Salesforce's Waii Acquisition: AI and Natural Language to SQL

Published August 21, 2025 45 min read

Salesforce's Acquisition of Waii: Revolutionizing Data Access through AI-Driven Natural Language Queries

Introduction

In August 2025, Salesforce announced a definitive agreement to acquire **Waii**, a young startup known for its enterprise-grade natural language-to-SQL platform (Source: salesforce.com). Waii's technology translates plain-language questions into complex, production-ready SQL queries, helping users access and act on data more naturally and efficiently (Source: salesforce.com). This acquisition reflects Salesforce's strategic push to enhance its AI and data capabilities, enabling more intuitive data

exploration across its Customer 360 platform. In this report, we delve into who Waii is, the details of the Salesforce acquisition, and why it matters – examining strategic motives, industry trends, expert opinions, and the anticipated impact on customers, competitors, and Salesforce's product roadmap.

Who Is Waii? Background and Industry Positioning

Waii is a San Francisco-based startup (founded May 2023) that has rapidly emerged as a leader in natural language data querying for enterprises (Source: dqindia.com). Co-founded by CEO **Gunther Hagleitner** and CTO **Wangda Tan**, the company's team brings deep expertise in data infrastructure and knowledge graph systems (Source: aimmediahouse.com). Hagleitner previously held senior roles in big data technology (he was an Apache Hive project contributor and data platform veteran), while Tan led SQL engineering at Snowflake and earlier worked on Hadoop at Cloudera/Hortonworks (Source: aimmediahouse.com). Backed by notable investors like First Round Capital, Waii set out with a clear mission: *"to close the gap between what people want to ask and what their data systems can understand,"* as Hagleitner explains (Source: salesforce.com). In other words, Waii aims to make enterprise data **conversationally accessible** – freeing business users from having to write code or rely on technical teams for data insights.

Waii's flagship offering is an **API-first text-to-SQL engine** powered by a sophisticated metadata knowledge graph (Source: aimmediahouse.com). The platform allows users to ask questions in plain English and returns accurate, context-aware SQL queries that can run on a variety of databases. Under the hood, Waii combines the latest generative AI models with a purpose-built SQL compiler and optimizer to achieve over *95% accuracy* in translating natural language to SQL (Source: waii.ai). It supports real-world SQL complexity – handling joins, nested queries, custom functions, and even different SQL dialects across systems like Snowflake, PostgreSQL, MySQL, SQL Server, BigQuery, and more (Source: cio.com) (Source: cio.com). This breadth means no database is too complex; Waii's engine can adapt to thousands of schemas and tables, whether in cloud data warehouses or operational databases (Source: waii.ai) (Source: waii.ai). Security and governance are also built-in, with fine-grained access controls and support for data privacy (PII protection, encryption, SSO integration) to meet enterprise standards (Source: waii.ai).

A core innovation that sets Waii apart is its **dynamic metadata knowledge graph**. This internal knowledge graph maps an enterprise's entire data landscape – not just raw schema information, but the relationships between tables and columns, definitions of business metrics, and governance rules (Source: salesforce.com)(Source: aimmediahouse.com). By encoding the *semantics* of the data, Waii can understand context when interpreting a user's question. For example, if a sales manager asks, *"Show me all opportunities closed last quarter above $50k,"* Waii's system knows how "opportunities," "closed," "last quarter," and "$50k" relate to the underlying CRM database schema and data definitions. It uses the

knowledge graph to disambiguate terms and assemble the correct SQL (in this case, likely a query on an opportunities table filtered by close date and amount). This approach yields highly accurate and **deeply contextual** queries, going beyond simplistic keyword matching. Waii's platform also features a dialect-aware SQL compiler to tailor queries to each database's syntax, and a query optimizer to ensure the generated SQL runs efficiently (Source: salesforce.com)(Source: cio.com). In short, Waii positioned itself as a cutting-edge solution in the enterprise analytics and AI space – one that bridges the gap between non-technical users and the ever-growing troves of business data.

Figure: An example of Waii's metadata knowledge graph mapping an enterprise's data. The graph encodes tables, columns, metrics, and their relationships, providing a "unified semantic layer" that enables accurate natural language-to-SQL translation (Source: salesforce.com). By understanding data context (e.g. how Opportunities, Accounts, and Regions link together), Waii can interpret user questions and generate SQL queries that are both correct and meaningful.(Source: aimmediahouse.com)

In terms of industry positioning, Waii emerged in a burgeoning niche intersecting **business intelligence (BI)** and **AI**. Traditional BI tools have long attempted natural language query features – for instance, Microsoft Power BI's Q&A and Tableau's own "Ask Data" feature – but often with mixed success in understanding complex enterprise data. Waii's knowledge graph-driven method and focus on **enterprise-grade accuracy** gained attention as organizations sought to empower business analysts and managers to self-serve their data needs. By mid-2025, Waii had piloted its API with data teams at several companies (as indicated by logos of early customers on its site) (Source: waii.ai), demonstrating value in reducing the back-and-forth between business users and data engineers. Industry observers saw Waii as part of a new wave of AI startups making natural language interfaces to data more viable, using techniques beyond a single large language model – instead, blending AI with compiled query logic and semantic modeling. This made Waii an attractive target for larger platform companies looking to enhance data accessibility in their products. Salesforce's move to acquire Waii after barely two years of the startup's existence underscores Waii's perceived *leadership in the text-to-SQL domain* and the strategic importance of this capability in the current tech landscape (Source: dqindia.com).

Timeline and Terms of the Salesforce–Waii Deal

Salesforce publicly **announced the acquisition of Waii on August 7, 2025**, via a press release and company blog post (Source: salesforce.com). The deal is structured as a purchase of the privately-held startup for an **undisclosed sum**(Source: cio.com) – financial terms were not publicly disclosed, which is common for smaller strategic acquisitions. Salesforce indicated that the transaction is expected to close by its third fiscal quarter of 2026 (pending regulatory and customary closing conditions) (Source: salesforce.com). In practical terms, that implies a closing by late calendar 2025, given Salesforce's fiscal year 2026 runs through January 2026. No major regulatory hurdles are anticipated, as Waii is a relatively

small company (fewer than 50 employees and only about 2 years old). The announcement timing in early August suggests Salesforce aimed to complete the deal in the second half of 2025, likely to start 2026 with Waii's technology in-house and ready for integration.

Waii's rapid journey from founding to acquisition is notable. Founded in May 2023, the startup secured seed funding (with First Round Capital as a backer) and quickly developed its enterprise product (Source: aimmediahouse.com). By mid-2025, Waii's innovative approach had caught the attention of Salesforce, one of the world's largest software companies (Source: contactcentertechnologyinsights.com). The tight timeline – roughly 26 months from founding to definitive acquisition agreement – highlights both the **intense demand for AI-driven data solutions** and Salesforce's aggressive strategy to buy rather than build such capabilities in-house.

Salesforce's purchase of Waii did not occur in isolation; it is part of a **broader acquisition spree in 2025** as the CRM giant doubles down on AI and data. Key deals announced or completed around the same time include:

- **Convergence.ai (May 2025):** A London-based AI startup focused on *autonomous agents that can navigate web and app interfaces*. Salesforce acquired Convergence.ai to infuse Agentforce with the ability to execute tasks across different applications. That deal closed on June 11, 2025 (Source: aimmediahouse.com), and Convergence's technology is now used in Salesforce's platform for agent-driven task automation.

- **Informatica (May 2025):** In a blockbuster move, Salesforce signed an $8 billion agreement to acquire Informatica, a long-established provider of data integration, governance, and master data management tools (Source: aimmediahouse.com). This huge bet (still pending regulatory approval, expected to close in early fiscal 2027) aims to bolster Salesforce Data Cloud's capabilities in ingesting and managing data from myriad sources. Informatica's portfolio complements the "data plumbing" layer – ensuring Salesforce customers can unify and clean their data at scale, which in turn enhances any AI or analytics on that data.

- **Bluebirds (July 31, 2025):** Just one week prior to the Waii announcement, Salesforce agreed to acquire **Bluebirds**, an AI-driven prospecting platform that helps sales teams identify and engage high-potential leads using intelligent lead scoring and data enrichment (Source: aimmediahouse.com). Bluebirds is being integrated into Sales Cloud and Agentforce, automating top-of-funnel sales processes (so reps spend less time on research and more on closing deals). This deal, like Waii's, is slated to close by Q3 FY2026 (Source: aimmediahouse.com).

- **Waii (August 2025):** The acquisition in focus – bringing natural language query technology into Salesforce's fold. As described, Waii will be integrated into Salesforce Data Cloud and serve multiple parts of the Salesforce ecosystem (Source: salesforce.com).

Together, these acquisitions signal Salesforce's intent to build a **comprehensive AI-powered platform**, from data integration (Informatica) and intelligent data querying (Waii) to AI-driven automation (Convergence.ai) and AI-enhanced sales tools (Bluebirds). Salesforce Ben, an industry publication, noted that Salesforce is *"building an AI stack capable of handling every stage of the data journey"*(Source: salesforceben.com). The Waii deal in particular complements Salesforce's earlier purchases; it fills a gap by providing a user-friendly *natural language interface* on top of the rich data that Salesforce products collect and manage.

In terms of **deal specifics**, Salesforce's press release emphasized the strategic fit but did not detail what happens to the Waii brand or team post-close. Historically, Salesforce often assimilates smaller acquisitions by integrating their technology into existing Salesforce products (sometimes rebranding the tech under a Salesforce moniker) and hiring the startup team into Salesforce roles. We do know that Waii's co-founders and technical team are highly valued; Salesforce highlighted that *"Waii's team includes deeply technical founders with expertise in data infrastructure…reflecting years of focused development on one of the most fundamental challenges in enterprise AI"*(Source: salesforce.com). It's expected that Hagleitner, Tan, and the key engineers will join Salesforce's Data Cloud or Einstein AI groups to oversee the integration of Waii's technology. As of the announcement, Salesforce did not state whether Waii's existing customers will continue to be supported on the standalone Waii platform. Analyst coverage noted that Salesforce *"has not clarified whether Waii will retain its existing customers post-acquisition"*(Source: cio.com), which suggests those customers may eventually be migrated into Salesforce's ecosystem (e.g. via Tableau or Data Cloud offerings) once Waii's capabilities are fully absorbed.

Salesforce's Strategic Motives for the Acquisition

Salesforce's core motivation in acquiring Waii is to **enhance its platform with conversational data access**, making it easier for any user – not just data analysts or IT staff – to glean insights from enterprise data. Several strategic drivers stand out:

- **Empowering Non-Technical Users ("Data Democratization"):** A persistent pain point in organizations is that business users must rely on technical teams to run database queries or generate reports (Source: salesforce.com). This creates bottlenecks and slows decision-making, as simple questions (e.g. sales trends, customer segments) require manual SQL work by a data analyst or engineer. Salesforce has millions of "citizen users" (sales reps, service agents, marketers, managers) who are not fluent in query languages. By integrating Waii, Salesforce can *"remove technical barriers of data and empower all users – from executives to front-line workers – to interact with their data via natural language prompts"*(Source: salesforceben.com). In other words, Salesforce sees Waii as a catalyst to **democratize data analytics** within its ecosystem (Source:

salesforceben.com). Every Salesforce user could potentially ask questions in plain English (through a chat interface or voice) and get back answers or visualizations, without waiting on a report from IT. This aligns with Salesforce's broader vision of making analytics **ubiquitous and self-service**. As Salesforce EVP of Data Cloud Raveendrnathan Loganathan put it, *"the future of business isn't about having the most data; it's about making that data speak a common language...empower every employee...to have a trusted conversation with their data"*(Source: salesforce.com). Acquiring Waii directly supports this vision by providing the technology to let data "speak" in human terms.

- **Enhancing Salesforce Data Cloud as a Unified Data Platform:** Salesforce **Data Cloud** (formerly called Customer Data Platform or CDP) is the company's centralized data layer, meant to unify customer data from various sources and drive insights across Salesforce applications. By plugging Waii into Data Cloud, Salesforce can create a **unified semantic layer** over all that combined data (Source: salesforce.com). Waii's metadata graph will dynamically map all of an enterprise's data within Data Cloud, enabling natural language queries to seamlessly traverse across CRM records, marketing data, e-commerce data, etc., even if they reside in different tables or systems (Source: cio.com)(Source: cio.com). This is powerful – it means an AI agent or user question can join data from multiple Salesforce products (say, CRM + web analytics) on the fly, because the system "knows" the relationships. Salesforce describes this as enabling "language-driven exploration" across the platform, where the system understands *intent* and context, not just keywords (Source: aimmediahouse.com). In essence, Waii becomes an intelligence layer for Data Cloud, making Salesforce's **Customer 360** data truly interactive and readily accessible. This strengthens Data Cloud's value proposition against competing data platforms, by adding sophisticated NL query and knowledge graph capabilities out-of-the-box.

- **Powering Agentforce (AI Agents) and Workflow Automation: Agentforce** is Salesforce's new suite of tools for building **autonomous AI agents** that can handle tasks in sales, service, marketing, and commerce. These agents (think of them as customized ChatGPT-like assistants) need to both understand user requests and take actions using live enterprise data. Waii's technology will significantly enhance Agentforce by allowing AI agents to answer complex, ad-hoc business questions in real time using the data accessible via Data Cloud (Source: cio.com). For example, a support agent bot could be asked, "What is the customer's purchase history and last support ticket?" and the Waii-powered backend could generate a SQL query across the commerce and support databases to fetch that answer, which the agent then uses in conversation. Robert Kramer, Principal Analyst at Moor Insights & Strategy, noted that with Waii integrated, Salesforce's AI agents will be able to tap live Data Cloud information and even **trigger follow-up actions** in Salesforce workflows based on query results (Source: cio.com). This means Agentforce isn't just about chatbots responding to text – they can truly *analyze* data and then automate tasks (like flagging a sales opportunity or updating a record) without human intervention. Equipping Agentforce with robust data-querying capability is a key strategic move as Salesforce competes in the emerging field of AI

copilots for enterprise processes. Notably, Salesforce prevented a rival scenario where Waii's tech might power **other** companies' AI agents – one analyst pointed out the acquisition also *"could be a strategy by Salesforce to prevent its rivals from using Waii's technology"*(Source: cio.com).

- **Advancing Tableau and Analytics Offerings:** Salesforce's analytics portfolio (inherited from its Tableau acquisition in 2019) will receive a major boost from Waii. **Tableau Next**, the upcoming generation of Tableau, is slated to incorporate Waii as the foundation of a new semantic engine (Source: salesforce.com)(Source: salesforceben.com). Currently, Tableau allows some natural language queries (the "Ask Data" feature), but Waii's engine will supercharge this by using the live knowledge graph to interpret questions more intelligently. Salesforce stated that Waii's tech will *"form the foundation of Tableau's next-generation semantic engine, powered by a live knowledge graph"*, enabling **faster, more relevant analytics** through true language-driven exploration (Source: salesforce.com). In practice, this could mean a Tableau user can ask very complex questions (even multi-step questions) in plain language and get back not just a chart, but an analysis that understands their intent. For example, instead of manually creating calculated fields and filters, a user might ask, *"Show a trend of monthly sales per store, and highlight any month where a store's sales deviated more than 10% from its average"*, and Tableau (using Waii) could generate the appropriate multi-join SQL and produce an annotated visualization of the outliers. This kind of capability would leapfrog Tableau ahead of many competitors in self-service analytics. Additionally, integrating Waii means Tableau can handle semantic definitions (like what constitutes "active customers" or how fiscal quarter is calculated) consistently via the knowledge graph, reducing misinterpretation of metrics. Overall, Salesforce's motive is to make **analytics more conversational and intelligent**, driving broader adoption of its BI tools. Given that BI and CRM are converging via AI, this is a timely enhancement to keep Salesforce's analytics offerings competitive.

- **Completing Salesforce's End-to-End AI Stack:** Strategically, Salesforce is ensuring that it owns critical pieces of the AI value chain within its platform. Prior to Waii, Salesforce had invested in **generative AI (Einstein GPT)** in partnership with OpenAI, and it had the front-end pieces: chatbots, predictive models, and workflow automation (MuleSoft, Flow) to act on insights. Waii brings in a missing middle layer – the ability to interpret natural language **questions about data** and ground them in a company's database reality. This complements other recent acquisitions as discussed (Convergence for actions, Bluebirds for AI-driven data enrichment, etc.). Salesforce Ben observed that Agentforce is now Salesforce's *"highest priority"* and that the company is assembling an **AI stack that covers every stage** – data ingestion (Informatica), data unification (Data Cloud), data querying (Waii), AI reasoning (Einstein GPT/Agentforce), and action execution (Convergence) (Source: salesforceben.com). The motive here is both offensive (deliver cutting-edge capabilities to customers) and defensive (ensure Salesforce's platform remains the one-stop-shop for AI-powered CRM, leaving fewer gaps for competitors or third-parties to fill). By owning Waii's technology,

Salesforce can deeply embed it in its platform rather than relying on a partnership or external API that rivals might also use. This exclusivity can become a selling point: only Salesforce will have **Waii's level of NL-to-SQL accuracy and enterprise context** built into its CRM/analytics suite.

- **Responding to Customer Demand and Pain Points:** Fundamentally, Salesforce's customers are dealing with **data fragmentation** and **skill gaps**. Large enterprises often have data spread across siloed systems, and average business stakeholders cannot easily query across them. Everest Group analyst Yamohiadeen A.S. noted that Waii's integration will help solve issues of *"data fragmentation... and the dependence of non-technical users on technical teams to write their SQL queries."*(Source: cio.com) This speaks to real customer pain. Salesforce likely heard from clients that, despite having tons of data in Salesforce and related systems, getting answers was too slow or required too much expertise. By acquiring Waii, Salesforce can address these complaints head-on. The move is a bet that **making data access simpler will drive customer success and loyalty** – a strategic rationale well in line with Salesforce's ethos of customer-centric innovation.

In summary, Salesforce's motives blend a forward-looking **AI strategy** with immediate practical benefits for its platform. Waii's technology brings a rare combination of cutting-edge AI (natural language understanding) and robust enterprise data handling (knowledge graphs, compilers, security) (Source: salesforce.com). For Salesforce, this acquisition is about owning that capability to maintain a competitive edge, create new AI-powered features (across Data Cloud, Agentforce, Tableau, etc.), and ultimately, to sell more product by touting that *even non-technical users can unlock insights from the data* in Salesforce. It's a natural extension of Salesforce's message that their tools can make every part of a business smarter and more efficient through AI.

Alignment with Broader Industry Trends

Salesforce's acquisition of Waii aligns with several macro trends in cloud computing, enterprise SaaS, and AI that have been accelerating in recent years. Understanding these broader currents helps put the deal in context:

- **Rise of Generative AI and Natural Language Interfaces:** The year 2023-2024 saw an explosion of interest in generative AI (e.g. GPT-4, large language models) and their ability to interpret natural language. A clear trend has been incorporating natural language **chat or query interfaces** into software so that users can interact with complex systems more intuitively. In the enterprise domain, this means employees want to ask questions of their CRM, ERP, or analytics tools as easily as they ask Siri or ChatGPT. Salesforce's move reflects this trend – embedding a natural language query capability (via Waii) directly into its platform. Notably, Salesforce is not alone: **other major enterprise software players are making similar investments**. For example, Microsoft has been weaving OpenAI's GPT models into its products; specifically, *Microsoft Dynamics 365* (a Salesforce

competitor) announced *"Copilot"* features that let users ask questions and generate reports using natural language, backed by Microsoft's Azure OpenAI Service. Microsoft's new **Fabric** data platform also includes Copilot for data analytics. **Oracle** has introduced *"Select AI"* within its Customer Experience suite, aiming to let users query CRM data conversationally (Source: cio.com). **SAP** recently unveiled *"Joule,"* an AI assistant for SAP's enterprise applications, including SAP Customer Experience, to answer business questions. And in the SMB space, **HubSpot** launched *"ChatSpot"* (an AI chatbot for CRM queries using ChatGPT), while **Zoho CRM** expanded its **Zia AI** assistant (Source: cio.com). This flurry of activity shows a *convergent evolution* in the industry: CRM and cloud software vendors see **conversational AI** as the next competitive frontier. By acquiring Waii, Salesforce keeps pace (and arguably positions itself ahead, given Waii's specialized tech) in this race to provide AI-driven natural language interfaces. It signals to the market that Salesforce is serious about AI enablement, not just via partnerships (like using OpenAI) but by owning unique IP that can differentiate its platform.

- **Convergence of Data Platforms and AI/BI Tools:** Another trend is the blending of data warehousing, BI, and AI. Cloud computing has made it easier to centralize data (data lakes, lakehouses, etc.), but the value of that data is only realized if people can query and analyze it. In recent years, cloud data vendors (Snowflake, Databricks, etc.) have started adding AI/LLM capabilities to let users query data in plain English. At the same time, AI startups focusing on **"LLMs for databases"** have emerged (Waii being a prime example). The Waii acquisition aligns with the notion that **the future of analytics is conversational and augmented by AI**. It also underscores the importance of a **semantic layer** – an old concept (business semantic models) made new again by AI. Waii's knowledge graph approach is essentially creating a universal semantic layer over enterprise data. This aligns with a trend where vendors strive to provide a *single source of truth* and semantic consistency for analytics (for instance, ThoughtSpot's search-based analytics, or Looker's semantic modeling layer, etc.). Salesforce clearly wants to integrate that concept directly into its stack via Data Cloud + Waii, rather than having customers use separate tools for semantic modeling. In broader cloud computing context, this move fits into the push for **vertical integration of AI** – combining data storage, data processing, and AI interpretation in one platform. Cloud providers (like AWS, Azure, GCP) are doing this at infrastructure level, while Salesforce is doing it at the application level for CRM and business data.

- **AI as a Differentiator in CRM and SaaS:** As core CRM features (sales automation, service case management, etc.) become mature and somewhat commoditized, SaaS vendors are differentiating through built-in intelligence. **AI-powered features are a key selling point** for upgrading or choosing a platform. Salesforce, for instance, has been marketing its **Einstein AI** capabilities for predictive scoring, recommendations, and most recently Einstein GPT for generative use cases. The Waii acquisition ups the ante by adding *analytic intelligence*: the ability for the CRM to not only predict or recommend, but to answer arbitrary questions. This aligns with a trend of SaaS offerings becoming

more *proactive and insight-driven* rather than just data repositories. We see CRM competitors emphasizing similar AI differentiators – e.g., Oracle touting AI/ML in its Fusion apps, Microsoft with its AI Builder and Copilots, etc. The broader enterprise SaaS trend is that **users expect insights, not just raw data**. Integrating Waii means Salesforce can offer on-the-fly insights in response to natural queries, which is a strong differentiator. It also resonates with the trend of improving **user experience** in enterprise software: eliminating the need to navigate menus and reports, and instead simply asking a question to the system. In cloud software, reducing friction is key to adoption, and natural language is seen as the ultimate low-friction interface.

- **Knowledge Graphs and Contextual AI:** Waii's emphasis on a knowledge graph reflects a rising trend in AI: incorporating structured knowledge and context to overcome the limitations of large language models. Pure LLMs, while powerful, can hallucinate or err when precise, structured data is needed (like writing a SQL that correctly joins 5 tables). The industry is finding that adding **knowledge graphs, ontologies, and retrieval-augmented generation (RAG)** techniques leads to more reliable enterprise AI systems. Companies like Microsoft (with their Plug-in model for Bing/OpenAI) and Google (with its Knowledge Graph in search) have long used structured knowledge to complement AI. In the enterprise, startups like Waii, RelationalAI, or Microsoft's own work on Dataverse semantic models all point to a trend: *AI + knowledge graphs = Enterprise AI that is accurate*. Salesforce is embracing this trend by internalizing Waii's approach. This will allow Salesforce to combine its vast CRM data model (which is a kind of ontology of business entities) with AI in a more rigorous way. It also positions Salesforce well for future developments: as enterprise data continually changes, dynamic knowledge graphs that update in real-time (like Waii's does when schemas or metrics change (Source: cio.com)) will be crucial for maintaining AI accuracy. This is aligned with the industry's pursuit of **trustworthy AI** – ensuring AI outputs are correct, explainable, and up-to-date. Having a constantly updated semantic layer in Salesforce will help avoid scenarios where an AI agent is working off stale or misunderstood data definitions, a problem many organizations worry about.

- **Market Pressures and "AI Arms Race":** On a market level, Salesforce's acquisition aligns with an arms race among enterprise tech companies to acquire AI talent and IP. Since 2023, we've seen Big Tech and large software firms snapping up AI startups (for example, ServiceNow acquiring several AI startups, IBM buying Databand for AI ops, etc.). These acquisitions are partly defensive – to prevent competitors from getting an edge – and partly filling capability gaps quickly. Salesforce likely calculated that building a Waii-like system in-house would take too long or might not reach the same level of sophistication quickly. By buying Waii, Salesforce leapfrogs into a leadership position for **natural language data querying**. This move sends a message to the market (and to investors) that Salesforce *"gets"* the importance of generative AI and is willing to invest to maintain leadership in the CRM domain. In fact, Salesforce CEO Marc Benioff had publicly stated in 2023-2024 that AI was a top priority and that Salesforce would integrate AI into every aspect of its products – the Waii deal is

a tangible step in that direction. It aligns with investor expectations that Salesforce will continue to modernize its platform with AI to drive growth. The timing, ahead of Dreamforce 2025 (Salesforce's big conference), also likely allowed Salesforce to showcase new AI capabilities and reassure customers and investors that it's staying ahead of the curve.

In summary, the Salesforce–Waii deal is a microcosm of larger industry shifts: **AI making data more accessible**, breaking down technical barriers, and vendors consolidating AI innovations into their platforms. The acquisition positions Salesforce at the intersection of these trends – blending cloud data warehousing, AI, and business software into a seamless offering. If executed well, it will exemplify how embracing those trends can translate into product excellence and competitive advantage in enterprise SaaS.

Perspectives from Industry Experts and Analysts

The acquisition has drawn commentary from analysts and industry observers who see both the technological promise and strategic implications of Salesforce's move. Key perspectives include:

- **Moor Insights & Strategy (Robert Kramer):** Robert Kramer, a principal analyst at Moor Insights, highlighted that Waii addresses a *"real pain point"* for enterprises by ensuring accuracy and context in data queries (Source: cio.com). He noted that Waii's **dialect-aware SQL compiler** is particularly important given the variety of database platforms enterprises use. *"Snowflake, BigQuery, PostgreSQL, and others have their own rules and functions. This compiler ensures the generated SQL is correct and optimized for the target database, improving performance and reducing errors,"* Kramer explained (Source: cio.com). This underscores that Salesforce isn't just buying a flashy AI chatbot; it's acquiring deep technology that improves reliability of AI outputs. Kramer also pointed out that once integrated into Agentforce, **Salesforce's AI agents will be able to answer complex business questions in real time using live data**, and even initiate actions in Salesforce based on those answers (Source: cio.com). This essentially transforms Agentforce agents from simple Q&A bots into *"autonomous analysts"* and actors within an enterprise workflow. Kramer's take affirms that Salesforce is solving not just a UI problem but an analytics performance and multi-database compatibility problem – issues that matter a lot to large IT departments.

- **Everest Group (Yamohiadeen A.S.):** Yamohiadeen, a practice director at Everest Group, emphasized how Waii's integration will reduce **data fragmentation headaches**. Large companies often have siloed data; the analysis often requires joining data across those silos. Yamohiadeen noted that Waii's unified semantic layer alleviates the *dependence of non-technical users on technical teams*(Source: cio.com). In his view, this democratization could free up IT resources and speed up decision-making because business users won't be waiting in a queue for a data analyst to help them. This perspective spotlights the *operational efficiency* gain that Waii can provide to

Salesforce customers. It's not just about cool AI features; it's about changing how people work with data day-to-day, hopefully leading to faster insights and more agile business responses. Everest Group's analysis likely resonates with CIOs who care about empowering business units and reducing IT backlog.

- **Salesforce Ben (Thomas Morgan):** In a Salesforce Ben article, the author framed Waii as strategically equipping Salesforce to deliver *"more intuitive, conversational data access, lowering technical friction and enhancing analytics across the platform."*(Source: salesforceben.com) The article recapped Salesforce's own statements, reiterating that removing the technical barriers between users and data will save countless hours of back-and-forth between non-tech and tech teams (Source: salesforceben.com). Salesforce Ben also connected the dots between Salesforce's various 2025 acquisitions, noting that **Agentforce is the highest priority** and that Salesforce is clearly building an end-to-end AI stack for data and CRM (Source: salesforceben.com). The expert view here is that Salesforce has a coherent vision: each acquisition (Waii included) fills a specific gap towards a holistic AI-driven Customer 360 platform. By referencing the $8B Informatica deal and others, the article suggests that Salesforce is future-proofing its ecosystem with best-in-class components (be it home-grown or bought) for AI. The "final thoughts" from Salesforce Ben were optimistic: democratizing data comprehension will *"only benefit Salesforce teams"* and the acquisition is seen as a long-term play to keep Salesforce innovative (Source: salesforceben.com).

- **AIM Research (Anshika Mathews, AIM Media House):** An AIM Media House analysis labeled Waii as Salesforce's *"next data bet"* and placed it in context of a series of AI-focused deals (Source: aimmediahouse.com)(Source: aimmediahouse.com). It highlighted the background of Waii's founders (with significant data engineering pedigree) and noted the startup's API-first approach and VC backing, implying Salesforce acquired not just tech but a highly skilled team (Source: aimmediahouse.com). AIM's report echoed Salesforce's rationale that Waii will reduce the need for manual SQL queries, shorten time from question to answer, and maintain governance standards (Source: aimmediahouse.com). Interestingly, it also mentioned that **Salesforce's goal is to bring Waii's mission to "millions of users"** (quoting Hagleitner) and thereby support *"the next era of trusted, intelligent systems."*(Source: aimmediahouse.com) This speaks to investor and market sentiment: Salesforce is expected to leverage its scale to amplify what Waii built, which is attractive in that Salesforce can distribute Waii's capability to a vast customer base. For investors in Salesforce, moves like this are generally seen as positive if they clearly enhance the product value proposition, which in turn can drive revenue (through upsells or attracting new customers). However, AIM also put Waii as one piece in a jigsaw puzzle with other acquisitions, implying that the real payoff is in how all these pieces integrate and work together in Salesforce's platform.

- **Dataquest India (DQIndia):** A piece in DQIndia noted that acquiring Waii *"reflects Salesforce's aggressive approach to building out its AI portfolio."*(Source: dqindia.com) This aligns with investor commentary that Salesforce is in an investment mode for AI, which could have both short-term cost

implications and long-term growth implications. DQIndia emphasized how the move will make data queries easier for all users and that Salesforce is clearly pushing to make its platform more intelligent and user-friendly (Source: dqindia.com)(Source: dqindia.com). The article gave a simple example: a sales rep could ask *"Which customers in region A are up for renewal?"* and get the data instantly, without writing code (Source: dqindia.com). This kind of concrete example helps stakeholders visualize the value. It also subtly highlights that **customer experience will improve** – salespeople or support agents can get answers on the fly, potentially improving customer interactions. Market analysts often look at such capability in terms of competitive differentiation and user adoption: if Salesforce can deliver this seamlessly, it could increase stickiness of their platform and draw customers away from competitors that don't offer similar ease of use.

- **Small Business Perspective (SmallBizTrends):** An interesting angle came from a SmallBizTrends article, which framed Waii's benefits for small business owners. It reiterated Loganathan's quote about making data speak a common language (Source: smallbiztrends.com), and highlighted that small businesses often lack dedicated data teams – so being able to query data via natural language is a *"game-changer"* for them (Source: smallbiztrends.com). The author, Robert Johnson, tempered the enthusiasm by noting that adopting new tech can require training and that some small businesses might initially find the complexity intimidating (Source: smallbiztrends.com). This cautionary note is valuable: it suggests that while the technology is powerful, Salesforce will need to invest in **user education and change management** for customers to get the most out of it. It's a reminder that AI solutions must be approachable; otherwise, they risk underutilization. From an expert standpoint, this means Salesforce's execution (UI design, onboarding, documentation) will be as critical as the tech itself. Nevertheless, the small business angle reinforces the broad applicability of Waii's capability: not only large enterprises, but also mid-market and small businesses stand to benefit from easier data access, which could be a selling point for Salesforce in those segments.

Overall, the **expert consensus** is that the Salesforce–Waii deal is strategically sound and addresses real enterprise needs. It is seen as a move that can keep Salesforce at the forefront of the CRM and cloud software market, provided the integration is successful. Analysts recognize the foresight in Salesforce acquiring a technology that marries AI with data context (which is not trivial to build). Investor commentary tends to favor such acquisitions when they clearly align to product strategy – and in this case, Salesforce has been vocal that AI is the future of its platform. There is an implicit understanding that Salesforce's revenue growth in the coming years may hinge on new AI-driven products and increased usage of its Data Cloud; Waii's tech could catalyze both. One area to watch, as noted by some experts, will be how Salesforce manages the **integration timeline** and whether it can quickly translate Waii's capabilities into generally available features that customers can use. The promise is evident, but execution will determine the tangible impact in the market.

Impact on Customers, Competitors, and Salesforce's Roadmap

Customers: The acquisition of Waii has significant potential upsides for Salesforce customers. For end-users of Salesforce (across Sales Cloud, Service Cloud, Marketing Cloud, Tableau, etc.), this development means they can look forward to much more **natural and efficient interactions with data**. Instead of poring over reports or waiting on data specialists, a sales manager could simply *ask* Salesforce, "Give me the top 5 opportunities likely to close this month and why," and receive an immediate answer with supporting data. This capability can *save time and reduce frustration*, especially for non-technical users. It essentially brings the ease of consumer-grade AI assistants (like asking Alexa or Google a question) into the enterprise data context. Over time, this could lead to a cultural shift where employees at all levels become more data-driven, because the barrier to retrieving data insights is lowered. Salesforce's emphasis on **"empowering every employee...to have a trusted conversation with their data"** means that, if executed well, employees from frontline service reps up to executives will be better equipped to make informed decisions quickly (Source: salesforce.com).

From a value realization perspective, customers who have invested in Salesforce's platform and Data Cloud will likely **derive more ROI** when Waii's capabilities roll out. Data that was previously siloed or underutilized could yield insights through simple queries. For example, a marketing team could correlate campaign data with sales outcomes by asking a question, rather than exporting data to analysts. Furthermore, the **governance and security** embedded in Waii's solution (like respecting data permissions and masking sensitive info) means customers can open up data access confidently, without fear of exposing something they shouldn't. This addresses a common enterprise tension: how to give more people access to data without compromising controls. Waii's fine-grained controls and metadata-layer security will ensure that natural language queries obey the same data visibility rules already in place (Source: waii.ai).

There will, however, be a learning curve and needed enablement for customers. As the SmallBizTrends commentary noted, some users might initially be intimidated by the idea of querying data even in natural language (Source: smallbiztrends.com). Salesforce will likely need to provide intuitive interfaces (perhaps a chatbox in Salesforce apps or a voice assistant) and guided examples to help users trust and adopt the new feature. There may also be **training for admins** to curate the metadata graph – for instance, defining business terms or validating metrics so that Waii's system has the best info. Customers who already maintain data catalogs or have done the work to unify data in Data Cloud will benefit the most, whereas those with highly fragmented or messy data might need to improve data quality to fully leverage the NL query capabilities. Nonetheless, on balance, customers stand to gain through increased productivity and faster insights. Many routine data questions that today spawn support tickets or emails to analytics teams could be answered instantly. This could free up those data teams to focus on more complex analyses, a point that directly ties to improved operational efficiency.

One potential concern for customers is **continuity for current Waii users** (if any used Waii independently of Salesforce). If there are organizations that integrated Waii's API into their own products or workflows, they will need to know Salesforce's plans. It's possible Salesforce might eventually sunset the standalone Waii service in favor of embedding it in Salesforce products. Existing Waii customers (likely early adopters or pilot users) may be offered a migration path into Salesforce's platform. This is a relatively small subset, but it's worth noting. In general, Salesforce's customers (especially those already using Salesforce for BI/analytics) will be the big beneficiaries of this acquisition.

Competitors: The Waii acquisition can have various impacts on Salesforce's competitive landscape across CRM, analytics, and cloud AI:

- In **CRM and CX software**, Salesforce's main rivals (Microsoft Dynamics 365, Oracle CX, SAP CX, HubSpot, Zoho, etc.) are all actively incorporating AI. With Waii's technology, Salesforce can claim a differentiated capability: an **advanced NL-to-SQL query engine natively integrated**. Microsoft, for example, has AI Copilot features but largely leveraging OpenAI's model and its own Power BI Q&A (which has existed for years but perhaps not as advanced in context handling). Oracle's "Select AI" and SAP's Joule were just announced in 2023/2024; it remains to be seen how deep their querying capabilities go. Salesforce potentially leapfrogs these by having a more mature, context-aware system (thanks to Waii's knowledge graph). This could put competitive pressure on others to enhance their offerings. For instance, Microsoft might improve its Copilot's data querying or even acquire similar tech. It's noteworthy that by buying Waii, Salesforce also **takes it off the market** so competitors cannot use it. Salesforce has, in effect, scooped up a scarce resource (a team and tech with proven NL-to-SQL success). As one analyst noted, this precludes rivals from leveraging Waii's technology (Source: cio.com), which could otherwise have potentially powered something like Dynamics or another platform if Waii had partnered elsewhere. In the CRM sales process, Salesforce reps will now have a talking point: *"Can your current vendor let a VP simply ask a question and get an answer from all your customer data? Ours can."* That value proposition might sway prospects who are keen on empowering business users.

- In the **BI/Analytics market**, tools like Tableau (Salesforce), Power BI (Microsoft), Looker (Google Cloud), Qlik, and ThoughtSpot are in a features race for AI-driven analytics. Tableau, with Waii, is positioned to introduce a very robust natural language querying and semantic layer, which could match or exceed Power BI's capabilities. Microsoft's Power BI Q&A has allowed natural language queries, but it typically requires the data to be modeled properly, and the quality of answers can vary. Tableau + Waii might close the gap or surpass Power BI by leveraging the knowledge graph for context. **ThoughtSpot**, a search-analytics company, built its brand on allowing Google-like search of enterprise data. ThoughtSpot has also integrated LLMs for conversational analytics recently. Salesforce's move essentially brings similar (if not more advanced) capability in-house for Tableau. This could make Tableau more competitive and might pressure standalone analytics vendors.

Competitors might respond by improving their AI or even by partnering with other NL-to-SQL startups (though few are as advanced as Waii; others in this space include startups like NLP-based query tools or maybe something emerging from open-source research, but Waii was a standout). For Salesforce's legacy competitors like Oracle Analytics or IBM Cognos, this move raises the bar – they will need to show comparable AI features or risk looking outdated when Salesforce demos its new wares.

- In the **broader cloud platform war**, Salesforce is carving a niche as the *AI + Data* champion in business software. While not a direct competitor to cloud infrastructure providers, Salesforce's enhancements could position it against players like ServiceNow (which is also adding AI to workflows) or even custom solutions built on AWS/Azure/GCP. If Salesforce can convince customers that its platform already has the best AI-driven data querying, those customers might be less inclined to bolt together custom solutions using generic LLMs. It's a form of competitive moat – making the Salesforce ecosystem more compelling so customers stay and perhaps consolidate more of their data and processes on Salesforce. We might see competitors like ServiceNow, Workday, or others in specialized SaaS domains respond by acquiring or developing similar capabilities for their data (for instance, Workday could invest in natural language queries for HR/finance data). In any case, Salesforce has signaled it intends to maintain leadership by investing in AI capabilities natively.

- A secondary impact is on **partners and ISVs** in Salesforce's ecosystem. Some independent software vendors offer analytics or AI add-ons for Salesforce. If Salesforce provides robust NL querying out-of-the-box, certain third-party tools might become less necessary. For example, if a company was considering a third-party tool to enable conversational BI on Salesforce data, they might not need it post-Waii integration. This could shift the ISV landscape – some partners may pivot to complement Waii's capabilities (e.g., by offering vertical-specific pre-built questions or more advanced AI on top), while others might find their niche covered by the platform. Generally, when Salesforce expands platform features, it can both complement and compete with its ecosystem.

Salesforce's Product Roadmap and Integration Plans: Publicly, Salesforce has shared a high-level plan: once the acquisition closes, **Waii will be integrated into Salesforce Data Cloud** and its technology embedded across the platform including Agentforce and Tableau (Source: salesforce.com). More specifically, Salesforce said Waii's graph and query engine will power "agentic workflows and AI-driven insights," and form the foundation of Tableau's next-gen semantic layer (Source: salesforce.com)(Source: salesforce.com). This gives a clear roadmap for product integration:

- **Short-term (within ~6-12 months of close):** We can expect initial integration in **Salesforce Data Cloud**. This might appear as a new feature, perhaps an "Ask Data" or "Natural Language Query" interface accessible in Data Cloud or Einstein Analytics. It wouldn't be surprising if Salesforce releases a beta where users can query their unified profiles or segments in Data Cloud by asking questions. Also, **Agentforce** will likely get an upgrade whereby admins can configure AI agents to

use the Waii-powered query ability. Possibly at Dreamforce 2026 (or even 2025 if accelerated), Salesforce could demo an AI agent autonomously researching a question by querying Data Cloud and then taking action – a direct fruit of the Waii integration. **Tableau** might introduce a preview of the new semantic engine, perhaps as part of "Tableau Next". This could involve a revamped Ask Data feature that leverages the knowledge graph. We know from Salesforce that they plan to use Waii's tech for *live knowledge graph-powered analytics*(Source: salesforce.com), so a likely roadmap item is a **"Live Semantic Model"** in Tableau that automatically builds and updates from your data sources, enabling more robust natural language questions. Additionally, Salesforce could expose some of Waii's capabilities via **Einstein GPT** – for instance, allowing users to have a conversational analytics experience in Slack or Salesforce Chat where Einstein (backed by Waii) answers data questions.

- **Medium-term (1-2 years):** As Waii becomes fully integrated, Salesforce's roadmap would include making **natural language querying ubiquitous across the platform**. We might see it embedded in the CRM UI – e.g., a salesperson looking at an account record might type a question like "What products has this account purchased in the last 2 years?" and get an on-page answer drawn from multiple objects. Or a service manager in Service Cloud could ask, "Which knowledge base articles have the highest deflection rate for issue X?" and get a chart. Essentially, any list view or report could have a natural language query bar. **Tableau's next-gen** will likely roll out the semantic engine broadly, meaning customers can define their business glossary/metrics in Salesforce (or it learns from their usage), and then any user's question is interpreted against that consistent semantic layer. Over time, this could evolve into voice-activated analytics or more complex multi-turn conversations with data (imagine an AI agent that not only answers the first question but follows up with "I also found this insight, would you like to see more?"). The roadmap would also prioritize keeping the **knowledge graph updated** automatically – Salesforce might integrate it with their data schema management, so as customers add objects/fields or new data sources, the graph and NL understanding update in real-time (as Waii already designed it to do (Source: cio.com)).

- **Long-term:** Salesforce's vision could extend to making AI-driven data querying a norm in all its products. Perhaps even extending beyond SQL to things like automatically generating Apex code or integration queries via natural language (though Waii is specifically SQL-focused, the general principle could inspire other natural language tooling). Salesforce could also consider offering the Waii-based capability as a **platform service** for customers – for example, allowing customers to index their own external databases with the knowledge graph and use Salesforce's interface to query them. This strays into speculation, but it's conceivable if Salesforce wants to be the central AI data hub.

Salesforce has publicly stated the integration will maintain **governance and security** rigor: any NL queries will respect data permissions, etc., which is critical for roadmap trust (Source: waii.ai). They have also implied that the **Waii team** will continue driving this technology under Salesforce's umbrella, which is

important for continuity.

One thing to watch on the roadmap is how Salesforce brands and packages these new capabilities. Will it be part of **Einstein (e.g., Einstein Data Query)** or something under the Tableau brand, or a new name entirely? Often Salesforce creates a product name for a feature that can be licensed or included in certain editions. Given the cross-platform nature, it might be included as part of the Salesforce Platform license or as an add-on for analytics.

From a **competitive roadmap** standpoint, Salesforce's quick integration will be key. Competitors are not standing still, so Salesforce likely has an internal push to show at least preliminary integration by the next big release cycle. Their stated timeline to close by Q3 FY26 suggests they aimed to have regulatory approvals done in 2025 and start 2026 with integration work full throttle. If all goes well, by the time Salesforce's fiscal 2026 ends (Jan 2026), they may have something to preview or release. Investors and customers will expect to *see* the benefits fairly soon, not just hear promises. Therefore, Salesforce's product managers likely have an aggressive plan to embed Waii's engine, initially perhaps with limited scope (like just querying Data Cloud objects at first) and then expanding.

In conclusion, the integration of Waii is poised to significantly impact Salesforce's product trajectory, making AI-driven data querying a staple feature. Customers stand to gain easier access to insights and improved productivity, while competitors will be challenged to match Salesforce's new capabilities. The acquisition underscores that Salesforce's roadmap for the coming years is heavily centered on **AI + Data** – turning the vast data within Customer 360 into actionable intelligence through natural language and automation. It's a move that could redefine how users interact with enterprise software, shifting from clicks and dashboards to conversations with an AI that truly "speaks the language of the business's data."

Conclusion

Salesforce's acquisition of Waii is a strategic leap toward an AI-first future for enterprise software. By bringing Waii's natural language-to-SQL technology in-house, Salesforce is not just buying a product – it's acquiring a vision of enterprise data that is **immediately accessible, conversational, and intelligent**. Waii's background as a nimble startup with deep technical roots in data engineering uniquely positions it to supercharge Salesforce's platform. The deal's timing amid an industry-wide push for generative AI solutions shows Salesforce's resolve to lead, not follow, in harnessing AI for business value.

From the detailed examination above, several key takeaways emerge:

- **Waii's Technology and Mission:** Waii pioneered a solution to translate human questions into database queries with exceptional accuracy by using a dynamic metadata graph as context (Source: salesforce.com). Its mission of bridging the gap between people's questions and data's answers

aligns perfectly with Salesforce's goal of empowering users at all levels (Source: salesforce.com) (Source: salesforce.com). In Salesforce's hands, this technology will scale to thousands of customers, potentially revolutionizing how business people interact with data daily.

- **Strategic Fit:** Salesforce is integrating Waii across Data Cloud, Agentforce, and Tableau, indicating a holistic strategy to weave natural language querying into the fabric of Customer 360 (Source: salesforce.com). This will differentiate Salesforce's offerings and address customer pain points of data silos and technical bottlenecks (Source: salesforce.com)(Source: cio.com). It also complements other 2025 acquisitions aimed at building an end-to-end AI and data stack (Source: salesforceben.com).

- **Industry Context:** The acquisition aligns with broader trends – the race for AI-enhanced software, the need for semantic understanding in enterprise AI, and the democratization of analytics. Salesforce's move keeps it competitive with rivals like Microsoft, Oracle, and SAP, who are introducing their own AI assistants (Source: cio.com). It also potentially sets a new benchmark for conversational BI that could ripple across the industry.

- **Expert Validation:** Analysts and experts view the deal as addressing real enterprise needs (accuracy, context, ease of use) and generally laud Salesforce's foresight (Source: cio.com)(Source: salesforceben.com). There is consensus that if executed well, this will bring significant value to customers and strengthen Salesforce's market position.

- **Customer and Competitive Impact:** Customers can expect more powerful self-service analytics and productivity gains, though they will need to adapt to new tools. Competitors will need to respond, perhaps accelerating their own AI roadmap. Ultimately, the biggest winners could be business users who gain the ability to converse with their enterprise data and get timely insights, something that used to require specialized skills or significant wait times.

As Salesforce moves forward with the integration, success will hinge on how seamlessly Waii's capabilities are embedded and how intuitively they are exposed to users. The vision is clear: a Salesforce platform where **data speaks the language of the user**. If realized, Salesforce will have transformed data access from a technical chore into a natural dialogue – fulfilling a promise of enterprise AI that has been on the horizon for years. The Waii acquisition is both a culmination of technological advances in AI and a starting point for the next chapter of CRM innovation. In the coming year, all eyes will be on Salesforce to see how Waii's technology blossoms within the Customer 360 ecosystem, potentially setting a new standard for what it means to truly put "analytics in everyone's hands."

Sources:

- Salesforce Newsroom – *Salesforce Signs Definitive Agreement to Acquire Waii* (Press Release, Aug 7, 2025) (Source: salesforce.com)(Source: salesforce.com) (Source: salesforce.com)(Source: salesforce.com) (Source: salesforce.com)(Source: salesforce.com)
- CIO.com – *Salesforce to acquire Waii to enhance SQL analytics in Agentforce* (Aug 11, 2025) (Source: cio.com)(Source: cio.com) (Source: cio.com)(Source: cio.com) (Source: cio.com)
- AIM Media House – *Salesforce's Next Data Bet Is Waii* (Aug 11, 2025) (Source: aimmediahouse.com) (Source: aimmediahouse.com) (Source: aimmediahouse.com)(Source: aimmediahouse.com) (Source: aimmediahouse.com)
- Salesforce Ben – *Salesforce Acquires Waii to Bring Natural Language Data Queries to Enterprise* (Aug 8, 2025) (Source: salesforceben.com)(Source: salesforceben.com) (Source: salesforceben.com) (Source: salesforceben.com)
- DQ India – *Salesforce acquires Waii to enhance AI-driven data access* (Aug 12, 2025) (Source: dqindia.com)(Source: dqindia.com)
- SmallBizTrends – *Salesforce to Acquire Waii, Revolutionizing Data Access with AI* (Aug 12, 2025) (Source: smallbiztrends.com)(Source: smallbiztrends.com)
- Waii Official Website – *Waii.ai — Enterprise Text-to-SQL API* (accessed 2025) (Source: waii.ai) (Source: waii.ai) (Source: waii.ai)

Tags: salesforce, waii, text-to-sql, natural language processing, ai, data querying, business intelligence, crm

---

About Cirra

About Cirra AI

Cirra AI is a specialist software company dedicated to reinventing Salesforce administration and delivery through autonomous, domain-specific AI agents. From its headquarters in the heart of Silicon Valley, the team has built the **Cirra Change Agent** platform—an intelligent copilot that plans, executes, and documents multi-step Salesforce configuration tasks from a single plain-language prompt. The product combines a large-language-model reasoning core with deep Salesforce-metadata intelligence, giving revenue-operations and consulting teams the ability to implement high-impact changes in minutes instead of days while maintaining full governance and audit trails.

Cirra AI's mission is to **"let humans focus on design and strategy while software handles the clicks."** To achieve that, the company develops a family of agentic services that slot into every phase of the change-management lifecycle:

- **Requirements capture & solution design** – a conversational assistant that translates business requirements into technically valid design blueprints.
- **Automated configuration & deployment** – the Change Agent executes the blueprint across sandboxes and production, generating test data and rollback plans along the way.
- **Continuous compliance & optimisation** – built-in scanners surface unused fields, mis-configured sharing models, and technical-debt hot-spots, with one-click remediation suggestions.
- **Partner enablement programme** – a lightweight SDK and revenue-share model that lets Salesforce SIs embed Cirra agents inside their own delivery toolchains.

This agent-driven approach addresses three chronic pain points in the Salesforce ecosystem: (1) the high cost of manual administration, (2) the backlog created by scarce expert capacity, and (3) the operational risk of unscripted, undocumented changes. Early adopter studies show time-on-task reductions of 70-90 percent for routine configuration work and a measurable drop in post-deployment defects.

Leadership

Cirra AI was co-founded in 2024 by **Jelle van Geuns**, a Dutch-born engineer, serial entrepreneur, and 10-year Salesforce-ecosystem veteran. Before Cirra, Jelle bootstrapped **Decisions on Demand**, an AppExchange ISV whose rules-based lead-routing engine is used by multiple Fortune 500 companies. Under his stewardship the firm reached seven-figure ARR without external funding, demonstrating a knack for pairing deep technical innovation with pragmatic go-to-market execution.

Jelle began his career at ILOG (later IBM), where he managed global solution-delivery teams and honed his expertise in enterprise optimisation and AI-driven decisioning. He holds an M.Sc. in Computer Science from Delft University of Technology and has lectured widely on low-code automation, AI safety, and DevOps for SaaS platforms. A frequent podcast guest and conference speaker, he is recognised for advocating “human-in-the-loop autonomy”—the principle that AI should accelerate experts, not replace them.

Why Cirra AI matters

- **Deep vertical focus** – Unlike horizontal GPT plug-ins, Cirra’s models are fine-tuned on billions of anonymised metadata relationships and declarative patterns unique to Salesforce. The result is context-aware guidance that respects org-specific constraints, naming conventions, and compliance rules out-of-the-box.
- **Enterprise-grade architecture** – The platform is built on a zero-trust design, with isolated execution sandboxes, encrypted transient memory, and SOC 2-compliant audit logging—a critical requirement for regulated industries adopting generative AI.
- **Partner-centric ecosystem** – Consulting firms leverage Cirra to scale senior architect expertise across junior delivery teams, unlocking new fixed-fee service lines without increasing headcount.
- **Road-map acceleration** – By eliminating up to 80 percent of clickwork, customers can redirect scarce admin capacity toward strategic initiatives such as Revenue Cloud migrations, CPQ refactors, or data-model rationalisation.

Future outlook

Cirra AI continues to expand its agent portfolio with domain packs for Industries Cloud, Flow Orchestration, and MuleSoft automation, while an open API (beta) will let ISVs invoke the same reasoning engine inside custom UX extensions. Strategic partnerships with leading SIs, tooling vendors, and academic AI-safety labs position the company to become the de-facto orchestration layer for safe, large-scale change management across the Salesforce universe. By combining rigorous engineering, relentlessly customer-centric design, and a clear ethical stance on AI governance, Cirra AI is charting a pragmatic path toward an autonomous yet accountable future for enterprise SaaS operations.
