

Automate UI Testing with AI and UTAM



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Agenda

01 UI Test Automation
and its Challenges

02 UTAM - One Step in
the Right Direction

03 Efficiency Drains in
the Testing Lifecycle

04 How AI can Further
Improve the Test Process

05 Demo Time - Don't
Tell Us, Show Us

06 Our Learnings & Key
Takeaways

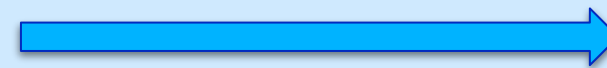
Why End-to-End Test Automation Matters



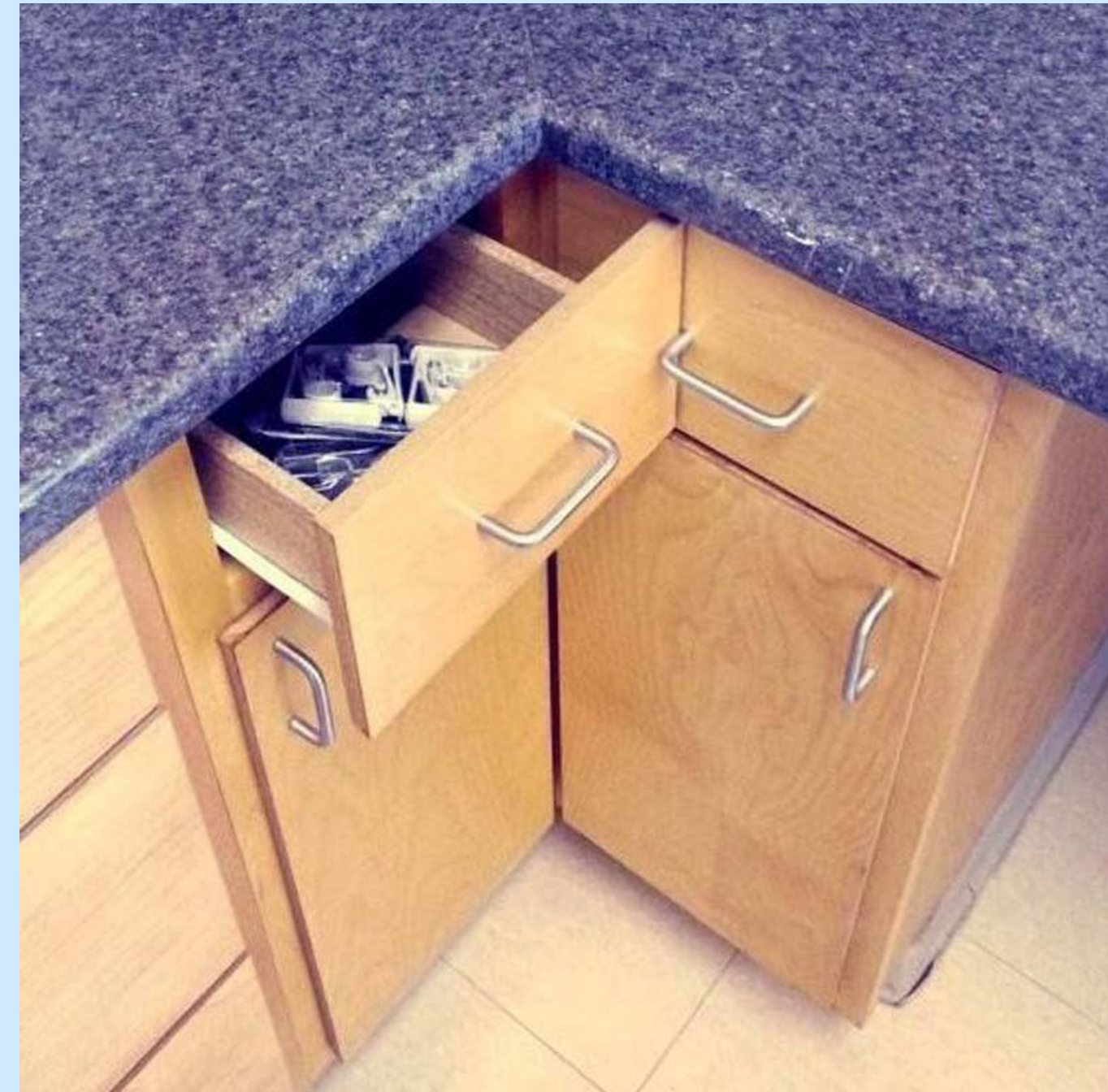
Unit tests alone are not enough



Integration
Failure



**Unit Tests: Isolated
Components**
Pass ✓



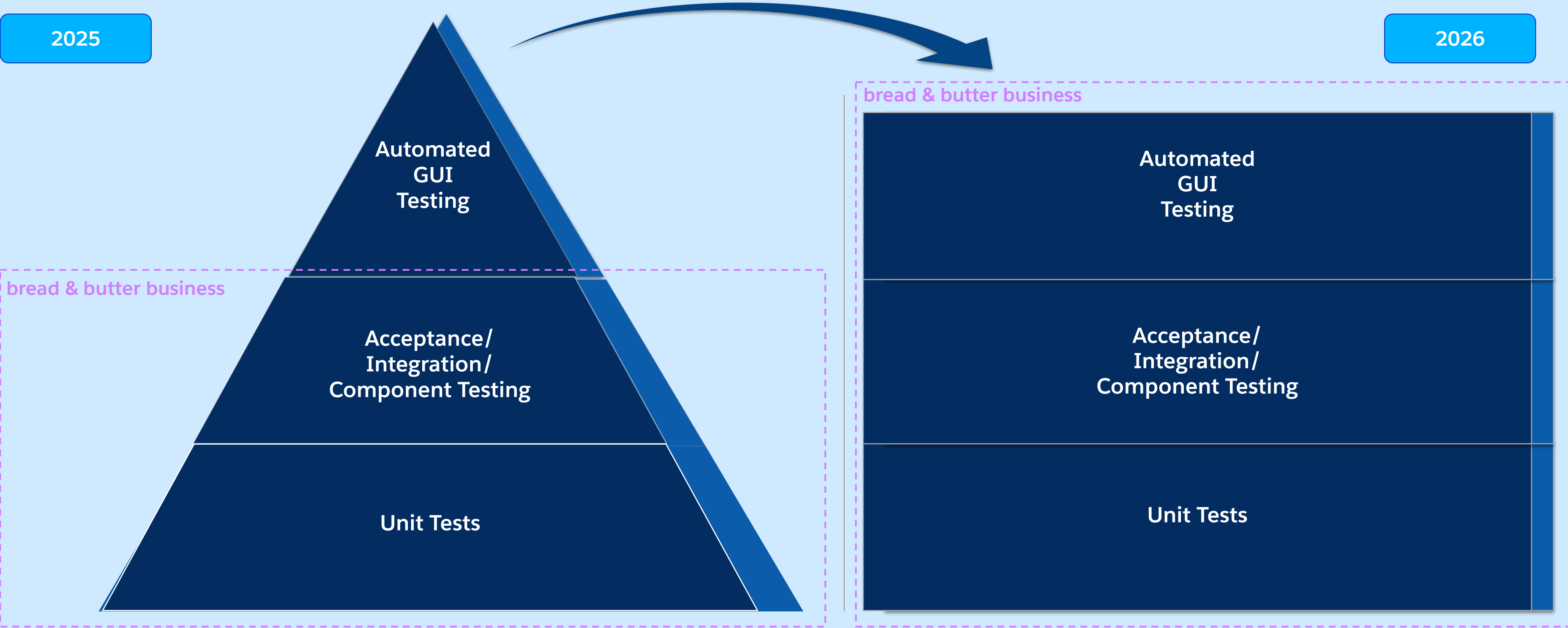
From Pyramid to Platform



How AI makes GUI testing economically viable

2025

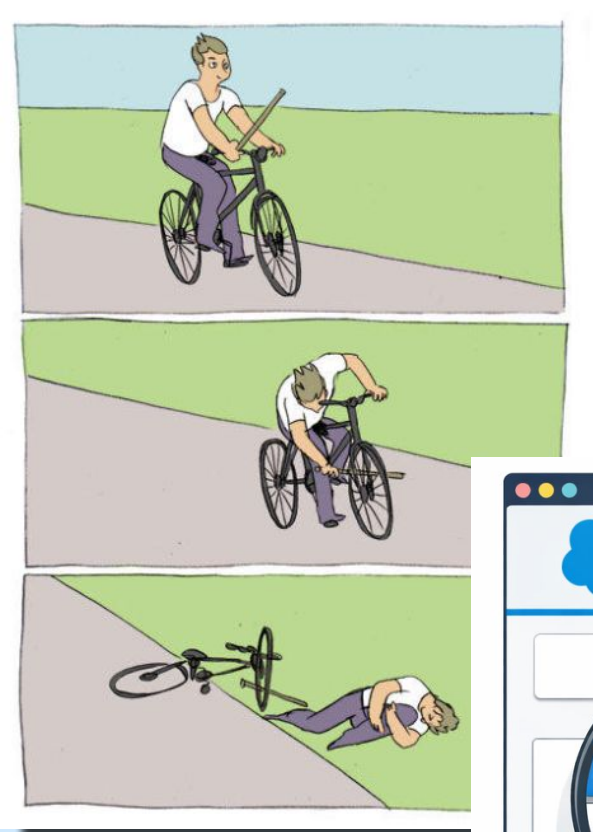
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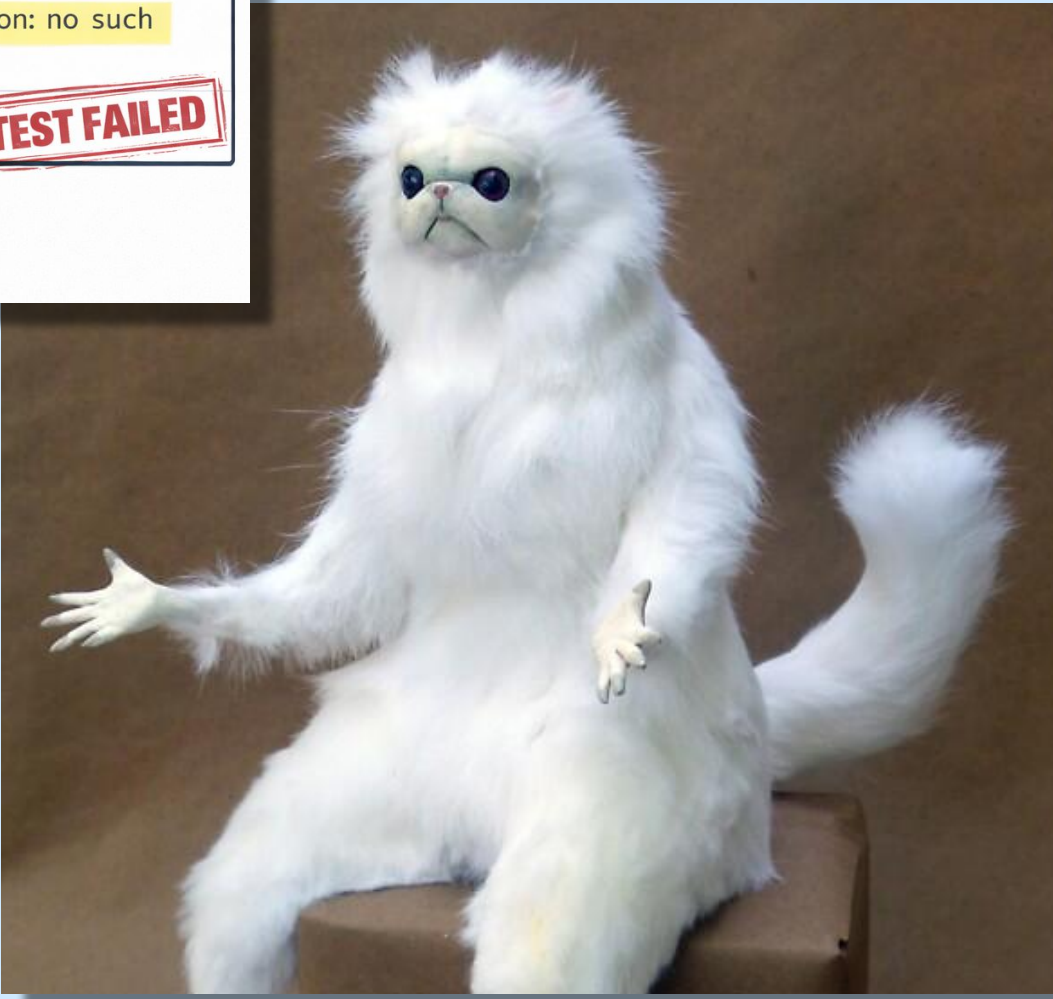
Why UI Tests Break With Every Release



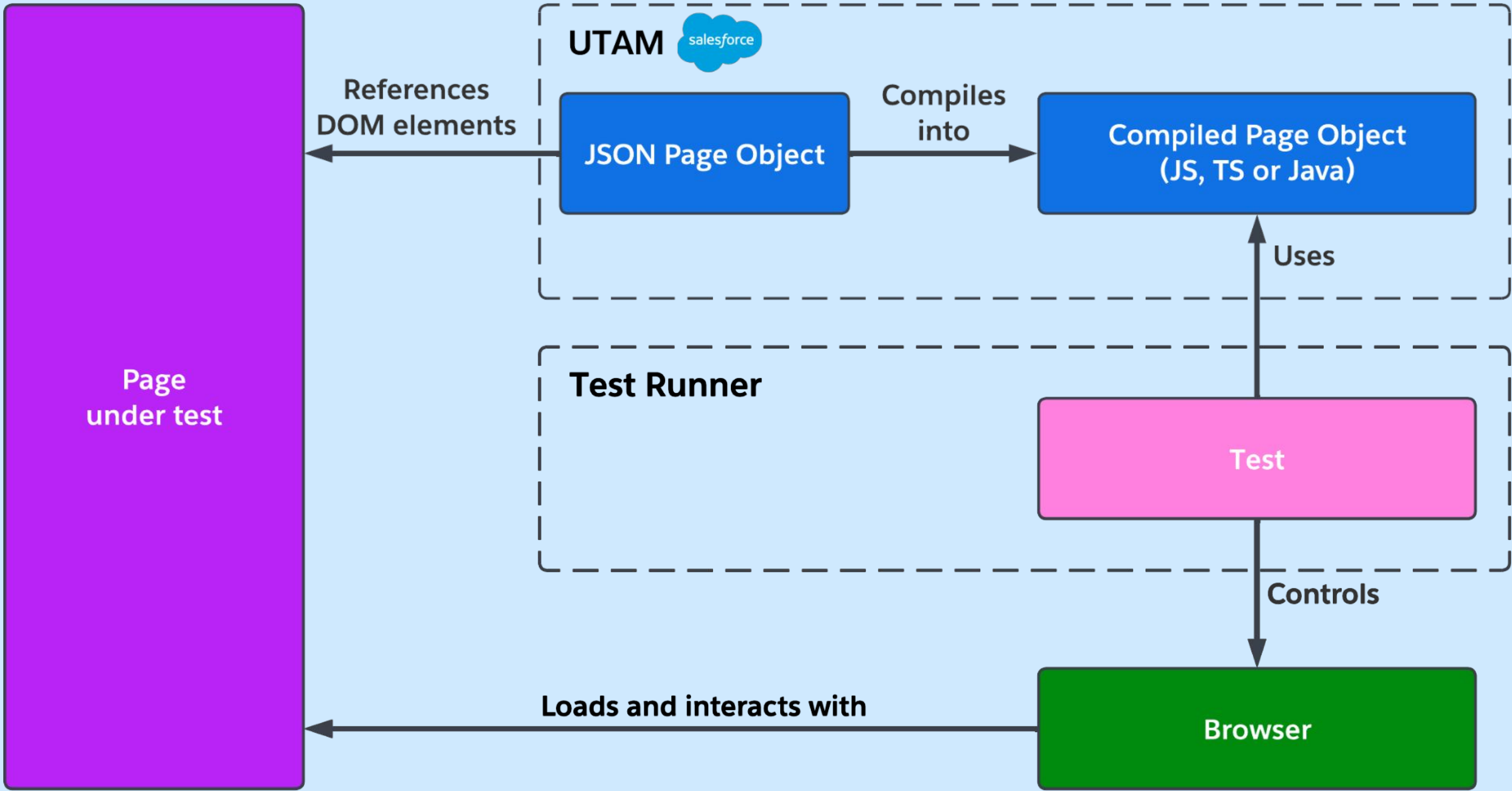
Breaking / Changing UI Identifiers



Finding UI Identifiers in the DOM



Salesforce UTAM - UI Test Automation Model



Benefits that Make UTAM an Accelerator

salesforce

1

Improved Test Stability

UTAM abstracts UI elements into page objects with stable locators, decoupling tests from the DOM. This reduces flaky tests.

2

Agnostic Test Design

UTAM tests are decoupled from the test framework, allowing Salesforce to evolve UI technologies without breaking existing tests.

3

Prebuilt, Reusable Page Objects

UTAM uses standardized, JSON-based page object definitions for reuse, lower maintenance, and less duplication across teams and projects.

4

Cross-Platform-Support

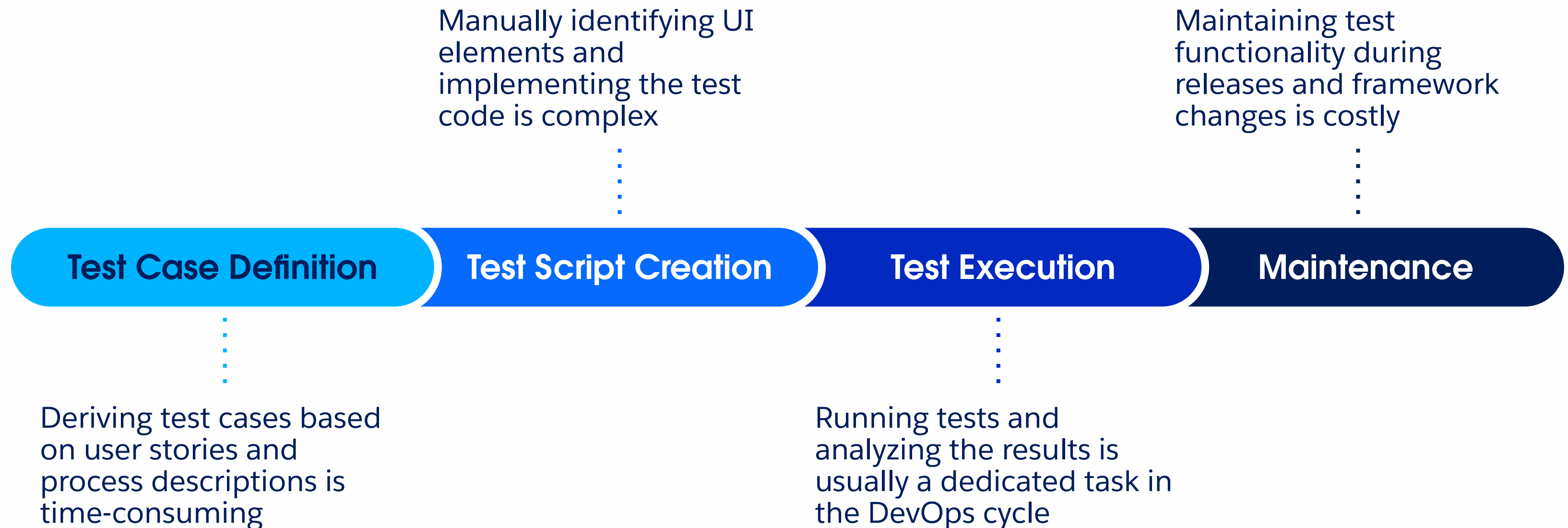
UTAM supports mobile and non-Salesforce apps, enabling consistent and scalable UI test automation in large enterprises.



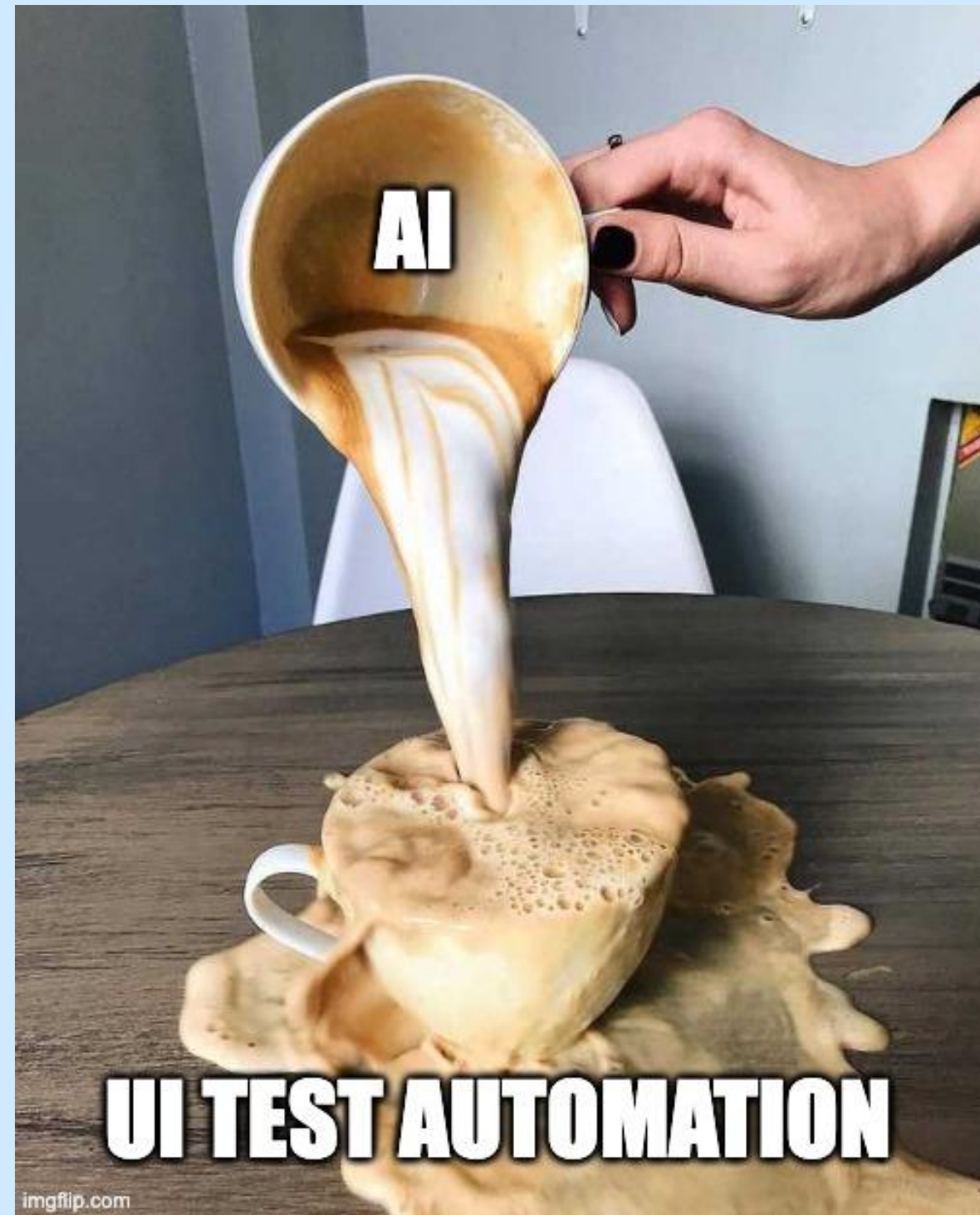
Efficiency Drains in the Testing Lifecycle



Where are the potentials for increasing velocity?



Just Add AI — What Could Possibly Go Wrong?



How AI Is Transforming the Test Process

salesforce



Intelligent test generation

AI generates test cases for meaningful coverage from requirements and user stories



Self-healing test automation

uses AI to automatically adapt locators at runtime when UI changes



Risk-based test prioritization

Run the most critical tests first instead of waiting for full regression



Validation of AI-generated code

Testers must validate that AI-produced code meets production standards earlier in the process

Demo Time

Don't tell us, show us.

**UTAM stabilizes, AI
accelerates – together they
enable sustainable
Salesforce test automation.**



Resources



Coffee on us.

The first 700 Trailblazers to provide feedback on this event will receive a \$10 Starbucks gift card.*

- 1 Download the Salesforce Events app.
- 2 Scan the QR code or navigate to My Event, then My Surveys.
- 3 Take (4) Session Surveys and the Event Survey (available on Thursday).
- 4 Redeem your gift card at Badge Pickup on Thursday.

*Restrictions apply. See terms and conditions at sforce.co/survey-terms

