Public Sector Keynote: The AI Enterprise for Government

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Speakers:

Speaker A - 26.05%

Speaker B - 16.19%

Speaker C - 14.82%

Speaker D - 12.35%

Speaker E - 14.15%

Speaker F - 16.43%

Notes:

- Agent Force: What an incredible week of Dreamforce. This is also my first government public sector keynote. I work hand in glove with our global government affairs. The innovation that we bring is actually the innovation that you help us create and deliver.

- Don't wait until you're like in a pandemic to modernize. You should really modernize iteratively and often. One of the ways that we're kept in check is the voice of the customer.

At ah salesforce, we are committed to bringing innovations to life.

- embedded AI with smart one click actions tailored to fast track public sector use cases. leveraging AI in the flow of work can help caseworkers quickly find the relevant policies for the case they're working on. It can help your new staff get up to speed even faster.

- AI for public sector solutions is pulling from data cloud. This is where the caseworker will be presented with relevant policies for the case they're working on. This allows them to create an on site action plan. How AI can help multiply the impact of your workforce and enhance outcomes.

- AI is everywhere and data is what makes it possible. But data is also the source of some of our biggest headaches. 72% of an organization's applications are disconnected. Salesforce unifies all of your data and securely connects it in real time with intelligent action.

- Salesforce CEO: Our mission is to empower each of you to bring the right technology, the right transformation and the right solutions. If we all do this right together, everybody's going to benefit. We're going to have more transparent governments, more accountable government institutions.

Speaker A   00:00:01

Hello, everyone. I mean, what an incredible week of Dreamforce. And as some of you may have heard, Agent Force, we've already had, um, one really want to thank all of you for joining us, uh, today. Joining us this entire week, um, it's just been incredible innovation, right? Who feels that way? Has it been amazing innovation? Um, and I also want to just say thank you and say just how impressed we at Salesforce have been about all of you, all of you trailblazers. And that the innovation, yes, that we bring is actually the innovation that you help us create and deliver. So give yourselves please, a round of applause. I mean that very seriously. But for how many of you is this your first dreamforce? Not bad. How many of you might this be your first government public sector keynote? Okay, pretty good. Um, it's actually also my first government public sector keynote. Uh, I've again, really delighted to be here. Um, in my role, I work hand in glove with our global government affairs. The legal and policy teams, the ethics teams kind of drive forward. Yes, our mission, but again, working so closely with so many of you, uh, on your priorities. Um, what I also wanted to highlight, some of you may know, you know that we celebrated 25 years of Salesforce this year and I know that's what everyone's really excited about. But what I'm also excited about, and many of you are excited about ten years of government cloud. And what I want to actually highlight some of you as a fun fact, some of you may already know this. About ten years ago, our founder and CEO, Mark Benioff was appointed by the us president to lead the IT Information Technology Advisory Commission for the United States. And I highlight that because this year mark and I have been for the Department of Homeland Security, the new AI Safety and Security Board. You can imagine those meetings, they're inspiring, they're energizing, they're quite intense. But this commitment to public sector

and government cloud is really in our DNA and really part of our values and mission. Um, and look, the innovation that we've been bringing for so long, especially when it comes to public sector, we appreciate that. What is fundamental is trust. What's also pretty fundamental is compliance and certifications. So from our fedramp, moderate to impact level five and we're not done. And we're going to seek continuing to drive this trusted innovation for you. Um, look, what I also wanted to highlight, and you're going to hear about it today, is a whole sets of different types of innovation that we're bringing, um, to the government, to public sector. Um, I also have an announcement. So government cloud premium is now available. Today we had launched a dedicated special environment for the Department of Defense. And with government cloud premium we're taking that to a whole new level in terms of how you can meet your compliance requirements for handling, storing, processing classified information for the intelligence and defense sector. And obviously you can learn more compliance dot salesforce.com um, but what I also wanted to really highlight today is this next era that we're in, around AI, around agents, around digital transformation is a trust revolution. And when we think of ourselves at Salesforce, about our mission being clear for each and every one of you that our mission has to be to deliver trusted government innovation. But why? Well, the why is so that each of you can deliver that trusted government innovation, deliver on your mission, for your constituents, for your communities, for your citizens, but, you know, for who else? For your principles, right? That's pretty important too. Um, and so as we look again around the AI revolution that we're in, that we do see as a trust revolution, we also sort of step back and uh, realize that we're all in this together. And we need to make this easy, we need to make it accessible, we need to make it effective, we need to make it efficient. And that's also always been what sort of powered our view around for all of our sectors, all of our constituents, all of our customers. And that through the Salesforce platform, through all these different waves of innovation, where the government has often really been leading, it is as we move forward, whether it's sort of driving forward with AI and data and agents, whether it's as we think of our customer 360. Who's heard of the customer 360 before? But when it comes to public sector, what do we really mean by that? It's the constituent 360, it's the community 360, it's the citizen 360, but all built on this trusted, reliable, compliant, certified, um, Salesforce platform. Now here's something else that we see that we know across industries. Um, each and every one of you are working tirelessly, day after day, often night after night, to serve the mission, to serve the purpose, to serve your constituents. Um, a good friend of mine often sort of says to me, Sebastian, now is not the time to be tired. Say, okay, but look, we also have workforces that are overwhelmed. There's so much that we need to do. Who's heard? Can we do more with less? Right, okay, let's do that. Um, but we need technology, we need transformation. And we need to also always recognize that the promise of government has always been proactive. Government so what's the data show? What are our stats? What does our research show? Look, nine out of ten government services are still being delivered reactively, right? 93% is not being delivered proactively. We do believe that technology and digital transformation can enable each of you and all of us to start to realize even more that vision of proactive government,

responsive government, obviously helpful government. Um, but again, there are these gaps because obviously all of your constituents are expecting more. They're expecting, can't the government operate always so, like, the best in class, enterprise grade private sector entity? Absolutely. And there's many things, obviously, the private sector learns from, uh, government. What I also want to highlight, though, is that I mentioned earlier that this AI revolution, there's a trust. Trust revolution. There's this gap, um, you know, as we kind of look ahead to how do you solve this trust gap? And many, we've learned from so many of you about how to tackle. Right. This trust gap is that we think we do definitely need three things, right? We need that smart, proactive policy. Right. We need the right kind of smart, common sense governance. Right. Why? So that you can deliver trusted outcomes day in, day out and yes, for government 24/7 right? Night in and, um, you know, night out. But again, there is this gap, right? On the one hand, we feel urgency, we feel pressure. We see the need, the requirement, the obligation to deliver, to bring AI forward for communities, you know, for citizens, for the world. There's also the risks. Right? Opportunity and risk. Um, there was some government officials recently, and they sort of said, very kind of important, difficult, complicated area, promise and peril, right? And the stakes are so high, right, when it comes to sort of public sector, um, public sector work. And so they're also, when we talk about the stakes being high, if we let the risks prevent us from being smart around, what are the guardrails? What's the governance? What's the guidance we need to make progress? Well, then we also are living with, as many of you are, the. What are the costs of inaction? So many of, you know, I think we have hundreds. I don't know, maybe it's thousands of mobile apps, right? Customer facing, citizen facing, mobile apps. This was going to be the secret. This was going to drive everything forward. Well, what we all found, we found them as users. Who here is a constituent of some government agency? All of us, um, not all of these sort of applications and the technologies, were they putting kind of the customer, the constituent at the center? Were we sort of grappling with sort of the issues in a way to reduce backlog, to not have to deal with hundreds of millions of dollars, sort of avoidable costs. Um, and also as you kind of look at sort of different set of agencies, yes, there is kind of a whole of government approach, just like there's a whole of private sector approach to let's really figure out what are the right use cases, how do you use technology, how do we think about AI, how do we think about it in the enterprise grade ready, public sector ready solutions. But we're still probably at like 39%, right. Of sort of evaluating these sort of different set of uh, cases. So the cost of inaction is high, the opportunity, right, is before us. But uh, this path to drive ourselves forward again so that we can incrementally, but then also transformationally deliver on the promise of proactive, responsive, engaged, trusted government is. We do think we need a guide, right, a trusted advisor. And at Salesforce, we have been privileged to be your trusted advisor for governments and agencies and organizations, certainly here in the US, but really throughout the world. And as we look forward, right, to a data powered future, to a trusted, AI enabled and empowered future, to agent assisted action. That's the vision. And you're going to hear a lot more today about how we want to again deliver on that vision for you. Keep please the feedback coming because as I noted before,

our vision and mission is to deliver trusted government innovation. But the why is that? So you can deliver for your constituents, for the citizens, for the communities and for your principals. So let me get off the stage and welcome former federal CIO Mia Jordan and amazing salesforce superwoman. Please.

Speaker B   **00:10:53**

Thank you so much, Sebastian, and welcome to you all. Um, at the public sector keynote. You know, they say life can only be understood backwards, but that it must be lived forward. Well, what does that mean? It means you can't really connect the dots until the dots appear. Let me explain. From a backwards looking perspective, the dots are all there. But from a forward looking perspective, as we look into the future, it's a blank slate. It's scary. Until we put the dots in place. Just think about how much, uh, it and technology has revolutionized our lives over the last ten years. Well, we can see that now, right from smartphones to virtual reality. And if you've been around town self driving cars, these innovations have made our lives more convenient and opened up endless possibilities. In other words, back then a bunch of stuff was hard, seemingly impossible, but now it's easy, it's almost effortless. And not a day goes by that we're not talking about AI, right? Even though it's been around for quite some time, people are realizing just how powerful it can be. So let me be clear. AI is a catalyst for profound change. And we all know that a catalyst is when small amounts of one chemical drives a massive change. Therefore, for government, AI can be that catalyst that force multiplier, that transforms every aspect of government. You see them here on the screen and bless you. Policy and actions to fraud detection, citizen engagement and so many more. I hope you're starting to put the dots in place. And if you are, I have great news. You're in the right place. For more than a decade, we have been investing in AI technology and advising our customers on how to accelerate by bringing AI into the flow of work. So you're probably wondering, well, Mia, how do we do that through the lens of opportunity. And as Sebastian said, citizen rising citizen expectations, opportunities to connect experiences, simplify service delivery and create seamless interactions. Technology disruption, if embraced, can be more opportunity. Opportunity to increase efficiency and productivity. And lest we not forget, rising employee demands because we all are doing more with less, right? Well, this is just more opportunity. Opportunities to empower individuals and teams with digital tools so that they can be more productive. You can deal with all of the staff shortaging and increase responsiveness. This is the power of the Salesforce platform, your single source of truth that helps you create connected experiences. And as we move forward, we are dealing with this constituent 360 and we have data cloud and the Salesforce platform, all these things trying to figure out what can you do with, and that is going to introduce agent force. Agent Force is proactive AI agents that can scale across your workforce, helping to simplify operations for HRDH it and even finance again, helping your employees to simplify and connect the dots so that they can do their best work. And as we move forward, we are looking forward to talking with our trailblazers about the kind of, kind of,

excuse me, transformations, uh, that they are leading. This brings us to California. Edd. The California Employment Development Department is transforming the customer experience for millions of residents right here in San Francisco and all across the state. It brings me great pleasure to welcome you to the stage. Nancy various director for California edv.

Speaker C   00:16:18

Thank you so much, Mia. Ah, I really appreciate it. I really am looking forward to talking about the modernization that uh, we're going through at EDD today. So thank you so much. And a quick shout out to all the eDD staff that's here and statewide staff, we love it. Thank you.

Speaker B   00:16:36

Well, you know, it's important I think to always reflect and look backward to really appreciate where we are today. And I know when we talked, Covid was essentially that catalyst that really propelled your organization on its modernization journey. Can you share with us how that happened?

Speaker D   00:16:56

Absolutely.

Speaker C   00:16:56

Uh, how long do we have? So, uh, one of the things I just wanted to start with is that, you know, Edd is one of the largest state departments, um, in the state of California, we have almost 10,000 employees. We had 14,000 during the pandemic, over 200 offices statewide. And we really are a stabilizing force, um, for those who find themselves without a job. Uh, we distribute billions of dollars a year in unemployment insurance, disability insurance, as well as paid family leave. We also, um, uh, assist employers and employees when they're looking for a job. Little known fact, we actually collect 40% of the general fund, um, making us the largest personal income tax, um, agency in the country, second only to the much beloved ir's. So, um, you know, basically what happened. I really like what you said about looking back to move forward. Um, and we think about that a lot. Uh, at Edd, I think Winston Churchill said, never let a crisis go to waste.

Speaker B   00:17:58

That's right.

Speaker C   00:17:59

And we certainly did not. And so the pandemic really, um, had, uh, us looking back at the

modernization project that was underway, and we had to rethink a few things. So we came up with a new modernization project. And luckily, the governor, actually, uh, Governor Gavin Newsom here in California, um, he created a strike team. So we had the opportunity to take a step back and to look at the modernization effort that was underway. And, um, what we did is we created eddnext, which is our new modernization effort. And, um, we really had an opportunity to look at, are we serving the needs of our customers? That was really the thing that we weren't doing. And that was witnessed by the number of claims that we had. And, of course, that the press was calling us every day, so we knew we weren't doing that. So that really was the impetus for us moving, uh, forward. And the second thing we had to do is really look at our policies and procedures. Those were also very outdated. Uh, we had a. Just as an example, we had a random policy that said if you had 15 letters in your last name, you had to be manually looked at by staff. We don't have that policy anymore.

Speaker B   00:19:09

Oh, my gosh.

Speaker C   00:19:10

Well, there's a lot I could go on and on.

Speaker B   00:19:13

I can imagine. You know, customer centricity is key. And so norm, you know, Tony Robbins has, uh, this quote that he says, where you know, there's only two things that really inspire people to change, which is pain or pleasure.

Speaker E   00:19:26

Mhm.

Speaker B   00:19:27

Right. And so really being able to understand what wasn't working for your constituents I'm sure impacted your approach, um, and your priorities. So how did then you move forward kind of knowing what the state of things were to, with making sure that customer centricity was embedded in your priorities and your approach?

Speaker C   00:19:49

That's really a great question. I mean, I think um, when people deal with government they want one of two things besides of course not having to deal with government at all. Um, but they really, they want self service, they want to be able to do things on their own without the intervention of anyone or they want to be able to call and get through to

someone quickly and get their issue resolved. Um, so two things that we did pretty uh, quickly in the pandemic was we created a customer experience team which basically just looks to the needs and the preferences of customers. We ask them what are your needs and preferences? We also created a user experience team which takes a look at the applications that we use and make sure that they're user friendly and that the staff can also use um, the application in a, you know, an efficient manner. Um, a couple of things that we did and I'll just give a really good example I think is um, at the beginning of the pandemic we were um, overloaded with phone calls. One week, we had 10 million phone calls in one week and that was about the average, I would say, throughout the beginning of the pandemic. And we realized that people were calling to just simply ask for the status of their claim and we had no way to communicate with them really what the status of their claim was. Pre pandemic, um, we could send out a few million, which I know sounds like a lot, but when you're dealing with, you know, 20 million claims, uh, over the course of the pandemic, you know, a few million is not enough. Um, and what we did was we partnered, luckily brilliantly partnered with Salesforce and was able to use the Salesforce marketing cloud. And I'm not just saying this, but we did, we did use the Salesforce marketing cloud and we were able to send out 200 million emails with vital information which is basically the status of your claim. And so that's less people calling the call center.

Speaker B   00:21:51

Yeah, especially when it comes to unemployment. Right. People are typically unfamiliar, right. When they're first engaging with it, uh, they have no idea what to expect. So that's incredible. Now as we kind of think about how you've moved forward. So how are you kind of measuring success? Like what does success look like at this point? And I'd probably add it, I'll make it a two part question and say then what advice would you leave to the audience?

Speaker C   00:22:16

Yeah, so I think one of, that's a great question, great question on measuring success. I think one of the best ways for a department like Eddie to measure success is to see a reduction in the number of calls, and that means more self service. Um, and I will tell you that one of the best examples that I can give, and, um, it is again, another salesforce example, but this is truly the best example we created recently, um, a new single sign on portal. So whichever benefit program you're looking for at EDD, there's one place that you can sign on and get the information that you're looking for. Well, we created my EDD, which is the single sign on portal, and it alleviated the need for people to call to reset their passwords. So a little bit of self service. We really dug into the self service in the portal, and over the past six months, 2 million Californians have reset their password using the my EdD portal.

Speaker B   00:23:19

Fantastic.

Speaker C   **00:23:20**

And that is 2 million people that do not have to call our office. It's really amazing. And we thank Salesforce, of course, for all of their help because we can't do this alone. Our employees are amazing, but we need vendor partners to help us. Yes.

Speaker B   **00:23:35**

So what advice would you leave?

Speaker C   **00:23:36**

Oh, advice, yeah. So I mean, my advice is like, don't wait until you're like in a pandemic to modernize. You should really modernize iteratively and often. Um, I would suggest understanding there are budget constraints, you know, with some, some entities. Um, look at your policies and procedures, because if you don't change your policies and procedures, the, it isn't going to matter that much. If we still had the 15 letter policy, that would be silly. Right. So, um, and I highly suggest asking your customers what it is that they want because you might know what you think it is, but if you ask them and work with them, m and one of the ways that we're kept in check is the voice of the customer. Um, and so we, that's how we get kept in check by our customers is our voice of the customer program. And they basically will, you know, we scour social media and we, you know, look, we look for the good, the bad and the ugly, and we want to keep doing more of the good and fix the bad and the ugly.

Speaker B   **00:24:41**

Fantastic. Thank you so much for sharing your story. Thank you.

Speaker C   **00:24:44**

Thank you everybody.

Speaker B   **00:24:45**

And we wish you continued success on your transformation journey. You know, it's stories like that that really help put into perspective the why behind all of our work. It's all about impact. At ah salesforce, we are committed to bringing innovations to life to help teams like Nancy's and yours change the face of government experiences forever. Which brings me to an exciting announcement. AI for public sector solutions. Now just imagine embedded AI with smart one click actions tailored to fast track public sector use cases. An example that I think we might all be able to relate to is the fact that government agencies often have hundreds if not thousands of policies and regulations like Nancy talked about.

To hear to and from administration to administration, they're always changing. Well, leveraging AI in the flow of work can help caseworkers quickly find the relevant policies for the case they're working on and it can help your new staff get up to speed even faster. Now let's take a look at how embedded AI can help with the example of a workplace safety complaint. But first, help me welcome my demo drivers, Alana and JQ. So let's get oriented. You are looking at a workplace safety complaint, and at the right side of the screen, AI for public sector solutions is pulling from data cloud. This is where the caseworker will be presented with relevant policies for the case they're working on and they will be able to create an on site action plan. This on site action plan will include relevant tasks for the inspector once they're on site. Now this might look like magic, but I'm going to show you how this was done in three simple steps. Step one, identify your data. Now we know that government agencies want to be able to use their data from the source where their data lives. And that means you can use your data outside of Salesforce to connect to in sources such as Amazon s three Azure shared drives, even LLMs. Step two, connect your data using data cloud. Now we're going to look under the hood really quickly on how to do this with little to no technical experience. Which means without a single line of code, data cloud allows you to map your data and seamlessly connect to those external stored policies that we talked about. And finally, step three, surface your data with a prompt. Now at the start of the demo, on the main page we use the policy assistant. Behind the policy assistant is a prompt template. When the prompt template is used, key data from the case is mapped to the policy documents that you've retrieved from data cloud. This allows the caseworker to understand the policies that apply, as well as gain insights and take action. Again, this might look like magic, but this is how AI can help multiply the impact of your workforce and enhance outcomes. Help me thank my demo drivers, Alana. Ah, and JQ. And now, to take us deeper into data, please welcome my colleague, Susan Goh.

Speaker E   00:29:39

Susan. Thank you, Mia. So, as you've been hearing, data plus AI plus action is an opportunity. But you might be thinking, where do I even begin? Well, what if I asked you to consider the many ways that you are already using AI in your day to day? Let me take you down memory lane and share a simple story of my personal journey to AI. I was ten, and in the third row, the road that faces backwards of our family station wagon, about to start a road trip. We would often travel with other families, so we would meet at a central spot, and then my dad and all the other dads would gather around the hood of the car with the giant paper roadmap splayed open, and we chart our path. Then we'd all pile in our cars, and the caravan would hit the road. Now, maybe every 100 or 200 miles or so, the caravan would have to pull over to make sure we were still on the right path. Fast forward. I'm in my early twenties, picking up my rental car, about to go to a customer meeting. And like those childhood road trips, I needed to chart a path to somewhere new. But this time, I didn't need my giant paper road map because I had the Internet, I had Mapquest. So I printed out my directions on MapQuest, and I hit the road. Now, maybe I took a wrong

turn or two, and those Mapquest directions quickly became useless, and I pulled over at a gas station to get back on the right path. Fast forward to today. I'm in my late forties, and wow, how things have changed. Now, when I go on a road trip to a new city or even a familiar spot, all I need is my phone. No more giant paper roadmaps, no more MapQuest printouts, because I have access to dozens of navigation apps at my fingertips, and I have the power of AI in the palm of my hand. And I don't just use my navigation apps when I'm going somewhere new. I use it all the time because it'll alert me if there is a hazard ahead and it'll reroute me if there's traffic. And all of that is possible because of data. Huge amounts of data. Data coming from satellite imagery, from public highway transportation authorities, from traffic reports, and from you, your toll transponder and the data that you're sharing with those very same navigation apps. All that data is consolidated and used in real time with AI. When you get rerouted due to traffic, that's AI. When you search for a place and your app recognizes where you are and suggests likely matches, that's AI. AI is not just about getting on the right path, but the best path. And now I only stop at gas stations when I need gas. The point I'm making is AI is everywhere and data is what makes it possible. But data is also the source of some of our biggest headaches. 72% of an organization's applications are disconnected. So think about in your organization the number of applications you have. You have potentially that many data silos, resulting in multiple versions of your constituents. Consider your local town or city where you live. As a resident, you've probably engaged with a number of services. You may have bought a home, registered for garbage collection, filed a permit for a home renovation project, and enrolled your children in public school. Now imagine if your local government had a unified, accurate view of all these interactions you've had across different departments. They would have high quality, harmonized data about you and your household, allowing them to better anticipate your needs and provide proactive service. But that requires breaking down data silos, establishing common data standards, and creating a single source of truth that's available across the organization. Great news. This is where Salesforce excels. Salesforce unifies all of your data and securely connects it in real time with intelligent action. Now let's go back to your city and imagine that when you go to file your permit for your home renovation project, thanks to data plus AI plus action, the caseworker or the digital AI agent also schedules your inspection, arranges for proper removal of construction debris, and also updates your property tax records when your project is done to reflect the increased value of your home. That'd be pretty awesome, right? Trusted AI experiences are what happened when you take high quality, harmonized data, bring AI into the flow of work on Salesforce's trusted platform, and take action. Human or digital new disruptive technology like AI is an opportunity. In my lifetime, I've experienced giant paper roadmaps to maps powered by AI, and my needs of simply getting from point a to point b have evolved to my expectations of getting to point b as, uh, efficiently as possible. It's no longer a matter of not getting lost, it's a matter of leading the way. And this is your time to lead the way, to create connected experiences, to improve productivity and efficiency, and to empower your teams with digital tools. The city of New York is leading the way in how they are transforming services for their residents. Please

help me welcome to the stage CTO Matthew Fraser.

Speaker C   00:35:01

Thanks so much.

Speaker E   00:35:02

Thank you for being here.

Speaker D   00:35:04

Happy, uh, to be here.

Speaker E   00:35:05

So we've been talking a lot about AI and the transformative power it has, and the city is actually leading on this front. Uh, can you tell a little bit more about the strategy that the city is taking around AI?

Speaker D   00:35:15

Sure thing. So, in New York City, one of the things that we wanted to make sure, as we evolved in the AI space, we had to make sure that we did so in a smart way, in a way that was sustainable. So when you look across technology and you look over the last decade and how many tech revolutions we've had, there's been plenty of them, right? Within the last two years, one would have argued that crypto and blockchain was, like, the top of the priority list for everyone. Here we sit two years later, and that's not a conversation at this moment. At that time, people were asking the city of New York, when were we going to evolve into that space, and when will we bring our own digital currency out? And we said that that's not a smart play for the city. We wanted to make sure that we did something that reflected the needs of the people of the city. So, for artificial intelligence, what we did last year is we announced an AI action plan that set a framework of how the city would emerge into the AI space. And one of the things that it did that was fairly unique was it said that we wouldn't make those decisions on our own. We would bring our colleagues, not just in the public sector space, but in the private sector space, to help us rationalize the decisions that we use to invest, because it's very easy for a government entity, especially an entity like the city of New York, to make decisions unilaterally in terms of what's the best thing to invest in, and then find ourselves in a position where we've dumped a couple of million dollars in a tool that nobody uses. So what we did in partnership, in assessing the city's workforce, we tried to figure out where do we have the greatest need? And assessing that coming out of the pandemic, we found a couple of issues. In 2020 and 2021, the world basically went on lockdown. Covid happened, everyone got shut in. And then we found a couple of key problems. One thing that we found was that across our, uh, public housing system, we only had 20% of our, uh, 20% to 40% of our public housing system

that had access to broadband. So we had to fix that problem in the first year of our administration. But then what we found was when people needed access to public benefits, getting access was complicated. The paperwork was complex. And imagine being a single mother trying to get access to subsidized childcare. You walk into an agency, you have to fill out a paper document that's at least 14 to 20 pages. You submit that document, and then you find out 30 days later that the agency that you applied for isn't something that you're eligible and they send you somewhere else. So what we did in partnership with Salesforce is we said, instead of having this single pane or the single touch experience around individual applications, how about we create a connected experience where someone can apply for a benefit, and when they apply for that benefit, they can get an eligibility determination, not just on the thing that they applied for and the place that they applied for, but anywhere else that they may be eligible for that same service. So now for childcare. Since the launch of the program, we've had over 90,000 families apply and get access to childcare. And like, for us, it's a big win in a city like New York. And what that means is it creates economic activity, because now people are going back to work, they have stable childcare, and it's no surprise that since the pandemic in New York City, we've reclaimed every job that we've lost, and we see residency going up in the city.

Speaker E   00:38:24

Wow, that's incredible. And I think what's so incredible about public sector and why it's so special for us to be able to support your mission is what you described, right? Putting the needs of your residents first and having that drive the services and where you invest in technology. So can you share a little bit about what you see as next on the roadmap or what you want to take on with AI or really just any technology transformation?

Speaker D   00:38:49

Yeah. So I'd say there's a couple of places where AI is going to play a very strong role. If you look over the past decade, for us, AI has been fundamental in our cybersecurity mission. So as it stands right now, uh, our weekly average is about 100 billion cyber events per week. And we use AI to distill that down to less than 50 things that anyone looks at. Without AI, we wouldn't be able to defend our city on the digital space. We wouldn't be able to defend our public utilities. So AI is critical in that space, and we're going to continue to invest there. But one of the things that we want to do is look at across industries and take some other successes and apply it to the government. So many of you at home, you go, you receive a paper notice in the mail, or you get an email that says you're pre approved for a credit card, and that credit card has a threshold and you have a date where you can apply by. And now you understand, if you apply, you get the card, you get all this great stuff. How come people that need access to the public services can't get that same benefit? So when you apply to a thing like childcare, we now know what your household looks like. We now know what your income looks like. We now know what your dependents look like. That's enough information for us to do eligibility determinations on

a number of services. So what we're looking to embark into the era over the next year or so is we want to get out of the space where people have to come directly and apply. Where when you apply for one thing, we can proactively serve you with everything else that you're entitled to. And if we can bring up the quality of life for those that have access to the least in our city, then it will bring up the entire economic prosperity of the city as a whole. So that's what we're going to focus on the next year or so.

Speaker E   **00:40:22**

Wow. That's incredible. Thank you so much for joining us.

Speaker C   **00:40:27**

Today, for your time.

Speaker D   **00:40:28**

Thank you.

Speaker E   **00:40:28**

And for sharing the transformational work that you're leading with the city of New York.

Speaker D   **00:40:31**

Happy to do it. Thank you.

Speaker C   **00:40:32**

Thank you.

Speaker F   **00:40:35**

Wow.

Speaker E   **00:40:35**

Uh, that is incredible. And as you've been hearing all week, and we've just heard from CTO Frazier and the work that he's leading in the city of New York, AI is everywhere, and it's an opportunity and it needs your data. So I am happy to announce that data cloud will soon be available in our trusted government cloud.

Speaker C   **00:40:53**

Yes.

00:40:55

As a one of its kind data platform, data cloud harmonizes all of your trusted data across your organization. It makes it available to your mission critical applications, allowing you to securely connect it in real time with intelligent action, action that drives your mission forward. Now, to help us talk more about the opportunity of empowering your teams, please help me welcome to the stage, Karen Rewalt.

Speaker F   00:41:20

Thank you, Susan. Thank you, Susan. I'm so excited to see how government agencies like New York City are breaking down the data silos. Having worked with caseworkers for the last 15 years, I've seen how those data silos make it difficult to help constituents. But we know that having the right data married with a strong data strategy is a solid foundation to fall in love with your data. And yes, you guessed it, data is my love language. My passion as a product manager is developing data driven solutions. But we know that data can have its downside. There's so much information, finding what we need when we need it can be really challenging. Let me illustrate this with an example and a question to you. Now, without looking at your phones, raise your hand if you think you have at least 1000 photos on your phone. Thousand? Okay, what about 10,000 photos? Yeah, I seen your dream forest post 50,000 photos for those picture lovers out there. Some of them, uh, on average, a phone contains 32,000 photos. Now, what if I asked you to find a photo to prove that your dog is cute? Well, that's easy for me. I've got thousands of pictures of my dog being cute. But what if you're looking for that one photo, the one with him in his police costume? I actually couldn't find it. I had to ask my kids for help, but guess what? They found it for me. Isn't he cute? This frustration of trying to find a needle in the haystack is the same for public sector. You have information everywhere. So is it surprising that 50% of, uh, digital workers say they struggle to find information they need to do their jobs effectively? And that's why at Salesforce, we're developing solutions specifically to help public sector agencies to help impact lives for the better, to improve collaboration and productivity with AI, so that we can make sure that you can make your data your agency's love language as well. Because we know data, AI and action are better together. Now, we know you need also to collaborate and be able to do that. In order to do that, we need to do it with Slack, our communication platform, designed for humans and AI to drive success together. Now, you heard earlier from MiA that what we can do now with AI is improve what we can do. And that's an opportunity to connect experiences. And also what you heard from Susan, AI is all around us, but data is what makes it effective. It's an opportunity for us to be able to simplify service delivery. And now what I'm adding to it is the ability to use actionable data, to be able to share it, to make and create seamless experiences. Because a proactive government is one that is efficient, active, agile and, uh, um, inspiring as well. Now, we know that in addition to being a proactive government, we have to be able to help and identify the way that we're looking at things and being able to identify how we look at things. And now, um, when we look at, uh, I know many of you probably seen an episode of law and order. What is that investigator trying to do? They're

trying to put together evidence bit by bit to get a holistic picture in order to resolve the case. We also understand public sector needs to simplify complex case management. And I have great news for you. We've already been doing that with public sector solutions. We've been helping you accelerate the intake of a license all the way to the approval process. And we've also been helping you transform the efficiency of government benefit programs. And today I'm excited to announce that we are also looking at investigative case management to help you review and manage evidence, to help you use automated workflows and embedded AI to be able to look at violations and risks all the way to resolution. Now, what I like to do is now, um, check out, uh, the demo. Now, it's not only for law enforcement, but it's also for workplace safety, as well as for, um, benefit eligibility, fraud detection. Let's check it out in action. I'm going to show you three things in this demo. First, information in one place. Second, AI and the flow of work. And third, streamlined investigations. But please welcome back my demo drivers, Alana and JQ. Now, a few weeks have passed since our first demo that we saw with the workplace safety complaint. Now the agency administrator is on the go, looking at activity across the agency in tableau pulse. She can visualize and see the patterns in the data. And with AI, generate a list of recommended questions that you see at the top of the screen. In bold, she can see why the complaints are increasing. And with this information, the agency launches an investigation to understand why the complaints are recurring. This is where information is, one place where you can proactively identify trends and take action. Now, a, uh, meticulous investigator is being assigned with the new investigative case management app.

Speaker B   00:46:42

Here.

Speaker F   00:46:43

She first wants to understand the history with this information. Remember AI and public sector solutions that we announced earlier. This is where it comes to life. Seamlessly integrated into the complaint casework, she can see a summary on your right hand side of the prior violations, and then she can target the noncompliant issues. Now, over in the case overview, she can get a single complete view. She can see the information on the complaints and assessments, and that previously, what required multiple screens is now available in a single view, meaning faster insights and better data informed decisions. Now she sees that there's still one on site inspection in progress and she wants to get a quick update. She turns to Slack to message directly with her team so she can get the latest information and details. This is where the inspector and subject matter expert can get the latest information from the investigation, sharing evidence and additional details. Slack AI on your right hand side helps you summarize all the conversations given the amount of information, helping your team quickly get up to speed. Now, back in Salesforce, she can review additional evidence. With mulesoft, additional evidence are, uh, added

automatically, significantly reducing the manual workload. And now with the information, she can click on the accident report and get into more details. At this point, she has all the relevant information she needs for the investigation and she can see that violations have been identified to generate fines and corrective actions have been taken to make sure that the issues are addressed with speed and accuracy. Thank you Alana and JQ for walking us through the demo. Really appreciate it. Please give them a round of applause. Now, what you saw in the demo is first, information in one place so you can proactively identify trends and take action. Second, AI in the flow of work, empowering that investigator to, uh, get the most impactful decision. And third, streamline investigation in public sector solutions, turning complex, fragmented, uh, processes into an efficient one. This is the future of public sector efficiency and collaboration. And it's all available in our new investigative case management. We also understand in public sector you're facing a staffing crisis. And today we're also announcing our talent recruitment management app. You guys can clap too. The ability for you to hire and recruit the right staff. Now we know all of our public sector innovations are available to you by amazing partners from around the world. Salesforce helps you transform how you work today to be ready for tomorrow. Data AI action makes it better. This is where we are able to create connected experiences, opportunities for us to drive simplified service delivery and create, uh, seamless interactions. On top of all this, we can't forget about trust and compliance. Who better than to leave that conversation to Sebastian? Sebastian, please come on back to help close us out.

Speaker A   00:50:00

Thank you, Karen. I am just inspired, uh, moved and energized by the success stories you heard from our government trailblazers. And I believe that any of you could have been up here too, talking about your success stories. Um, you've heard today about the enterprise AI sort of approaches. You've heard about some incredible innovation available. Now you've heard about incredible innovation that's on its way. Um, but what we all also heard about and what you're living every day is about the trust, responsibility and impact that is fundamental to public sector, to your constituents, to your communities. Right? So to each of us, we are proud of our compliance journey. It's a long list of compliance achievements, sure, but this enables us to be a stronger partner, right, to all of you, to our customers, uh, everywhere. And what I would also note is, um, you heard it, the keynote, right? Don't diy your AI, right? You heard about age and force. You heard about all these very fundamental kind of principles. Um, but what I also want to highlight, particularly for public sector and this group and each of you, is that our mission at Salesforce is to empower each of you to bring the right technology, the right transformation and the right solutions so that you can do your jobs better, faster, more efficiently, more effectively. Right? We want to be your partner. We want to be your trusted advisor in this. Ask us. We have new tools, we have new educational sort of set of approaches on this. And. Right, just stepping back. Right, so just three points. Our success as a company is secondary to the success of each

of you as our customers, to the success of your constituents, to the success of the citizenry. Two, look, selfishly, uh, when I asked at the beginning which of you are citizens and constituents that have high expectations for government and agencies, all of us, the more you were equipped, the better. This sort of all is going to ultimately work out of better response times, better services, more personalized engagement. But lastly, we talk about the mission. Trusted government innovation. Sure, so you can innovate for all of your constituents, but what's the core of the mission? It's the greater good. If we all do this right together, everybody's going to benefit. We're going to have more transparent governments, more accountable government institutions, more proactive agencies. We're all going to be able to enjoy what we do more because each of you that have chosen to spend your times, your livelihoods, your careers, your priorities in government means you care so deeply. And we are just blessed and honored and have great gratitude that each of you have chosen to partner with Salesforce on this journey. So thank you. Happy dreamforce.