



SALESFORCE CAPABILITY DECK · 2026

Salesforce, architected for **what comes next.**

Salesforce, integration, automation and governed AI, under one architecture and one accountable team. Delivered globally.

GLOBAL DELIVERY

United States · Australia · India

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WEB

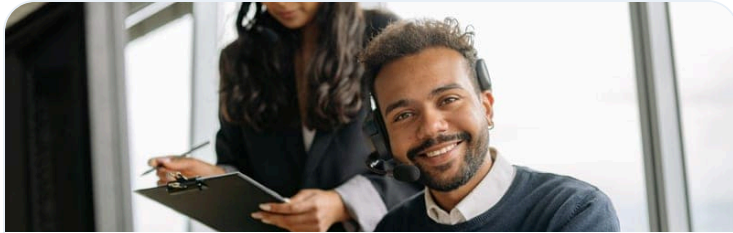
synconai.com

LINKEDIN

 [SynconAI](#)



Everything we deliver.

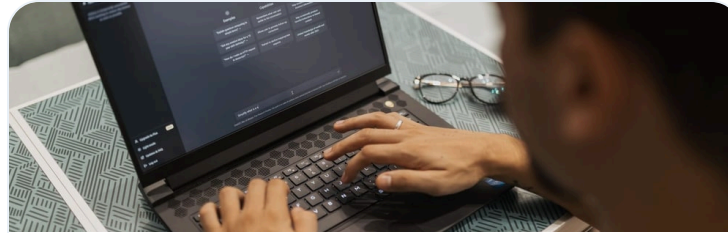


ADVISORY & DELIVERY

Consultation & Implementation ↗

Enterprise programs architected end to end, from discovery and target-state design through phased rollout and adoption.

Discovery Architecture Go-live & adoption

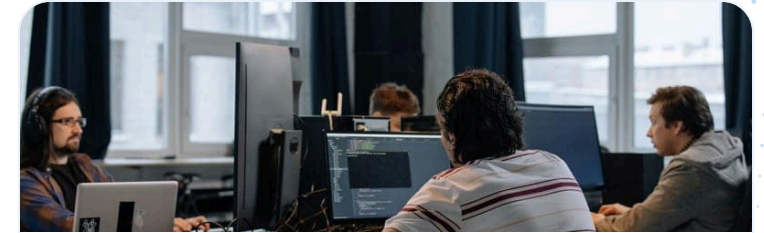


MANAGED OPERATIONS

Salesforce Administration ↗

Configuration, release management and data governance that keep your org performant, secure and trusted.

Governance Automation Reporting



ENGINEERING

Salesforce Development ↗

Apex, Lightning Web Components and APIs engineered to enterprise standards, tested and documented.

Apex LWC APIs



INTEGRATION ARCHITECTURE

Salesforce & MuleSoft Integration ↗

Governed integration with your ERP, finance and operational platforms, on monitored pipelines.

MuleSoft Real-time sync Data 360



APPLIED AI

Agentforce ↗

Production agents for triage, qualification and scheduling, with the grounding and escalation compliance requires.

Agent design Grounding Guardrails



BEYOND SALESFORCE

Google Cloud, Jira, monday.com, Slack & Tableau ↗

The platforms around your CRM, delivered by the same team and integrated with Salesforce.

What platform ownership actually covers.

1

Users, access and permissions

Onboarding and offboarding, permission set design, access reviews and least-privilege cleanup your auditor can follow.

2

Security and org health

Health Check, Security Center and Org Check reporting turned into a prioritised backlog, not a PDF nobody actions.

3

Automation and Flow

Migration off Workflow Rules and Process Builder onto Flow, and overlapping automations consolidated.

4

Data model and data quality

Objects, fields, validation and duplicate management, with unused fields retired instead of accumulating.

5

Reports and dashboards

A reporting layer people trust, stale reports retired, so users stop exporting to spreadsheets.

6

Release and change management

Sandbox strategy, promotion path, regression checks and three Salesforce releases a year absorbed.

7

Integrations and monitoring

Integration users, API limits, error handling and alerting, so a broken feed is noticed by us first.

8

Technical debt reduction

A standing cleanup backlog with measurable targets, because debt only shrinks when someone owns it.



ENGINEERING

SALESFORCE DEVELOPMENT

What we build, to enterprise standards.



- 1 Apex, triggers and services**
One trigger per object, logic in service classes, bulk-safe by construction and correct under user mode.
- 2 Lightning Web Components**
LWC for the screens configuration cannot reach, built accessible, with TypeScript where it helps.
- 3 Integrations and APIs**
REST and platform events with retries, idempotency, error handling and alerting on supported APIs.
- 4 Agentforce actions**
Invocable Apex and LWC surfaces that give an agent something safe to call, with approval on commits.
- 5 Testing and quality**
Tests with real assertions and negative cases, Code Analyzer in the pipeline, coverage as a floor.
- 6 DevOps and release engineering**
Source-tracked development, a promotion path, and deployments that are boring by design.
- 7 Legacy remediation**
Migration off retiring API versions and the user-mode work most orgs have not yet scheduled.
- 8 Code review and rescue**
An independent read of an inherited codebase, findings ranked by what will break first.

Governed AI, from pilot to production.

Agents are only as safe as the data, permissions and handovers under them.
We build those first, then the agent.



Agentforce

- Production agents for triage, qualification and scheduling
- Scope written as intents, with real transcripts
- Invocable Apex and LWC actions agents can call safely



Claude & OpenAI

- Anthropic and OpenAI partner
- Reasoning models alongside the CRM, not bolted on
- Model choice made per use case, not per vendor



MCP & integration

- MuleSoft MCP servers and Topic Center
- Agents reach the systems they need
- Admins control which tools an agent may call



Grounding & guardrails

- One authoritative source per intent
- Refusal tested direct, indirect and mid-conversation
- Human approval on anything that commits

EVERY AGENT SHIPS WITH escalation rules that fire regardless of confidence, and a handover that carries the transcript, identity and reason.

Every cloud you run, delivered by one team.

Certified across the Salesforce product set, so the licences you already own get used, and the ones you do not need never get sold to you.



Sales Cloud



Service Cloud



Marketing Cloud



Data Cloud



Agentforce



Experience Cloud



Revenue Cloud



Field Service



CRM Analytics



Financial Services Cloud



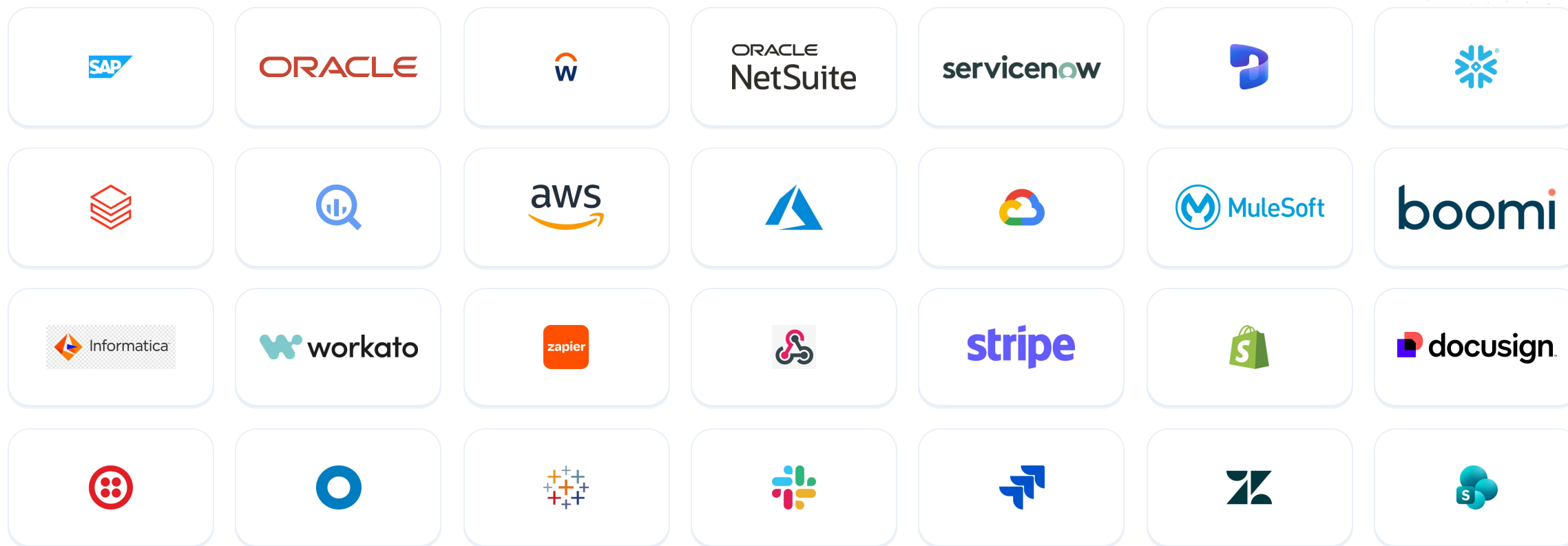
Health Cloud



Nonprofit Cloud

Salesforce connected to the systems you already run.

ERP, data platform, identity, billing and service, integrated with MuleSoft, Boomi or native APIs, and documented so your team can own it.



Your time zone. Always supported.



One team across **three hubs**, so client ownership sits in your time zone and delivery follows the sun.





Why SynconAI exists.

We built SynconAI because too many Salesforce programs collapse in the hand-off: one team sells the strategy, another builds, then support starts from zero. One accountable team owns discovery through run-state so operators inherit clarity, not dependency.

MISSION

Help organisations turn Salesforce into an operating system for growth: connected CRM, governed Agentforce, clean data, and automation their teams can run without us permanently in the room.

VISION

Be the Salesforce partner enterprises call globally when the work must land in production, pass security review, and still be operable a year later. Architect-led delivery as the default, never a premium upsell, with accountable ownership wherever our clients operate.

Architecture

One design across Salesforce, data and systems

Automation

The work that should not need a person

Agents

Governed AI acting on clean data

Outcomes

Measured where the work is done

20+

Enterprise implementations

16+

Architect-level certifications

7

Salesforce clouds in production

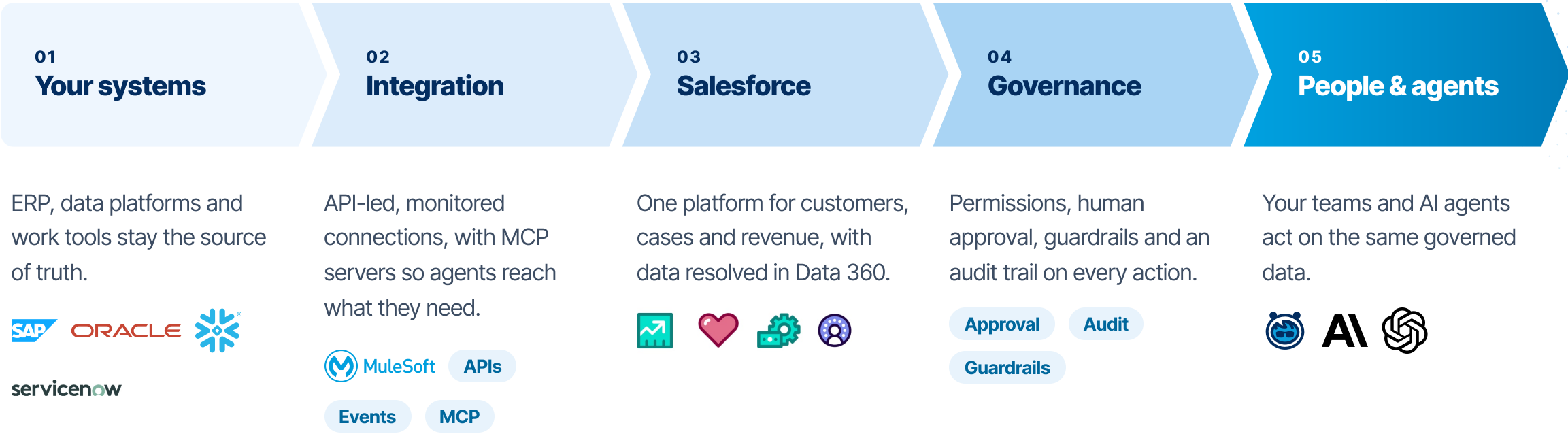
100%

Architect-led delivery



One operating architecture.

From the systems you already run to the people and agents doing the work, designed and governed as one.



DESIGNED AS ONE Each layer is built with the next in mind, so adding an agent never means rebuilding the platform under it.

Experience changed how we build.

Not posters on a wall. Lessons from years inside complex programs, now the rules that decide how we staff, scope and ship.

01

Complexity isn't sophistication

The best enterprise technology makes difficult things feel simple. We design for operators, not to impress an architecture review.

02

The requirement isn't always the problem

Understanding why something is needed matters more than building what was requested. We challenge the obvious solution before we configure it.

03

Build for tomorrow's business

Architecture should survive growth, change and the next idea. Short-term shortcuts that trap the business are a failure mode.

04

Architects stay accountable

The people who shape the roadmap stay on the build and the run-state. No bait-and-switch after the pitch deck.

05

Systems you can operate

We optimise for admin ownership after go-live. Partner dependency is a failure mode, not a business model.

06

Real problems create the best products

Our product thinking starts with challenges we have actually seen businesses encounter, not features invented in a vacuum.



Why teams choose SynconAI.

01 Architects stay on the work

The people who shape the roadmap stay on the build and the run-state. No bait-and-switch after the pitch.

16+ architect-level certifications · **100%** architect-led delivery

02 Month to month, no lock-in

Capacity scales to the work in front of you, not to last year's contract. Your budget goes on delivery, not planning.

Plans from **\$1,500** a month · response from **10 minutes**

03 Delivery that follows the sun

Client ownership sits in your time zone while engineering continues overnight from the other hubs.

3 hubs: United States, Australia, India

04 Audited, not self-declared

Security, privacy and quality independently certified, and built for your team to own after go-live.

5 ISO certifications · **NSW** Government supplier panel

Backed by the biggest in AI and SaaS.

Every tier below is verifiable on the vendor's own directory. We list only what we actually hold.



Salesforce Select Partner

Listed on AppExchange, with our own managed package published there.



Anthropic Partner

Claude for the reasoning and agent work that runs alongside Salesforce.



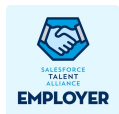
OpenAI Select Consulting Partner

AI that sits alongside the CRM, not bolted onto it.



monday.com Partner

Work management connected to the platform, not run beside it.



Salesforce Talent Alliance

We hire and develop new Salesforce talent, which is how we keep senior capacity available.



Pledge 1%

Committed to giving back a percentage of equity, time and product.

Salesforce expertise across architecture, automation and AI.



ARCHITECT

Application Architect · Platform Data Architect ·
Sharing & Visibility Architect · Data Cloud · Data
360

PLATFORM & DEVELOPMENT

Platform Developer · App Builder · Administrator ·
Administrator II · CPQ Administrator

CONSULTANT & AI

Sales Cloud · Service Cloud · Field Service ·
Advanced Field Service · Agentforce Specialist ·
AI Associate



Independently audited, ranked by others.

INDEPENDENTLY AUDITED



ISO 9001 quality · ISO/IEC 27001 information security · 27017 & 27018 cloud security and privacy · 27701 privacy · NSW Government supplier panel

RANKED BY DIRECTORIES WE DO NOT CONTROL



Listed by GoodFirms, DesignRush and other independent directories for Salesforce consulting, CRM and implementation services.

APPEXCHANGE

Published app

WorkNotes Plus is listed on the AppExchange and installs into your sandbox.

GOVERNMENT

NSW supplier panel

Listed on buy.nsw, with the due diligence that entails.

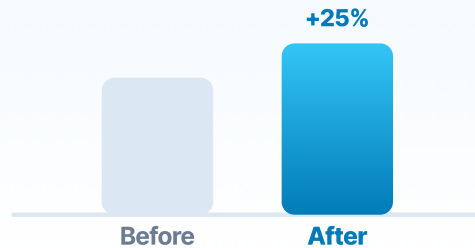
REVIEWS

5.0 average

Across published client reviews, each tied to a real engagement.

Measured where the work is done.

What changes for the people who use Salesforce every day once the platform is governed, designed around their work and owned after go-live.



25%

Higher employee productivity

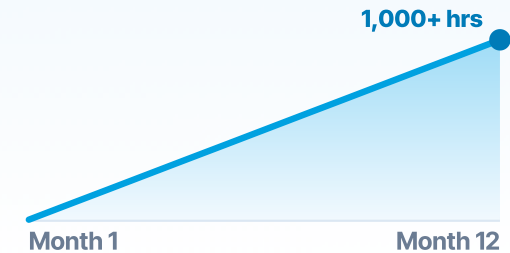
On governed programs, once automation and access match how teams actually work.



50%

Less manual data entry

After platform redesign, with integrations replacing re-keying between systems.



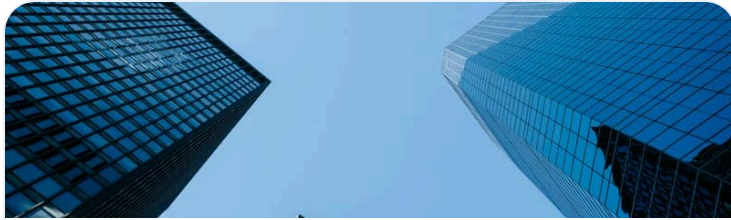
1,000+

Hours saved every year

In a typical mid-market org, from automation that the admin team can run and extend.

Outcomes across SynconAI programs, as published at synconai.com/about.

Delivered across every cloud.



Connecting Sales, Service, Data and AI in one multi-cloud architecture ↗

Three teams, three meanings of customer → **One written definition, one owner**

Sales Cloud Service Cloud Data 360 Agentforce



An AI service agent with safe human escalation ↗

Escalation triggered on confidence → **Rules that fire regardless of confidence**

Agentforce Service Cloud Knowledge



Quote-to-cash for a complex manufacturing business ↗

Margin calculated after the quote went out → **Margin visible on the quote**

Revenue Cloud Sales Cloud Flow



Connecting a fragmented enterprise with API-led integration ↗

A dozen direct connections, no list → **One layered estate with an interface register**

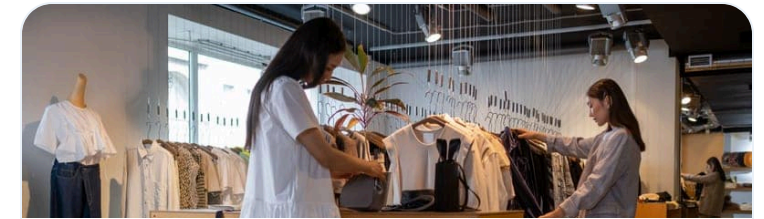
MuleSoft Anypoint Sales Cloud



Field operations, from scheduling to mobile delivery ↗

Absence known only to the dispatcher → **Absence recorded where the schedule reads it**

Field Service Service Cloud Mobile



A connected customer marketing lifecycle ↗

Four systems, four partial customers → **One resolved profile for every journey**

Marketing Cloud Data 360 Sales Cloud



What our clients say.

★★★★★

"When it comes to Salesforce implementation and AI-powered solutions, SynconAI are in a league of their own. What they achieved with our Sales Cloud, Service Cloud and custom Agentforce agent has completely transformed how we operate."

Jack Bennett

Consumer Goods & Retail, United States
6-month project

★★★★★

"I had a very urgent deadline for project reporting. SynconAI were very responsive, doing whatever was needed to progress the work quickly. We are thrilled with the outcome and will continue to work with them."

Managed services client

Australia
1-month project

★★★★★

"They have been great at helping us transform our business by bringing what I conceptualise to life, and great at translating process and workflow needs into the platform."

Financial services client

United States
4-month project

★★★★★

"The team at SynconAI were fantastic and promptly delivered on each project. They guided us through every stage and made sure we were satisfied with the outcomes across multiple scopes of work."

Manufacturing client

Australia · 3-month project · Sales Cloud, Slack, Flow, Agentforce, MuleSoft

★★★★★

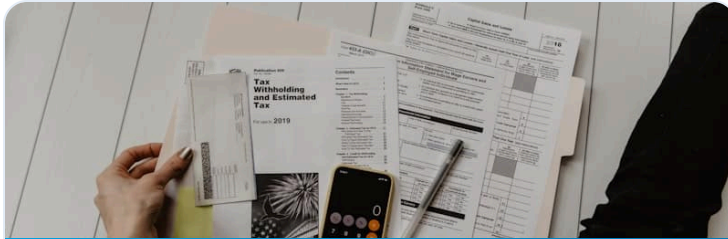
"Working with SynconAI was a seamless and highly professional experience from start to finish. They took the time to deeply understand our business processes."

Implementation client

Experience Cloud, custom development, automation and reporting

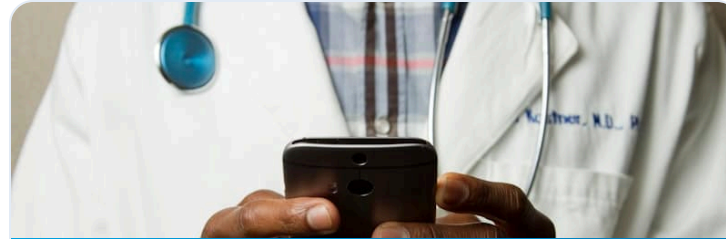
Trusted by teams across a range of industries.

Each sector brings its own data model, compliance surface and definition of done. We design to those, not to a template.



Financial Services

Onboarding and the controls a regulated org must evidence



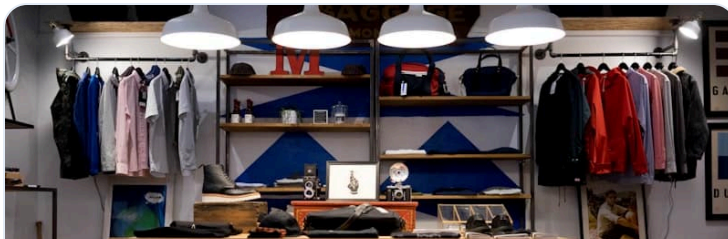
Healthcare & Life Sciences

Clinical and commercial operations with privacy designed in



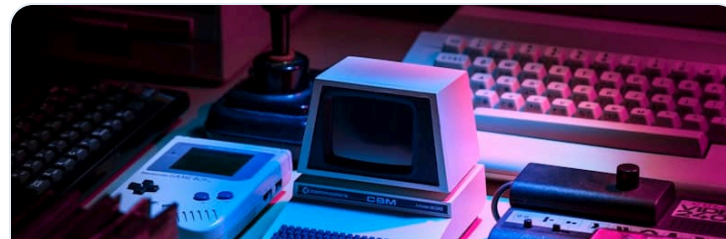
Manufacturing & Auto

Plan, quote, fulfil and aftermarket connected across the platform



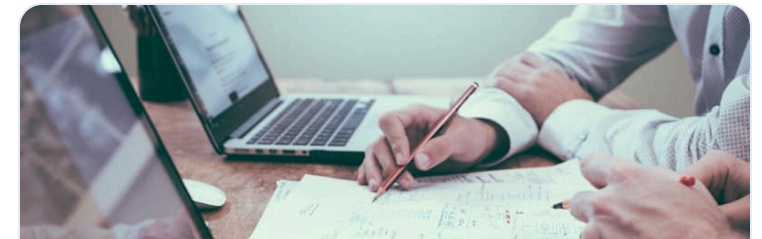
Retail & Consumer Goods

Commerce, service and loyalty joined to one customer record



Communications & Media

Subscriber, content and service experiences at volume



Commercial Services

Client lifecycle, operations and reporting leadership can act on

One partner. Choose your delivery capacity.



Hands-on Salesforce delivery **by the month**, with capacity you can scale.

Plan	Per month	Your team can include	Response
Momentum	\$1,500	Salesforce Consultant/Admin, with Architect oversight	1 business hr
Velocity	\$3,200	Consultant, Developer, Solution Architect and QA/Release support, plus AI and Integration specialists as needed	30 min
Scale	\$6,400	Consultant, Developer, Solution/Application Architect, QA/Release Engineer, Agentforce/AI and Integration/MuleSoft specialists	30 min
Strategic	\$10,500	A senior architect-led team across Salesforce, development, AI, integration, data, QA and release	15 min
Embedded	From \$15,400	An embedded cross-functional pod with dedicated architecture leadership and specialists matched to your roadmap	10 min

Every plan covers **Run, Build and Improve**, with architecture, QA, delivery management and documentation included. Unused capacity carries forward in your **Delivery Reserve**. Annual billing saves 20%.
Your plan is for hands-on delivery: planning does not consume it.

Getting started is simple.

Choose your plan, share your priorities and let's get to work. We guide the setup and make every next step clear.

01

Choose your plan

Pick the support level that fits your business. Move up or down later without renegotiating.

02

Kickoff

Join a 30-minute call within one day to meet the architects who will do the work.

03

We guide the setup

By day 2 we organise access and turn your priorities into a clear action plan.

04

Work gets under way

By day 3 your first priorities are underway, with clear progress updates.

NO LOCK-IN

Month to month

Plans run monthly. Scale capacity to the work in front of you rather than to a contract signed a year ago.

WHAT YOU KEEP

Documentation, always

Architecture decisions, integration contracts and runbooks are written as we go and are yours regardless.

Everything we do, one click away.

SALESFORCE SERVICES

Implementation ↗ MuleSoft ↗
Administration ↗ Managed Services ↗
Development ↗ Agentforce & AI ↗
Integration ↗

SALESFORCE PRODUCTS

Sales Cloud ↗ Revenue Cloud ↗
Service Cloud ↗ CPQ ↗
Marketing Cloud ↗ Field Service ↗
Experience Cloud ↗ Nonprofit Cloud ↗
Commerce Cloud ↗

BEYOND SALESFORCE

Google Cloud ↗ monday.com ↗
Tableau ↗ Help Desk ↗
Slack ↗ WorkNotes Plus ↗
Jira ↗

INDUSTRIES

Financial Services ↗ Retail ↗
Healthcare ↗ Communications ↗
Manufacturing ↗ Commercial ↗

BY BUSINESS SIZE

Small businesses ↗ Large enterprises ↗
Medium businesses ↗

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Thank you.

Book a 30-minute conversation with a certified architect: the person who would design it.

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