SALESFORCE HEADLESS 360 AND THE JANUARY 2027 RENEWAL WINDOW

What Headless 360 is, which meters it runs on, why the rate card is still incomplete, and what customers renewing before January 2027 should secure in writing

A research note for CIOs, CRM platform owners, enterprise architects and procurement leaders with a Salesforce renewal, uplift or Agentforce proposal landing between now and the end of January 2027, who have heard the Headless 360 pitch or already have agents calling Salesforce through MCP tools and APIs. It is not tied to any single client situation. Written from the buyer's side of the table. Redress Compliance, 2026.

Key takeaways

- Headless 360 is an architecture, not a SKU. Every capability in Data 360, Customer 360, Agentforce and Slack is now exposed as an API, an MCP tool or a CLI command so that agents can run Salesforce without a browser. There is no standalone price, and there will not be one. The cost flows through meters that already exist.
- Those meters are Flex Credits, per user Agentforce add ons, Data 360 credits and your org's API allocation. An Agentforce action draws 20 credits and a Voice action 30, at roughly USD 500 per 100,000 credits. Two usage types that Headless 360 traffic will draw most heavily, record operations and process invocations, are on the rate card with no multiplier.
- January 2027 matters for three reasons: it closes Salesforce's fiscal year and its heaviest renewal quarter, it is the window in which the missing multipliers are most likely to be published, and every customer who signs before then is signing multi year paper against a meter that has no price yet.
- Headless usage also changes the seat argument. When agents and external surfaces do the work, Salesforce will move the value from the user license to the credit pool and the per user add on. A renewal that carries the same seat count into a headless estate pays twice.
- Renew on your own forecast, pin every unit rate that exists, secure a rate cap and a written treatment for the ones that do not, and keep the Headless 360 decision out of the renewal deadline. The architecture can be adopted at any time. The terms can only be set once.

1. WHAT HEADLESS 360 IS

Salesforce announced Headless 360 at TDX in April 2026 and has expanded it since. It is the largest platform change Salesforce has made in over a decade, and it is commercially the least defined. The anatomy is consistent:

- **Every capability exposed.** The platform is organized in four layers: Data 360 as the system of context, Customer 360 applications as the system of work, Agentforce as the system of agency, and Slack and other surfaces as the system of engagement. Headless 360 opens each layer through APIs, more than sixty MCP tools and sf CLI commands.
- **Agents as the primary user.** Coding agents build and deploy on the platform through hosted MCP servers and prebuilt skills. Business agents, whether Agentforce or a third party agent connecting through MCP, read records, run flows, query Data 360 and act on cases and opportunities without a human in a browser.
- **A new experience layer.** Rich interactions rendered wherever the user already is: Slack, voice, WhatsApp, a partner application or a custom surface. The Salesforce UI becomes optional.
- **Governance that travels.** Permissions, sharing rules, approval chains and compliance settings apply to agent access as they do to human access. Salesforce positions this as the reason to route agents through its platform rather than around it.

- **Included, with conditions.** Hosted MCP access is included with Enterprise Edition and above. Ordinary record operations through MCP consume the org's existing daily API allocation. Anything that touches a metered service, an Agentforce action, a Data 360 query, a prompt, draws Flex Credits.

2. WHAT IT CHANGES COMMERCIALLY

- **The browser was the meter.** Salesforce has priced by the human in front of a screen for twenty five years. Headless 360 removes the human and replaces the seat with a stream of actions, queries and invocations. The commercial model has to follow, and Salesforce has said as much: value moves to the credit pool and to per user Agentforce add ons.
- **Three price lists on one product.** Agentforce has been sold per conversation, per action through Flex Credits, and per user through add ons at roughly USD 125 per user per month, USD 150 in regulated industries, all within eighteen months. Headless traffic can land on any of the three depending on how the order form is written.
- **Credits that expire.** Flex Credits carry no rollover. Unused credits lapse at the order end date. Exhausted credits do not overage; metered operations fail or throttle until more are bought, which puts the account team in the room mid term.
- **A rate card with blanks.** The current card prices Agentforce actions, Voice, Data 360 operations, Help Agent resolutions and Personalization. Customer 360 record operations, meaning create, read, update and delete, and process invocations, meaning Flow and Apex, are listed with no multiplier. Those are the two usage types a headless estate generates most.
- **API limits become a ceiling.** Record operations through MCP count against the org's daily API request allocation. Estates with heavy integration already run close to the limit. Agents added on top either breach it or push the customer to buy API capacity, which Salesforce sells as an add on.
- **Account forecasts run low.** In the headless estates we have modeled, account team burn forecasts ran forty to seventy percent below actual consumption once agents went live. The forecast sells the pre purchase. The gap sells the top up.

3. THE METERS: WHAT BILLS TODAY AND WHAT DOES NOT

Usage	Meter	Rate today	Status and risk
Hosted MCP access	Edition entitlement	Included, Enterprise Edition and above	Stable. Confirm the entitlement is stated in the order form, not only on a web page.
Record operations through MCP or API	Daily API request allocation; Customer 360 record operation usage type	Within existing limits; multiplier TBA	The largest headless volume. No price today, a price expected. Model the volume now.
Process invocations, Flow and Apex, by agents	Customer 360 process invocation usage type	Multiplier TBA	Every automated workflow an agent triggers. Same exposure as above.
Agentforce action	Flex Credits	20 credits, about USD 0.10	Priced. Volume is the unknown; ten actions per conversation is typical in production.
Agentforce Voice action	Flex Credits	30 credits, about USD 0.15	Priced. Voice minutes multiply actions quickly.
Data 360 queries, prep, segmentation	Data 360 credits, tiered monthly	Tiered multipliers, reset each calendar month	Priced but volatile. Agents querying Data 360 at scale change the tier every month.

Usage	Meter	Rate today	Status and risk
Employee agent access	Per user add on	About USD 125, USD 150 regulated	Priced. Watch for the add on being applied to every seat rather than every agent user.
Flex Credit purchase models	Pre purchase, Pay as you go, Pre Commit	USD 500 per 100,000 at list, discount by model	The spread between models is 20 to 35 percent per action. The model chosen at renewal decides the unit cost for the term.

Rates and usage types are drawn from the rate card in force at the time of writing. Salesforce updates the card without notice; verify against the version attached to your order form.

4. WHY JANUARY 2027 MATTERS

Three calendars converge in the last week of January 2027, and each pulls in Salesforce's favor unless the buyer plans for it.

- **Salesforce's fiscal year end.** The fiscal year closes on 31 January. Q4 is the heaviest renewal quarter and the one in which the account team has the most discretion and the least patience. Proposals that combine a renewal, an Agentforce commitment and a Headless 360 narrative are built to close in that window.
- **The missing multipliers.** The record operation and process invocation usage types were added to the rate card in 2026 without a price. Salesforce's pattern with Data Cloud, Flex Credits and Agentforce editions has been to announce the construct first and price it within two or three quarters. A customer who signs a three year order form before the price is published has accepted the price sight unseen unless the paper says otherwise.
- **Seat counts written for a browser estate.** Renewals signed now will carry seat counts, editions and uplift caps built for how people used Salesforce in 2025. By 2028 a material share of that work will be done by agents through headless surfaces. The seats stay on the invoice; the credits arrive on top.
- **Credits sized by the account team.** Pre purchase blocks proposed now are sized to the account team's forecast, which sells the block. When the block runs out mid term, the top up is priced at whatever the card says that day, with no leverage.
- **The conversion clause.** Salesforce offers to convert seats to credits without early renewal or penalty. The conversion ratio is not published and is set in the order form. A customer who has not negotiated the ratio at renewal will be offered one when it is needed.

5. WHERE THE EXPOSURE SITS

The illustration below is a mid sized Salesforce estate, roughly 2,500 CRM users on Enterprise Edition, renewing in December 2026 for three years with an Agentforce and Headless 360 proposal attached. Figures are approximate list and for structure, not quotation.

Line	Salesforce's opening structure	Approx. three year value	Buyer side structure	Approx. three year value
Core CRM seats	2,500 seats flat, 7 percent annual uplift	USD 15.4M	2,500 seats year one, right to true down 15 percent at anniversary as agents absorb work, uplift capped at 3 percent	USD 13.1M
Agentforce per user add on	2,500 users at USD 125	USD 11.3M	600 named agent users staged to 1,200, add on price fixed for term	USD 3.9M
Flex Credit pre purchase	5M credits per year at list, no rollover	USD 7.5M	Pre Commit at 30 percent below list, 8M credits sized to buyer forecast, annual rollover of 25 percent unused	USD 8.4M

Line	Salesforce's opening structure	Approx. three year value	Buyer side structure	Approx. three year value
Record operations and process invocations	Silent, multiplier TBA	Open	Written treatment: included in API allocation for term, or capped at a stated multiplier no higher than a standard action	USD 0
API capacity add on	Sold when limits are hit, at list	USD 0.9M	Allocation increased at renewal to cover forecast agent traffic, at no charge	USD 0
Data 360 credits	Base pool, tiered overage at card rates	USD 2.4M	Pool sized to agent query forecast, tier locked at the year one volume	USD 1.7M
Mid term credit top ups	At card rate on the day	USD 2.0M (typical)	Top up rate equal to committed rate for the term	USD 0.6M
Total		**USD 39.5M plus open lines**		**USD 27.7M, all lines capped**

- **The add on is the largest new line.** Applied to every seat it doubles the CRM bill. Applied to the users who actually run agents it is a modest line. The difference is a definition in the order form.
- **The open meter is the largest risk.** Record operations and process invocations are the bulk of headless traffic and have no price. A renewal that is silent on them has delegated the price to Salesforce.
- **Credits are cheaper on a Pre Commit and more expensive on a top up.** The buying model and the top up rate decide the unit cost, not the headline USD 500 per 100,000.
- **Seats will not fall on their own.** Salesforce does not reduce seat counts mid term. True down rights have to be written in, or the headless estate pays for the browser estate it replaced.

6. HOW CUSTOMERS RENEWING BEFORE JANUARY 2027 SHOULD RESPOND

The response is a sequence. Its purpose is to build the buyer's own consumption forecast, pin every rate that exists, write a treatment for the ones that do not, and separate the architecture decision from the renewal deadline.

- **1. Inventory what already runs headless.** List every integration, agent, MCP connection and coding assistant that calls the org today, by usage type and volume. Most estates discover headless traffic they did not know they had.
- **2. Forecast in the meters, not in seats.** Convert the planned agent use cases into actions, Voice actions, record operations, process invocations and Data 360 queries per month for three years. Use production ratios: several actions per conversation, several record operations per action. Compare the result with the account team's forecast and expect a large gap.
- **3. Decide the add on population.** Define an agent user as someone who invokes agents in the course of their work, not every CRM seat. Get the definition and the count into the order form.
- **4. Pin the rates that exist.** Action, Voice, Data 360 tier, per user add on and API allocation, all fixed for the term, with the rate card version attached to the order form and a clause that later card changes do not apply to in scope usage types.
- **5. Write a treatment for the rates that do not.** Record operations and process invocations through headless surfaces are either included within the API allocation for the term, or priced at a stated multiplier no higher than a standard action, with ninety days notice before any change. Silence is acceptance.
- **6. Buy credits on your forecast, on the right model.** Pre Commit or a negotiated pre purchase at the buyer's volume, rollover of a stated share of unused credits, top ups at the committed rate, and a conversion ratio from seats to credits fixed at signature.

- **7. Secure true down.** A right to reduce seats by a stated percentage at each anniversary as agents absorb work, without losing the discount tier. This is the clause Salesforce resists most and the one worth the most by year three.
- **8. Keep the architecture out of the deadline.** Headless 360 can be adopted on any day of the term. Do not let the account team make it the reason to sign in the last week of January. Evaluate the agent roadmap on its merits, on your calendar, with the terms above already in the paper.
- **9. Put it on the renewal agenda in writing.** Every point above goes to Salesforce as a written position before the proposal is finalized. The answers, not the sales deck, go with the order form.

7. TERMS TO SECURE IN THE RENEWAL

Term	Salesforce's default position	What the buyer should hold out for
Rate card	Current card applies; Salesforce may update	Card version attached; in scope usage types fixed for term; ninety days notice on any new multiplier
TBA usage types	Silent	Record operations and process invocations included within API allocation, or capped at a stated multiplier no higher than a standard action
Flex Credit model	Pre purchase at list, no rollover, top ups at card	Pre Commit discount, 25 percent rollover, top ups at committed rate, no expiry inside the term
Per user add on	All seats, then current price	Defined agent user population, price fixed, additions at same net rate
Seat true down	None until renewal	10 to 15 percent at each anniversary, discount tier preserved
Seat to credit conversion	Ratio set when requested	Ratio fixed in the order form, exercisable at any anniversary
API allocation	Standard per edition; capacity sold as add on	Allocation sized to forecast agent traffic at no charge for the term
Uplift	7 percent or higher	Capped at 3 percent, or 0 on lines already repriced by consumption
Data 360 tiers	Monthly tier by volume	Tier locked at year one forecast volume regardless of month

8. MISTAKES THAT COST THE MOST

- Signing a three year order form in January 2027 that is silent on record operations and process invocations, and reading the multiplier on the card six months later.
- Accepting the Agentforce per user add on across every CRM seat because the proposal presented it as the edition, not as an add on.
- Buying the pre purchase credit block the account team sized, on Pay as you go, and topping up at card rate in month seven.
- Carrying the 2025 seat count into a term in which agents will do a third of the work, with no true down right.
- Letting the platform team connect coding agents and third party MCP clients to production before procurement knows which meters they draw on.
- Treating Headless 360 as the reason to close the renewal in Salesforce's Q4, rather than as an architecture to adopt once the terms are set.

9. HOW REDRESS HELPS

Redress Compliance runs the exercise from the buyer's side: the headless usage inventory, the consumption forecast in Salesforce's own meters, the seat and add on population analysis, the credit model and buying structure, the written treatment for unpriced usage types, and the negotiation of the renewal, the Agentforce commitment and the Headless 360 terms on the client's calendar rather than Salesforce's fiscal year end. Our fees are fixed, and every dollar kept off the renewal belongs to the client.

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