



salesforce

The trifecta for Agentic AI success: KPMG, MuleSoft, and Agentforce

Accelerating competitive advantage with improved data access and integration for autonomous AI agents



If there's one thing artificial intelligence proves, it's that the shortest distance between two data points is not always a straight line. Even something as basic as a chatbot can have data trapped in disconnected systems—able to look up an order, for example, but unable to execute a new one without human intervention. Some 62 percent of data systems, in fact, are not harmonized to leverage AI.¹ The sheer volume of data in siloed systems slows or prevents information getting from point A to point B.

AI agents need integrated systems and data, which MuleSoft, part of the Salesforce ecosystem, facilitates by providing tools for unified integration and automation. Salesforce's front-end tool, Agentforce, helps customers build and customize autonomous agents for various tasks, with MuleSoft enhancing its value across all systems.



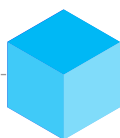
With the advent of AI agents that work independently, it's critical to quickly integrate data and systems, reduce maintenance costs, and enhance security and compliance. That's the purpose of MuleSoft: to provide robust tools on the back end to facilitate integration and automation across systems so that organizations can leverage their data effectively and efficiently for AI.

Specifically, MuleSoft advances AI functionality with tools for



Development

that unlocks and unifies more diverse data faster



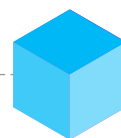
Integrations

to deliver data with more predictable and manageable results



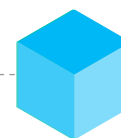
Knowledge

establishing a data source central library



Enhancements

as a plugin to support agentic prompts for data beyond Salesforce



Security

providing controlled access to LLMs through established protocols

Unlocking data for competitive advantage

Adding MuleSoft to the AI mix, as implemented with the **KPMG AI Incubator**, brings something special to the table. Our proficiency in MuleSoft's Anypoint Platform facilitates the creation of a unified integration network, enabling the flow of data between different systems, enhancing real-time decision-making, and improving overall business agility. This not only accelerates the deployment of AI-driven initiatives but also helps them scale efficiently across the organization.

This is a KPMG (LLP) specialization: **unlocking and enabling data for AI**, making information accessible to empower more effective agentic experiences. We combine these capabilities with deep industry knowledge, a strong ability to execute, and a focus on driving business outcomes:



Strategic alliance with established and production-deployed Agentforce solutions integrated with Databricks, Google, Microsoft, and other data orchestration tools and AI models



Proprietary frameworks for data and AI strategy adoption, including incubators, business value, data and AI architecture, and business readiness methodologies



Industry-aligned AI agents built and continuously extended to help maximize value with prioritization on regulations and industry-specific, scalable roadmaps



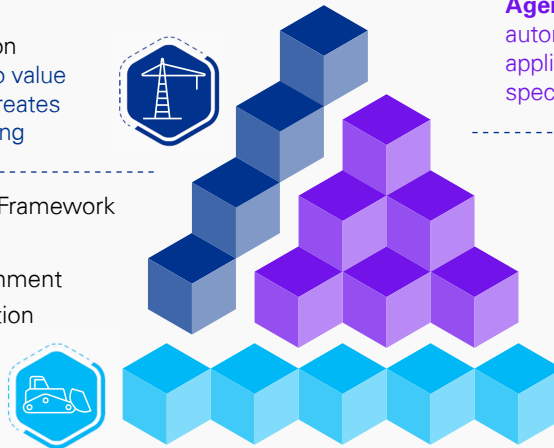
A directive for future proofing, employing a structured approach to not only drive immediate value with the tools available today, but also detail a plan for sustained improvement

¹ Salesforce, MuleSoft 2024 Benchmarking Survey

The trifecta for Agentic AI success: Execution, data, and platform excellence

KPMG AI Incubator implementation approach puts a focus on speed to value with an interactive exercise that creates a 3-to-6-week launch plan leveraging

- An award-winning Trusted AI-Framework
- Proprietary toolsets
- Industry intelligence and alignment
- Impact analysis and prioritization
- Depth of knowledge



Agentforce Agentic AI front-end platform automates a proactive, autonomous application within Salesforce that provides specialized, always-on support via

- A single source of truth
- No code workflows
- Familiar functionality
- Individual customization
- Advanced learning and reporting

MuleSoft API-led integration strategy connects a better foundation with improved overall functionality with

- Faster and more diverse data
- More predictable and manageable results
- A data source central library
- Agent prompts for data beyond Salesforce
- Access guardianship

Ready to achieve business value

1,700 → \$25B

Our well-established history with AI includes the delivery of more than 1,700 AI projects to help clients collectively realize more than \$25 billion in value.

#1

KPMG was recognized in 2024 as the top provider for quality in AI advice and implementation services in Source's annual U.S. survey of senior buyers and consulting services.²



As Salesforce's fastest-growing technology alliance partner³, we help clients harness the power of AI to drive business growth and transformation.

As business leaders look to drive outcomes with AI, increase ROI, and cement their competitive advantage, we are integrating AI agents across every workflow to deliver immediate impact and scalability. Together with our alliance partner Salesforce—and their MuleSoft and Agentforce innovations—KPMG provides a trifecta of solutions to amplify human potential, streamline operations, and reimagine service delivery.

² Source Global Research, "Perceptions of Consulting in US in 2024," March 2024

³ Press Release, "KPMG Commits to Building a Future of Artificial Intelligence with Salesforce," September 2023

Contact us to learn more

Miguel Chavez
MuleSoft Integration Leader
Managing Director
KPMG LLP
E: miguelchavez@kpmg.com

Matthew Fidler
Salesforce Platform Leader
Principal
KPMG LLP
E: matthewrfidler@kpmg.com

Some or all of the services described herein may not be permissible for KPMG audit clients and their affiliates or related entities.

Learn about us:



kpmg.com

The information contained herein is of a general nature and is not intended to address the circumstances of any particular individual or entity. Although we endeavor to provide accurate and timely information, there can be no guarantee that such information is accurate as of the date it is received or that it will continue to be accurate in the future. No one should act upon such information without appropriate professional advice after a thorough examination of the particular situation.

© 2025 KPMG LLP, a Delaware limited liability partnership and a member firm of the KPMG global organization of independent member firms affiliated with KPMG International Limited, a private English company limited by guarantee. All rights reserved. The KPMG name and logo are trademarks used under license by the independent member firms of the KPMG global organization. USCS027058-1A