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Tech Companies Announce Launch of AI Integrators Council

Coalition supports and advocates for specification of AI integration in AI policy proposals

WASHINGTON, DC, June 5, 2025 – The AI Integrators Council (AIIC) announces the launch of the new coalition to advocate for companies that integrate AI into their systems, platforms, and applications. The Council is made up of leading AI companies including Alteryx, Atlassian, Box, Docusign, Peraton, SAIC, Salesforce, and Twilio.

The Council aims to educate policymakers and other essential stakeholders about the continuously growing complexity of roles, responsibilities, and relationships across the AI ecosystem and to advocate for policies based on an accurate and flexible understanding of this ecosystem.

Initial policy discussions, draft legislation, and potential regulations have centered on definitions such as “developers” and “deployers” of AI models. As this technology policy quickly evolves, it is clear those terms and categories alone are not adequate to capture the diversity of the AI value chain. By overlooking AI integration as a distinct and essential function, policymakers risk assigning responsibilities that do not align with how AI is actually brought to market, or worse, creating gaps that allow real risks to go unaddressed.

“The AI Integrators Council serves as a vital voice in the AI policy debate. We are too often seeing policy proposals that would benefit from a more nuanced view of the AI ecosystem, and the Council offers a perspective to ensure that companies integrating AI into their products can inform new policy frameworks,” said Wes McClelland, Executive Director, AI Integrators Council.

The AIIC serves as the primary voice for leading companies working to integrate artificial intelligence into systems, platforms, and applications. Additional information on the Council can be found at AIIntegratorsCouncil.com

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"The AI Integrators Council plays an important role in shaping effective AI policy. Integrators are on the front lines of adapting and deploying AI in real-world environments, yet their role is often overlooked. Strategic AI policy must support innovation and reflect the full AI value chain, not just developers and deployers, but integrators too," said Chris Lal, Chief Legal Officer at Alteryx.

"AI integrators are an essential part of the AI value chain. At Atlassian, we leverage a dynamic mix of LLMs to enable AI-powered experiences for our customers across industries. We look forward to sharing insights from our approach to AI with policymakers as a founding member of the AI Integrators Council." Stan Shepard, General Counsel at Atlassian.

"The law must reflect how AI is actually used in practice, which is why it is critical any legislation or regulations recognize the differentiated and unique role integrators play in the AI value chain. As a founding member of the AI Integrators Council, Box is committed to advancing responsible AI through products that help people work better together." - David Leeb, Chief Legal Officer & Corporate Secretary, Box

"At DocuSign, we believe AI policy should reflect the complexity of the AI ecosystem, including integrators like us who use AI to power contracting that fundamentally transforms how businesses operate. The AI Integrators Council gives us a vital seat at the table to advocate for thoughtful, information policies that enable innovation while delivering real value to our customers." - Erica Fensom, Vice President of Corporate Affairs, DocuSign

"The development of AI is truly an exciting and transformational moment. While the benefits are vast, we must also ensure that policies keep pace with technology. Peraton is proud to be a founding member of the AI Integrators Council. Together, we will work to create good policies that leverage this tremendous and promising work." - Todd Borkey, chief technology officer, Peraton

"SAIC government agency partners face a number of complex national security challenges that not only reinforce the need for advanced AI technology, but also for the expert decision-makers who understand how to best integrate, scale and evolve these offerings. As a founding AI Integrators Council member, SAIC looks forward to advising and educating policy makers on the critical role integrators play in making AI impactful as a long-term solution for operational strength." - Lauren Knausenberger, Executive Vice President and Chief Innovation Officer, SAIC

"At Salesforce, we believe AI should be trusted, responsible, and inclusive from the start. As integrators, we play a vital role and have responsibilities in shaping how AI is delivered to customers around the world—across every sector, every community, and every use case. That's why we're proud to be a founding member of the AI Integrators Council. We look forward to working with policymakers to ensure that emerging AI frameworks reflect the full

value chain—from developers and deployers to integrators—so that innovation is not only accelerated, but also accountable based on the activities an organization is performing in the AI value chain.”

– Eric Loeb, Executive Vice President and Head of Global Government Affairs, Salesforce

“At Twilio, we’re building AI-powered experiences that prioritize trust, transparency, and impact to help our customers create a better experience for their customers. As a founding member of the AI Integrators Council, we’re committed to advocating for smart and actionable policy that not only keeps up with the pace of AI innovation, but also reflects the unique perspective of AI integrators who provide a critical role in the AI value chain.” - Curtis Swager, Vice President Global Government Relations and Public Policy, Twilio