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# Coveo Will Join the Expansion of AgentExchange with MCP Servers, Accelerating AI Adoption for Enterprises

*Coveo expands partnership with Salesforce, exploring MCP Server on AgentExchange to empower scalable digital labor work forces.*

MONTREAL, LONDON and NEW YORK, July 14, 2025 /CNW/ - Coveo (TSX: CVO), the leader in AI-Relevance, delivering best-in-class AI-search and generative experiences that maximize business outcomes at every point-of-experience, today announced the expansion of its partnership with Salesforce and its collaboration with Salesforce for MCP Server on AgentExchange, further enhancing the ability of AI agents to access relevant, accurate, and secure enterprise data through a standardized protocol. Model Context Protocol (MCP) activates AI agents with a wide range of external tools and systems, helping to provide interoperability and centralized governance. With MCP Server, Coveo aims to help customers ground AI agents in their business reality by providing critical retrieval layers that dramatically reduce hallucinations and enable reliable, scalable, and secure outcomes, addressing the challenge of fragmented data and ensuring high-quality inputs for AI agents.

Agentforce is a digital labor platform for enterprises to augment teams with trusted autonomous AI agents in the flow of work. With Salesforce's AgentExchange, a leading AI agent ecosystem for enterprises, customers have access to hundreds of ready-to-use actions, topics, and templates built by partners, and will have access to pre-validated Model Context Protocol (MCP) servers. These servers help customers to quickly create and deploy their digital workforce of AI agents by connecting external tools and data to an MCP-compliant server. For e-commerce businesses, this means AI agents can access real-time product catalogs, inventory data, and customer purchase histories to deliver personalized shopping experiences and accurate product recommendations.

Customers will be able to leverage Coveo's expertise to connect and extend their AI capabilities. The forthcoming Coveo MCP Server on AgentExchange will complement its existing Coveo for Agentforce application on AgentExchange, which provides Agentforce end-users a simplified, intelligent self-service experience, while significantly reducing the

time to find information and complete tasks with AI-powered assistance. The expanded partnership reinforces Coveo's commitment to customer success that spans the full breadth of Salesforce opportunities and extends digital labor with Agentforce. For e-commerce retailers, this translates to AI agents that handle customer inquiries about product availability, shipping status, or return policies or AI agents that automate tedious manual merchandising.

"The future of AI lies in modular, scalable, and standards-based systems, and the Model Context Protocol is a critical enabler of this vision," said Patrick Finn, vice president, Alliances at Coveo. "With the upcoming availability of the Coveo MCP Server on AgentExchange, we're empowering enterprises - including ecommerce businesses - to build smarter, more reliable AI agents that are grounded in their unique business data. This expanded partnership with Salesforce underscores our commitment to helping customers unlock the full potential of digital labor with Agentforce, ensuring their AI initiatives are both effective and secure, by providing the essential relevance and secure access to enterprise knowledge that agents need to truly thrive."

"Our partner ecosystem is empowering businesses of all sizes across all industries to participate in the AI agent economy – a [multi-trillion dollar market](#) opportunity. We're thrilled that Coveo is expanding with the AgentExchange ecosystem to extend our AI capabilities and help scale digital labor for our customers," said Brian Landsman, CEO of AppExchange and Global Partnerships, Salesforce. "Coveo is at the forefront of grounding GenAI and Agentic AI systems in enterprise knowledge. Agentforce and the expanded AgentExchange provide the enterprise-grade foundation for partners like Coveo to deliver important solutions."

**Additional Resources**

- Follow Coveo on [LinkedIn](#)
- Read the Coveo [blog](#)
- Follow Salesforce on [LinkedIn](#) and [X](#)
- Learn more about [Salesforce's Agentforce](#)

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**About Coveo**

Coveo brings superior AI-Relevance to every point-of-experience, transforming how enterprises connect with their customers and employees to maximize business outcomes.

Relevance is about moving from persona to person, the degree to which the enterprise-wide content, products, recommendations, and advice presented to a person online aligns easily with their context, needs, preferences, behavior and intent, setting the competitive experience gold standard. Every person's journey is unique, and only AI can solve the complexity of tailoring experiences across massive, diverse audiences and large volumes and variety of content and products.

Our Coveo AI-Relevance™ Platform enables enterprises to deliver hyper-personalization at every point-of-experience, unifying all their data securely, with the highest level of contextual and prescriptive accuracy while simultaneously optimizing business outcomes.

Coveo brings AI-Relevance to the digital experiences of many of the world's premier and most innovative brands, serving millions of people across billions of interactions.

What we believe is bold: Digital is everywhere, Relevance is not. It's the only way to win in the digital age.

The Coveo AI-Relevance Platform ISO 27001, ISO 27018, and ISO 27017 certified, SOC2 compliant, HIPAA compatible, with a 99.999% SLA available. We are a Salesforce ISV Partner, an SAP Endorsed® App, AWS ISV Accelerate Program member, an Adobe Gold Partner, MACH Alliance member, Optimizely Partner, Shopify Partner, and a Genesys AppFoundry® ISV Partner.Coveo is a trademark of Coveo Solutions Inc.

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