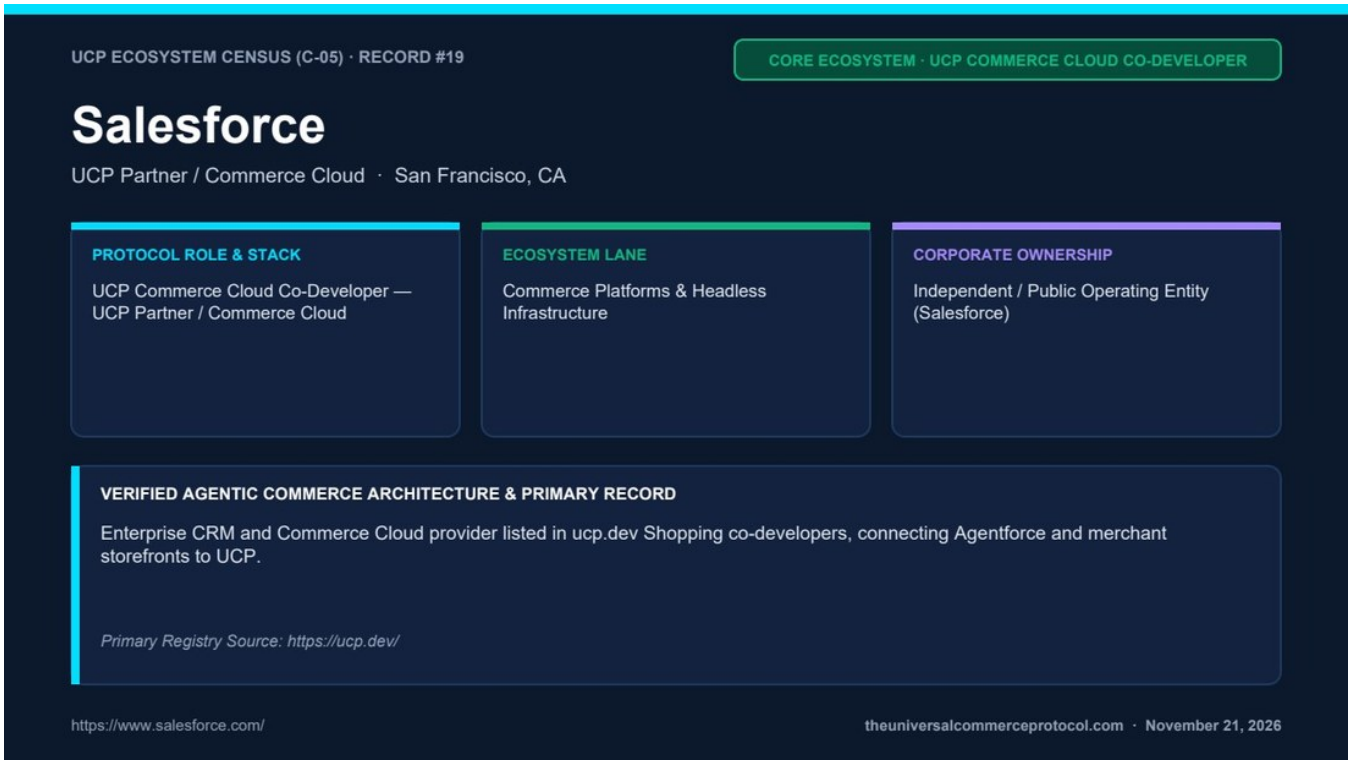
Salesforce — Verified Agentic Commerce Ecosystem Profile

UCP Partner / Commerce Cloud | San Francisco, CA | Verified November 21, 2026



1. Verified Ecosystem Record & Protocol Alignment

Field	Primary-Source Verified Detail
Entity	Salesforce
Official Ecosystem Role	UCP Partner / Commerce Cloud
Protocol Alignment	UCP Commerce Cloud Co-Developer
Ecosystem Lane	Commerce Platforms & Headless Infrastructure
Ownership Classification	Independent / Public Operating Entity
Headquarters	San Francisco, CA
Official Reference URL	https://www.salesforce.com/
Canonical Spec Registry	https://ucp.dev/

2. Protocol Architecture & Merchant Interoperability

Enterprise CRM and Commerce Cloud provider listed in ucp.dev Shopping co-developers, connecting Agentforce and merchant storefronts to UCP.

Within the open agentic-commerce stack (UCP /.well-known/ucp discovery, REST/JSON-RPC transports, AP2 verifiable payment mandates, and ACP delegated checkout), Salesforce operates inside the Commerce Platforms & Headless Infrastructure layer. UCP's core Merchant-of-Record principle ensures participating merchants retain direct customer relationships and fulfillment control rather than surrendering checkout to closed intermediaries.

3. Corporate Ownership & Governance Verification

Operates as an independent / publicly traded organization participating directly in UCP Commerce Cloud Co-Developer.

4. Frequently Asked Questions

Q: What role does Salesforce play in UCP and agentic commerce?

Enterprise CRM and Commerce Cloud provider listed in ucp.dev Shopping co-developers, connecting Agentforce and merchant storefronts to UCP.

Q: Where is Salesforce officially verified in public protocol registries?

Listed directly in https://ucp.dev/ under role 'UCP Partner / Commerce Cloud' (verified live November 21, 2026).

Q: How does Salesforce ownership map under Option B governance?

Operates as an independent / publicly traded organization participating directly in UCP Commerce Cloud Co-Developer.

5. Primary Sources & Companion Links

Reference	Verified URL
Canonical Protocol Registry	https://ucp.dev/
Official Entity URL	https://www.salesforce.com/
Live Web Profile	https://theuniversalcommerceprotocol.com/salesforce-ucp-ecosystem-profile/
Markdown Twin (.md)	https://theuniversalcommerceprotocol.com/wp-content/uploads/2026/11/salesforce-ucp-ecosystem-profile.md
C-05 Ecosystem Census Index	https://theuniversalcommerceprotocol.com/agentic-commerce-ecosystem-census/
Combined Census llms.txt	https://theuniversalcommerceprotocol.com/agentic-commerce-ecosystem-census-llms.txt

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