



Building next generation partner ecosystems.

**KPMG and Salesforce
powered by Agentforce**

✦ KPMG 360 partner approach—AI-enabled program management

Organizations that sell through resellers and distributors know how important it is to grow that channel and be easy to do business with. That is why KPMG LLP has created the next-generation partner enablement platform, designed to help organizations unlock value across the partner ecosystem.

Using Salesforce Agentforce, KPMG embeds intelligent agentic capabilities directly into existing workflows to deliver greater program efficiency, full lifecycle insights, and improved partner experiences.

As organizations evolve partner ecosystems to expand reach, speed of onboarding, strengthening compliance, and reducing admin costs while improving the experience become critical. KPMG combines industry insight, leading technology, data, and AI capabilities to help solve partner program challenges and deliver measurable outcomes.



The KPMG 360 partner outcome-based approach

The KPMG 360 partner offering enables technology leaders, hyperscalers, and ecosystem innovators to scale trust, intelligence, and growth across their partner ecosystems—blending Salesforce's Partner Relationship Management with Agentic AI capabilities to establish a new reseller or distributor program from onboarding to renewal.



Agentic AI at the core
Unified Partner + Customer view:
For full lifecycle insight

Industry-Grade Governance:
Audit, compliance, and ethics frameworks at the foundation

Accelerator Assets:
Prebuilt Salesforce CRM/PRM templates, Agents, AI risk models, and partner experience components

Established frameworks to build a reseller program from the ground up



KPMG Partner Enablement capabilities

KPMG has built an extensive suite of agentic capabilities spanning across full program management lifecycle.

	 Capability details	 Supporting technology / solution
 Partner recruitment and onboarding	AI-driven screening, digital and dynamic DDQ (Due Diligence Questionnaire), automated risk scoring, contract generation.	Agentforce Experience Cloud CRM
 Partner enablement and certification	Personalized learning journeys, partner AI coach, gamified readiness tracking.	My Trailhead Walkme Slack AI CMS/Lightning Knowledge
 Partner sales optimization	Intelligent lead routing, joint pipeline visibility, AI-based pricing Sales Cloud, Agentforce, Revenue and product recommendations.	Sales Cloud Agentforce Revenue Cloud
 Partner and end-customer lifecycle management	End-to-end tracking from deal registration to renewal; automated renewal reminders and AI chum detection.	CRM Data Cloud Agentforce Service Cloud
 Partner experience and support	AI Agents and chat assistants, guided case resolution, multilingual support for portal users.	Experience Cloud Agentforce Service Cloud
 Partner performance and insights	Dynamic partner scoring, performance dashboards, incentive analytics.	Agentforce Tableau Einstein Analytics Data Cloud
 Risk and compliance monitoring	Continuous background checks, sanction alerts, automated flagging, and escalation workflows.	Shield Risk Intelligence API
 Process-driven industry enablement	Industry-tailored partner management blueprints, thought leadership, and leading-practice process models that can integrate with any platform or tech stack.	Process frameworks Industry accelerators Integration templates Use cases Client stories



Optimize and accelerate outcomes

Structured Web data
(via Channelscaler):

Well-designed partner
onboarding enables partners
to generate revenue

2x faster



Source: [Designing a Partner Onboarding Process that Drives Revenue](#)

AI-powered onboarding
implementations reporting

53%



faster onboarding

and **30-50%**



lower onboarding costs

Source: [AI-Powered Client Onboarding: Tools, Workflows & Best Practices | MindStudio](#)

Organizations increasing
onboarding capacity

3x



through onboarding
automation

Source: [OnRamp Blog](#)



Enhance
partner

experience and retention



Enhance
**governance,
compliance, and trust**

KPMG 360 partner offering is designed to support that journey whether establishing a new reseller program or unlocking greater value of an existing one.

Our differentiated approach is fuelled with deep experience and knowledge, spanning sales and service transformation, partner experience and the program management across the entire lifecycle, and industry insight. This means we understand your challenges, your processes, and the realities of operating complex partner ecosystems.

Combined with deep expertise in Salesforce technology, including Agentforce deployment, we help organizations reimagine the partner program and infuse agentic capabilities across workflows to drive greater efficiency and measurable outcomes aligned to program ambitions.

The result is an intelligent, trusted partner ecosystem designed to accelerate value and drive growth.



Why KPMG

KPMG is a recognized trusted advisor to clients, supporting their most critical priorities by driving revenue through partner channels. We deliver strategy through to execution. We harness the power of AI autonomous agents to help increase efficiency, improve customer and employee experience, and lower operational costs.

**At KPMG we
understand...**



Agentic AI



Salesforce and
Agentforce



Partner onboarding and
lifecycle management



The unique operating models of
technology leaders, hyperscalers,
and ecosystem innovators

The KPMG and Salesforce alliance drives business value and efficiencies across the entire CRM front office, all supported by the industry leading Agentforce powered, data integration and analytics capability of Salesforce MuleSoft and Tableau. We lead through value driven, solution innovation.

Contact us to build your next generation partner ecosystem:

Nikkhil Gill

Principal, Salesforce Leader for Technology Media and Telecom
KPMG LLP
E: nikkhilgill@kpmg.com

Adedayo Ojo

Director and Solution Architect, Salesforce and Partner Management
KPMG LLP
E: aojo1@kpmg.com

Matthew Fidler

Principal, Advisory KPMG Salesforce Platform Lead
KPMG LLP
E: matthewfidler@kpmg.com

Aditya Rath

Principal, Customer and Operations Leader for Technology Media and Telecom
KPMG LLP
E: adityarath@kpmg.com

Varun Sachdeva

Director, Solution Relations, Salesforce Alliance
KPMG LLP
E: vsachdeva2@kpmg.com

Some or all of the services described herein may not be permissible for KPMG audit clients and their affiliates or related entities.

Learn about us:  [kpmg.com](https://www.kpmg.com)

The information contained herein is of a general nature and is not intended to address the circumstances of any particular individual or entity. Although we endeavor to provide accurate and timely information, there can be no guarantee that such information is accurate as of the date it is received or that it will continue to be accurate in the future. No one should act upon such information without appropriate professional advice after a thorough examination of the particular situation.

© 2026 KPMG LLP, a Delaware limited liability partnership, and its subsidiaries are part of the KPMG global organization of independent member firms affiliated with KPMG International Limited, a private English company limited by guarantee. All rights reserved.

The KPMG name and logo are trademarks used under license by the independent member firms of the KPMG global organization.