# Drive mission success with enterprise-integrated agentic AI

**Public sector leaders are under pressure to reduce response times, eliminate backlogs, and deliver timely, tangible citizen services while managing limited resources.**

Autonomous artificial intelligence (AI) agents are now helping agencies meet that challenge, turning repetitive, time-consuming workflows into automated and outcome-driven processes.

Salesforce, an Amazon Web Services (AWS) Partner, brings these agentic AI solutions to public sector organizations at scale. Unlike traditional generative AI tools that stop at providing information, Salesforce's autonomous agents take real action: filing claims, routing service tickets, and coordinating tasks across departments. The result? Faster outcomes for the communities these organizations serve, lower operational burden for staff, and more reliable service delivery.

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# Why Salesforce for public sector AI transformation?

### Autonomous agents that take real action

Salesforce's AI platform goes beyond chatbots and summarization. Agentforce can execute tasks across workflows, like processing community inquiries, routing service tickets, and more—automatically, securely, and within clearly defined guardrails. This helps organizations resolve issues faster and reduce manual workload without expanding staff.

### Built-in public sector data architecture

Salesforce public sector solutions come with pre-built data models, terminology, and workflows drawn from more than 40,000 government customers worldwide. This accelerates time to value by aligning out of the box with how public sector organizations actually operate.

### Trusted agentic AI solutions with built-in safeguards

Salesforce autonomous agents operate within strict, transparent guardrails designed to reflect ethical governance standards. Its retrieval-augmented generation (RAG) framework filters out toxicity, hallucinations, and bias, enabling consistent, compliant AI usage across public sector services.

### Unified platform to break down data silos

Public sector systems are often siloed, leading to inefficient processes and an insecure data foundation. Salesforce connects data across systems, departments, and applications—without duplicating it—so teams can integrate agentic AI on a single source of truth.

### Open architecture fits existing systems

Salesforce works on any cloud infrastructure and connects to any data source or large language model. The platform integrates with existing tools like DocuSign directly in workflows, so teams don't have to abandon familiar processes.

## Is Salesforce right for my organization?

*Ask yourself these questions to assess whether your teams could benefit from Salesforce's autonomous AI platform:*

→ *Are staff switching between disconnected systems to complete everyday tasks?*

→ *Do you struggle with identifying where the authoritative source of data lives?*

→ *Are service backlogs growing, but you can't add more staffing resources?*

→ *Is your organization ready to focus on mission outcomes rather than technical complexity?*

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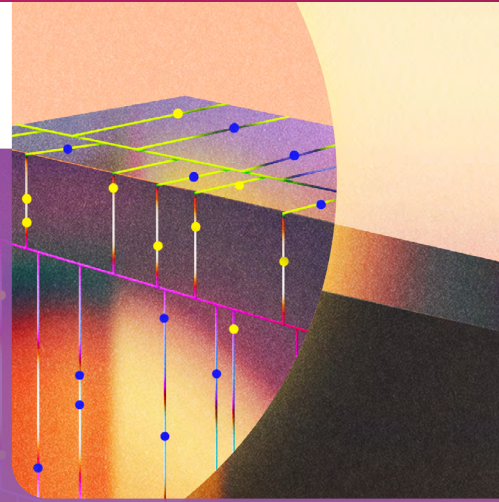
# 4 steps to effective agentic AI in the public sector

Based on insights from thousands of public sector deployments, Salesforce recommends four best practices to help your agency move from AI pilots to real results:

**1** **Start with recurring operational pain points.** Identify line-of-business processes that consistently drain staff time, like claims or inquiry intake, contact center backlogs, permit reviews, or grant submissions. These are ideal starting points for agentic AI workflows

**2** **Don't DIY your AI.** Pilot AI solutions often work well until they're exposed to the unpredictable complexity of real-world users. "Real people don't act like they do in laboratories," says Jamison Braun, vice president of global public sector at Salesforce. Rather than investing time and money trying to replicate what enterprise platforms have already built and tested, public sector organizations can move faster and with less risk by adopting proven tools designed for dynamic, real-world use.

**3** **Implement guardrails like "riverbanks."** Braun likens AI governance guardrails to riverbanks: beyond providing necessary security constraints, they also give agentic AI systems direction and purpose. Salesforce uses retrieval-augmented generation (RAG) frameworks to help public sector teams define these constraints clearly and align AI behavior with mission needs.

**4** **Create time for leadership to learn.** Generative AI and agentic AI are evolving rapidly, and its operational implications can't be fully understood from briefings alone. "Public sector leaders must carve out white space to learn about these tools in real time," Braun advises. Building internal confidence helps executives lead responsibly.

## How Salesforce uses AWS

### Trusted cloud infrastructure for government

*Salesforce uses AWS to deliver secure and scalable performance across public sector environments, including for highly regulated organizations. This foundation supports rigorous compliance standards and enables rapid deployment of AI-powered services.*

### Seamless integration with AWS services and marketplace tools

*Salesforce integrates with the AWS Marketplace, so organizations can adopt accelerators, extensions, and services that expand platform functionality while meeting procurement requirements.*

### Open architecture for AI flexibility

*Salesforce's open architecture supports integration with multiple large language models (LLMs), including those built using Amazon Bedrock. This gives agencies the flexibility to adopt the AI tools that best align with their performance, cost, and mission needs.*

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Explore how Salesforce helps public sector organizations drive productivity and personalization with generative AI and autonomous AI agents at Salesforce Artificial Intelligence.

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