

Headless CRM is a Milestone, Not the Destination.

Why headless 360 accelerates the
Intelligent Enterprise



A Shift Bigger Than Architecture

When capabilities are no longer tied to one application:

- \\ Experiences become fluid
- \\ Decisions move closer to the point of action
- \\ Agents become participants, not tools

This is a new operating model. An enterprise where capabilities, intelligence and execution are connected. We call it the Intelligent Enterprise.

Headless Doesn't Necessarily Imply Intelligence...

Because access is not merely intelligence. An agent in Slack still needs business capabilities. An interaction still needs context. A workflow still needs coordination.

Headless changes where work happens. It does not, by itself, connect the enterprise behind it.



The Real Question

The question is no longer whether work can move beyond the application.

It is whether every experience can draw on the enterprise deeply enough to understand, coordinate and execute.

- \\ Is there enough context to make the right decision?
- \\ Is there enough coordination to carry the work through?
- \\ Is there enough access to execute in the systems that matter?



Context

Can experiences understand what's happening?

Every interaction carries history, intent, commitments.

The problem was never a lack of information. It's bringing the right information together at the right moment.

Context makes interactions informed rather than transactional. It also determines how well AI performs.



80%

reduction in pre-call preparation achieved for a scientific solutions leader, as Context turned customer and operational data into insight-ready briefs.

Coordination

Can experiences drive action across the enterprise?

Outcomes rarely depend on one system or team. Work flows across functions, workflows, partners and now agents

Understanding a problem is different from resolving it.

Coordination closes that gap

50%

reduction in SLA breaches achieved for a global fintech leader, as Coordination balanced work across 400 analysts and hundreds of queues.

Core

Can experiences access real business capabilities?

A customer request may need fulfilment, billing, inventory, service.

An employee may need to approve, provision, escalate. Most of this work lives outside the CRM.

Headless expands access, but Core makes it actionable.

After all, intelligence without execution is just conversation.



100%

automation achieved in benefit verification and pre-authorization for a leading biopharmaceutical company, as Core connected 10+ applications across the patient journey.

Headless 360 creates new ways to engage.

AI introduces new actors.

Agents participate, complete tasks and support decisions, but only with what the enterprise makes available to them.

- Without Core, they cannot act
- Without Context, they cannot understand
- Without Coordination, they cannot follow through



Build for the Destination, Not the Milestone

Headless 360 changes where work happens.

It creates the foundation.

Building on it takes:

Context: Connected enterprise intelligence

Coordination: Connected execution

Core: Connected business capabilities

Together, an
Intelligent Enterprise

Move beyond headless CRM.

Build the Intelligent Enterprise with Salesforce and Persistent.



Salesforce + Persistent: Better Together

About Persistent

Persistent Systems (BSE: 533179 and NSE: PERSISTENT) is a global services and solutions company delivering AI-led, platform-driven Digital Engineering and Enterprise Modernization to businesses across industries. With over 26,500 employees located in 18 countries, the Company is committed to innovation and client success. Persistent offers a comprehensive suite of services, including software engineering, product development, data and analytics, CX transformation, cloud computing, and intelligent automation. The Company is part of the MSCI India Index and is included in key indices of the National Stock Exchange of India, including the Nifty Midcap 50, Nifty IT, and Nifty MidCap Liquid 15, as well as several on the BSE such as the S&P BSE 100 and S&P BSE SENSEX Next 50. Persistent is also a constituent of the Dow Jones Sustainability World Index. The Company has achieved carbon neutrality, reinforcing its commitment to sustainability and responsible business practices. Persistent has also been named one of America's Greatest Workplaces for Inclusion & Diversity 2025 by Newsweek and Plant A Insights Group. As a participant of the United Nations Global Compact, the Company is committed to aligning strategies and operations with universal principles on human rights, labor, environment, and anti-corruption, as well as take actions that advance societal goals. With 468% growth in brand value since 2020, Persistent is the fastest-growing IT services brand in 'Brand Finance India 100' 2025 Report.

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