



SPOTLIGHT

June 2026

WELCOME

June was a busy month.

Keith Fleishman, our Commercial Director, took to the stage at Agentforce World Tour London. We also co-hosted a dinner with Salesforce at Lucky Cat Mayfair, spent three days in Barcelona at Shoptalk Europe, took part in the Salesforce Charity Sports Day, sponsored the SARTAN Golf day at Stinchcombe Hill, and watched cricket at The Oval and tennis at Queen's.

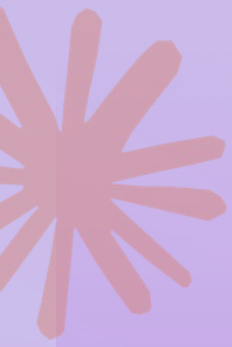
We hope you enjoy this edition.

Rushi Lala
Managing Partner & Co-Founder
AbsoluteLabs

**Take a look at a few of
our highlights across
the business...**

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**WHAT'S
NEW?**



AI Literacy Across AbsoluteLabs

AI is reshaping what clients expect from their technology partners, and we are taking that seriously.

Across AbsoluteLabs, we are investing in AI literacy at every level, from building everyday capability across the team to getting our most technically proficient people certified up to foundation architect status. We are doing this through communities of practice, formal training, and hands-on work with the technology itself.

The reason is straightforward. Our clients should be able to come to us not just for delivery, but for genuine guidance on AI. What it can do, what it cannot, and how to make it work within their specific context. That is the kind of advisor we want to be, and it is the standard we are holding ourselves to.

It is an exciting time to be in this space. We are leaning in.

Simon Suarez

Senior Director - Enterprise Architecture



SARTAN Golf – Stinchcombe Hill

We were proud to be title sponsors of this year's SARTAN Golf event at Stinchcombe Hill, raising funds for Alzheimer's Society.



The twos board on the day went to Dave Johnson, Mark Febry, Connor Wilkins, and Andy Ball. Special mention to Andy, who did not just make a 2. He holed out for an eagle on a Par 4.

A shot that will be talked about for a while.

**A great event for a cause well worth supporting.
Thank you to everyone who took part.**



SHOPTALK EUROPE



AbsoluteLabs headed to Barcelona for Shoptalk Europe, three days alongside senior leaders from premium fashion, luxury, drinks, health and beauty, and specialist retail.

The theme was where AI meets human ingenuity, and it proved a great springboard for some honest conversations. The question running through almost every discussion was the same: how do you push for AI-driven transformation when your operational foundations are not ready for it yet?

A few things kept coming up:

AI is only as good as the commerce foundations underneath it. OMS, inventory accuracy, and integration were raised unprompted in nearly every conversation.

Omnichannel fulfilment is firmly back on the agenda. Ship-from-store, dropship, and supplier enablement are front of mind for premium and specialist retailers. Our supplier portal work resonated strongly as a proof point.

Stores are being repositioned as fulfilment and loyalty hubs rather than just points of sale, which sits squarely with the event's engaging retail experiences track.

**Great conversations. Great city.
We are looking forward to going back.**

SUMMER OF SPORT

June would not be June without sport, and we made the most of it.

We headed to The Kia Oval for England vs New Zealand, hosting clients and partners from the Boundary Terrace for a brilliant afternoon in the sun.



Then it was over to Queen's Club for the HSBC Championships. World-class tennis, even better company. Rolando, Director of Project Delivery, summed it up well:

“Queen’s was a great experience and a real opportunity to spend time with clients in a more relaxed environment.”

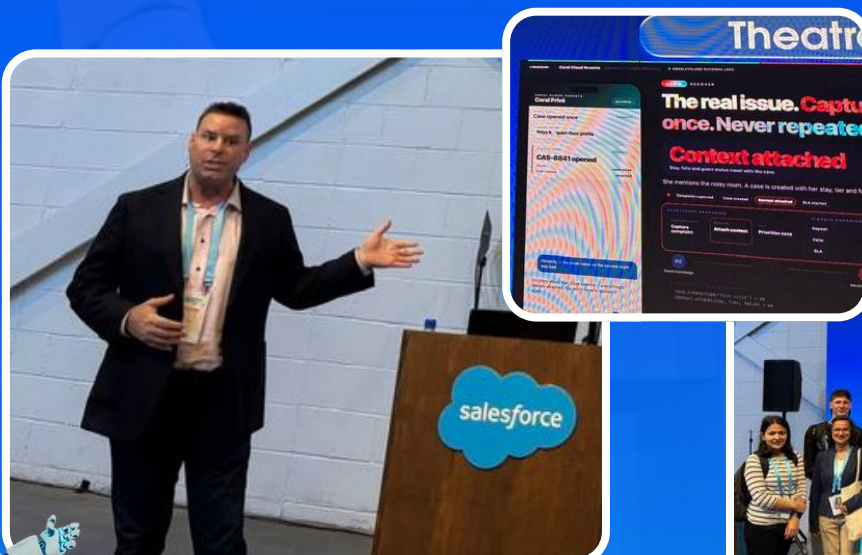
Two great days out.



A day that reminded the team why the events matter.

Keith Fleishman, our Commercial Director, took to the stage to present The Agentic Advantage, bringing a client's hospitality loyalty journey to life in front of a packed theatre. Off stage, the conversations across the event were just as energising, with clients, partners, and colleagues all focused on the same question: how does AI become practical, trusted, and genuinely useful?

The AbsoluteLabs team also came away with something extra to celebrate, picking up a win at the Wave 1 AI Centre Hackathon challenge on the day.



Here is what a few of the team took away from the event:

Tushar Seth, Co-Founder and Managing Partner:

'Salesforce World Tour London once again proved why it is one of the highlights of the year. Despite the scorching weather, the energy across the event was incredible, with fantastic conversations with clients, partners, and colleagues, and plenty of inspiration around AI, customer transformation, and what is next for the Salesforce ecosystem.'

Keith Fleishman, Commercial Director:

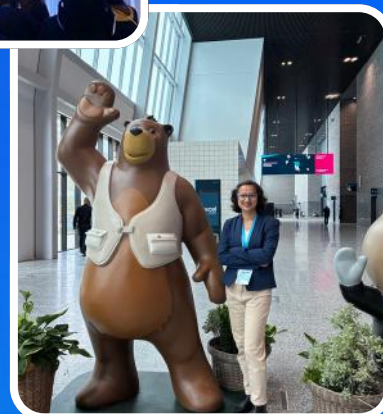
'It was a real privilege to represent AbsoluteLabs and bring a client's hospitality loyalty journey to life on stage. The energy around Agentforce and Data 360 felt different this year. Clients and partners were focused on how AI becomes practical, trusted, and genuinely useful.'

Ajit Kumar, President, Head of Growth and Salesforce Business Unit:

'Agentforce World Tour delivered exactly what I hoped for. Great conversations, fresh perspectives, and the chance to reconnect with customers, colleagues, and friends across the Salesforce ecosystem.'

Rolando, Director of Project Delivery:

'It was great to be at Agentforce World Tour and meet our current clients as well as see what Salesforce can offer. Two things stood out for me: Headless 360 and agent orchestration.'



That evening, AbsoluteLabs and Salesforce co-hosted dinner at Lucky Cat Mayfair. Good food, good company, and the kind of conversations that are hard to wrap up. The night finished with drinks at The Good Hotel. A great day from start to finish.



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OUR PEOPLE

Join us in welcoming our newest team members

KRISTIINA MIFSUD

Senior Marketing Manager
at AbsoluteLabs

“I'm excited to get stuck into AbsoluteLabs and bring my marketing experience to the team. I'm looking forward to getting to know our partners and clients, and helping build our presence in the market as the business grows.”

Kristiina brings over 8 years of B2B marketing experience across field marketing, events, demand generation, and customer marketing, with a strong background in the retail and e-commerce technology space.

At AbsoluteLabs, Kristiina will lead marketing strategy and brand development, building out the function to support the business as it scales across global markets.



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FUTURE EVENTS

Salesforce Charity Padel

salesforce

On Friday 7 August, we'll be swapping spreadsheets for sneakers at Padium in London for this year's Salesforce partner charity padel tournament.

This year's fundraising will support St Martin School in Nairobi, Kenya, with the goal of funding their secondary school computer centre (last year's tournament covered the primary school). The target is £30k, with a stretch goal of £40k.

With 50+ Salesforce players already signed up, it's set to be a brilliant day on court for a brilliant cause.

Our AbsoluteLabs team is still being confirmed, so watch this space for who'll be repping us.

We'll bring you the score (and the photos) in next month's newsletter.





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Later this year, the AbsoluteLabs team will be heading to San Francisco for Dreamforce 2026, taking place at the Moscone Center on 15–17 September. This year's event centres on the Agentic Enterprise, the convergence of Agentforce, Data 360, and AI, which sits squarely at the heart of what we do for our clients. More details on how we'll be there to follow, but if you're planning to attend, we'd love to connect. Keep an eye out for updates.

FT LIVE

We're delighted to be sponsoring the Networking Drinks Reception at the FT Future of Retail Summit, taking place on 6 October 2026 in London. The summit brings together key decision-makers from across retail, spanning technology, digital marketing, e-commerce, sustainability, and supply chains. As a consultancy working with some of the UK's most recognised retail and fashion brands, it's an event that sits right at the heart of what we do. If you'll be there, we'd love to see you at the drinks reception. More details to follow.



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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.



#AbsoluteLabs