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AI

# Salesforce Deepens Commitment to UK AI Innovation, Increases Investment to \$6B

September 16,  
2025 •4 min  
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### Key Takeaways

- *Salesforce UK to become AI hub for UK and Europe, with new R&D teams to support business innovation across the region*
- *Salesforce's pledge builds on its ongoing investment in the UK's AI economy, including an earlier \$4 billion commitment and establishment of its first AI Center in London*
- *£1 million Salesforce Accelerator launched to surge AI innovation*

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*for nonprofits in the UK*

**LONDON – September 16, 2025** – Salesforce, the #1 AI CRM, today announced plans to invest \$6 billion in its UK business through 2030. This new commitment from Salesforce, which has operated in the UK for 25 years, will support UK and European companies' transformation into Agentic Enterprises, with humans and AI agents working together to drive customer success.

The investment bolsters Salesforce's ongoing commitment to the UK, extending a previous five-year investment of [\\$4 billion](#) made in 2023 and the [selection of London for its first AI Center](#).

UK Technology Minister, Kanishka Narayan, said: "Salesforce's decision to expand its investment in the UK underlines the strength of our economy, people and our ambition to be a global leader in technology and AI. This investment will support the UK's mission to be a world-leading AI and data hub that creates jobs, builds AI skills and supports innovation across the country – ensuring the UK remains one of the best places to start and grow a digital business."

## We are doubling down on our long-standing commitment to the UK with this significant investment.

**Marc Benioff, Chair and CEO, Salesforce**

"We are doubling down on our long-standing commitment to the UK with this significant investment," said Marc Benioff, Chair and CEO, Salesforce. "We're delighted that the UK, already a vital talent and innovation center, will become our AI hub for Europe, driving product innovation for customers across the region."

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## the UK

Through products like [Data Cloud](#) and [Agentforce](#), Salesforce has helped thousands of customers around the world become [Agentic Enterprises](#) – where agents augment human workforces to create new opportunities, revenue streams, and ways of working.

The UK is Salesforce's largest market outside the United States, and – with [four out of five \(78%\) C-suite executives using AI agents](#) – an important talent and innovation center. According to IDC estimates, the [UK Salesforce economy](#) – fueled by AI – could generate over \$41 billion in economic benefits and create over 500,000 jobs in the UK by 2028.\*

Salesforce's AI Center already supports hundreds of UK customers like [Capita](#), [Formula 1](#), and [Simplyhealth](#).

The recent acquisitions of [Convergence.ai](#) and [Own Company](#) will expand the Center's capabilities and enable Salesforce UK to become an AI hub for the entire region. New UK-based R&D teams will support AI product innovation for customers across Europe. Additionally, Salesforce looks forward to welcoming [Informatica](#) to the team when the acquisition closes, subject to receipt of required regulatory clearances and other customary closing conditions.

“The UK has long been a pioneer in driving global AI breakthroughs, and I'm thrilled that Salesforce is contributing to this legacy,” said Zahra Bahrololoumi, CEO, Salesforce UK & Ireland. “With our deep pool of talent, we will power responsible AI innovation and help our European customer base transform their organizations.”

Salesforce's commitment includes investing in UK companies that are building the future of AI. [Salesforce Ventures](#) has invested over \$200 million in UK companies including [ElevenLabs](#), the AI audio research and deployment company; [Climate X](#), a climate adaptation and resilience data platform; and [Covecta](#), an agentic AI company deploying purpose-built agents and search capabilities for the Financial Services sector.

Salesforce is also committed to ensuring the UK workforce is equipped with the skills needed to benefit from the AI transformation. The company has long advocated for a [national digital skills platform](#) to boost skills training, and has joined the UK

government's [national skills drive](#) to increase opportunities and access to AI training across the country.

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## Salesforce's commitment to giving back

Salesforce also announced £1 million for a UK-based Salesforce Accelerator, an initiative designed to help nonprofits harness [Agentforce](#). The [Salesforce Accelerator – Agents for Impact](#) initiative equips nonprofits with funding, cutting-edge technology, and pro bono expertise to help build and customize AI agents.

To date, the global Salesforce Accelerator program has given over \$10 million to 38 purpose-driven organizations, enabling them to improve operational efficiency and scale community impact in the AI driven future. Interested organizations can submit a [letter of interest](#) by October 5.

Through its [1-1-1 philanthropic model](#), Salesforce has contributed \$28.2 million in grants to local nonprofits, and its employees have volunteered more than 551,000 hours in the UK. This includes [partnering with Prince William and The Royal Foundation](#) on its [Homewards](#) initiative to end homelessness, and support of [Business in the Community's Seeing is Believing program](#), established by the organization's Royal Founding Patron His Majesty King Charles III.

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- Learn more about [Agentforce](#)
- Learn more about [Capita's journey with Agentforce](#)
- Read why Salesforce UKI's CEO Zahra Bahrololoumi' thinks [investment in AI and skills is critical to realizing the UK's growth ambitions](#)
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\*IDC Infographic, sponsored by Salesforce, The UK  
Salesforce Economy, doc #US51175423, November  
2023.

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Salesforce helps organizations of any size reimagine their business with AI. Agentforce – the first digital labor solution for enterprises – seamlessly integrates with Customer 360 applications, Data Cloud, and Einstein AI to create a limitless workforce, bringing humans and agents together to deliver customer success on a single, trusted platform. Visit [www.salesforce.com](https://www.salesforce.com) for more information.

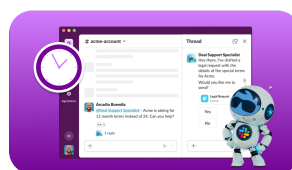
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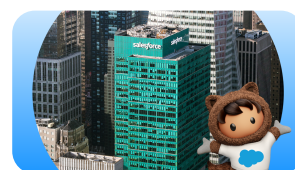
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