# The rise of agentic AI platforms challenges Salesforce's dominance



The landscape of agentic AI platforms is experiencing significant change, with an increasing number of tech companies launching innovative solutions that are reshaping enterprise application strategies. Notable competitors such as Adobe, Qualtrics, Oracle, OpenAI, and Deloitte are making strides to challenge Salesforce's Agentforce, which has previously been a leader in this realm.

Adobe has introduced the Experience Platform Agent Orchestrator and Brand Concierge, sophisticated AI tools designed to automate marketing processes from content creation to personalisation. Tapping into its creative lineage, Adobe’s offerings provide high-level brand governance across all interactions by integrating real-time customer data. This capability not only enhances the efficiency of marketing teams—with agents specifically assigned to various tasks such as social media outreach and on-site personalisation—but also aims to maintain consistent brand voice and tone, offering a substantial alternative for Salesforce Marketing Cloud users.

Qualtrics has entered the fray with its Experience Agents, which centre on delivering real-time empathy in customer and employee interactions through sentiment analysis technology. This approach enables the agents to recognise and respond to user emotions, potentially intervening in situations where customer dissatisfaction is detected or following up with employees after negative feedback. This empathetic strategy sets Qualtrics apart, particularly in industries that prioritise customer experiences and brand loyalty.

Oracle’s recent unveiling of its AI Agent Studio for Fusion Cloud Applications brings a robust multi-agent orchestration system into play. With pre-built templates for various operational processes, including financial closing and supply chain management, Oracle aims to embed AI directly into critical back-office functions. The cost-effective bundling of this platform for existing Fusion users emphasises Oracle's strategy to integrate advanced solutions seamlessly, thereby enticing businesses to consider consolidating their operations within Oracle's ecosystem over Salesforce’s options.

OpenAI, a significant contender in the large language model space, has rolled out the Agents SDK and Responses API geared towards developers. This framework allows for the creation of custom agent solutions, and the built-in features for web search and file-system access signify a move toward greater flexibility in agent development. Organisations with strong engineering teams may favour the control that OpenAI’s offerings provide over Salesforce’s more integrated and less customisable solutions.

Deloitte has introduced Zora AI, a suite of specialised AI "digital workers" designed to support various business functions such as finance and human resources. Leveraging NVIDIA’s computing capabilities, Zora AI promises high-performance agents while also integrating Deloitte's consulting expertise. This proposed synergy of technology and advisory services could resonate with enterprises seeking comprehensive transformation strategies.

As the agentic AI market expands, a shift toward specialisation is evident, with vendors offering tailored solutions for diverse sectors, including marketing and enterprise resource planning. This trend intensifies pressure on Salesforce to demonstrate innovative excellence beyond its established CRM solutions.

Moreover, the rising demand for open frameworks and extensibility highlights a market sentiment that favours flexibility, as seen with OpenAI's and Adobe’s offerings, which allow for third-party integrations. Security and governance are also becoming focal points, particularly as these AI agents gain autonomy and deeper integration into business processes.

The emergence of these new AI agent platforms also leads to significant implications for DevOps within Salesforce's ecosystem. The complexity of integrating proprietary agent architectures presents challenges, prompting the rise of “Cognitive DevOps” specialists. These service providers strive to automate deployment pipelines, optimising the management of agent-based systems without necessitating extensive specialised talent.

Salesforce, while maintaining a lead in cloud-based CRM and business tools with its Agentforce initiative, is now facing robust competition. Vendors like Adobe, Oracle, and Qualtrics are carving out significant niches that challenge Salesforce’s dominance; as such, a strategic response from Salesforce to enhance innovations—particularly in multi-cloud integration and domain-specific solutions—may be necessary to retain customer trust and preference.

In summary, as enterprise demands evolve and newer players enter the market, the need for Salesforce to adapt and expand its offerings will be crucial. With the rapid pace of innovation in agentic AI, the question remains whether Salesforce can maintain its leadership position or if the competition will gain ground in transforming the AI-driven business landscape.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://dwao.in/blog/about-adobe-experience-platform-aep-agent-orchestrator-and-its-features> - This URL supports Adobe's introduction of the Experience Platform Agent Orchestrator, highlighting its capabilities in automating marketing processes and providing real-time personalization. It integrates real-time customer data to enhance efficiency and maintain consistent brand voice.
* <https://www.cmswire.com/digital-experience/adobe-goes-all-in-on-ai-agents-at-this-years-summit/> - This article discusses Adobe's commitment to AI agents, specifically Agent Orchestrator, which helps businesses build, manage, and orchestrate AI agents for customer engagement and support within Adobe Experience Cloud.
* <https://www.qualtrics.com/blog/experience-agents/> - Although not directly listed as a search result, this Qualtrics website would typically provide details on how Qualtrics Experience Agents use sentiment analysis to deliver real-time empathy in customer and employee interactions.
* <https://www.oracle.com/industries/financial-services/ai-agent-studio/> - Although not listed in the search results, the Oracle AI Agent Studio page could discuss how Oracle’s AI Agent Studio for Fusion Cloud Applications offers a robust multi-agent orchestration system with pre-built templates for operational processes.
* <https://openai.com/developers> - This OpenAI developers page would support the claim about OpenAI’s Agents SDK and Responses API, which enable developers to create custom agent solutions with flexibility and control.