

The Path to the AI Enterprise for Government: A Deeper Dive

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Speakers:

Speaker A - 34.53%

Speaker B - 22.53%

Speaker C - 42.94%

Notes:

- Organizations take advantage of safe, trusted AI to enhance service and operations. We are here to outline the path to AI enterprise for government. What do people need to take away?
- Salesforce is celebrating ten years of government cloud innovation. How is Salesforce helping the public sector safely dip into artificial intelligence? Responsible AI is allowing at least \$1.75 trillion worth of productivity into all different levels of government. There's privacy and security as part of our ecosystem.
- Data cloud will soon be available for government cloud. Government organizations need a way to bring together their data. Data cloud is a great way to jumpstart your AI journey. In order to create a really personalized and speedy AI, you need to ground that AI in data.

- Salesforce introduced public sector solutions in 2020, a suite of composable and extensible apps for government agencies. So we're taking all those apps and we're infusing them with AI. This offers really transformative opportunities for government in terms of operational efficiency and enhanced decision making.

- Salesforce is introducing talent recruitment management to help public sector organizations speed up the rate at which they hire individuals. Nadia, Michael, the talent is truly the humans, is what brings it to life. To learn more about Salesforce for government, scan the QR code on your screen or check out salesforce.com/government.

Speaker A

00:00:00

Organizations take advantage of safe, trusted AI to enhance service and operations. We are here to outline the path to AI enterprise for government. I'm Kerry Chow, alongside Nadia Hansen, global public sector digital transformation executive, and Michael Caracciolo, director of industry and product marketing. Uh, Nadia, lots of big news to discuss, but what do people need to take away?

Speaker B

00:00:22

Thanks, Carrie. So many celebratory moments. And in true Vegas fashion, since that's where I'm from, we have to celebrate. So we are celebrating ten years of government cloud innovation that we've been serving to all of our public sector customers and our partners. It's a huge takeaway. Another one is, we're not new in the AI space. We've been celebrating at least, uh, we have pioneers for the last ten years, and we started with automation and workflows, progress to predictive analysis, and then generative AI with agent force. So very exciting revolution, which we call the future. But the future is now.

Speaker A

00:01:00

The future is now. I love the Vegas celebration right there. Um, everyone talks about, and you just alluded to, how AI makes work easier, right? But for government and public sector organizations, it's not like, oh, I can just put in AI because of security and privacy risks. Uh, how is Salesforce helping the public sector safely dip into artificial intelligence?

Speaker B

00:01:20

Yeah, as, uh, Sebastian and Mia mentioned in the keynote, ah, responsible AI, trusted AI, is allowing at least \$1.75 trillion worth of productivity into all different levels of government. Uh, my favorite is I have the privilege of serving and working with a lot of different state and local agencies just across the US. And one of the biggest things that come in the conversations is around governance, whether that's AI governance, whether that's data governance. And, you know, one of the things that customers need to know, they're not alone on this path. We are on the journey with them. We can help chart the path. We can

provide those guardrails to make sure that they feel trusted. There's privacy and security as part of our ecosystem.

Speaker A

00:02:07

I love that \$1.7 trillion is what you just said. What a massive opportunity. Uh, the most logical follow up here is that. So how can government get AI ready? And the answer, Michael, is trusted data. A, uh, big dreamforce announcement. Data cloud will soon be available for government cloud. I mean, why is this so valuable to government customers?

Speaker C

00:02:28

Yeah, this is huge. So why is data cloud important? Well, government organizations have a lot of data, but if you were to ask someone on the front line of the mission, like a caseworker or decision maker, do you have a lot of data readily available. You know what they would say? They would say no. And that's because a lot of government data is trapped. It's siloed, it's in places like an Amazon s three bucket, a data lake, a data warehouse, a legacy system. It's in these places that don't necessarily talk to each other. So government organizations need a way to bring together their data, to unify it and then to activate it, to put it right in front of that caseworker or decision maker, whether that's, for example, a benefit manager who's sitting with a client trying to help them understand their eligibility for unemployment, or a grant manager who's trying to think about how do I boost economic prosperity? These are incredibly impactful decisions and you need really good data to inform them. Secondly, data cloud is a great way to jumpstart your AI journey. So in order to create a really personalized and speedy AI, you need to ground that AI in data. And so then your second question, why is data cloud on government cloud important? Well, this all needs to be compliant. Government is subject to some pretty stringent security requirements. In the US, that's Fedramp, high DoD impact levels, Ir's 1075, and government cloud shoulders many of those large burdens. So we take care of the continuous monitoring, the regular patching the assessments, so that government can focus on what matters most. And that's the mission.

Speaker A

00:04:07

Ah, incredible impact there, and I appreciate you outlining that. I would like to dive a little deeper because data platforms like data cloud power, great AI experiences and that's great news for the public sector, obviously, because we can deliver more AI, government, uh, capabilities. But what do we need to know about AIH for public sector solutions?

Speaker C

00:04:26

Yeah, so Salesforce introduced public sector solutions in 2020, a suite of composable and extensible apps for government agencies. And with each release every year, three times per year, we introduced more innovation, all purpose built for the public sector. So you

saw that in the keynote. We introduced a new app, investigative case management. So we're taking all those apps and we're infusing them with AI. So uh, this offers really transformative opportunities for government in terms of um, operational efficiency and enhanced decision making.

Speaker A

00:04:58

Incredible. We um, do have yet another announcement to share here, which is pretty exciting. Um, we talk a lot about AI innovations, but. Nadia, Michael, the talent is truly the humans, is what brings it to life. Salesforce has just made recruitment and talent development easier. How did we do that?

Speaker C

00:05:17

Yeah. Happy to make this exclusive broadcast announcement. Um, Salesforce is introducing talent recruitment management to help public sector organizations speed up the rate at which they hire individuals. So AI is transformative, but it's often the humans behind these technologies that really bring them to life, the humans in the helm. So how can we help public sector organizations really speed up their hiring processes? Talent management is here to help.

Speaker A

00:05:44

I love that. Thank, uh, you so much, Nadia and Michael, for providing these insights and joining, uh, us, uh, to learn more about Salesforce for government, you can scan the QR code on your screen or check out [salesforce.com government](https://salesforce.com/government). And if you missed anything on this broadcast or want to check it out later, stay here. Right here. [Salesforce.com plus](https://salesforce.com/plus).