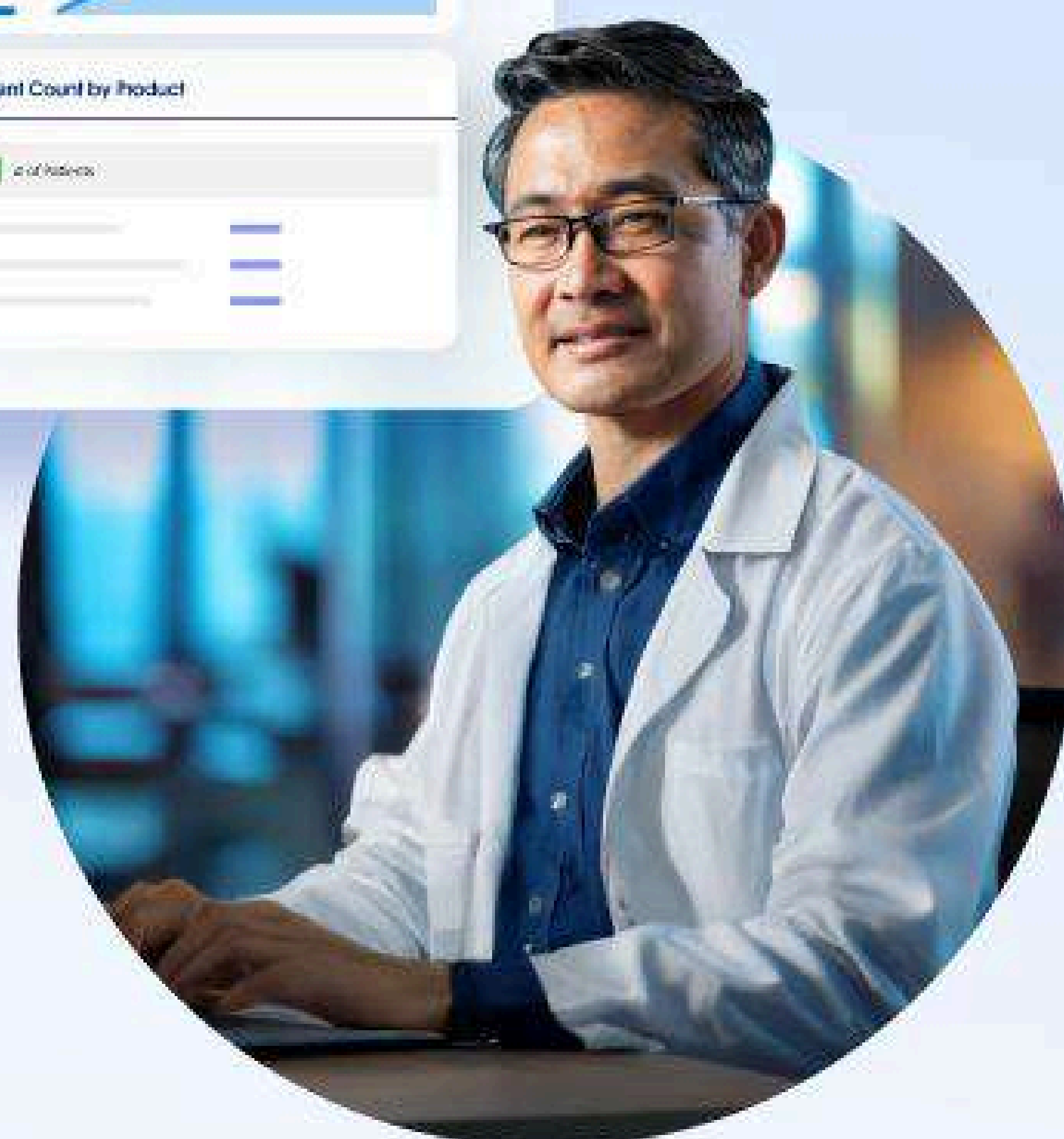
Industry Lens: Healthcare

Challenge

Identify gaps in patient care.

Actions taken on unstructured data

Analyze discharge summaries, medical test results, social determinants of health, doctors' notes, and imaging results.



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We take that discharge summary, convert it from unstructured to structured data, and then we query that data. So that gives us visibility into our patients, what percentage of our patients got admitted, for what reasons, and who are the admitting physicians.

That helps us create the 360-degree view of a patient chart. So if you want to look at a healthy patient's chart and identify gaps in patient care ... we use unstructured data."

CIO, Healthcare

USA

Did you know

Autonomous AI agents can turn discharge summaries into structured data, making it easy to see who was admitted, why, and by which doctors. This gives a full view of each patient's chart and helps spot any gaps in care.



Increase Organizational Efficiency

One thing was crystal clear across all our interviews with CIOs: **The power of unstructured data lies in transforming it into actionable insights.** And getting actionable insights from unstructured data to improve efficiency was high on our executives' lists. From optimizing resources to automating processes with insights from RFID data, emails, and social media posts, the applications of unstructured data are vast.

Challenge

Identifying inefficiencies in your processes using emails and other unstructured data.

Actions taken on unstructured data

Gather emails and other unstructured data that your organization generates and use technology to identify patterns and inefficient processes.



We could figure out why so many emails are going back and forth. For example, if I'm trying to fulfill a request from a client and there's a lot of back-and-forth between departments to fulfill it, there's a lot of inefficiency in my process.

Is there way to simplify this process? Or was this an one-off? Can we automate it or streamline it? **This would be a direct margin improvement for the company."**

**Former CIO, Technology
USA**

Did you know

Autonomous AI agents can analyze and automate workflows that use unstructured data to streamline operations and optimize resource allocation.



Chapter 2

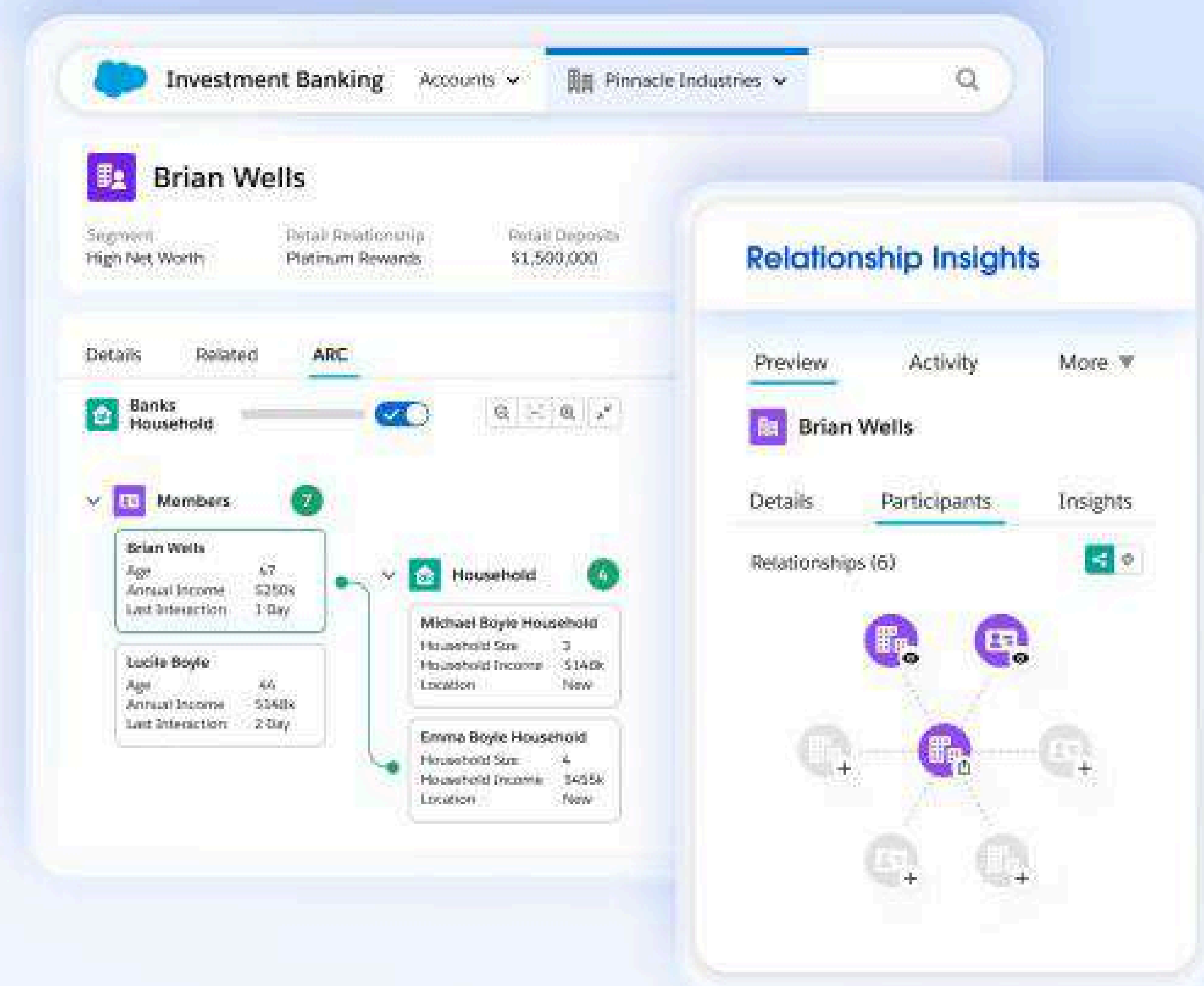
Increase Organizational Efficiency Industry Lens: Financial Services

Challenge

Gathering and acting on financial advisors' notes, audio files, and phone mails to make their tasks of advising their clients more efficient.

Actions taken on unstructured data

Gather and analyze financial advisors' notes and audio files with customers. Integrate and analyze it to arm the advisors with the information they need quickly.



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A large part of our organization is the wealth-management division, which is financial advisors. They might take notes when meeting with clients in a variety of ways. We give them a CRM that they can use. We do have mobile capability where they can type notes directly in there. Sometimes they don't. Sometimes they might just use their phone and record it as an audio file.

Getting all that information into our proprietary adviser platform would allow us to mine that data to provide insights to those same advisors on things they might have talked about during their client meeting that they forgot about. So, I might have a meeting with a client investing in the tech sector, and the FAA might not have written it down.

It allows us to say we have recent research on the tech sector, Apple, Microsoft, etc. John Doe spoke to you about this. Here's an opportunity for you to potentially generate more revenue. **So garnering all of that so, that we can serve up insights to our advisors to give them better ideas is very important."**

Deputy CIO, Finance
USA



Chapter 2

Improve Product or Service Quality

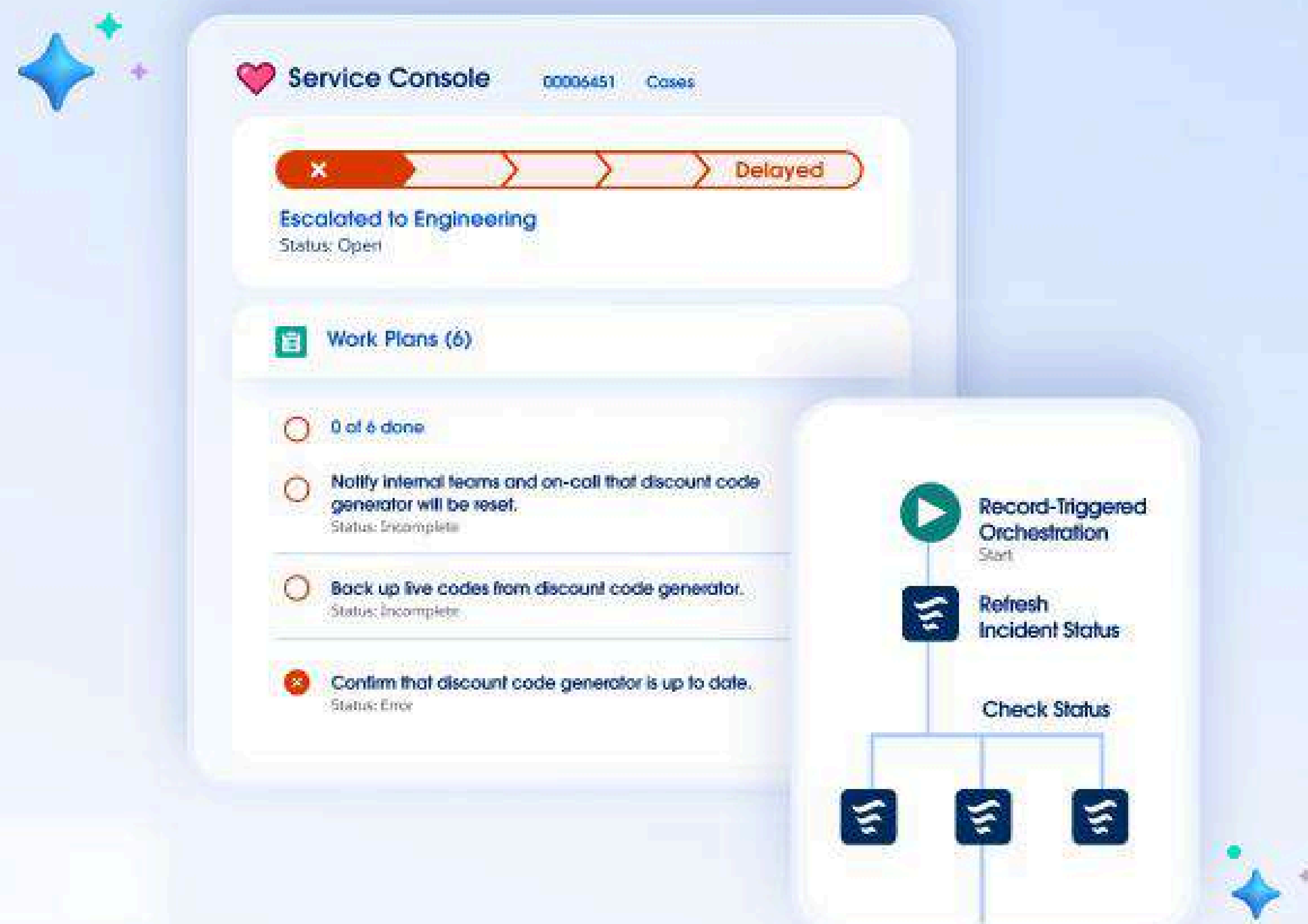
The executives told us that analyzing product data along with customer feedback helps them catch quality issues early, make real-time adjustments, improve product development, and reduce production costs.

Challenge

Gather and analyze customer feedback to improve product quality.

Actions taken on unstructured data

Gather and analyze customer data about similar products in the market to identify and resolve potential issues proactively.



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We're able to capture all the variants of customers that we have. Why capture all the different test devices that they have? I will give an example. There were cases where we put in a new product or we made system changes or changes to our online systems.

After the change, you get a lot of tickets from the customer that we're not able to connect. And it could be because customers are now using newer versions of devices. With these insights, we're able to do all of the possible test scenarios or test cases to our customers. That has really helped, and it puts us in a proactive position that we're not waiting until the customers are calling for service issues. Support calls from the customers are reduced."

Lead Cybersecurity Operations, Technology USA

Did you know

[Autonomous AI agents](#) can identify and resolve quality issues by analyzing customer feedback and recommending improvements.

Improve Product or Service Quality

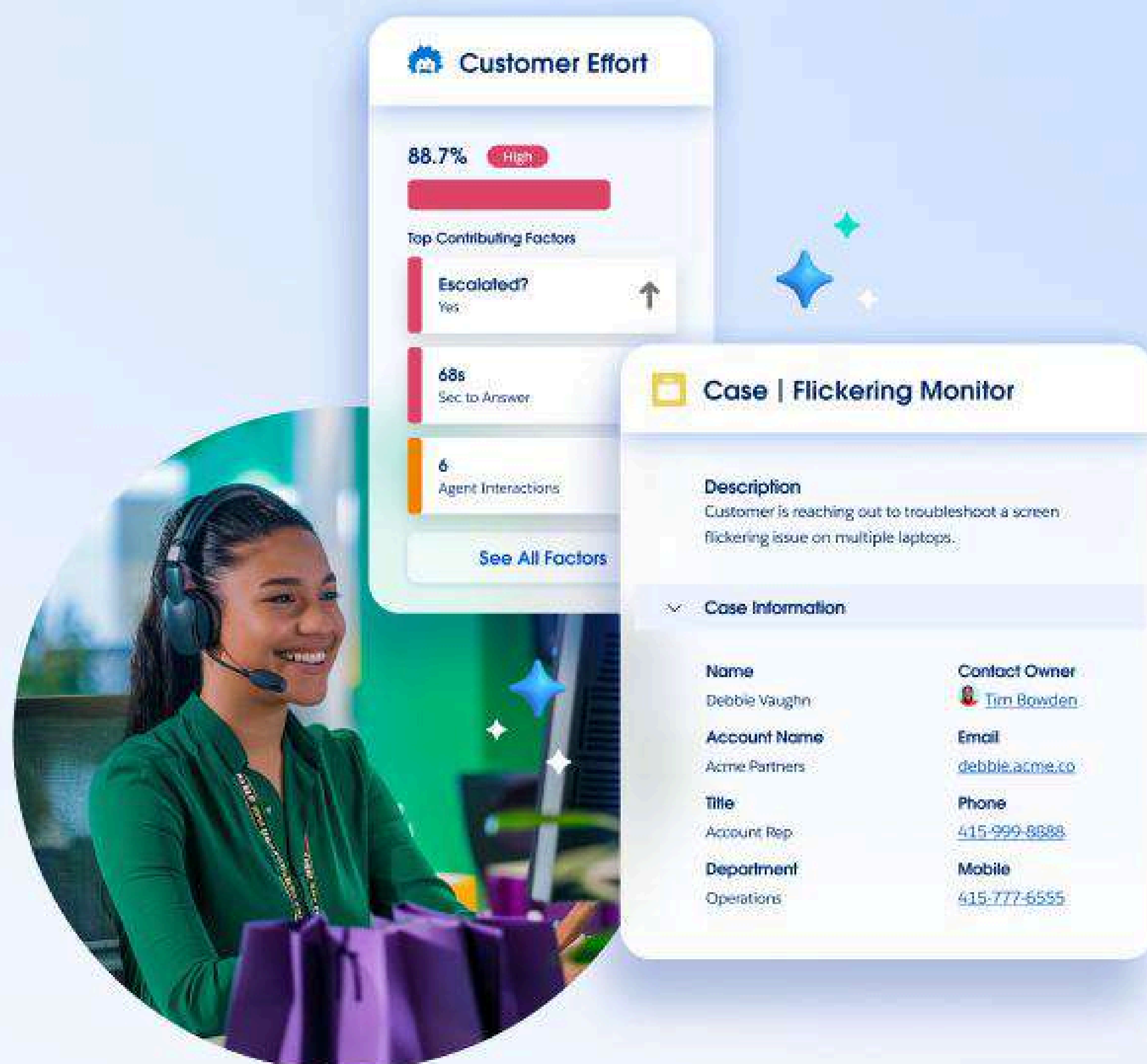
Industry Lens: Manufacturing

Challenge

Eliminating medical device failure rates.

Actions taken on unstructured data

Use AI to identify product failure root causes.



Most of our unstructured data use cases are product quality related. So anything we can do to increase our quality or catch problems sooner has a direct monetary measurable impact on the business, on quality, and on doctor usage experience. Because they're the ones that are planning the devices, they want everything to work correctly every time because nobody wants a failure rate.

So, deriving insights from unstructured data may allow us to make adjustments sooner and quicker, and to correct product issues before they go out as opposed to having a doctor open the box and find an issue with a device with a patient on the table. We want everything coming out of that box to be correct and perfect every time."

IT Specialist, Medical Device Manufacturing
USA

Did you know

[Autonomous AI agents](#) can analyze unstructured data to catch product quality issues early, ensuring new devices work correctly, saving time and money.



Challenges with Tapping into Unstructured Data: CIOs Share Their Solutions



Challenges with Tapping Into Unstructured Data: CIOs Share Their Solutions

We asked the experts we interviewed about their top issues and what they would advise a peer who wants to take advantage of unstructured data. Below is what we learned:

Challenge: Data silos

The average enterprise operates over **1,000 applications, yet 70%** remain unconnected. This creates a fragmented data landscape. For marketing, it means missed opportunities for targeted campaigns. For sales, it means losing out on cross-selling chances. For customer service, it means a disjointed customer experience. Integrating siloed data from apps, data warehouses, and data lakes is essential for a single source of truth and actionable insights.



Ultimately the CRM is our source of truth. But not everything is getting fed into it. So, emails and things of that nature, they're not going to our CRM. So how do we make sure that data, let's say in emails or social media and whatnot, can safely be integrated and fed into the CRM?

Getting everything in, at least I think we have all these SaaS applications. So we have our marketing platform, we have our ticketing system, we have our CRM, we have our ERP. Then, obviously, we have our data warehousing and our own patient and customer data."

CIO, Healthcare
USA

Solution

Use unified data platforms with AI to unify, analyze, and take action on all your data.

Chapter 3

Challenge: Data volume and complexity

IDC projects that global data will reach 400 billion terabytes, with **90% of data** classified as unstructured. This can overwhelm even the most advanced IT departments. Efficiently processing, storing, and analyzing this data is a huge challenge. It's not just about managing the volume; it's about making sense of it all to drive real business value.



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So, there is a lot of data duplication. The application that is producing unstructured data, that's one source.

Then that data has to be duplicated into some sort of a data warehouse. So a lot of data duplication. That's one. The volume (is another). So storage is an issue. Structured data uses less storage, but unstructured data uses a lot more storage. So storage is one concern.

The parsing, you know, converting unstructured data into structured data is a challenge. And then analyzing that unstructured data in a meaningful way is also a challenge.”

CIO, Healthcare
USA

Solution

Prioritize investments in cloud solutions, **data integration**, **zero copy**, and **autonomous AI agents** to manage data volumes and extract insights.

Challenge: Technology limitations or lack of expertise

Processing unstructured data typically requires substantial storage, computing power, and specialized tools, which can be costly. Moreover, many of the existing data platforms and AI tools are not designed to handle unstructured data efficiently, requiring significant investment in new technologies. Most of the executives we interviewed shared with us their desire to get more progress with the help of advanced technologies.



Some of the technologies that we do have are not originally designed for those (unstructured data) analysis, so you may not be able to get the best out of it. So getting the best out of it will require, investing in other technologies and all of that.”

**Lead Cybersecurity Operations, Technology
USA**

Top challenges CIOs and data experts grapple with



Data
standardization



Data integration
and normalization



Onboarding
new data streams



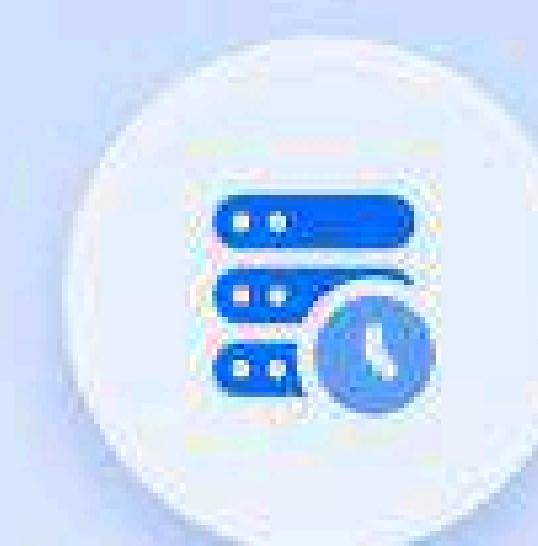
Managing
data throughout
its lifecycle



Data security
and governance



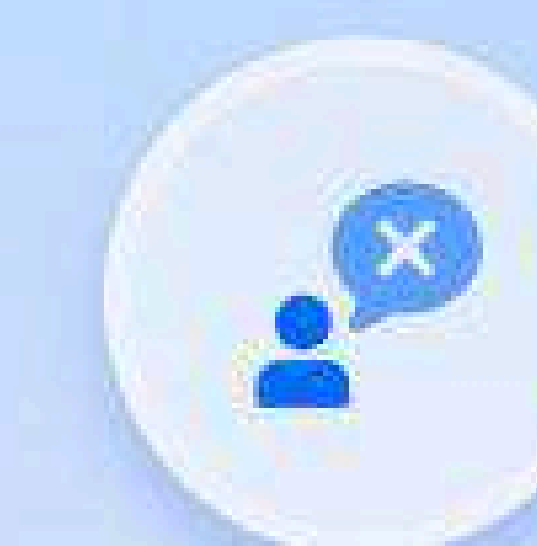
Data privacy



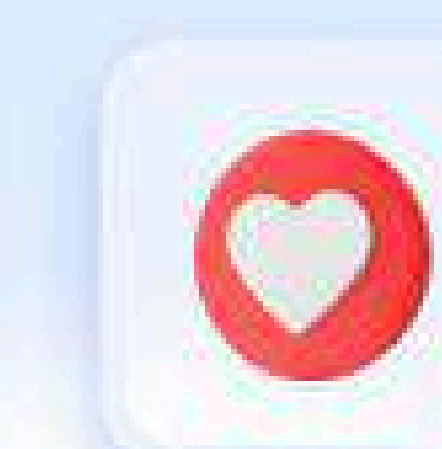
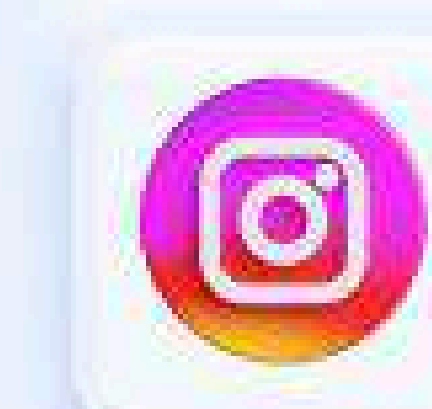
Old infrastructure



Data silos



Lack of expertise



Solution

Look for data platforms with the following features, recommended by the CIOs we interviewed.



Unified data management and integration: A single platform to manage and integrate all data types across the organization, ensuring a single source of truth. It should support integration from multiple sources like CRM, ERP, data lakes and warehouses, Salesforce orgs, and unstructured data sources to break down data silos and provide a comprehensive view.



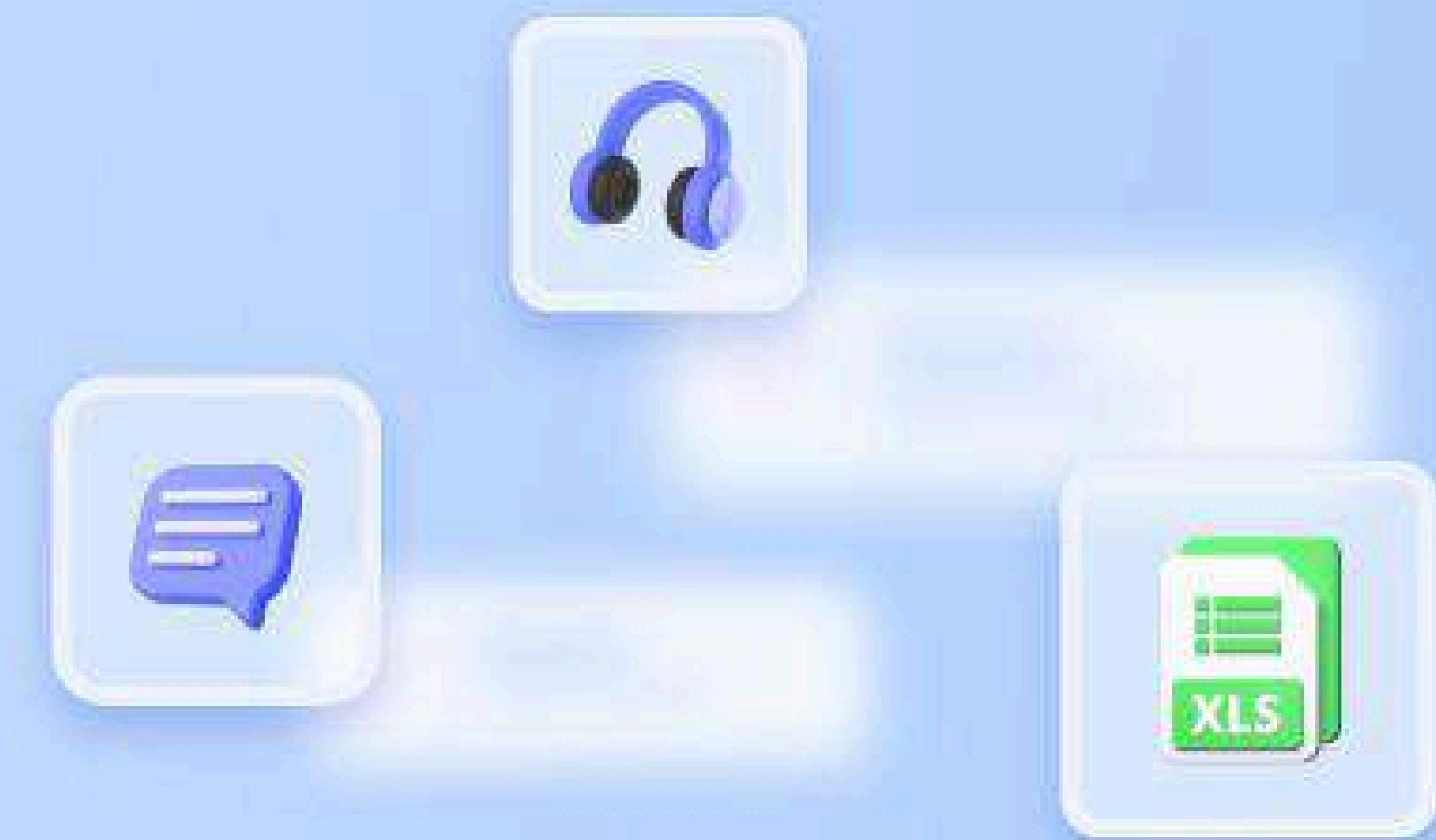
Vector database: Unlike structured data, which is neatly organized in tables, unstructured data from sources like audio, video, and images is not inherently organized. A vector database is designed to store and manage this type of data by converting it into numerical “vectors” that capture its meaning and relationships. This allows AI to easily find patterns, such as identifying similar images or analyzing sentiment in customer reviews, making it simpler to process and understand complex, unstructured data.



RAG (retrieval augmentation generation) capabilities: While LLMs excel at generating responses using public data, RAG enhances these responses by bringing private enterprise data stored in vector databases or data lakes to the AI-generated response. This brings further context to the question being asked to AI and improves accuracy, making it ideal for real-time or domain-specific tasks like customer support or detailed reporting.



Data classification and tagging: Automated classification and tagging of unstructured data improve searchability and analyzability, making it easier to find and analyze specific information.



Solution

Look for data platforms with the following features, recommended by the CIOs we interviewed.



Data quality management: Tools to improve and maintain the accuracy and reliability of unstructured data, ensuring trustworthy insights.



Scalability and performance: Advanced cloud-based storage and real-time processing capabilities manage large data volumes efficiently.



Security and compliance features: Essential for protecting sensitive data and ensuring regulatory compliance, especially in healthcare and finance.



Ease of use: User-friendly interfaces and tools make the platform accessible to nontechnical users, with self-service analytics for easy data access and analysis.



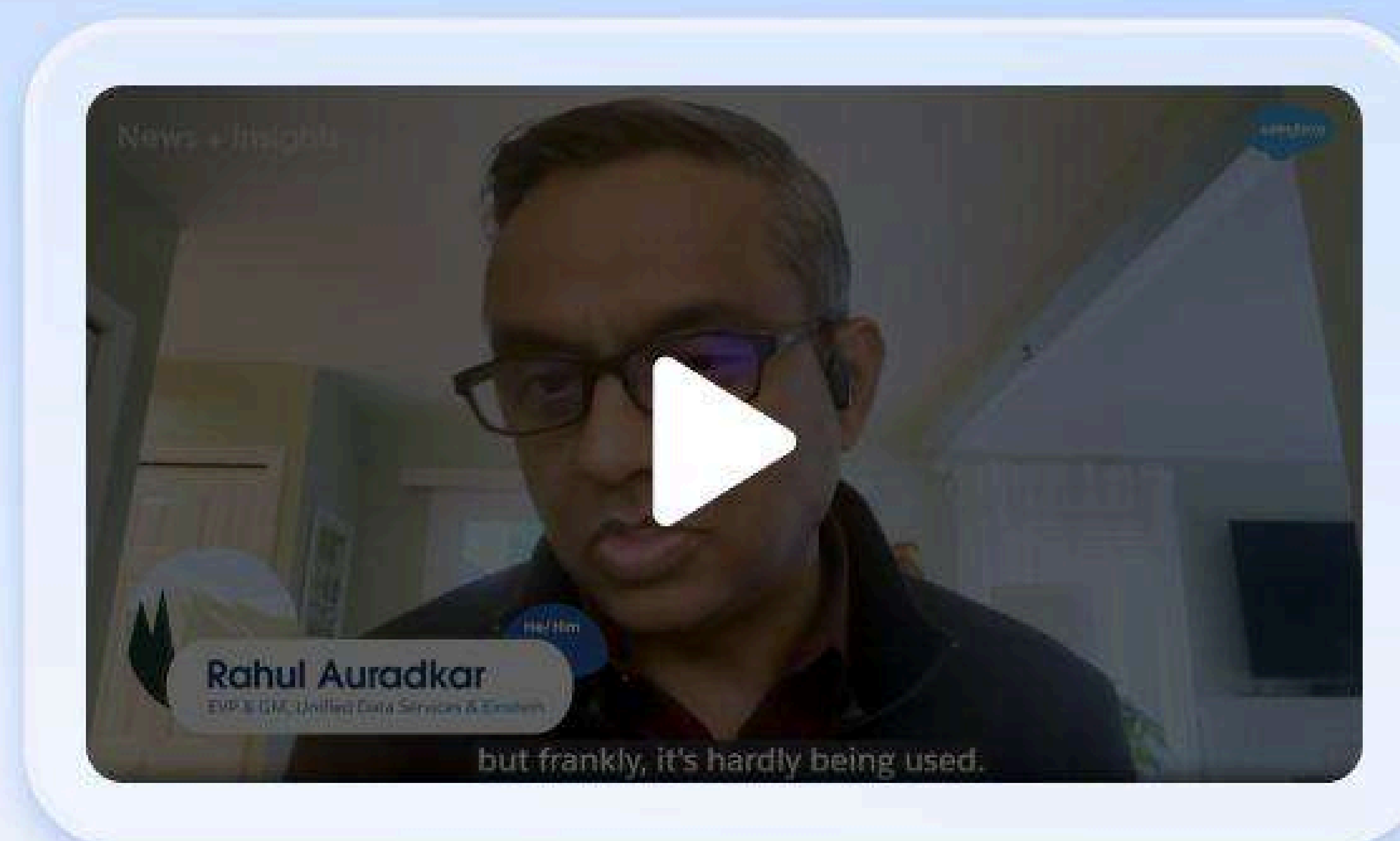
Customization: The ability to tailor to specific industry or organizational needs, including custom data management, security, and real-time processing features.



Real-time processing: Real-time data analysis and action are crucial for staying agile and responsive, particularly in customer service and healthcare.



AI and machine learning capabilities: Built-in AI and machine learning tools enhance data analysis, make predictions, and take intelligent actions autonomously.

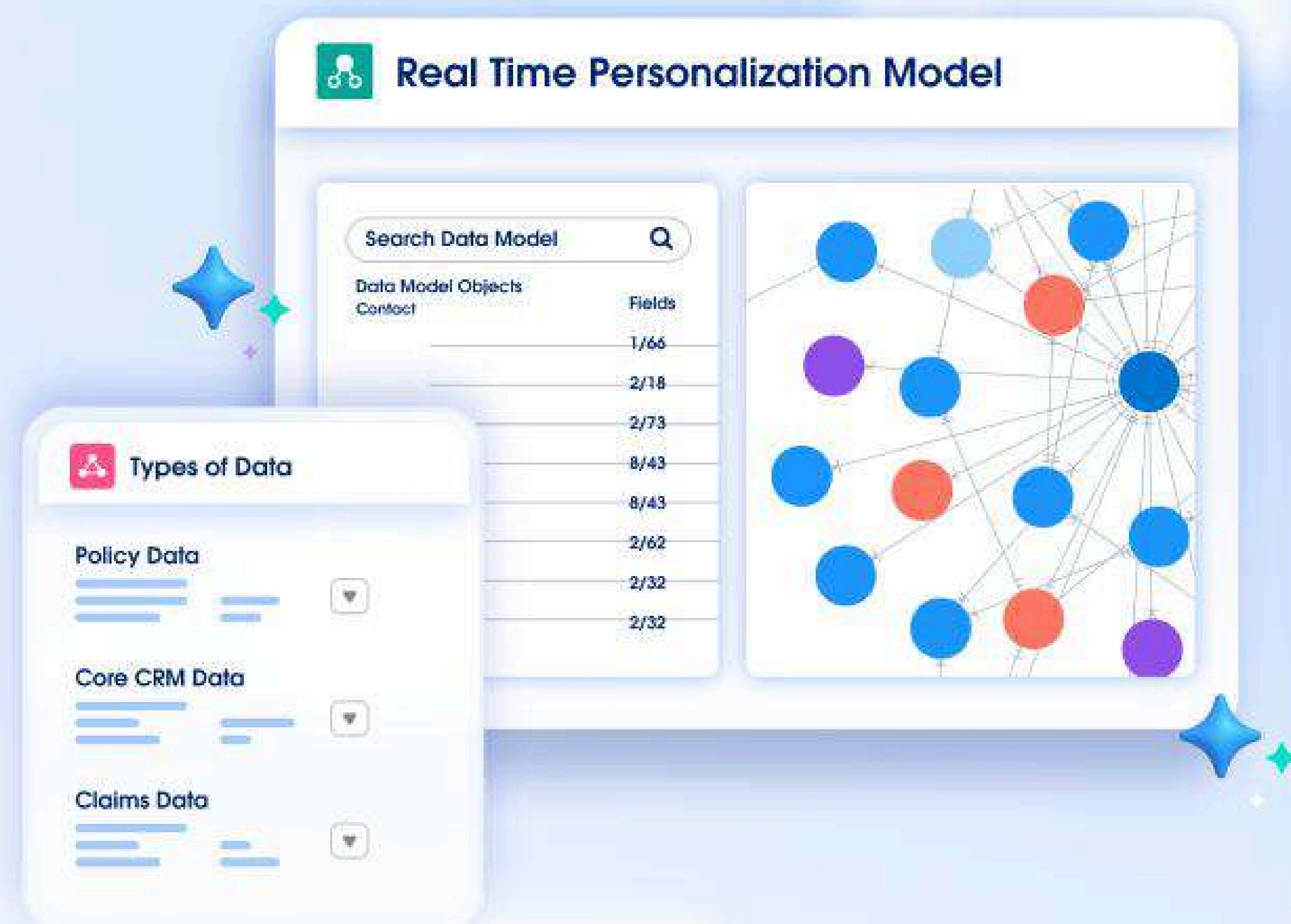


Salesforce's EVP & GM, Unified Data Services & Einstein, Rahul Auradkar explains **Data Cloud Vector Database**.

Chapter 3

Challenge: Deciding where to begin and what data to use

With so much unstructured data, deciding what to collect and analyze is no small feat, pointed out several executives we interviewed. If you are just starting your journey with unstructured data, you'll likely relate to what they had to say.



Solution

Prioritize use cases and start small.

Is your priority to improve product quality? Customer service? Something else? The answer determines the types of unstructured data you'll want to integrate and analyze. We heard that quick wins with the unstructured data you already collect will serve you well.



Chapter 3

Starting with a small dataset or problem can also serve as a test case for how different departments can collaborate. After all, integrating and analyzing structured data isn't just a technological change – it's just as much a cultural change.



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“

I've done some widely successful projects in the past where we approach the unstructured data problem in the ways I've described, sort of my dream state. And the way we did it, really in practice, is we started small with a known problem that had a pretty comprehensive and solid dataset.

We did that primarily so we can get people used to the idea of collaborating across functions and focused not only on their piece of the process, but whatever the subject of the unstructured data analysis was ... You've got to break this pattern that's built up over time of people only focused on their piece of the relationship.

It's a process change, but, ultimately, it's an attitude change of people where you're saying my attitude about my data has to change.”

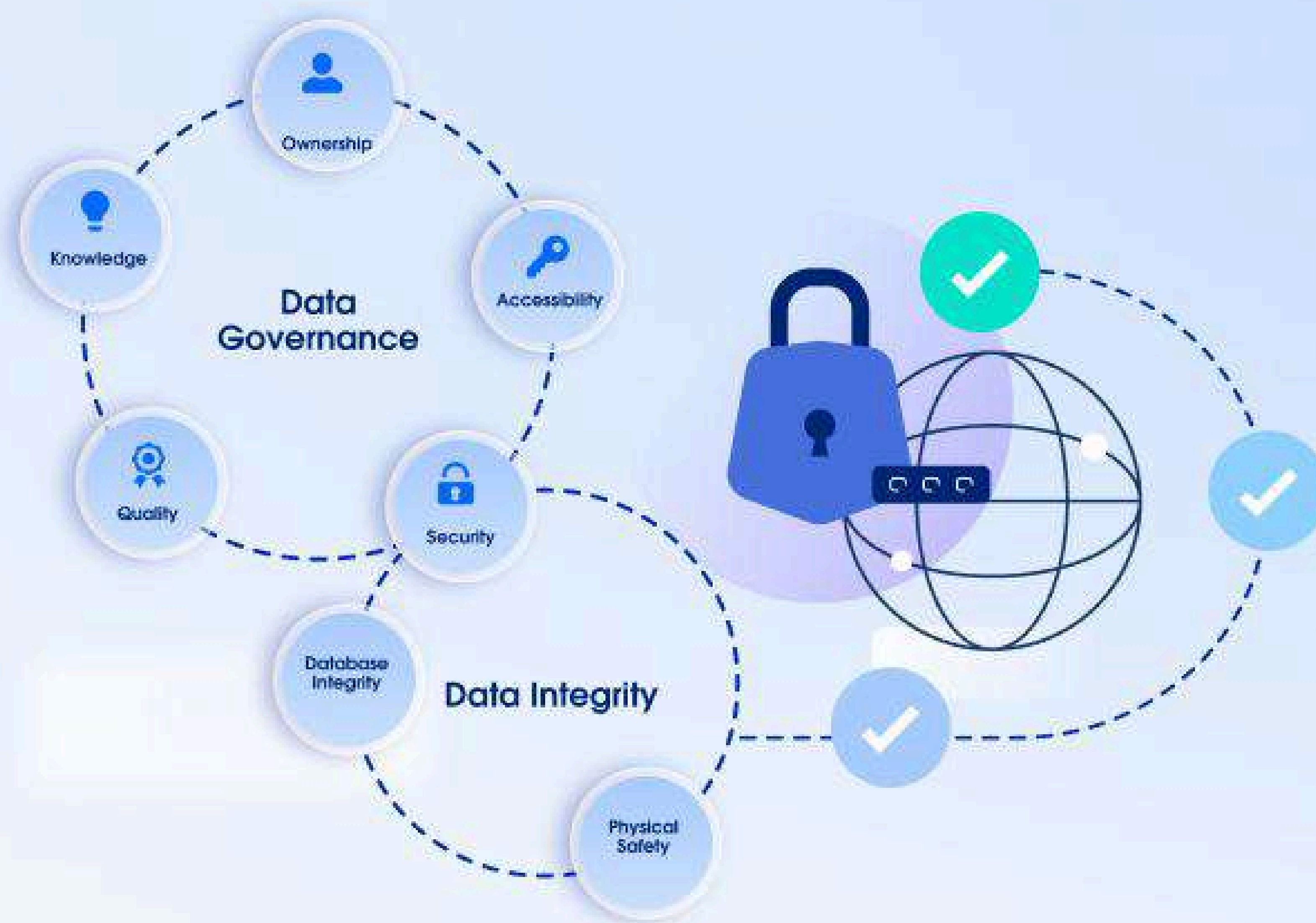
CIO, Manufacturing
USA



Chapter 3

Challenge: Data governance and security

Unstructured data lacks standardization, making it difficult to ensure accuracy and reliability when extracting insights. But it's essential for data to be protected and managed appropriately at all times. **Ninety-two percent** of analytics and IT leaders agree there's never been a greater need for trustworthy data. Governance – a combination of controls, roles, and repeatable processes for safeguarding data – goes a long way toward creating trust in your organization's data.



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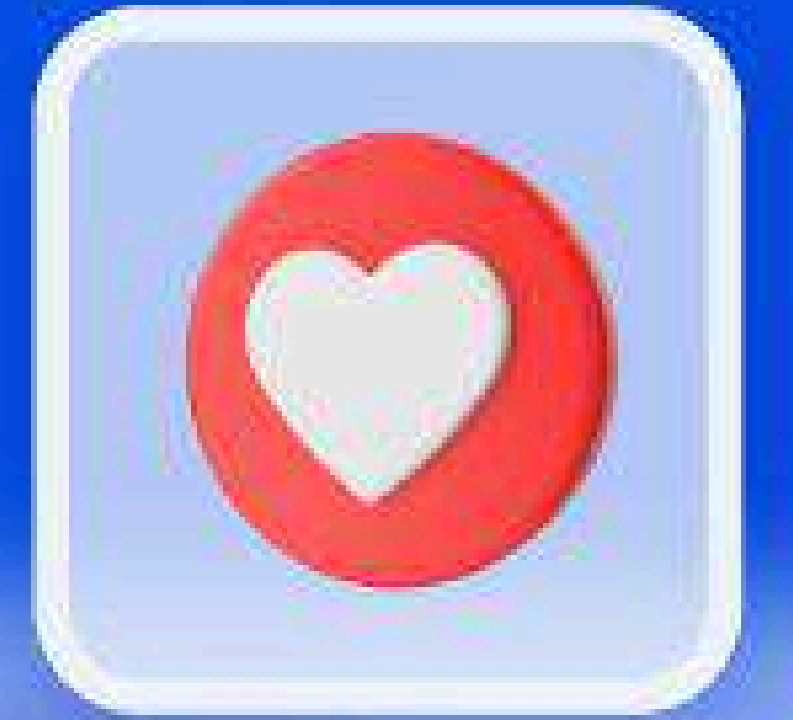
We are a regulated entity where the regulators from the U.S. do audit. So, we need to worry about data governance, data integrity, data confidentiality, and data fidelity, too. The meaning of data should also be maintained as well and then the fidelity part.

So, we do have underlying processes policies, and controls, and we do utilize certain vendor tools too, for the data governance side and the data protection side. And then, of course, speaking of data protection, the traditional recovery part, the BCP point of view, we need to have certain RTO and RPO objectives also set.”

CIO, Finance
USA

Solution

In addition to investing in data platforms with embedded security, governance, and compliance features, partner with IT to ensure the right guardrails are in place to protect all your data at all times.



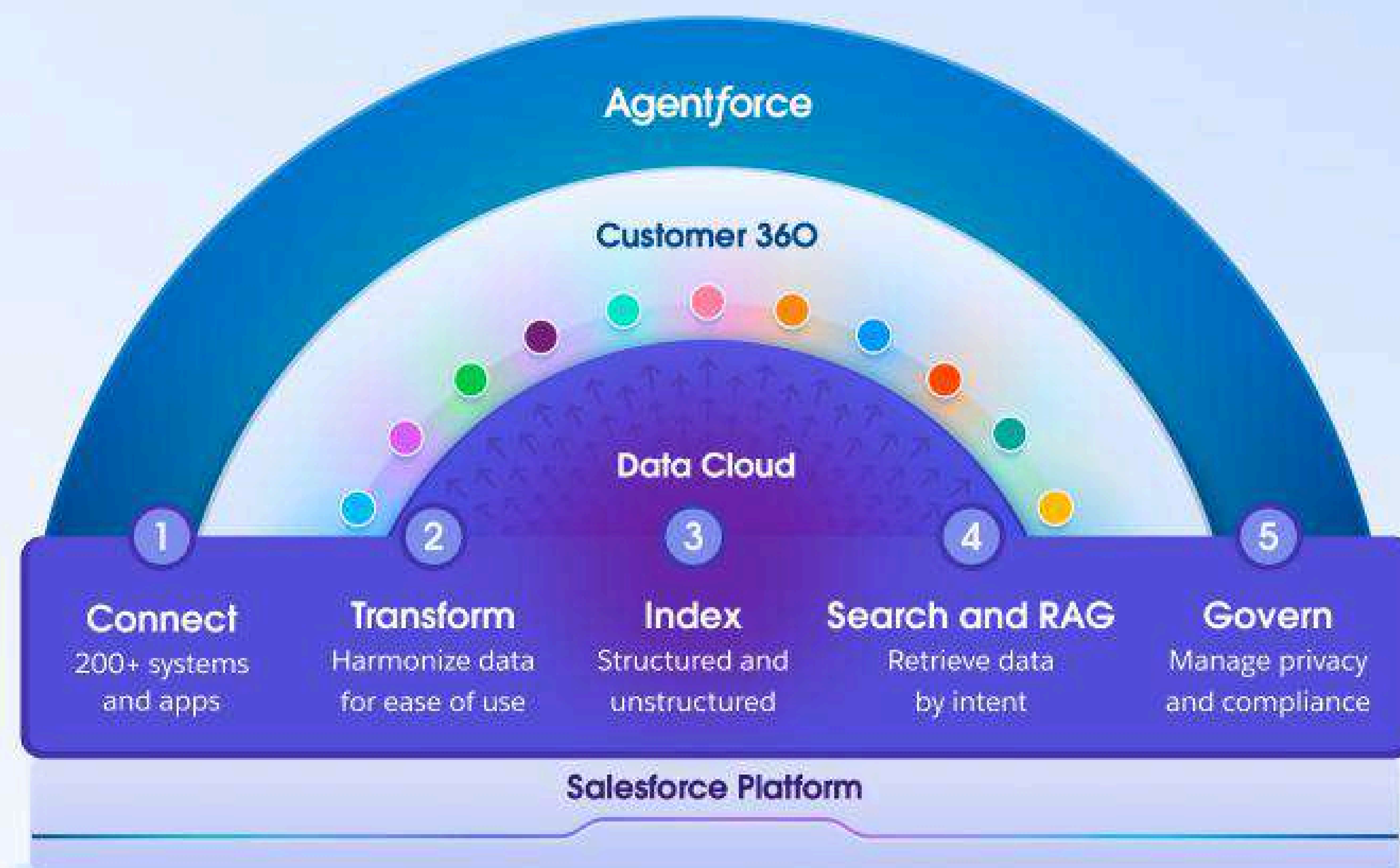
Get Your Unstructured Data Ready for Action with Data Cloud



Get Your Unstructured Data Ready for Action with Data Cloud

Most businesses are sitting on a mountain of unstructured data – from emails and PDFs to audio and video files – that’s hard to analyze and even harder to activate. Data Cloud transforms this chaotic data into actionable insights, giving you a clearer picture of your customers, operations, and business needs.

How Data Cloud works with your unstructured data



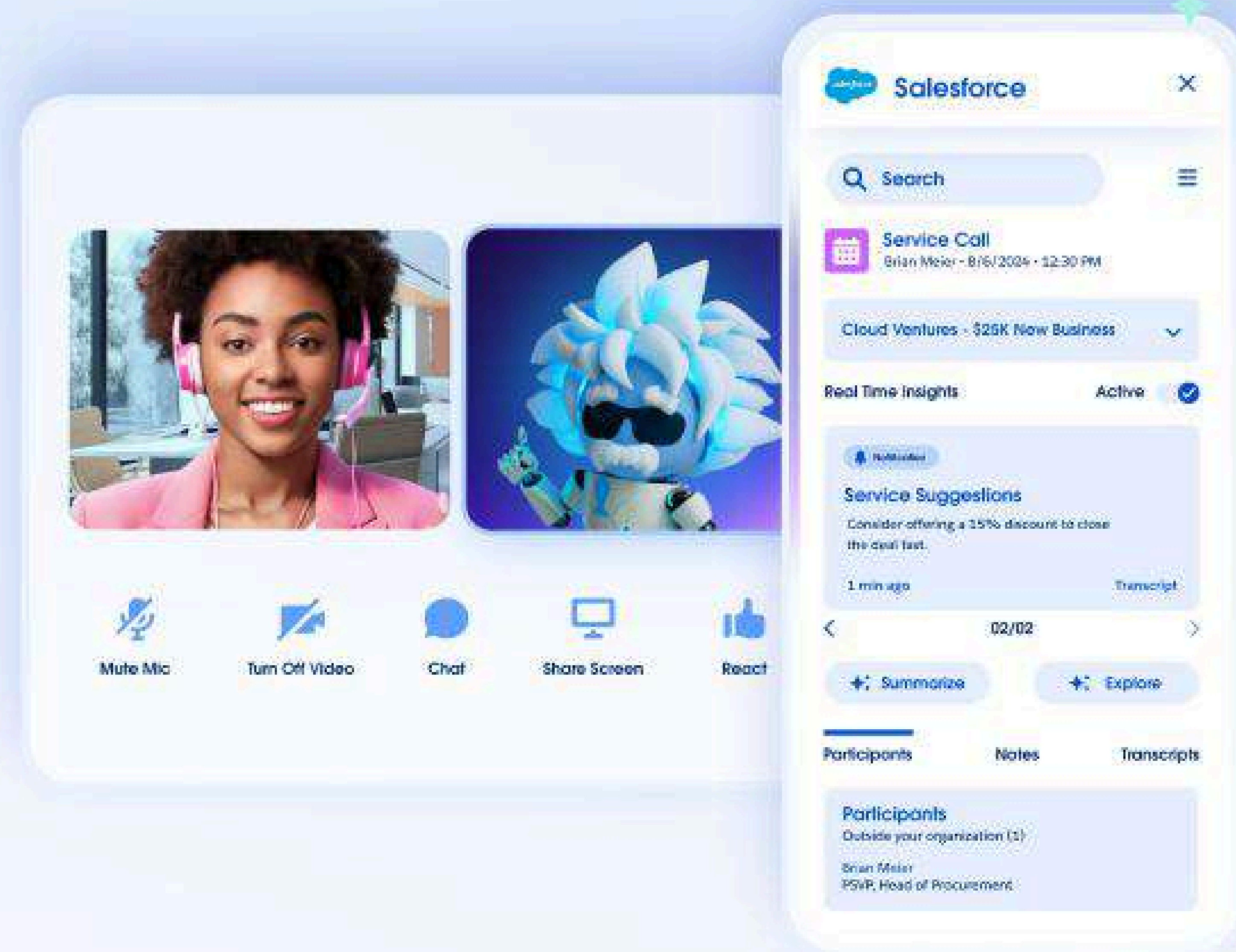
- **Connect:** Use prebuilt connectors to bring in all your unstructured data, like documents, customer chats, and media files.
- **Transform and Index:** Convert your unstructured data into useful information with Data Cloud’s vector database. Organize, categorize, and index it for quick retrieval.
- **Search and RAG:** Use no-code retrievers to pull relevant info from your unstructured data into search apps, analytics, automations, and Agentforce.
- **Govern:** Manage and secure your unstructured data with Data Cloud’s governance tools. Get granular control and automatically classify your data at scale with AI-based tagging.

Scale Your Business with Autonomous AI Agents Empowered by Unstructured Data Insights

Agentforce is the next big leap in AI, transforming copilots into fully autonomous agents that can anticipate, plan, and reason with minimal help. Built on Data Cloud, Agentforce integrates smoothly with your existing data lakes, warehouses, and unstructured data to automate workflows, make decisions, and adapt to new information – all without human intervention.

With Agentforce, you can provide 24/7 customer support, boost your sales pipeline, optimize marketing campaigns, and give shoppers a VIP experience. Plus, the Salesforce Platform lets you customize these agents to fit your unique business needs.

Watch the demo to see how Data Cloud surfaces critical customer context from PDFs, audio files, and videos to Agentforce, making your AI agents smarter and more accurate. Then, see it all come together in a use case, where sales reps prep fast for a meeting by asking Agentforce to summarize PDFs and financial reports. This is what AI was meant to be. Check it out.



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Tap into the potential of your unstructured data with Agentforce.

Watch the webinar



Data Cloud

The Trusted Foundation of Customer 360 and Agentforce

- **Customer 360 with deep integration:**
Data Cloud integrates structured and unstructured data from various sources through the Salesforce [zero copy partner network](#) into your CRM. Because Data Cloud is native to the Salesforce Platform, your teams will work with the same objects and fields they are already familiar with.
- **Trusted, contextual data for Agentforce:**
Using industry-leading [Retrieval Augmented Generation \(RAG\)](#) and hybrid search capabilities, Data Cloud builds a foundation of [trusted, secure](#), unified data so your AI agents can act quickly and accurately.
- **Autonomous actions in the flow of work:**
Data Cloud [activates](#) data for AI, automation, and analytics. This extends to your digital labor force built with [Agentforce](#), helping AI agents act on insights, surface answers buried in unstructured data, retrieve knowledge, complete routine tasks, or automate workflows.

The world's most data-driven companies use Data Cloud.



See how Agentforce and Data Cloud help The Adecco Group connect 1-to-1 with each job seeker.

[Read on](#)



See how FedEx grows shipping revenue with unified B2B data in one view.

[Learn more](#)



Discover how Saks elevates luxury shopping with unified data and AI Service Agents.

[Read the story](#)

