

Gearset launches Cam, the AI agent that helps Salesforce teams accelerate development without sacrificing control

Within a week of onboarding Cam, Gearset customers had it creating up to 44% of their team's pull requests.

Cambridge, UK - September 2, 2026: [Gearset](#), the platform for agentic Salesforce development, today announces its AI agent. Cam is a virtual teammate that plans and builds Salesforce changes, delivered through the team's governed release process. It is the only AI agent that Salesforce teams can trust to take tickets end to end, fully governed by the security and delivery guardrails that DevOps demands. In pilots with a selection of Gearset customers, Cam has helped deliver up to 44% of teams' pull requests.

"AI can write a change in seconds, but making sure it's right and getting it into a live business system without breaking anything is the hard part. Many development teams have quickly reached a level of AI maturity where every contributor generates code quickly with AI assistants, but the team as a whole hasn't increased throughput because the bottleneck moves to code review: validating changes, fixing what agents break, and reconciling work built in isolation" said Kevin Boyle, CEO at Gearset.

Faros AI's [2025](#) and [2026 research](#) across tens of thousands of developers found that AI speeds up individual coders, but review and rework swallow the gains before they reach the team. Maturing to truly agentic workflows is also a far harder challenge. To trust agents working alongside development teams, businesses need to know that every change is governed and secure by default.

Now, with Cam, whole teams can accelerate together, without trading speed for control. Unlike coding copilots that generate a starting point for a developer, Cam can be assigned a ticket and carry the work right through to a pull request, taking routine work off teams' backlogs and working with every team member in a consistent way. It interprets change requests, asks for clarification where needed, then plans and builds changes the way Salesforce teams actually work — based on the context of their repository and specific org setup.

Before sharing work for review, Cam ensures its Salesforce changes are valid and deployable, and makes the changes fully in line with an org's standards, documented conventions and security controls. The result is significantly increased output without causing blockages further down the release pipeline, freeing teams up to focus on strategic, architectural, and business challenges. Within a week, one customer had Cam creating 44% of their team's pull requests, with 75% of these successfully merged.

Marilyn John, Sr. Revenue Systems Manager at Hudl said: "The rest of our company moves fast with general AI tools. We needed a way to move that fast inside Salesforce, without handing everyone read and write access to our production org. Cam gave us the speed with the permissions and the governance intact."

Every change Cam makes is governed by exactly the same testing, review and software delivery controls as the rest of the team's work, and there's a complete audit trail of what

Cam has built and why. This means teams can confidently increase the amount of work they delegate to Cam, scaling throughput without sacrificing control over quality and security.

Gearset CEO Kevin Boyle added: “Salesforce teams need AI they can trust - not just capable, but governed and secure by their own standards. Cam is the only agent that delivers both. For the first time, teams can hand off real work to AI and gain genuine capacity, keeping complete control over the output.”

The launch of Cam marks a major expansion for Gearset, now not only helping thousands of teams manage and release changes but safely creating those changes too. As teams adopt agentic workflows to build changes, DevOps is more important than ever. Gearset’s decade of experience helping enterprises build robust Salesforce workflows means teams can accelerate Salesforce development with the appropriate guardrails in place from the outset.

Cam will be showcased live on Gearset’s booths at Dreamforce 2026, taking place from September 15th-17th. To read more about Cam, follow this link:

<https://gearset.com/solutions/gearset-agent/>

About Gearset:

Gearset is trusted by 3500+ enterprises to accelerate Salesforce development without sacrificing quality or security. Its AI agent, Cam, works through tickets in the backlog, freeing up teams to focus on strategic projects, with all changes securely governed through the DevOps lifecycle. Gearset has over a decade of experience in the Salesforce ecosystem and is an official Salesforce partner.