

Siemens and Salesforce Deepen AI Partnership to Redefine Industrial Sales and Service

- **Expansion of partnership to create “agentic enterprises” by integrating industrial digital twins with autonomous AI**
- **Collaboration accelerates complex industrial processes from weeks to hours**

Siemens and Salesforce are expanding their partnership to create “agentic enterprises” by integrating industrial digital twins with autonomous AI. By combining Salesforce’s autonomous AI platform Agentforce with Siemens’ Teamcenter, Siemens and Salesforce are helping industrial companies become agentic enterprises at scale – putting engineering-grade answers directly into sales, service and customer workflows.

The result is a new level of industrial intelligence in the front office. Questions that once had to go back to engineering can now be answered in seconds, directly in the customer workflow. A service technician can identify the right spare parts for a specific serial number before the first site visit. A sales representative can quote only those upgrades that are technically valid and manufacturable. And a customer can find and order the right part without waiting for an engineer or calling a hotline.

“For decades, the expert knowledge of the engineer has been separate from the person servicing the machine in the field. We are closing that gap forever,” said Roland Busch, President and CEO of Siemens AG. “By embedding our digital twin into the commercial workflow, we are putting a virtual engineer in the hands of every service technician and salesperson. Siemens brings industrial AI, Salesforce

enterprise AI. Together, they create a critical building block for an industrial AI operating system that connects engineering, operations and business.”

“Siemens and Salesforce are proving what’s possible when companies commit to building the future together,” said Marc Benioff, Chair and CEO of Salesforce.

“Together, we’re showing the transformative impact AI can have across the enterprise — bringing the best of our technology, expertise, and industry knowledge together to reinvent how work gets done and how customers are served. This is a blueprint for the AI era: deep collaboration that goes beyond connecting technology to accelerate transformation, unlock new growth, and create entirely new value for customers.”

For manufacturers, the impact of this agent-to-agent connection is immediate and transformative. The ability to compress processes from weeks to hours unlocks faster service, more reliable quoting, and new opportunities to grow aftermarket revenue – a business that grows around six times faster and carries roughly four times the margin of new equipment sales, according to industry analysis. By connecting product truth with customer context, Siemens and Salesforce help manufacturers move beyond one-time equipment sales toward deeper customer relationships and lay the foundation for predictive, performance-based service models.

Siemens has also deployed Agentforce, modernizing its inbound sales development with AI agents. This gives customers greater flexibility in how they buy through Alforce, a trusted enterprise AI harness that brings the whole of Salesforce — the data, workflows, business logic, actions, and governance — into every agentic interface.

Siemens received over 2,500 unqualified leads a month and no way of knowing which ones were worth sellers’ time; it turned to Agentforce to convert more inbound interest into productive sales conversations at scale for 18,000 sellers. The leads flow into Sales Cloud, where they are engaged, assessed, and routed by two AI agents working in tandem: an engagement agent and a qualification agent. The engagement agent reaches out to incoming leads and moves interested prospects

to the qualification agent, which vets each one before handing off the strongest opportunities to the appropriate seller.

The engagement agent uses CRM data to personalize email outreach, and each email contains a secure public key that identifies the lead without exposing their internal record ID. When the prospect follows the qualification link, that key lets the qualification agent retrieve their sales record, confirm or add information, and save their details such as budget and timeline needs as the conversation progresses. Today, Siemens engages 100% of these inbound leads across 132 countries.

This press release is available at <https://sie.ag/LW8UR>

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Siemens AG (Berlin and Munich) is a leading technology company focused on industry, infrastructure, mobility, and healthcare. The company's purpose is to create technology to transform the everyday, for everyone. By combining the real and the digital worlds, Siemens empowers customers to accelerate their digital and sustainability transformations, making factories more efficient, cities more livable, and transportation more sustainable. A leader in industrial AI, Siemens leverages its deep domain know-how to apply AI – including generative AI – to real-world applications, making AI accessible and impactful for customers across diverse industries. Siemens also owns a majority stake in the publicly listed company Siemens Healthineers, a leading global medical technology provider pioneering breakthroughs in healthcare. For everyone. Everywhere. Sustainably.

In fiscal 2025, which ended on September 30, 2025, the Siemens Group generated revenue of €78.9 billion and net income of €10.4 billion. As of September 30, 2025, the company employed around 318,000 people worldwide on the basis of continuing operations. Further information is available on the Internet at www.siemens.com.