

PARTNERSHIP BRIEF / SALESFORCE ECOSYSTEM

# Computer for Salesforce

The persistent memory layer that completes Agentforce.  
For enterprises running Salesforce at scale.

## FOCUS

Sales Cloud · Service Cloud ·  
Agentforce

## INTEGRATION

AirSync · Bidirectional · Real-  
time

## ARCHITECTURE

Shared Memory · HITL · Audit  
Trail

# Agentforce is selling fast. Production is stuck.

Agentforce is Salesforce's fastest-growing product — thousands of deals signed, hundreds of millions in pipeline. But most deployments stall at pilot. The reason is consistent: every agent session starts from zero. No persistent memory across conversations, no cross-cloud context, no relational understanding of how accounts, cases, and deals connect. Agents deflect. They don't resolve.

**80%**

OF PAID AGENTFORCE CUSTOMERS STALLED AT PILOT — UNABLE TO SCALE WITHOUT CROSS-CLOUD CONTEXT

**7%**

CASE VOLUME REDUCTION ON SALESFORCE'S OWN SITE — 750K INTERACTIONS DELIVERED MODEST IMPACT WITHOUT PERSISTENT MEMORY

**0**

PERSISTENT MEMORY BETWEEN SESSIONS — EVERY CONVERSATION RE-FETCHES THE SAME ACCOUNT DATA FROM SCRATCH

## The gap is memory.

A service agent asks "What's happening with the Acme account?" Agentforce retrieves the open case. It doesn't know the same customer has a stalled \$2M renewal in Sales Cloud, filed three product feedback items last quarter, and their champion just changed roles. Computer knows — because it holds the relationships between every Salesforce object in persistent memory.

*"We bought Agentforce licenses six months ago. We still can't get it to answer a cross-cloud question correctly."*

VP OF CX — FORTUNE 500 RETAILER

# Where Computer fits in Salesforce's partner map.

Salesforce has built the Agentforce Partner Network — 200+ partners across LLMs, data infrastructure, SIs, and GTM channels. Each fills a specific role. None provides what Computer provides: persistent organizational memory that makes every other partner's contribution more effective.

## LLM & MODEL PARTNERS

**OpenAI · Anthropic · Google · IBM Granite**

Provide inference and generation. Claude is preferred model for regulated industries. GPT-5 powers Agentforce prompts. Gemini integrates with Workspace.

**Role: Think. Gap: No shared context between sessions.**

## DATA & INFRASTRUCTURE PARTNERS

**AWS · Informatica · Snowflake · Databricks**

Store and move data. Zero-copy federation. Bedrock for model hosting. Informatica acquisition adds MDM + ETL natively.

**Role: Store. Gap: No relational reasoning over stored data.**

## SI & GTM PARTNERS

**Accenture · Deloitte · IBM Consulting · CDW · Slalom**

Design, build, and deploy Agentforce. Forward Deployed Engineering Network. VARs like CDW and SHI handle mid-market distribution.

**Role: Deliver. Gap: Can't solve the memory problem with services.**

## MEMORY & INTELLIGENCE LAYER

**DevRev Computer**

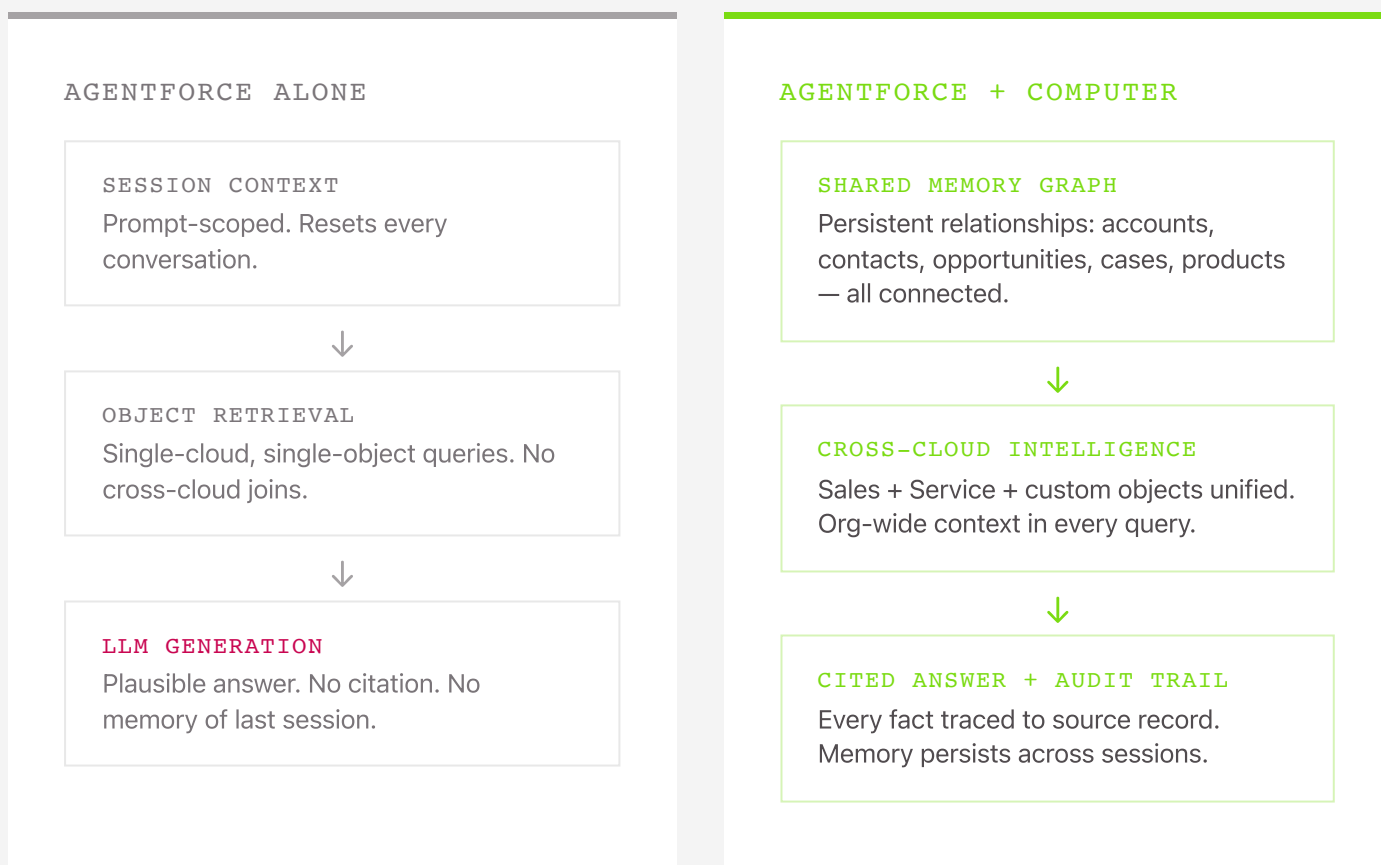
Persistent knowledge graph across all Salesforce clouds. Cross-object relational memory. Cited answers. Staged actions with rollback. HITL safety.

**Role: Remember. No current partner fills this layer.**

OpenAI and Anthropic make agents think. AWS and Informatica make data available. Accenture and CDW deliver to customers. **Computer makes agents remember.** It's the missing layer that makes every other partner's contribution compound.

# Not a bolt-on. A memory layer.

Agentforce partners bring LLMs, data federation, and implementation expertise. Computer adds what none of them can: a persistent, relational knowledge graph built from your live Salesforce data that compounds across every agent session.



Computer doesn't replace Agentforce. It gives Agentforce the memory it was built to have.

# Three things Computer adds that Agentforce can't do alone.

01 / PRECISION

## Cited answers from live CRM data

Every response cites the exact Salesforce record, field value, and last-modified timestamp. No hallucinations. No disclaimers.

SOURCE-LINKED

ZERO FABRICATION

02 / EFFICIENCY

## 15-20x fewer tokens per query

Shared memory means context is fetched once and persists. Under Flex Credits pricing, this translates directly to lower costs at higher volume.

CROSS-CLOUD

SHARED CONTEXT

03 / SAFETY

## Human in the loop. Always.

Every write action staged, reviewable, and reversible. Permission checks mirror Salesforce profiles. Separation of duties enforced, not suggested.

HITL ENFORCED

SOC 2 READY

# When agents go unsupervised.

Autonomous agents executing inside Salesforce without staging or rollback are a liability. Two scenarios — and what Computer does instead.

## The mass opportunity update

### ROGUE AGENT

Agent tasked with "push Q3 close dates by 30 days" misinterprets the instruction — drags 85 enterprise deals to dates in 2024. Forecasting breaks. No bulk undo.

### COMPUTER'S PROTECTION

All 240 proposed changes staged as reviewable draft. 85 records flagged **CLOSE DATE BEFORE TODAY**. Sales ops approves 155, rejects 85. Rollback available 72 hours.

## The lead routing catastrophe

### ROGUE AGENT

"Reassign stale leads to top performers" routes 400 enterprise leads to a junior SDR — query confused close rate with close count. 200 leads get the wrong outbound sequence.

### COMPUTER'S PROTECTION

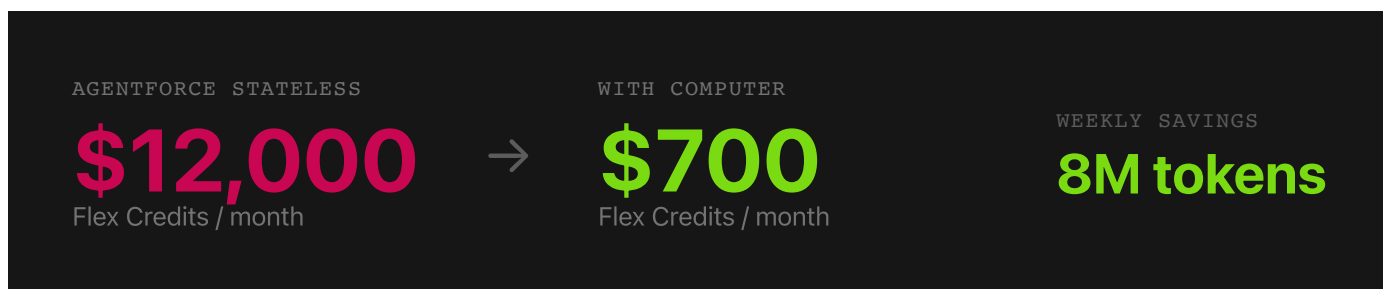
Memory graph holds current performance data and territory assignments. Flags mismatch: **"400 leads exceed target rep's volume by 12x. Territory is SMB, not Enterprise."** Routing rejected.

*"A digital labor force without safety controls isn't automation. It's liability at scale."*

# Flex Credits reward efficiency. Computer delivers it.

Salesforce's consumption-based pricing means customers who use fewer tokens per resolution win. Without shared memory, every session re-fetches the same account hierarchies from scratch. Computer fetches context once and shares it across every agent, session, and user.

WORKFLOW	AGENTFORCE ALONE	WITH COMPUTER	REDUCTION
Account health check	18,000 tokens	1,200	15x
Cross-sell recommendation	22,000 tokens	1,400	16x
Case escalation analysis	12,000 tokens	800	15x
Pipeline forecasting	30,000 tokens	2,000	15x
Territory planning	25,000 tokens	1,500	17x



# Every partner needs memory. None provides it.

Salesforce launched AgentExchange — 10,000+ apps, 1,000+ pre-built agents, 2,600 Slack integrations unified into one marketplace. Partners can now build on Agentforce 360 and distribute through Flex Credits. The ecosystem is open. The gap remains: no partner offers persistent cross-cloud memory. Computer fills it.

PARTNER CATEGORY	WHAT THEY PROVIDE	WHAT THEY NEED FROM COMPUTER
LLMs (OpenAI, Anthropic, Google)	Inference, generation, reasoning	Persistent context so models don't re-derive from scratch each session
Data (AWS, Informatica, Snowflake)	Storage, ETL, zero-copy federation	Relational graph that turns stored records into actionable intelligence
SIs (Accenture, Deloitte, PwC)	Implementation, customization, industry expertise	Memory layer that unblocks pilot→production conversion for their clients
VARs (CDW, SHI, Insight)	Mid-market distribution, managed services	Packaged AI memory that's deployable without custom engineering
ISVs (AppExchange builders)	Vertical solutions, workflow automation	Cross-object context their apps inherit without building a data layer

# Headless Salesforce AI: Memory beyond CRM.

Salesforce's Headless 360 architecture exposes its capabilities as APIs, MCP tools, and CLI instructions — letting any surface consume Salesforce intelligence. Computer extends this vision: a shared memory substrate that makes Slack, Tableau, and third-party agents AI-native through multiplayer collaboration and persistent organizational context.

## SLACK + COMPUTER

### Multiplayer AI with memory

Today Slack agents answer in isolation — no shared context between channels, no memory of prior conversations, no awareness of what other teammates already resolved.

**With Computer:** Every Slack agent interaction draws from the same org-wide memory graph. When a rep asks about Acme in #sales, the context persists — so when support answers in #escalations, they see the full picture without re-asking.

Shared memory turns Slack from chat into a collaborative intelligence surface.

## TABLEAU + COMPUTER

### Analytics that reason, not just render

Tableau shows what happened. It doesn't know why, or what to do next. AI-powered natural language queries against Tableau still lack CRM context — they can't connect a revenue dip to a lost champion.

**With Computer:** Tableau visualizations are grounded in the relational memory graph. "Why did pipeline drop in APAC?" returns not just the chart but the cited cause chain: 3 key contacts left, 2 deals pushed, 1 product gap blocking expansion.

Tableau becomes an analytical agent, not just a dashboard.

## HEADLESS 360 + COMPUTER

### Any surface, same memory

Headless 360 lets external agents consume Salesforce via MCP and APIs. But without persistent memory, each agent starts cold — no awareness of what other agents or humans already did.

**With Computer:** Any MCP-connected agent — ChatGPT, Claude, custom builds — inherits the same org-wide memory. Actions taken in one surface are immediately visible to every other. True multiplayer.

One memory graph. Every surface. Every agent. Every human.

**The multiplayer advantage:** Today's AI is single-player — one user, one session, one context window. Computer makes Salesforce AI multiplayer. When an AE updates a deal in Sales Cloud, the CSM's Slack agent knows. When support resolves a P1, the renewal

forecast in Tableau adjusts. When an external Claude agent drafts an email, it already knows what the internal Agentforce agent surfaced yesterday.

*Shared memory is what makes AI collaborative instead of siloed.*

# The stalled renewal. Side by side.

A CSM asks: "Why is the Acme Corp renewal stalled, and what should I do?"

## AGENTFORCE ALONE

- Retrieves open case from Service Cloud
- "Renewal may be delayed due to support issues..."
- No link to opportunity or feature requests
- No awareness of champion change

### OUTCOME

45 min. Multiple tabs. Manual correlation.

## AGENTFORCE + COMPUTER

- "Acme renewal (\$2.1M, June 15) at risk: 3 P1 cases open 14 days. Champion moved roles April 2. SSO feature request marked deal-blocker."
- Sources: OPP-29384, CASE-8812, CASE-8901, Contact
- "Recommended: (1) Escalate P1s, (2) Intro new champion, (3) Confirm SSO roadmap"

### OUTCOME

28 seconds. Full context. Action plan.

**28s**  
VS 45 MIN

*The difference isn't faster search. It's a system that already knows the relationships between your Salesforce objects.*

# Built for enterprises stuck between clouds.

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SALES CLOUD · REVENUE OPS

## The CRO

**Precision:** Unified pipeline with deal health, contact engagement, product fit — cited to records.

**Efficiency:** Forecast prep from 4 hours to 20 minutes.

**Safety:** No bulk updates without staged review.

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AGENTFORCE · AI OPS

## The AI Program Lead

**Precision:** Memory graph eliminates 80% of custom prompt engineering.

**Efficiency:** Agent accuracy from 60% to 95%+ with persistent context.

**Safety:** Every action auditable; rollback for 72 hours.

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SERVICE CLOUD · CX

## The VP of Support

**Precision:** Full customer 360 — cases + opps + feedback — in every response.

**Efficiency:** Case context in 30 seconds, not 30 minutes.

**Safety:** Actions gated by permission sets; escalation enforced.

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AGENTEXCHANGE · ISV / SI

## The Partner Builder

**Precision:** Knowledge graph provides cross-object context to any integration.

**Efficiency:** ISV apps inherit shared memory without building their own data layer.

**Safety:** Data scoped to org permissions; no cross-tenant leakage.

# The hard questions. Answered directly.

## Data sovereignty

SOC 2 Type II certified. No customer data sent to shared LLM infrastructure. Data residency options: US, EU, APAC. Encryption at rest and in transit.

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## Integration model

Connects via Salesforce APIs (REST, Bulk, Streaming). Bidirectional sync through AirSync. Read-only by default. Write operations require human approval. No managed package required.

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## Permissions

Mirrors your Salesforce profiles, permission sets, and sharing rules. Object-level, field-level, and record-level security enforced identically.

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## Custom objects

Ingests standard objects, custom objects, and AppExchange-installed objects. Schema changes detected automatically. Memory graph updates without manual intervention.

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## vs building internally

Custom memory layer: 18-24 months, dedicated platform team, ongoing maintenance. Computer: days via AirSync, continuous updates as your org evolves.

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## AgentExchange

Available as AgentExchange-compatible integration. Deploy alongside existing Agentforce configurations. Compatible with MCP, Headless 360, and partner-built agents.

# Three phases. Value from day one.

1

## Connect & Sync

AirSync connects via API. Ingests schema, relationships, custom objects, historical data. Permission model mapped. Duration: 1-2 days.

2

## Pilot with power users

8-12 users across Sales, Service, Ops. Memory graph tuned to your naming conventions and business logic. Accuracy benchmarked. Duration: 2-4 weeks.

3

## Broad rollout & Agentforce integration

Org-wide access. Computer surfaces context within Agentforce sessions. New objects ingested automatically. Available on AgentExchange for partner co-delivery.

**"Don't rip and replace. Upgrade what you have."**

# Why Salesforce partners should partner with DevRev.

You sell and implement Salesforce. Your customers just bought Agentforce. Now they're stuck at pilot. You need a way to get them to production — and a new revenue stream that compounds with every deployment. That's Computer.

## THE PARTNER DILEMMA

80% of Agentforce deployments stall at pilot. Your clients paid for licenses they can't activate. You've scoped the implementation — but without cross-cloud memory, agents can't deliver production-grade accuracy. You're stuck billing for prompt engineering and workarounds. The project stalls. The renewal is at risk. **Computer unblocks you.**

## Three reasons to partner.

### 1 Unblock stalled Agentforce deals

Your customers bought Agentforce expecting intelligent automation. Without persistent memory, agents deflect instead of resolving. Computer is the missing layer that moves deployments from pilot to production. You become the partner that actually delivers the AI transformation — not just the one that configures prompts.

### 2 Create a recurring revenue stream

Traditional SI work is project-based — scope, deliver, move on. Computer creates an ongoing practice: subscription commissions on every deal (up to 20% TCV), 15% renewal commissions, and implementation services that scale with the customer's Salesforce footprint. Every new cloud your customer adopts increases the memory graph — and your recurring revenue.

### **3 Differentiate from every other Salesforce partner**

Thousands of partners implement Salesforce. Hundreds are building Agentforce practices. None can solve the memory problem — because it requires a purpose-built knowledge graph, not more consulting hours. With Computer, you offer something no other partner can: the layer that makes Agentforce actually work at scale.

# The economics work. For you and your customers.

DevRev's partner program is designed for Salesforce partners who want to build a durable AI practice — not just close one-time deals. Here's how the economics stack up.

## Your revenue streams

REVENUE TYPE	MODEL	EXAMPLE ( \$150K DEAL )
Resell commission	20% on TCV (resell on your paper) 18% on TCV (sell on DevRev paper)	<b>\$30,000 upfront</b>
Renewal commission	15% of ARR on renewals	<b>\$11,250 / year recurring</b>
Implementation services	Partner-led setup, configuration, memory graph tuning	<b>\$40,000 - \$80,000</b>
Ongoing optimization	Quarterly memory graph reviews, new cloud onboarding	<b>\$15,000 - \$30,000 / year</b>
Referral (start small)	15% on ARR, capped at \$100K	<b>\$11,250 per deal</b>

YEAR 1 PARTNER REVENUE	YEAR 2+ RECURRING
<b>\$96K-\$141K</b> Per \$150K customer deal	<b>\$26K-\$41K</b> Annual recurring per customer

## Build a practice, not just close deals

### Implementation practice

Once certified, your team delivers the full deployment: AirSync connection, memory graph configuration, user acceptance testing, and go-live. DevRev provides technical bench support with at least 2 dedicated experts.

CERTIFIED PARTNERS ONLY

### Managed services

Offer ongoing Level 1 support, quarterly optimization reviews, and expansion services as customers onboard new Salesforce clouds. Each new cloud = new memory graph scope = new services engagement.

RECURRING REVENUE

# What your customers gain.

When you bring Computer to a Salesforce customer, you deliver measurable outcomes across three dimensions — not just another tool in their stack.

## 95%+

### Agent accuracy

Up from 60% without persistent memory. Cited answers from live CRM records mean agents resolve instead of deflect.

## 15-17x

### Flex Credits savings

Shared memory eliminates redundant data retrieval. Customers consume 15-17x fewer tokens per workflow — direct cost savings under consumption pricing.

## Days

### Time to production

AirSync connects in 1-2 days. Pilot in 2-4 weeks. Full production without a custom data engineering team or 18-month build cycle.

## Economic impact for your customers

IMPACT AREA	WITHOUT COMPUTER	WITH COMPUTER	CUSTOMER SAVINGS
Flex Credits consumption	\$12,000 / month (500 agent sessions/day)	\$700 / month	<b>\$135,600 / year</b>
Agent deployment timeline	6-12 months (stalled at pilot)	4-6 weeks to production	<b>5-10 months faster</b>
Custom prompt engineering	2-3 FTEs ongoing	Eliminated — memory graph handles context	<b>\$300K-\$500K / year</b>
Case handling time	45 min (manual cross-cloud research)	28 seconds (full context in memory)	<b>96% reduction</b>
Forecast preparation	4 hours per session	20 minutes	<b>92% reduction</b>

**The ROI story you bring to every customer:** Computer pays for itself in Flex Credits savings alone within 60 days. Add the elimination of custom engineering and the acceleration of AI deployment timelines, and you're delivering \$500K-\$800K in annual value on a \$75K-\$150K annual subscription.

# Two paths to partnership.

Whether you want to start with referrals or build a full resell and implementation practice, there's a path designed for your current capacity.

## PATH 1

### Start small — referral program

Identify a customer with a stalled Agentforce deployment. Refer them to DevRev. We lead the deal and deliver the solution. You earn 15% on ARR.

**Requirements:** Approved by partner team

**Commission:** 15% on ARR (capped at \$100K)

**Time to revenue:** First commission within 60-90 days

## PATH 2

### Accelerate together — resell & implement

Build a Computer practice alongside your Salesforce practice. Source deals, co-sell or lead independently, implement and support. Full economics — subscriptions + services + renewals.

**Requirements:** 2-year term, credit check, 2+ certified experts

**Commission:** 20% TCV (resell) or 18% TCV (DevRev paper)

**Extras:** Joint marketing, deal protection, dedicated channel manager

## What DevRev provides

### Dedicated channel manager

Sales / Alliance Lead assigned to support your pipeline and deal strategy.

### Technical bench

At least 2 DevRev experts assigned to support your implementation practice.

### Joint marketing

Co-branded content, webinars, prospecting campaigns, and event sponsorship.

### Deal protection

3-month deal registration protection. Opportunities tracked and protected through partner portal.

# You sell Salesforce. Now sell the layer that makes it intelligent.

You're a Salesforce partner — SI, VAR, consultant, or ISV. You've built your business helping customers implement, customize, and optimize Salesforce. Now your customers are asking for AI. Agentforce licenses are sold. But without persistent memory, those deployments stall — and you're left billing for prompt engineering that doesn't scale. Computer changes your practice economics.

## THE MARKET SHIFT

Salesforce's AI strategy is clear: Agentforce is the future of CRM. But AI without memory is just expensive autocomplete. **80% of Agentforce deployments are stuck at pilot.** Your customers need something no amount of consulting hours can deliver — a persistent memory layer that gives agents cross-cloud context.

This is a product gap, not a services gap. You can't configure your way to persistent memory. You can't prompt-engineer around statelessness. **But you can partner with the company that built the solution.**

## Why this transforms your Salesforce practice.

### From project to practice

Traditional Salesforce work is project-based: implement, hand off, invoice. Computer creates a recurring engagement model — subscription commissions, ongoing optimization, expansion services every time a customer adds a cloud. Your revenue compounds instead of restarting.

### From implementer to AI enabler

Every Salesforce partner is racing to build an AI practice. Most are stuck doing prompt engineering and flow configuration. With Computer, you deliver what no one else can — the memory layer that makes Agentforce production-ready. That's a differentiated offering, not a commodity service.

### From stalled to scaled

### From competing to leading

Your Agentforce customers are frustrated. They bought licenses. They hired you to implement. But agents keep deflecting because they lack context. Computer unblocks those stalled deployments — which means you deliver on the promise and protect the relationship.

Thousands of Salesforce partners compete on the same implementations. Few have a technology edge. Computer gives you exclusive territory — you're not just another SI configuring flows. You're the partner that solves the hardest problem in the Agentforce ecosystem.

# The math works. At every deal size.

Whether you're a boutique Salesforce consultancy or a global SI, the economics of partnering with DevRev scale with your practice. Here's the full revenue picture.

## Revenue streams per customer deal

DEAL SIZE	DEAL SIZE	DEAL SIZE
<b>\$75K</b>	<b>\$150K</b>	<b>\$300K</b>
RESELL COMMISSION <b>\$15,000</b>	RESELL COMMISSION <b>\$30,000</b>	RESELL COMMISSION <b>\$60,000</b>
RENEWAL (YEAR 2+) <b>\$5,625 / yr</b>	RENEWAL (YEAR 2+) <b>\$11,250 / yr</b>	RENEWAL (YEAR 2+) <b>\$22,500 / yr</b>
IMPLEMENTATION <b>\$25K-\$40K</b>	IMPLEMENTATION <b>\$40K-\$80K</b>	IMPLEMENTATION <b>\$80K-\$150K</b>
ONGOING OPTIMIZATION <b>\$10K / yr</b>	ONGOING OPTIMIZATION <b>\$15K-\$30K / yr</b>	ONGOING OPTIMIZATION <b>\$30K-\$60K / yr</b>
YEAR 1 TOTAL <b>\$50K-\$70K</b>	YEAR 1 TOTAL <b>\$96K-\$141K</b>	YEAR 1 TOTAL <b>\$170K-\$270K</b>

**Commission structure:** 20% TCV on resell (your paper) or 18% TCV (DevRev paper). Renewal commissions at 15% of ARR annually. Implementation and optimization services billed at your rates.

# Scale the practice: 3-year projection

YEAR 1 • 5 DEALS

**\$480K - \$705K**

Commission + implementation services

YEAR 2 • 10 DEALS + RENEWALS

**\$1.1M - \$1.6M**

New deals + recurring from Year 1 customers

YEAR 3 • 15 DEALS + RENEWALS

**\$2.0M - \$3.1M**

Compounding base + expansion revenue

**The compounding effect:** Unlike traditional Salesforce project work where revenue resets each quarter, Computer deals generate recurring commissions + expansion services. Every new cloud a customer adds increases the memory graph scope — triggering new optimization engagements. Your install base becomes an annuity.

# The outcomes you deliver. The ROI your customers see.

When you bring Computer to a Salesforce customer, you're not selling another tool. You're delivering measurable business outcomes that justify the investment within 60 days.

## \$500K-\$800K

### Annual value delivered

Combined savings from Flex Credits reduction, eliminated prompt engineering headcount, and accelerated deployment timelines — on a \$75K-\$150K annual subscription.

## 60 days

### Payback period

Computer pays for itself in Flex Credits savings alone within 60 days. No 18-month custom build. No ongoing platform team. Immediate ROI your CFO can verify.

## 5-6x

### Return on investment

For every dollar spent on Computer, customers save \$5-6 in Flex Credits, engineering time, and operational efficiency. That's the story you tell at the executive table.

# What changes for your customer

BUSINESS IMPACT	BEFORE COMPUTER	AFTER COMPUTER	ECONOMIC BENEFIT
Agentforce accuracy	~60% (deflects most cross-cloud queries)	95%+ (resolves with cited context)	Unlocks Agentforce ROI — licenses finally deliver value
Flex Credits spend	\$12,000 / month (redundant data retrieval)	\$700 / month (shared memory)	\$135,600 annual savings
AI engineering headcount	2-3 FTEs for prompt engineering & workarounds	Eliminated — memory graph handles context	\$300K-\$500K annual savings
Time to production	6-12 months (stalled at pilot)	4-6 weeks (AirSync + pilot + rollout)	5-10 months of value acceleration
Cross-cloud intelligence	Manual — reps tab between clouds	Automatic — unified in every agent session	96% reduction in research time per case
Building internally	18-24 months, dedicated platform team	Days via AirSync, continuous updates	\$1M+ avoided build cost

## THE CONVERSATION YOU LEAD

*"You invested in Agentforce. Your agents are stuck at pilot because they can't remember anything between sessions. Computer gives them persistent memory across Sales Cloud, Service Cloud, and every custom object — so they resolve instead of deflect. It pays for itself in Flex Credits savings within 60 days. And it deploys in weeks, not quarters."*

# Three partners. Three practice models.

Whether you're a global SI, a mid-market VAR, or a boutique Salesforce consultancy — there's a model that fits your practice and scales with your ambition.

A

GLOBAL SI (ACCENTURE / DELOITTE / PWC TIER)

## The Agentforce accelerator play

**Scenario:** 20+ enterprise clients have bought Agentforce. Half are stalled at pilot. SI is billing for prompt engineering that produces diminishing returns.

**With Computer:** SI deploys memory layer across all stalled accounts. Pilots convert to production in 4-6 weeks. Each customer becomes a recurring optimization engagement.

### 3-YEAR PRACTICE IMPACT

- 10 deals in Year 1 → **\$960K-\$1.4M**
- Renewal base by Year 3 → **\$4M-\$6M cumulative**
- Customer NPS improvement from delivery success
- Salesforce relationship strengthened (unblocking their pipeline)

B

MID-MARKET VAR (CDW / SHI / INSIGHT TIER)

## The AI attach play

**Scenario:** Selling Salesforce licenses + managed services. Customers are asking about AI but VAR has no differentiated AI offering. Competing on price alone.

**With Computer:** Package Computer as a standard attach to every Salesforce deal. Offer managed memory optimization as a monthly service. Move from transactional reseller to AI solutions partner.

### PRACTICE IMPACT

- 15% attach rate on Salesforce book → 5 deals Year 1
- Revenue per deal: **\$50K-\$70K**
- Managed services ARR: **\$10K-\$15K per customer**
- Differentiation from competing VARs

C

BOUTIQUE SALESFORCE CONSULTANCY (5-50 PERSON FIRM)

## The specialization play

**Scenario:** Deep Salesforce expertise but competing against firms 100x larger. Need a

### PRACTICE IMPACT

technology edge to win enterprise accounts beyond their weight class.

**With Computer:** Become the go-to specialist for "Agentforce + Memory." Smaller firms win enterprise deals by offering what the big SIs can't — a focused, productized solution for the #1 Agentforce deployment problem.

- Start with referral program → **\$11K per deal**
- Graduate to resell within 6 months
- Reputation as "the Agentforce memory experts"
- Win accounts 10x your typical size

# Your path from first deal to scaled practice.

DevRev's partner enablement is designed to get you revenue-generating quickly and compound from there. Here's what the journey looks like.

<p><b>WEEK 1-2</b></p> <h3>Onboard</h3> <p>Partner agreement signed. Access to partner portal, sales assets, battlecards, and demo environment. Dedicated channel manager assigned.</p>	<p><b>WEEK 3-6</b></p> <h3>Enable</h3> <p>Pre-sales certification. Technical training on AirSync and memory graph. Demo proficiency. First pipeline identified from existing Salesforce customer base.</p>	<p><b>MONTH 2-3</b></p> <h3>First deal</h3> <p>Co-sell with DevRev on first opportunity. Joint customer presentation. DevRev leads technical proof of value. Partner earns full commission.</p>	<p><b>MONTH 4+</b></p> <h3>Scale</h3> <p>Implementation certification. Partner leads deals independently. Services practice builds. Renewal base grows. Joint marketing activations.</p>
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## What DevRev invests in you

- ✓ **Dedicated Sales/Alliance Lead**  
Supports your pipeline strategy and deal execution.
- ✓ **Technical bench (2+ experts)**  
Assigned to support your implementation practice.
- ✓ **Joint marketing & demand gen**  
Co-branded campaigns, webinars, and event sponsorship.
- ✓ **3-month deal registration protection**  
Registered opportunities tracked and protected.
- ✓ **Partner portal & sales assets**  
Battlecards, playbooks, demo environments, pitch decks.
- ✓ **Certification & enablement path**  
Sales, pre-sales, and services certification via DevRevU.

*"Don't just implement Salesforce. Be the partner that makes Salesforce intelligent."*

**"Your customers bought Agentforce.  
You deliver the memory that makes it  
work. That's a practice — not a project."**

**Apply to Partner  
Program**

**Request a  
Partnership Briefing**

**View Technical  
Architecture**

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