

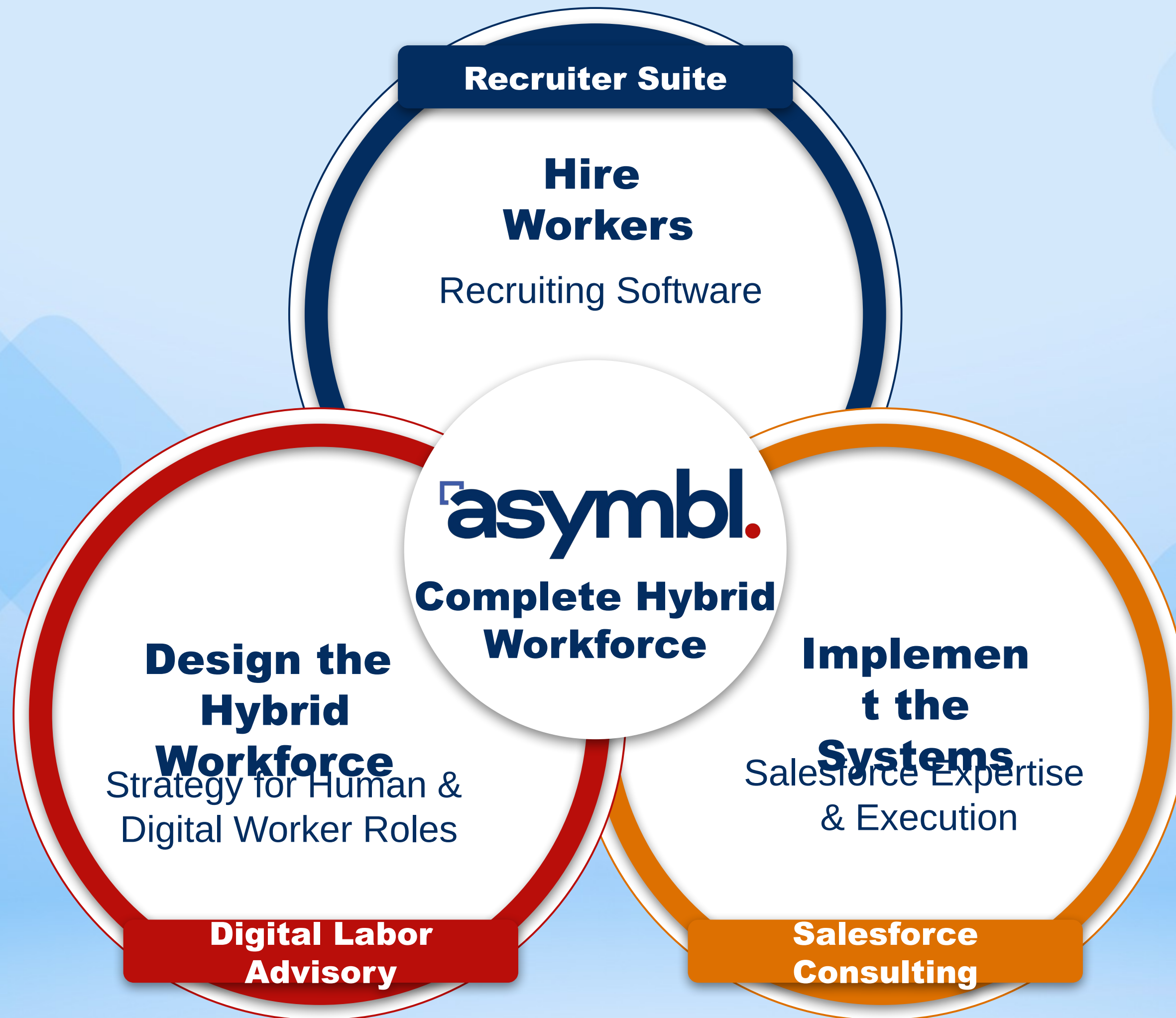
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Inside Asymbi: The Journey to a 40% Digital Workforce

Learn how we're using digital workers to handle 40% of our total labor spend. See our structured approach using Agentforce to onboard AI colleagues that deliver measurable productivity gains.

Shivanath Devinarayanan,
Chief Digital Labor & Technology Officer





Inside Asymbl: How We Built a 40% Digital Workforce That Actually Works

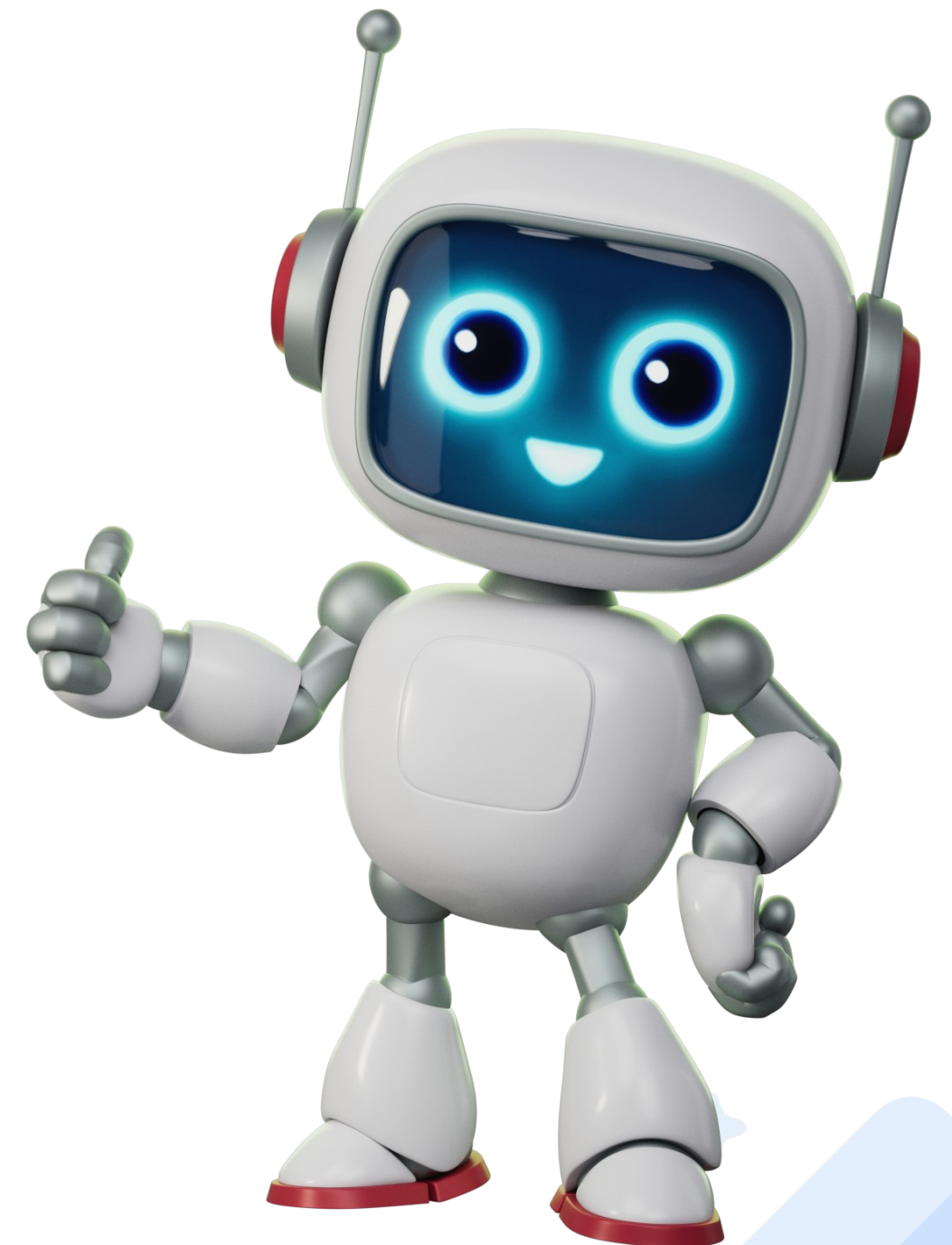


The Question Everyone Asks

"You guys are going to have half of your workforce be digital by the end of next year. How in the world did you figure out how to do this?"

Our Context

- ✓ Team Size: 170+ human workers and 60+ digital workers
- ✓ Growth Target: 4.5x business growth
- ✓ Hiring Budget: Limited
- ✓ Challenge: Scale output without proportionally scaling headcount



Customer Zero in Action

Evolution of Human + Digital Workforce

60 Digital Workers Operating in Production. Deployed Across 10 Functions.

Development

26 workers



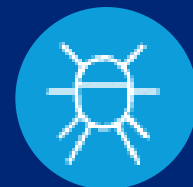
Infrastructure

7 workers



Testing/QA

5 workers



People Ops

2 workers



Recruiter Suite

1 worker



Product Research

7 workers



Marketing

6 workers



Business Operations

4 workers



Sales

2 workers



Customer Success

1 worker



"We Treated This as Workforce Planning, Not Tech Implementation"

Department Head Conversations

Where could digital labor fit into each org?

Infrastructure Assessment

What technical capabilities do we have?

ROI Identification

Which roles offer highest impact?

Strategic Planning

How do we unlock trapped value in our existing workforce?

Our Targets



Digital Worker Cost
By Q4 2026



Avoided Costs
in operational savings



Digital-to-Human
Worker Ratios
for high-volume roles

Differentiation: Strategy First vs. Quick Fixes

✗ What Others Do:

"Slap an agent on it" - 30-day quick starts

✓ What We Do:

Strategic labor pool planning - focused,
long-term process

"Digital Workers Need the Same Access as Human Workers"



Equal Access

Digital workers get same CRM, ATS, and system permissions



Integrated Platform

Salesforce + Agentforce + Slack + Data Cloud architecture



Workflow Redesign

Streamlined processes for human-AI collaboration



Different AI Types

Agentic AI, generative AI for content creation, and predictive analytics

Engineering

5,826% ROI

Technology blockers resolved in 1.5 weeks (vs. 3+ months), generating 9000+ extra development hours annually

Sales

3,789% ROI

Digital SDR "Theodore Frank" handling volume while humans focus on relationships

PeopleOps

1,529% ROI

Digital Workers like "Polly" accelerating HR processes across the board

"Switched from ChatGPT to our AI CLI... jumped straight into building complex implementations." - Jai Kumar, Engineer

"Digital Workers Need Coaching & Performance Management Like Humans"

Q1 Performance Reviews

Weekly performance assessments for all digital workers

Q2 KPI Accountability Reviews

Same measurement standards as human workers

Q3 Continuous Coaching

Iterative refinements based on data and feedback

Q4 Strategic Optimization

Long-term partnership approach, not set-and-forget

Current Progress & Enterprise Value



The Future of Work

- 60+ Specialized Agents deployed across all departments
- Productivity Impact:
 - Accelerated innovation velocity with same team size.
 - This strategic approach drives long-term enterprise value through sustained productivity gains and competitive advantage in our market.

Three Key Takeaways

Digital Labor is Strategic Workforce Planning

- Digital workers are measurable, accountable team members, not just tools.
- Success requires treating this as workforce transformation, not technology implementation.

Platform Integration Enables True Hybrid Workforce

- Digital workers need the same access as human workers.
- Integrated platforms create seamless collaboration, while fragmented tools create failure.

Long-term Value Requires Ongoing Management

- This is a focused labor pool process requiring continuous coaching and optimization—not a quick-start project you can "set and forget."

Contact & Next Steps



Shivanath Devinarayanan

Chief Digital Labor & Technology Officer,
Asymbi, Inc.

Learn More:

asymbi.com/digital-workforce-activation



For Organizations Ready to Scale

If you want to learn from what we've done and implement this strategic approach in your organization, we can show you, teach you, and manage this transformation for you.

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40%

Digital Workforce

Target by Q4 2026

170+

Team Members

Current workforce size

60+

Digital Workers

Current workforce size

4.5x

Growth Target

Business expansion goal

Tuesday, Oct 14

Assembling the Hybrid Workforce of the Future

8:30 AM - 8:50 AM PDT
Moscone West, L2, Agentic Theater



GTM Playbook: Co-Selling with Salesforce to Seal the Deal

1:30 PM - 1:50 PM PDT
Marriott, Atrium Level, Partnerblazer, Theater



3 Ways to Spend Less and Sell More with Sales Cloud

2:15 PM - 3:00 PM PDT
Moscone West, L3, Room 3020



AI Recruiting Workflow: Source, Screen, Hire Faster

4:30 PM - 4:50 PM PDT
Moscone North, LL, Campground, Agentforce Pavilion



Wednesday, Oct 15

Onboarding Digital Labor: A Proven Customer Playbook

2:00 PM - 2:20 PM PDT
Moscone North, LL, Campground, Agentforce Pavilion



Sales Keynote: Your Path to Growth Is Humans and Agents

3:00 PM - 3:50 PM PDT
Moscone South, LL, Keynote - Hall B



3 Ways to Spend Less and Sell More with Sales Cloud

4:15 PM - 5:00 PM PDT
Metreon AMC, L3, Theatre 12



Thursday, Oct 16

Inside Asymbi: The Journey to a 40% Digital Workforce

12:30 PM - 12:50 PM PDT
Moscone North, LL, Campground, Agentforce Pavilion



Customer Success Keynote: Build Your Agentic Enterprise

1:30 PM - 2:20 PM PDT
Moscone South, LL, Keynote - Hall B



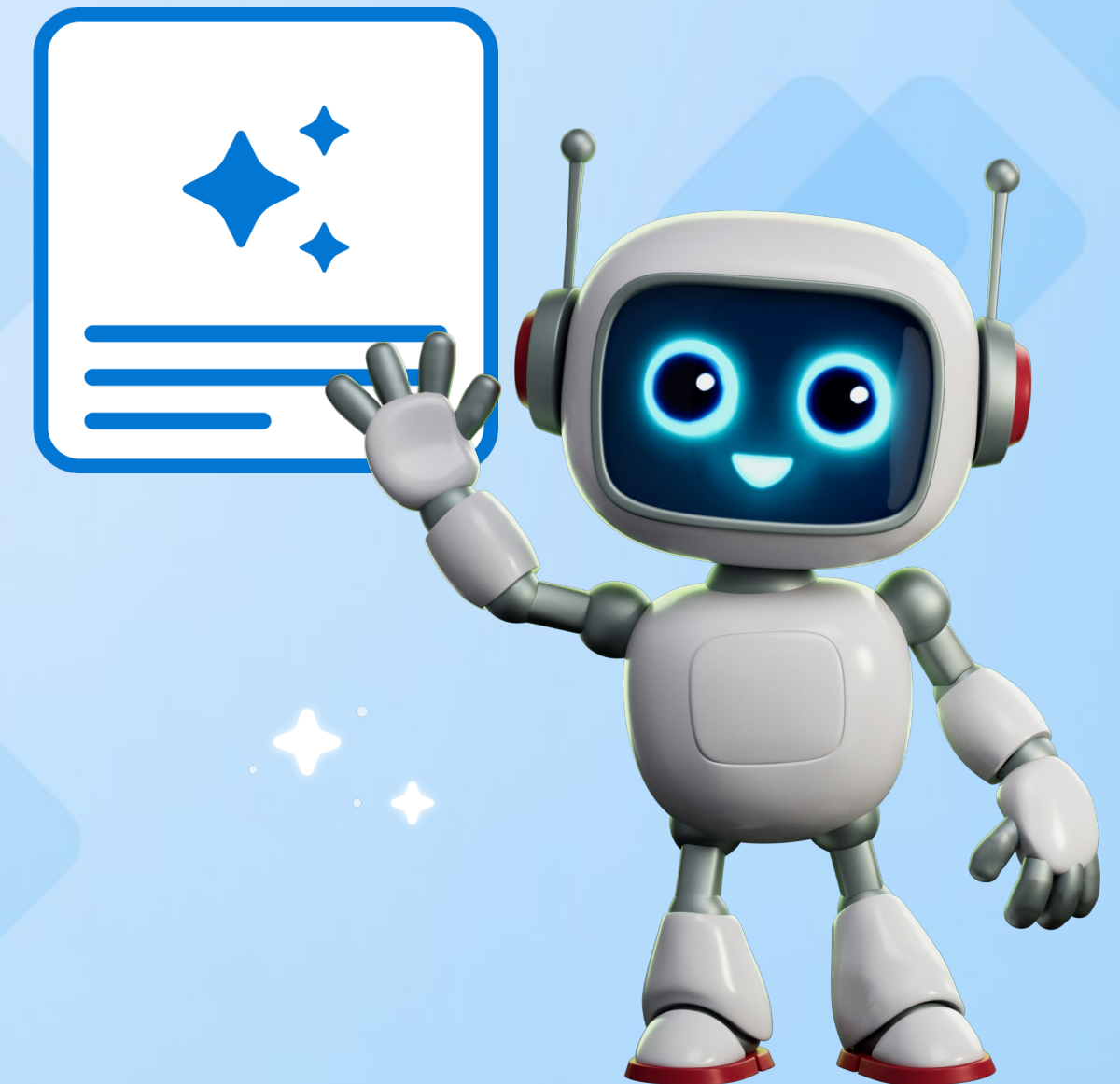
Reshaping Consulting & Staffing Firms with Digital Labor

2:00 PM - 2:45 PM PDT
Metreon AMC, L3, Theatre 10



Session Summaries available soon.

A short recap of this session is on its way. You'll find it later today in the **Salesforce Events mobile app** or online on the **sessions page**.



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Thank you

