

Dreamforce Live The Path to Customer Success

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Speakers:

Speaker A - 28.39%

Speaker B - 13.69%

Speaker C - 34.58%

Speaker D - 23.34%

Notes:

- Data is at the foundation for AI and customer success. Data cloud is where you connect, harmonize and take action on all of your data. Tomorrow we dive deeper into some of the biggest products and industries. We'll learn how to deliver effortless service with humans and AI.

- Own has signed a definitive agreement to be acquired by Salesforce. Discover takes historic data that is sitting as a kind of insurance policy and turns it into an asset. What do organizations need in order to prioritize and ensure their transformation to an AI enterprise?

- Nasdaq is going to continue to grow as well as all of the applications that we're using. When looking for solutions in the data space, it's really important that we don't just look for basic functionality. We're looking for leaders in the space that have innovative ideas.

Speaker A

00:00:00

Bruce, what a day. One. We met agent force and explored the power of humans with agents driving customer success together. Data cloud is Salesforce's fastest growing innovation that every customer needs. Data is at the foundation for AI and customer success. And data cloud is where you connect, harmonize and take action on all of your data. And it just got even easier for businesses to get a unified view of their customer and build connected AI powered experiences across every touchpoint. Introducing Salesforce Foundations. You can get it today at ah, no additional cost. It brings key sales, service, marketing, commerce and data cloud capabilities to every customer. Tomorrow we dive deeper into some of the biggest products and industries. We start with the can't miss agent force keynote. Then we jump into service. We'll learn how to deliver effortless service with humans and AI and explore the agent for service agent. After that, experience the new Tableau and learn how to accelerate growth. Pipeline to paycheck before we see automis sales agents in action and we're going to hear solutions for industries, tech and media drive revenue and efficiency with AI, nonprofit and retail.

Speaker B

00:01:22

I'm Jenna Hanchard, product UX marketing lead. I'm joined here by Adrienne Kunzel who's the chief technology officer at Own. Thank you so much for joining us.

Speaker C

00:01:31

Great to be here.

Speaker B

00:01:32

All right, so this is your first dreamforce as own. Previously you were own backup. Do you all have any exciting news that you'd like to share?

Speaker C

00:01:39

We do indeed. Uh, the biggest piece of news is that we've signed a definitive agreement to be acquired by Salesforce. Uh, oh, very exciting, big deal. Um, but on the product front, two things. Uh, first one, discover. Discover takes all of that historic data that is sitting as a kind of insurance policy and turns it into an asset. You can activate it to fuel AI and analytics and other things. And we think our customers, we've already seen doing amazing things with it. Second thing is, uh, continuous data protection. Typically uh, in SAS systems, data is backed up once a day, perhaps twice a day. That means it can be up to 12 hours

old. The moment a piece of data changes in Salesforce, we now back it up and that's CDP.

Speaker B

00:02:18

All right, that's a big deal. Second question, big one here. What do organizations need in order to prioritize and ensure their transformation to an AI enterprise?

Speaker C

00:02:27

I think it kind of boils down to four things. There's accessibility. You've got to be able to get at the data, the right data to fuel your AI models. Um, that, that data's got to be resilient. It's got to be around. It's got gotta be reliable. Um, it's gotta be of high quality. Uh, and you've gotta know who owned it, where did it come from? Right. Uh, lineage is so important in this day and age of AI, so we think those four things are kind of key to fueling the AI engine.

Speaker B

00:02:54

All right, awesome. Thank you so much for joining us.

Speaker C

00:02:56

Thanks for having me.

Speaker B

00:02:57

All right, thank you.

Speaker D

00:03:03

Colleen Pascione, AVP for global sales and service technology. It's really critical, as we look at data solutions, that we consider that Nasdaq is going to continue to grow as well as all of the applications that we're using. And with that, the data is going to continue to expand. As such, we need to consider whether or not we have the right solutions that can handle that expansion and grow with us. When looking for solutions in the data space, it's really important that we don't just look for basic functionality. We're looking for leaders in the space that have innovative ideas, not just in terms of backing up data, but looking how we can leverage these services to do so much. More insights help our development processes, as well as connect that information to other areas in the organization. And it's important that we can trust those partners to be there for us when we really need them to be.