

 **AbsoluteLabs**

SPOTLIGHT

April 2026

EDITION 2

WELCOME

April has been a big month for the AbsoluteLabs team, and this edition of Spotlight has plenty to show for it.

From the energy of the Retail Technology Show at ExCeL, to sponsoring MuleSoft Connect:AI, to celebrating Rolando's London Marathon achievement, it's been a month of showing up, at events, for our clients and for each other.

We hope you enjoy this month's edition.



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WHAT'S NEW?



Consulting
Summit
Partner

Keith Fleishman, Sales Director, AbsoluteLabs, was at the Salesforce FY27 Commercial Partner Kick-off in London and went on to work through the innovative Salesforce Marketing Cloud Next offering, providing a wealth of insights:

“Agentforce has clearly moved past the "is this real?" phase. The questions in the room weren't about what it is anymore - they were about what the second and third use cases look like once the first one is live. A noticeably different conversation than this time last year.

The bar for partners is rising, and that feels right. There's a growing expectation to stay involved well beyond go-live and actually see customers through to value. After 15 years of watching well-intentioned projects stall after the launch party, it's a shift that's long overdue.

Industry-specific outcomes are also getting more airtime than generic platform talk, which is exactly where the conversation should be. Customers don't buy capability. They buy what it does for them on a Tuesday morning.”

“And on the product side, anyone who's lived in the legacy Marketing Cloud world knows the drill - ExactTarget on one side, the CRM on the other, marketers chasing IT for SQL queries, agencies billing to write HTML. You learn to live with it.

MC Next isn't that. It's native to the Salesforce platform. Same data model, same Flow, same architecture as Sales and Service. The bits we've all been working around for years just aren't there anymore.”

It's always fantastic to spend time with the Salesforce team, we look forward to future partner events.





Full Throttle: How AI Overcomes Internal Process Drag

We find that most businesses aren't stalling because of bad strategy; they stall because of the friction nobody has quite got around to fixing. To understand this a little better, we ran a poll to uncover the real pain points and explored the opportunities AI creates to solve them. We'd love to know if it resonates.

Earlier this month we asked our community a simple question: What's the biggest roadblock in your organisation right now? The responses were telling.

More than half of respondents - 53%, pointed to internal processes as their number one pain point. Outdated systems came in second at 21%, followed by vendor and partner issues at 16%, and skills shortages at 11%. **Read on...**



A huge shoutout to our very own **Rolando Buendia** who completed the London Marathon! An incredible achievement! We couldn't be prouder.

Feeling inspired? Let us know if you'd like to run with **AbsoluteLabs** next year, we'd love to have you join us.

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EVENTS

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MuleSoft Connect:AI



We were proud to sponsor MuleSoft Connect:AI, a high-energy day full of insights (despite the tube strike!).

From keynote panel discussions to expert-led breakout sessions, the message was clear: MuleSoft is going headless, with direct integrations into Slack and Claude landing as soon as next month.

LLMs are fast becoming the new “face” of integrations, turning months of work into minutes and amplifying, not replacing, developers. The bottom line? As agents scale, strong integration foundations and smart governance will define the leaders in the Agentic era.

So many great discussions were had, this was a truly standout event, and one we were delighted to be part of.



RETAIL TECHNOLOGY SHOW 22-23 April 2026 Excel, London

Retail Technology Show has always been great, but this year felt special. We joined over 15,000 retail professionals at ExCeL London for two packed days, including a buzzing keynote from M&S Chairman Archie Norman, and we loved seeing so many familiar faces at our stand.

The theme running through the show floor was impossible to ignore: customer centricity as a genuine strategic reset. The best operators are shifting from passive to proactive, empowering store teams to create opportunities rather than wait for customers to come to them. Retention is overtaking acquisition, and data, used smartly, not just abundantly, is what makes every customer interaction feel personal rather than generic.

A brilliant two days.

We're already counting down to next year.



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FUTURE EVENTS



ShopTalk, 9-11th June

In June we'll be heading to Barcelona for ShopTalk Europe. Three days at Fira Gran Via with 160+ industry leaders, ShopWalks through Barcelona's best retail innovation, TechTalks, solution showcases and exclusive networking dinners, all centred on the themes shaping retail right now: AI transformation, unified commerce, retail media and customer experience. It's shaping up to be a brilliant few days.



Salesforce Agentforce World Tour, 18th June

Next up for the **AbsoluteLabs** team is Salesforce Agentforce World Tour London. A full day of expert-led sessions, live demos, and hands-on learning, all centred on how AI and agent-first innovation are transforming the way we work. The focus is firmly on execution and outcomes, which is exactly where the best conversations happen.



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**We hope you enjoyed our
latest news.**

Feel free to reach out if you'd like to
connect on any of the topics.



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