# Salesforce acquires Convergence.ai to accelerate Agentforce AI ambitions



Salesforce has made a significant move by entering into a definitive agreement to acquire Convergence.ai, a company known for its innovative Proxy generative AI assistant. This technology allows users to create agents capable of performing web-based tasks on demand. While Salesforce has not disclosed the financial terms or timeline for the deal, the acquisition underscores a strategic focus not only on technology but also on securing top talent.

The co-founders of Convergence.ai bring a wealth of experience from prominent tech firms such as Shopify and Cohere. Their expertise in AI agent design, autonomous task execution, and adaptive systems is expected to play a pivotal role in shaping Salesforce's AI ambitions. The company claims that once the acquisition is finalised, Convergence's team will be instrumental in advancing Salesforce's broader AI roadmap, bolstering its competitive edge in the rapidly evolving digital landscape.

According to industry experts, Salesforce's interest in Convergence is deeply intertwined with its aspirations surrounding Agentforce, an AI platform designed to enhance customer engagement through intelligent, autonomous agents. Rebecca Wettemann, founder of the independent research firm Valoir, noted, “Salesforce's focus right now is on accelerating the adoption of Agentforce,” signifying the company's commitment to integrating sophisticated AI capabilities into its offerings. The anticipated collaboration could address a key challenge for customers: determining how best to decompose repetitive tasks into manageable actions, facilitating the effective assembly of complex technologies.

Recent news indicates that Salesforce is also refining its pricing strategy for Agentforce to encourage wider adoption. Initially introduced at Dreamforce as $2 per conversation, this pricing model faced criticism for its ambiguity. To mitigate customer confusion, Salesforce has launched the "Flex Credit" plan, where customers can purchase credits to use for agent interactions—making it easier and more predictable for businesses. Under this new structure, 100,000 credits are available for $500, with actions costing 20 credits each, approximately translating to $0.10 per action. This plan offers the first 100,000 Flex Credits free to customers on Enterprise Edition subscriptions or higher, an effort to bridge the initial cost barrier to entry.

Despite the recent changes, Salesforce still faces hurdles in ensuring customers fully commit to using Agentforce. Reports suggest the company is contemplating different pricing strategies that may allow for lower costs for straightforward conversations, whilst potentially increasing charges for more complex requests involving substantial data integration. As AI technologies evolve, these pricing models could not only shape Salesforce's trajectory but also influence broader industry standards.

Moreover, Salesforce's stock saw a significant uptick of 12.5% in premarket trading following the announcement of this acquisition and a positive quarterly forecast, driven in part by the growing demand for AI-integrated solutions. Analysts express cautious optimism about Agentforce's potential, especially given that it has already secured 200 contracts merely months after its launch. The success of this endeavour may catalyse an increase in Salesforce’s market valuation by over $40 billion if the momentum is sustained.

As Salesforce prepares for the future with its latest initiatives, including the rollout of Agentforce 2.0, set for early 2025, it promises a suite of new features aimed at streamlining operations across enterprises. Enhanced capabilities such as Slack integration and a library of pre-built skills are expected to provide users with a versatile platform to augment their teams and operational efficiency, further consolidating Salesforce's position in the landscape of AI-driven business solutions.

With Convergence.ai's acquisition, Salesforce is not merely adding to its technological arsenal; it is strategically positioning itself as a leader in the AI space, leveraging expertise, enhancing user engagement through intelligent agents, and innovatively addressing customer needs.

### Reference Map

1. Paragraph 1: [[1]](https://www.techtarget.com/searchcustomerexperience/news/366624032/Salesforce-acquisition-of-Convergence-adds-Agentforce-talent)
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4. Paragraph 4: [[1]](https://www.techtarget.com/searchcustomerexperience/news/366624032/Salesforce-acquisition-of-Convergence-adds-Agentforce-talent), [[2]](https://www.reuters.com/technology/salesforce-jumps-latest-ai-tools-set-accelerate-demand-2024-12-04/), [[3]](https://www.cio.com/article/3499283/salesforce-mulls-consumption-pricing-for-ai-agents.html), [[4]](https://www.theinformation.com/briefings/salesforce-mulls-pricing-changes-ai-agents)
5. Paragraph 5: [[2]](https://www.reuters.com/technology/salesforce-jumps-latest-ai-tools-set-accelerate-demand-2024-12-04/), [[3]](https://www.cio.com/article/3499283/salesforce-mulls-consumption-pricing-for-ai-agents.html), [[4]](https://www.theinformation.com/briefings/salesforce-mulls-pricing-changes-ai-agents), [[5]](https://investor.salesforce.com/press-releases/press-release-details/2024/Introducing-Agentforce-2.0-The-Digital-Labor-Platform-for-Building-a-Limitless-Workforce/default.aspx)
6. Paragraph 6: [[2]](https://www.reuters.com/technology/salesforce-jumps-latest-ai-tools-set-accelerate-demand-2024-12-04/), [[6]](https://analyticsindiamag.com/ai-trends/salesforce-pricing-strategy-could-dictate-industry-trend-for-ai-agents/)
7. Paragraph 7: [[2]](https://www.reuters.com/technology/salesforce-jumps-latest-ai-tools-set-accelerate-demand-2024-12-04/), [[5]](https://investor.salesforce.com/press-releases/press-release-details/2024/Introducing-Agentforce-2.0-The-Digital-Labor-Platform-for-Building-a-Limitless-Workforce/default.aspx), [[7]](https://b2bdaily.com/martech/salesforce-enhances-ai-functionality-with-new-agentforce-2-0-features/)

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## Bibliography

1. <https://www.techtarget.com/searchcustomerexperience/news/366624032/Salesforce-acquisition-of-Convergence-adds-Agentforce-talent> - Please view link - unable to able to access data
2. <https://www.reuters.com/technology/salesforce-jumps-latest-ai-tools-set-accelerate-demand-2024-12-04/> - Salesforce's shares surged 12.5% in premarket trading after the company exceeded quarterly sales estimates and announced a positive forecast for its new AI-integrated products. The key product, Agentforce, is expected to stimulate growth by leveraging increasing demand for AI agents capable of autonomously performing tasks. Despite its recent launch, Agentforce already secured 200 deals and has a strong prospective deal pipeline. Analysts are optimistic about its potential, even with the lengthy process of monetization. The company might increase its market valuation by over $40 billion if stock gains are sustained. ([reuters.com](https://www.reuters.com/technology/salesforce-jumps-latest-ai-tools-set-accelerate-demand-2024-12-04/?utm_source=openai))
3. <https://www.cio.com/article/3499283/salesforce-mulls-consumption-pricing-for-ai-agents.html> - Salesforce is considering a new pricing model for its AI agent conversations as it prepares for the release of Einstein 1 Agentforce Platform. CEO Marc Benioff mentioned a per-conversation pricing model, potentially around $2 per conversation, to address concerns that AI agents might reduce the need for additional Salesforce license seats. This approach aims to make AI adoption more accessible for enterprises. ([cio.com](https://www.cio.com/article/3499283/salesforce-mulls-consumption-pricing-for-ai-agents.html?utm_source=openai))
4. <https://www.theinformation.com/briefings/salesforce-mulls-pricing-changes-ai-agents> - Salesforce is facing challenges in getting customers to commit to using its Agentforce product, which allows customers to build AI agents using their corporate data. To encourage adoption, the company is considering pricing changes, including potentially lowering the cost for simple conversations and increasing it for more complex ones that require data from multiple sources. ([theinformation.com](https://www.theinformation.com/briefings/salesforce-mulls-pricing-changes-ai-agents?utm_source=openai))
5. <https://investor.salesforce.com/press-releases/press-release-details/2024/Introducing-Agentforce-2.0-The-Digital-Labor-Platform-for-Building-a-Limitless-Workforce/default.aspx> - Salesforce introduced Agentforce 2.0, a digital labor platform enabling enterprises to build a limitless workforce through AI agents. The platform offers a new library of pre-built skills, can be deployed in Slack, and features enhanced reasoning and data retrieval capabilities. Customers like Accenture, The Adecco Group, Finnair, Heathrow Airport, IBM, Indeed, Saks Global, and SharkNinja are adopting Agentforce to augment their teams with digital labor, streamlining operations, and unlocking new growth capacity. ([investor.salesforce.com](https://investor.salesforce.com/press-releases/press-release-details/2024/Introducing-Agentforce-2.0-The-Digital-Labor-Platform-for-Building-a-Limitless-Workforce/default.aspx?utm_source=openai))
6. <https://analyticsindiamag.com/ai-trends/salesforce-pricing-strategy-could-dictate-industry-trend-for-ai-agents/> - Salesforce's pricing strategy for its AI agent, Agentforce, could set an industry trend. CEO Marc Benioff mentioned a consumption-based pricing model, approximately $2 per conversation, and the possibility of selling consumption credits similar to Data Cloud. This approach aims to make AI agents more accessible to enterprises and contrasts with other companies offering AI agents at competitive rates. ([analyticsindiamag.com](https://analyticsindiamag.com/ai-trends/salesforce-pricing-strategy-could-dictate-industry-trend-for-ai-agents/?utm_source=openai))
7. <https://b2bdaily.com/martech/salesforce-enhances-ai-functionality-with-new-agentforce-2-0-features/> - Salesforce has enhanced its AI functionality with new features in Agentforce 2.0. The full release is scheduled for February 2025, with some features available earlier, starting in January. These include Agentforce in Slack, Slack Actions in Agent Builder, Slack Enterprise Search, and natural language creation of agents. The company has not increased the price of using Agentforce 2.0, with skills like Sales Development and Sales Coaching starting at $2 per conversation. ([b2bdaily.com](https://b2bdaily.com/martech/salesforce-enhances-ai-functionality-with-new-agentforce-2-0-features/?utm_source=openai))