



Building next generation partner ecosystems.

**KPMG and Salesforce
powered by Agentforce**

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KPMG 360 partner approach—AI-enabled program management

Organizations that sell through resellers and distributors know how important it is to grow that channel and be easy to do business with. That is why KPMG LLP has created the next-generation partner enablement platform, designed to help organizations unlock value across the partner ecosystem.

Using Salesforce Agentforce, KPMG embeds intelligent agentic capabilities directly into existing workflows to deliver greater program efficiency, full lifecycle insights, and improved partner experiences.

As organizations evolve partner ecosystems to expand reach, speed of onboarding, strengthening compliance, and reducing admin costs while improving the experience become critical. KPMG combines industry insight, leading technology, data, and AI capabilities to help solve partner program challenges and deliver measurable outcomes.



The KPMG 360 partner outcome-based approach

The KPMG 360 partner offering enables technology leaders, hyperscalers, and ecosystem innovators to scale trust, intelligence, and growth across their partner ecosystems—blending Salesforce’s Partner Relationship Management with Agentic AI capabilities to establish a new reseller or distributor program from onboarding to renewal.




**Agentic AI at the core
Unified Partner +
Customer view:**
For full lifecycle insight

**Industry-Grade
Governance:**
Audit, compliance, and
ethics frameworks at
the foundation


Accelerator Assets:
Prebuilt Salesforce CRM/
PRM templates, Agents,
AI risk models, and partner
experience components

**Established
frameworks to build a
reseller program from
the ground up**

Optimize and accelerate outcomes



Onboard partners up to **3x faster**



Increase partner-sourced and co-sell revenue by up to **50%**



Reduce partner management cost by up to **40%**



Boost end-customer renewal and expansion rate by up to **30%**



Enhance partner **experience and retention**



Enhance **governance, compliance, and trust**

KPMG 360 partner offering is designed to support that journey whether establishing a new reseller program or unlocking greater value of an existing one.

Our differentiated approach is fuelled with deep experience and knowledge, spanning sales and service transformation, partner experience and the program management across the entire lifecycle, and industry insight. This means we understand your challenges, your processes, and the realities of operating complex partner ecosystems.

Combined with deep expertise in Salesforce technology, including Agentforce deployment, we help organizations reimagine the partner program and infuse agentic capabilities across workflows to drive greater efficiency and measurable outcomes aligned to program ambitions.

The result is an intelligent, trusted partner ecosystem designed to accelerate value and drive growth.

KPMG Partner Enablement capabilities

KPMG has built an extensive suite of agentic capabilities spanning across full program management lifecycle.



Why KPMG

KPMG is a recognized trusted advisor to clients, supporting their most critical priorities by driving revenue through partner channels. We deliver strategy through to execution. We harness the power of AI autonomous agents to help increase efficiency, improve customer and employee experience, and lower operational costs.

At KPMG we understand...

-  **Agentic AI**
-  **Salesforce and Agentforce**
-  **Partner onboarding and lifecycle management**
-  **The unique operating models of technology leaders, hyperscalers, and ecosystem innovators**

The KPMG and Salesforce alliance drives business value and efficiencies across the entire CRM front office, all supported by the industry leading Agentforce powered, data integration and analytics capability of Salesforce MuleSoft and Tableau. We lead through value driven, solution innovation.

Contact us to build your next generation partner ecosystem:

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