

# ACCELERATING DIGITAL TRANSFORMATION WITH SALESFORCE AGENTFORCE & WPP ENTERPRISE SOLUTIONS



# THE AI IMPERATIVE – A NEW ERA OF TRANSFORMATION

For more than a decade, digital transformation has been the rallying cry of ambitious organizations. It has driven investments in cloud infrastructure, data integration, customer experience platforms, and process automation — all with the aim of modernizing technology, streamlining operations, and creating the agility to thrive in a volatile, fast-changing market.

But in recent years, the rules have shifted. A new force has emerged — not as a supporting player, but as the primary driver of transformation: **Artificial Intelligence. The age of AI has developed faster than any before. It's barely been three years since ChatGPT and generative AI changed how we use digital tech forever. Yet AI has already moved on, and we are now in the "agent era."**

Agents elevate generative AI by transforming standalone tools into intelligent collaborators that enhance workflows and decision-making. Unlike traditional generative AI models, agents combine advanced capabilities with curated knowledge and guided autonomy to deliver context-aware, actionable solutions.

At WPP Enterprise Solutions, we make it our business to understand the full scope of tech-driven transformation — not just in theory, but in practice. In recent times, we have conducted four major global studies that have looked at the impact of AI:

- **The Future Shopper 2025**  
(25,000 consumers across 16 markets)
- **Unlocking The Power of Digital Transformation**  
(4,000 business leaders in 8 markets including US, UK, China, India, Brazil, Mexico, Germany, and Netherlands)
- **AI At Work: From Adoption to Action**  
(2,500 employees in large enterprises across the US, UK, Germany, Netherlands, and France)
- **Humans in the Face of AI**  
(1,000 consumers familiar with AI in Spain)



These studies reveal AI's pervasive role in accelerating digital transformation — in the workplace, in the consumer journey, and in the strategic foundations of business itself. They also reveal the opportunities and challenges leaders must address to harness AI's full potential.

In addition to this research base, WPP Enterprise Solutions has direct practical experience at the coalface of AI implementation through our partnerships with some of the world's leading business software brands — none more so than Salesforce, with whom we've enjoyed a 20-year trusted partnership. Salesforce has been at the forefront of bringing agentic AI to market with Agentforce, its dedicated platform for building and deploying autonomous AI agents. For Salesforce users, agents amplify the platform's power by automating tasks, personalizing customer interactions, and driving smarter, more efficient outcomes.

With our unique blend of creative heritage and enterprise precision, WPP Enterprise Solutions stands as an indispensable partner in navigating and accelerating the transformative AI journey. In this guide, we draw on our research findings and our experiences working with Salesforce to explore what's next as agents take control.



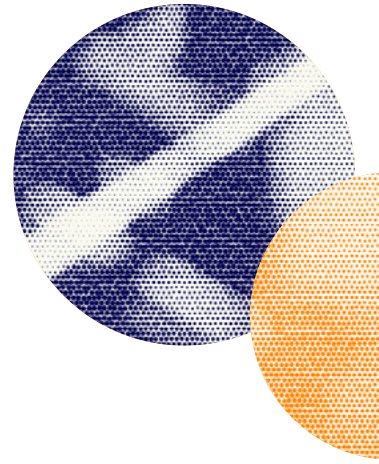
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SECTION 1

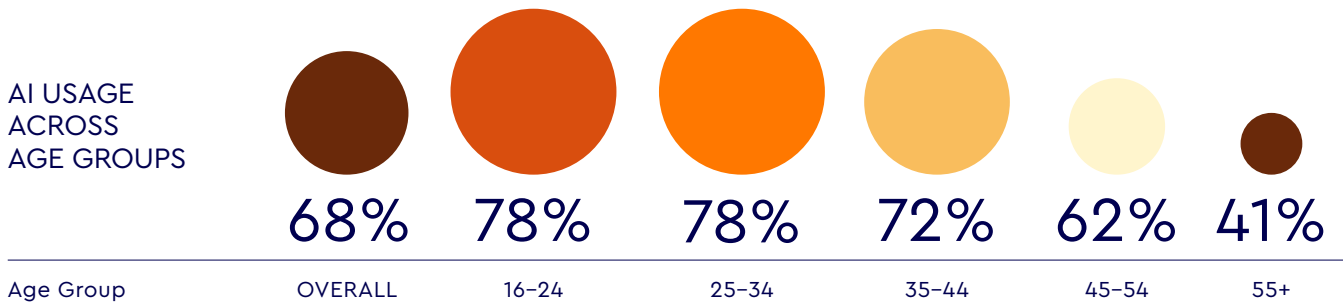
# AI AND THE CONSUMER — THE EMERGING AI-POWERED SHOPPER



**The consumer journey is transforming: from human-to-brand to AI-to-AI, requiring brands to optimize for algorithmic discovery.**

Consumer adoption of AI has moved at a pace that few technologies in history can match. Just a few years ago, AI was something most consumers encountered indirectly; today, it's on their phones, on their computers, and woven into their daily routines. The shift from AI as a curiosity to AI as a utility is rapidly giving way to consumers' willingness to delegate tasks to AI — from mundane shopping decisions to complex negotiations. This signals the dawn of "Agentic Commerce," where a brand's ability to interact seamlessly and intelligently with a consumer's personal AI will determine market share. Brands that fail to prepare for this shift risk becoming invisible in a future shaped by autonomous agents.

Data from WPP Enterprise Solutions' "The Future Shopper Report 2025" shows that usage and trust are high as consumers embrace the power of AI.



68% of consumers reported having used AI tools like ChatGPT or an alternative. Many are excited about the idea of AI in commerce. Nearly half (48%) of consumers welcome retailers' use of AI to improve their shopping experience, and 52% say they would like an AI assistant to handle shopping entirely on their behalf.

## ARTIFICIAL INTELLIGENCE

AI is making its presence felt in retail, and its impacts on the customer journey are set to keep growing.

# 68%

- of global consumers have used AI such as ChatGPT or an alternative.

# 47%

- of global consumers say they love how retailers are starting to use AI.

# 46%

- of shoppers admit that it does not bother them that content is generated by AI.

# 5%

- of global shoppers are using AI platforms to get information on products and services they wish to purchase, while 4% are using AI platforms for search too.

However, this enthusiasm for AI is tempered by some clear reservations:

*"I worry a little about where all this will lead, which will depend on who handles it and how they handle it. Like everything to do with progress, after all. In its day, gunpowder also served a very good purpose. It helps you knock down mountains when you want to build a road, but you can also make bombs."*

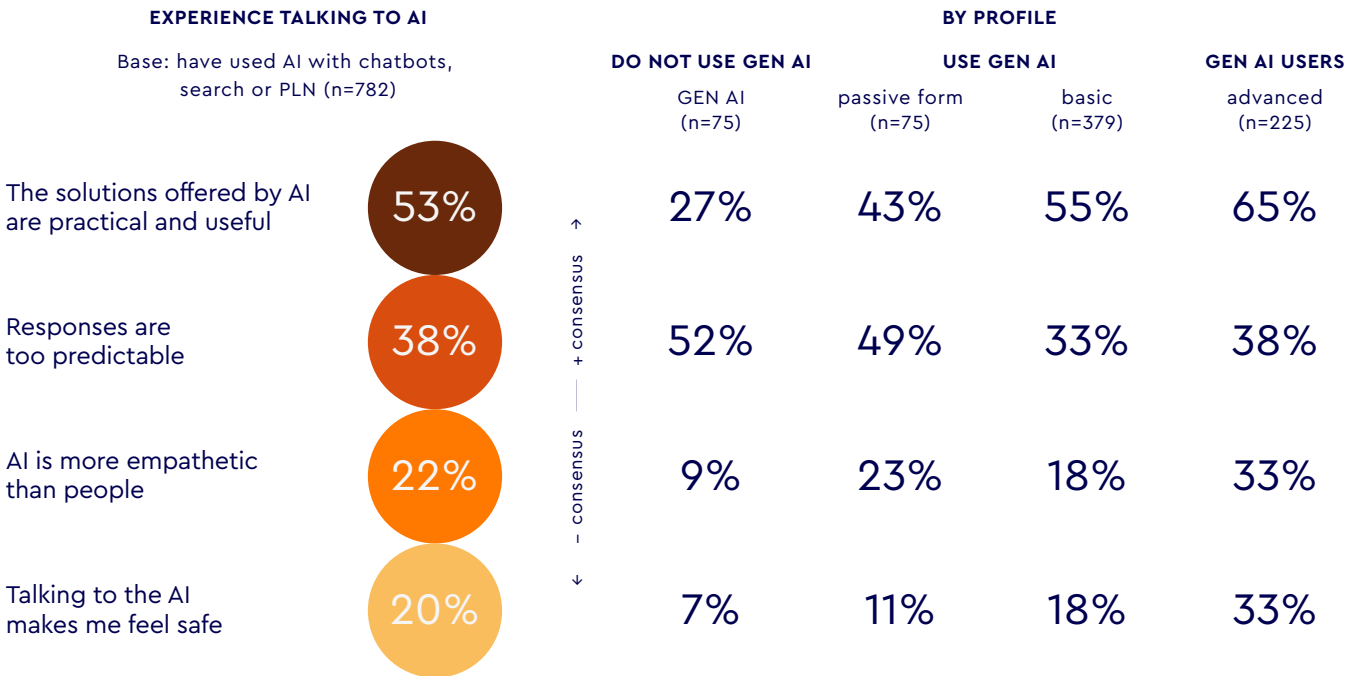
*A 61-year-old male.*

Source: *THE COCKTAIL*

## ATTITUDES TOWARDS AI

**Experience and perception is divergent: for advanced users it is practical, safe and even empathetic, while for non-users it is unhelpful and predictable.**

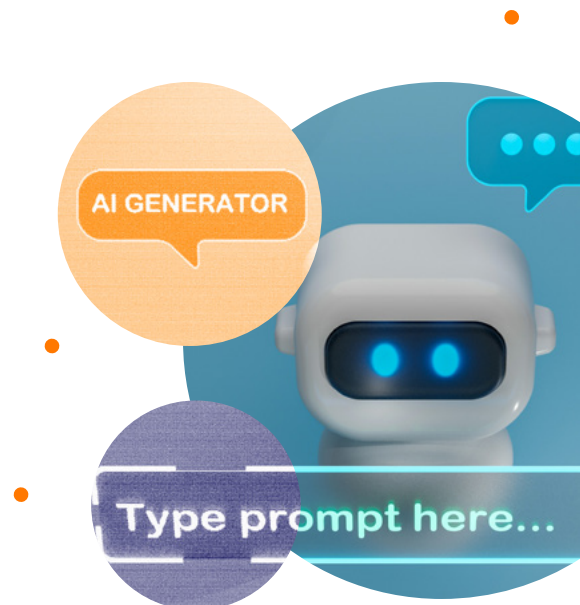
First contact should be gentle and value-driven. Adoption starts by winning the first minute: introducing AI with simple, useful and frictionless interactions in digital environments.



Source: THE COCKTAIL

One of the learnings we can take from this is that the way AI is first introduced and experienced by people is very important.

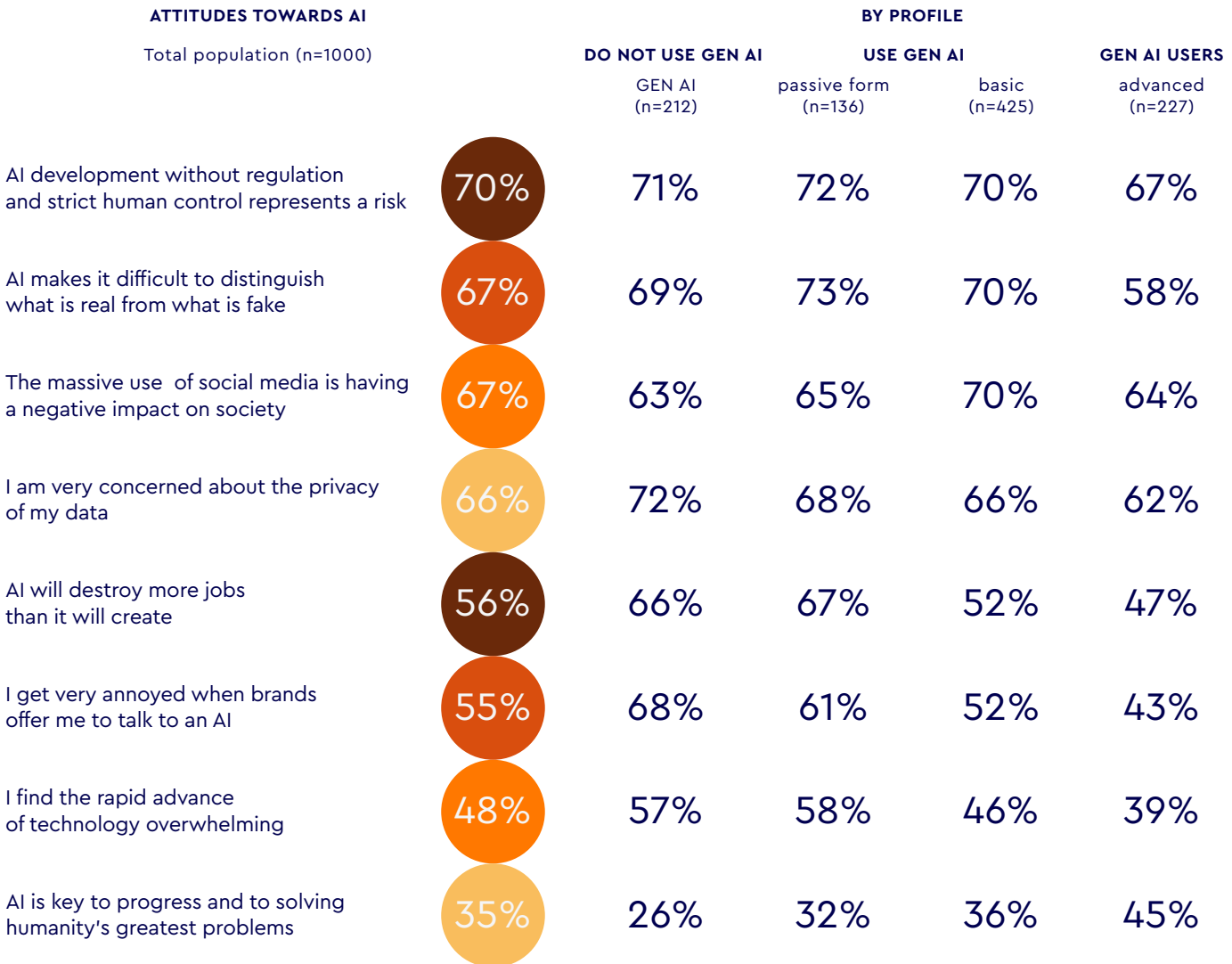
This combination of enthusiasm and caution suggests that the adoption of AI differs from previous digital revolutions when either organizations led and people followed or vice versa. Instead, the growth of Gen AI suggests the need for a joined-up approach between both. The more people experience AI at work and feel a sense of mastery and control, for example, the more trusting they will be about using it in their personal lives. Simultaneously, the more people feel the benefit of AI making things easier in life, the more they will expect the same experience at work.



**The power of Salesforce and WPP Enterprise Solutions combined:**

**ATTITUDES TOWARDS AI**

**Providing a context for safe use is critical: users and non-users of AI agree in demanding more human control, clear rules, transparency, and data protection.**



Source: THE COCKTAIL

A consistent theme across the spectrum from AI enthusiasts to beginners is that trust in the tools, who is implementing them, and how they are being managed all matter. This is where the Salesforce and WPP Enterprise Solutions partnership is uniquely powerful. For over 20-years we have been collaborating to deliver Salesforce solutions. Our focus has always been a person-centric approach prioritizing the experience of employees, partners and customers rather than the more common approach to start with how the technical team want to build. Combined with Salesforce's innovative energy, it has become a critical foundation for our success with AI tools.

## SECTION 2

# AI IN THE WORKPLACE — ADOPTION, SENTIMENT, AND THE CONFIDENCE GAP

**The reality of AI in the enterprise is high adoption, uneven understanding, and the critical need for cultural alignment.**

Not long ago, AI sat on the periphery of most organizations — a promising technology explored in innovation labs, piloted in small-scale projects, or reserved for highly technical teams. That era is over. Today, AI has moved decisively into the **operational core** of the enterprise. It is no longer a “future technology” waiting for maturity; it is a present-day capability reshaping how work gets done. The conversation has shifted from “Should we explore AI?” to “How do we integrate AI into everything we do?”

However, this rapid adoption has exposed significant fault lines, creating what we call the “Confidence Gap.” This gap manifests as a disparity in understanding, optimism, and perceived readiness for AI between leadership and frontline employees. Without deliberate action to bridge this gap, organizations risk creating a two-speed culture, hindering effective transformation and alienating a significant portion of their workforce.

Data from WPP Enterprise Solutions' “AI at Work” study of 2,500 professionals in large enterprises (10,000+ employees) reveals that **61% of employees** are already using AI technologies in their day-to-day work. Only **9%** say they have no plans to adopt AI at all. However, employees are using AI tools just under **11 times per month** — roughly three sessions per week. ***This suggests AI is still used as a tactical assistant rather than a strategic partner.***

## FROM ADOPTION TO ACTION

### 1. Understanding of AI

AI understanding is high but differs according to levels of seniority:

**68%**

claim "good to excellent" understanding.

**13%**

of entry-level claim to understand AI vs 42% of C-level executives.

### 2. AI optimism abounds

The majority of employees are optimistic about AI, but, again, a senior-junior divide is apparent:

**56%**

overall are optimistic.

**69%**

of business owners vs 36% of entry-level employees feel optimistic.

### 3. But concerns remain

Despite the optimism, trust issues persist, with the majority concerned about AI risks:

**62%**

have ethical concerns.

**60%**

worry about AI-associated risks.

**52%**

distrust AI outputs.

### 4. Current AI adoption is high

Current AI adoption is already high with future growth expected:

**61%**

of workers are currently using AI.

**9%**

have no plans to adopt it.

### 5. Frequency of usage remains low

Although adoption is high, frequency of usage remains modest:

**11**

times per month is how much employees use AI on average.

### 6. Belief in AI's benefits is high

There is a strong belief in the business benefits of AI, particularly at senior levels, but again hierarchy has an impact:

**85%**

of business owners vs 51% of entry-level employees have faith in AI's beneficial nature.

**62%**

of business owners believe AI will benefit their business.

### 7. AI is impacting roles today

AI has already changed roles significantly:

**54%**

say AI is already changing their job roles.

**65%**

say AI helps complete tasks more efficiently.

### 8. Quality of work is being improved

AI appears to be improving the quality of work, especially at entry-level:

**62%**

overall say AI improves work quality

**69%**

of entry-level workers report quality improvements.

### 9. Time savings are being realized but there's a way to go

There is widespread evidence for time saving thanks to AI, but a lot of room for improvement:

**41%**

of employees report some time saving; only 13% claim significant time savings.

### 10. Training gaps need to be filled... and quickly!

Though training is crucial and businesses must do more, leadership's enthusiasm should be tempered by employees' practical realities:

**47%**

say their organization provides adequate AI training.

**74%**

of business owners vs 27% of entry-level employees report adequate training.

## Agents as a force for change

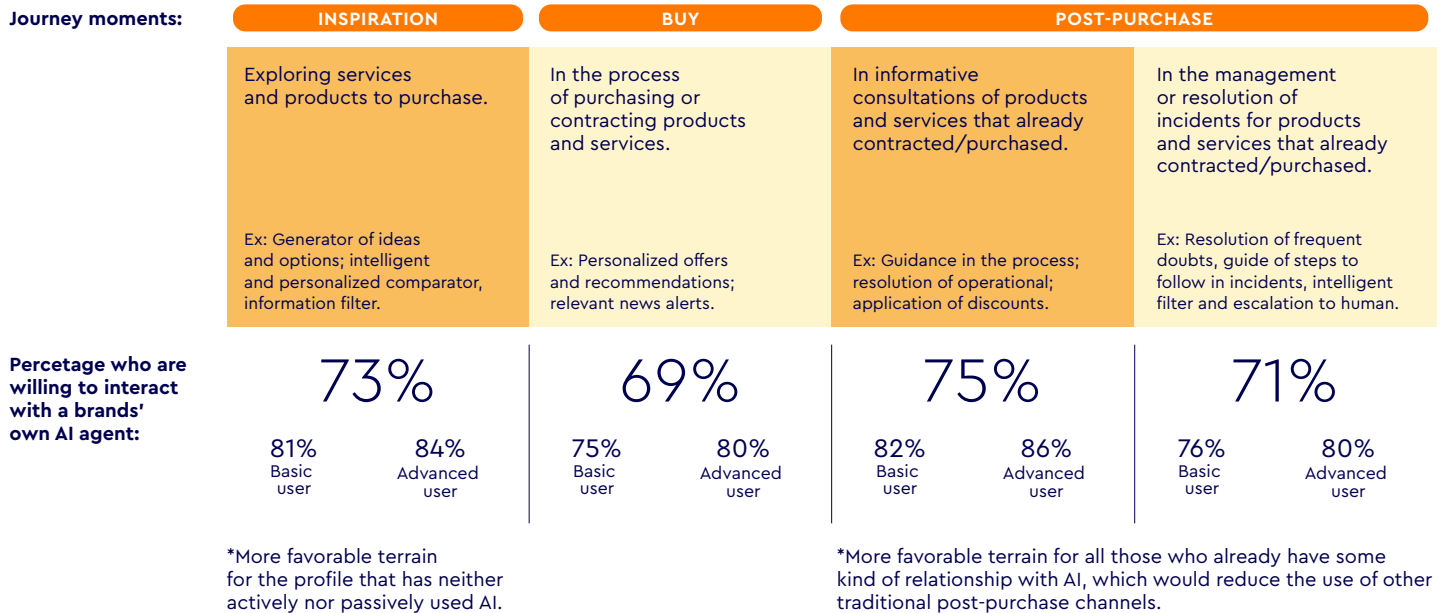
Our research "Humans in the Face of AI" in 2025 showed that agents can serve two functions in the general adoption of AI. There is a virtuous circle where the most advanced Gen AI users seek out agents to use but also a high degree of openness to agents across all those interviewed, even users who were not engaged with Gen AI in a meaningful way at present.



### ATTITUDES TOWARDS BRANDS' AI AGENTS

**Regardless of category, the majority of consumers are willing to interact with brands' own AI agent at different milestones.**

Special openness to use AI agents during the inspiration phase and in post-sales consultations:



Source: THE COCKTAIL

In a service context, 82% of respondents were open to chatting with an agent for support around using a product, and 76% on the management of a service request for that product.

It can be argued that while the value of Gen AI is still difficult to understand for some groups, agents represent a far more accessible gateway and are better understood.



## Agentforce for acceleration

Salesforce offers powerful capabilities to address this Confidence Gap and can elevate AI from a tactical add-on to a structural advantage:

### **Meeting users where they are:**

Salesforce is already the core business tool for millions of users around the world. As a pioneer of SaaS, users are used to the idea of continuous improvement in their Salesforce environments and adopting new tools as they become available. This makes Salesforce the perfect place for agents as there is a ready community of users who depend on the system but are also open to change.

### **Adding value users never knew they needed:**

Some of our most successful Agentforce projects have involved using Agentforce to unlock aspects of the Salesforce platform that users didn't know existed. A great example of this is our project with a well-known car brand in LATAM. It was seeking to change its brand position in specific markets and collaborated with WPP Enterprise Solutions and Salesforce on a Marketing Cloud and Data360 project to build and deliver new campaigns. One of the success factors was our application of Agentforce to help Marketing Cloud users analyze campaign results in Salesforce CRM and then use learnings to influence the next campaigns. Agentforce therefore unlocked analytics capabilities that the marketing team didn't know were available.

### **Adding value that users have been searching for:**

The bugbear of many a head of CRM is the difficulty of balancing end user requests for shorter processes and leadership requests for more intel. Users constantly want to input less information or complete fewer processes while the organization wants to know more. Agentforce provides a solution, as it makes even very complex processes more intuitive and quicker for end users, while still maintaining quality and depth.

### **Tailored training & adoption:**

Salesforce offers extensive Trailhead learning paths that can be customized to different roles. This democratizes AI knowledge and can be integrated into WPP Enterprise Solutions-designed training programs.

### **Transparency & governance:**

Salesforce's robust platform features enable clear data governance and security, addressing ethical concerns, particularly around data privacy within Marketing Cloud and Data Cloud implementations.

## The WPP Enterprise Solutions advantage

WPP Enterprise Solutions' unique blend of "Creative Heritage" and "Enterprise Precision" is crucial for bridging this gap. We don't just implement Salesforce technology; we culturally embed it. Our approach includes:

### **An Agentforce-first philosophy:**

When starting a client engagement, we ask ourselves, "What would Agentforce do?" meaning that we start from Agentforce and work outwards rather than bolting the agent on as an addition. By thinking Agentforce first, this means that even customers who aren't ready for Agentforce right now will have data and processes fit for Agentforce in the future.

### **Creative and experience led design:**

Too often Agentforce seems to be implemented as an advanced chatbot, so we think of Agentforce through a different lens. Rather than process or technology, we prioritize solving problems and personalization. We don't ask "What process can we automate with Agentforce?" we ask, "Who in this team could benefit from an agent?" and "Who is this agent?" This has led us to create "Expert Agents" designed to take on aspects of the personas of the real-life people they are based on and "Teammate" agents who deliver collaboration between clients and their external marketing agencies, among many others.

### **AI education strategy:**

We create tailored training programs that address specific AI interactions and concerns for different roles, focusing on practical, role-specific usage rather than abstract theory.

### **AI change management program:**

We address the "optimism gap" and "skills anxiety" by focusing on career progression pathways that incorporate AI skills development, ensuring employees feel empowered, not threatened.

### **Clear AI trust & ethics frameworks:**

We help establish guidelines for data privacy and ethical AI use, and implement verification processes for AI outputs, building confidence across all organizational levels. This is critical when integrating AI into sensitive areas using Salesforce Data Cloud.

### **Building future-ready Salesforce solutions:**

WPP Enterprise Solutions combines deep AI knowledge and creativity to help organizations "unlock new levels of productivity, reduce operational costs, and deliver seamless customer and agent experiences" using Salesforce Agentforce.

## SECTION 3

# AGENTFORCE AS THE CORE DRIVER OF DIGITAL TRANSFORMATION

**AI is not just a component; it's the engine redefining how organizations operate, compete, and generate value.**

In the early days of digital transformation, AI was often treated as a component — one of many technologies in the innovation toolkit. That is no longer the case. Today, AI has moved from being a supporting player to becoming the engine that drives transformation itself. It is the technology that determines how all the other tools are used, integrated, and optimized. This means a fundamental shift in mindset is required for leaders: treating AI not as a cost center, but as a strategic growth investment that demands data readiness, a focus on human factors, and strong ecosystem partnerships.

**AI is forcing a review of digital transformation plans, but it's not without its challenges.**

**60%**  
of survey respondents cited AI as being a key area of focus for digital transformation projects

**77%**  
of transformers say that the emergence of AI has forced them to revisit and review their digital transformation strategies

**Most businesses can't do digital transformation alone and rely on third parties with specialist expertise.**

**81%**  
of all business are using external partners for their transformation projects

**AI**  
expertise is the most important skill. And while the most frequently used partners are IT-focused, AI companies are playing an increasingly prominent role

**What are the key areas of focus for digital transformation projects?**

- 60%** AI
- 53%** Systems, technology and architecture (e.g. MACH)
- 41%** Customer experience and engagement
- 33%** New channels to market
- 53%** Data management and utilization
- 45%** Profitability and operational efficiency
- 35%** Organization and department
- 27%** Workforce and culture

## The Salesforce pivot:

Salesforce provides the robust, integrated platform necessary to make AI the central driver of digital transformation:

### **Salesforce Data Cloud:**

Directly addresses the "data readiness" challenge. Data Cloud unifies disconnected data sources into a single, comprehensive view of the customer, providing the clean, connected fuel that AI models need to perform optimally. This is foundational for moving from reactive to anticipatory operations.

### **Sales Cloud, Service Cloud, Marketing Cloud (Customer 360):**

These clouds, powered by Einstein AI and Agentforce, are the operational layers where AI-driven transformation happens. From intelligent sales enablement to automated service and hyper-personalized marketing, AI becomes embedded in core processes.

### **MuleSoft:**

Essential for breaking down data silos and ensuring seamless integration between Salesforce and other enterprise systems, enabling a holistic AI strategy.

### **Analytics Cloud:**

Provides the tools to measure AI's impact on growth metrics, demonstrating ROI beyond simple cost savings.



## The WPP Enterprise Solutions advantage:

WPP Enterprise Solutions' role is to ensure that Salesforce becomes the engine of transformation, not just a set of tools. Our "Enterprise Precision" and "Scalable Global Delivery" make us uniquely capable:

### Data readiness & strategy:

WPP Enterprise Solutions specializes in developing and implementing data strategies that prepare organizations for AI, ensuring Data Cloud is optimized to feed high-quality data to Einstein AI and Agentforce.

### Anticipatory CX design:

We work with clients to design anticipatory customer experiences that leverage Salesforce's predictive capabilities, turning potential pain points into moments of delight.

### Human-centric change management:

WPP Enterprise Solutions addresses the "human factor" by designing comprehensive training and change management programs that build AI literacy, address resistance, and align AI initiatives with employees' roles and career growth.

### Strategic growth roadmaps:

WPP Enterprise Solutions partners with leaders to develop long-term AI roadmaps that are explicitly tied to growth metrics and business objectives, positioning AI as a core strategic investment.

### Ecosystem orchestration:

As a WPP company and Top 10 Global Salesforce Partner, WPP Enterprise Solutions leverages a vast ecosystem of technology, data, and creative partners to deliver holistic AI solutions, reducing implementation risk and accelerating time-to-value. This is particularly evident in our integration of Salesforce with **WPP Open**, providing a unified platform for marketing operations.



## Agentforce as the driver of digital transformation:

When Gen AI first started to impact enterprise technology, it was as the "icing on the cake" on well developed technology implementations. Over the last year that has changed — now we are seeing Agentforce as the driver of digital transformation. The desire for Agentforce is providing both business cases and motivation for a broader digital transformation to enable Agentforce. The Gen AI dimension has moved from the final step to the very rationale for other projects to drive digital transformation.



# 5 KEY ACTIONS FOR ENTERPRISE LEADERS IN THE AI ERA

- **1. Embrace AI as a Core Strategic Growth Investment**

Shift from viewing AI as merely a cost or an emerging technology to recognizing it as the central engine for enterprise transformation and a catalyst for innovation, driving growth rather than just efficiency.

- **2. Prioritize Data Readiness and Infrastructure**

Actively invest in improving data quality and establishing robust infrastructure to ensure AI systems have the necessary fuel to perform optimally and unlock their full potential.

- **3. Invest in People and Bridge the “Hierarchy Gap”**

Proactively educate and empower employees at all levels to confidently and ethically use AI, fostering trust and an inclusive adoption process that addresses concerns about job security and ethics, rather than creating resistance.

- **4. Redefine Consumer Engagement for Algorithmic Discovery**

Adapt marketing and brand strategies to optimize for “algorithmic shelf space,” focusing on transparency, explainability, and value-driven personalization to build trust with consumers increasingly delegating decisions to AI.

- **5. Align AI Initiatives with Strategic Goals and Embed into Core Workflows**

Integrate AI not as a separate component but as an intrinsic part of strategic objectives and core operational workflows to enable a shift from reactive to anticipatory operations, leveraging platforms like Agentforce as a safe and trusted starting point.

# CONCLUSION: THE CASE FOR URGENT ACTION

Artificial Intelligence is no longer an emerging technology waiting in the wings — it is already embedded in the fabric of work, commerce, and strategy: **Agentforce uniquely enables customer companies to embrace this technology to the benefit of their teams, customers, consumers and bottom line.** The shift of technology towards Gen AI solutions requires different kinds of partners delivering projects through novel engagement models, a focus on experience over process, and new ways of connecting with clients, customers and technology partners. **WPP Enterprise Solutions is particularly well positioned to respond to these new ways of working to deliver the best outcomes.**

The three lenses of our studies — the workplace, the consumer, and the enterprise — reveal both extraordinary potential and critical challenges.

In the **consumer arena**, AI is moving from novelty to necessity. Shoppers are increasingly comfortable delegating decisions to AI — from restocking groceries to planning travel — and younger generations are leading the way. The battleground is shifting to "algorithmic shelf space," where brands must optimize not just for human discovery, but for AI recommendation engines. Trust and transparency will be decisive factors: consumers want to know why an AI recommends a product, and they reward brands that can explain their reasoning. Agentforce and WPP Enterprise Solutions are uniquely placed to respond to these evolving needs whilst also aligning what people experience in their home lives with how they work.

In the **workplace**, AI is already in use by a majority of employees, yet adoption is uneven and confidence is split along hierarchical lines. Senior leaders tend to see AI as a growth engine; many frontline employees view it with caution, concerned about trust, ethics, and job security. This "hierarchy gap" is more than a cultural quirk — it is a structural risk. If left unaddressed, it will slow adoption, limit innovation, and create pockets of resistance that undermine transformation efforts. This is a challenge Agentforce can overcome by enabling teams to unlock value from existing systems, enhancing rather than replacing their value.

At the **enterprise level**, AI has moved from being a component of transformation to being its core engine. Leaders recognize its strategic importance, but many admit their data is not ready for AI integration. The shift from reactive to anticipatory operations is within reach, but it requires investment in data quality, human skills, and cultural alignment. Those who treat AI as a strategic growth investment rather than a cost to be managed — will be best positioned to lead.

Across all three domains, one truth stands out: **technology alone** is not enough. The organizations that will win in the agentic AI era are those that invest equally in people, processes, and platforms. They will:

**Educate and empower** employees at all levels to use AI confidently and ethically.

**Build trust** with consumers through transparency, explainability, and value-driven personalization.

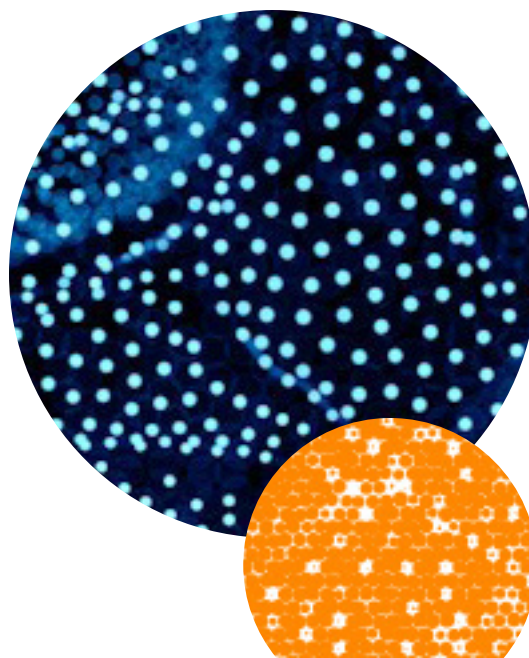
**Invest in data readiness** to ensure AI has the fuel it needs to perform at its best.

**Adopt a growth mindset**, seeing AI as a catalyst for innovation, not just efficiency.

The urgency is real. Competitive timelines have compressed from years to months. Markets are being reshaped in real time. Inaction is not a neutral choice — it is a decision to fall behind.

The good news is that the path forward is clear. By aligning AI initiatives with strategic goals, embedding them into core workflows, and ensuring adoption is inclusive and trust-based, organizations can unlock AI's full potential. Agentforce is both a leader in terms of the end results that can be achieved by this new era of AI, but is also a reliable starting point to deliver the benefits of AI through a safe and trusted part of your existing business technology layer.

WPP Enterprise Solutions stands ready to partner with leaders on this journey — from defining the vision, to building the infrastructure, to equipping people with the skills and confidence to thrive in an AI-enabled world. The question is no longer *"Should we embrace AI?"* but *"How fast can we move, and how far can we*



# PARTNER FOR AI TRANSFORMATION SUCCESS

**Unlock your AI Advantage with WPP Enterprise Solutions and Salesforce.** WPP Enterprise Solutions is uniquely positioned to guide your organization through the complexities of AI transformation.

As a **Top 10 Global Salesforce Partner** and **5x Partner of the Year**, we bring unparalleled expertise across the entire Salesforce Customer 360, including **Agentforce, Data Cloud, Einstein AI, Sales Cloud, Service Cloud, Marketing Cloud, and Loyalty Cloud.**

Our commitment goes beyond implementation. We leverage:

**15 years of trusted partnership** with Salesforce.

Over **1,000 Salesforce-certified experts** and **7,000+ digital practitioners** globally.

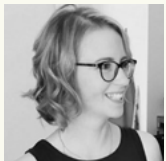
Our proprietary **WPP Open** intelligent marketing operating system, seamlessly integrated with Salesforce.

Unique **Salesforce accelerators** to ensure faster time-to-value and measurable ROI.

A **human-centric approach** that combines creative heritage with enterprise precision, ensuring your AI solutions are not just powerful, but truly engaging.

## Your Next Step:

Engage with WPP Enterprise Solutions for a bespoke **AI Readiness and Opportunity Assessment.** This will provide a clear, tailored roadmap for implementing and scaling Agentic AI within your Salesforce ecosystem, ensuring your brand is not just AI-ready, but AI-leading.



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To schedule a Growth System Diagnostic and identify your highest-priority system-level interventions, contact the WPP Enterprise Solutions team.

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Visit: [enterprisesolutions.wpp.com](https://enterprisesolutions.wpp.com)

# ABOUT WPP ENTERPRISE SOLUTIONS

## About WPP Enterprise Solutions

WPP Enterprise Solutions designs, builds, and operates the growth systems that competitive businesses rely on. In a world where AI is reshaping how companies drive growth, we lead clients in business transformation and marketing modernization, connecting strategy directly to execution. Our 12,000 experts in engineering and platforms, commerce, consulting, content transformation, CRM, and CX, work within a unified global operating unit across 40+ markets. WPP Enterprise Solutions works alongside best-in-class partners including Adobe, AWS, Braze, Google, Microsoft, Salesforce, and Shopify, as well as innovators in AI, to deliver growth solutions tailored to the needs of our clients' businesses. We have received distinction as a leader in Commerce Services and CX Strategy Consulting by the Forrester Wave™ reports and are designated by Gartner's Magic Quadrant™ as a Visionary in Digital Experience Services.

## About WPP

WPP is the trusted growth partner for the world's leading brands. WPP combines cutting-edge media intelligence, world-class creativity, next-generation production, and transformative enterprise solutions to drive growth at scale. WPP is a publicly listed company (NYSE: WPP).

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