Main Keynote Recap Humans with Agents = Customer Success

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Speakers:

Speaker A - 16.91%

Speaker B - 6.43%

Speaker C - 7.36%

Speaker D - 10.09%

Speaker E - 7.85%

Speaker F - 22.81%

Speaker G - 11.46%

Speaker H - 5.99%

Speaker I - 11.11%

Notes:

- Agent Force is the world's first platform for building and customizing autonomous agents. It will augment the skills of every employee, make teams more productive, and deliver higher margins. Humans with agents drive customer success together.

- Next up, the slack keynote, the future of human centric agent powered work. Tomorrow we continue the journey into the product and industry showcases. Tomorrow night is Dreamfest, a benefit for UCSF Benioff Children's Hospital featuring pink and imagined dragons.

- Ian Khan, partners Salesforce practice leader at PwC, talks about the partnership. He says the partnership with Salesforce unlocks new possibilities in the work we're doing with our clients. Also looking at how to reinvent core aspects of our own business using AIH.

- PwC has rolled out Genai across the entire firm. What has your messaging been as you have that communication with those clients? I think we got to be a little bit more bold, right? It's almost disrupt or be disrupted. We don't take the deployment of powerful technology like AI lightly.

- Agents and AI are going to play a huge role in helping us to solve problems. What we're doing is we're going to allow our clients to innovate faster. Most successful companies understand the power of ecosystems. I think you're crazy if you don't take advantage of these innovations.

- Slack is about getting work done. You can build apps with workflows, with channels, with canvases, with lists, to do project management. It's what we've done for 25 years. We're doing it in Slack now.

Speaker A   00:00:00

Dreamforce today. Let's get right into it. Agent Force, the world's first platform for building and customizing autonomous agents. It will augment the skills of every employee, make teams more productive, and deliver higher margins. Humans with agents drive customer success together and it all comes to life right here. So let's start by unpacking it. And to do so, I'm joined by product experts Carolyn Bethauer, Gillian Bruce, Ryan Shellack and Jody Innerfield. That was a really interesting keynote. A lot of big news, Carolyn.

Speaker B   00:00:32

Yeah, so we get to see Agent Force before it gets launched, but we're really excited. Agent Force isn't just a new element to the platform or a new feature. As you saw, it's a culmination of many of the amazing pieces of innovation, uh, that we have made up to this point. Workflow, automation, data, AI, all coming together. It's a set of tools and a suite of agents. We're so excited because agents themselves represent a step change in technology and they aim to bring together data, AI and action with humans to autonomously complete jobs within an organization.

So, Jillian, then, what does this next step mean?

Speaker C   00:01:11

So it means a lot of things, but I wanted to just take a second. An agent, what is it? What makes it so special? Right? We saw them talk about how it's, first of all talking about the role. What is the role of this agent? Are they a, uh, service representation? Are they trying to solve a specific case? Next is data, right? The ability to access data, and then the next thing is take action on that data. Finally, where is the channel in which this agent is going to exist? And humans, our salesforce developers and admins, are going to be building these experiences for our customers, which I'm incredibly excited about, especially when it comes to where are these all going to be surfaced? Probably in slack.

Speaker A   00:01:49

We know your bias. We know your bias. So, Ryan, autonomous AI, talk a little bit about the evolution of AI, so generative, the GPT, now autonomous, what does that mean from a customer perspective?

Speaker D   00:02:02

It means everything sold at this is what AI was meant to be. And if you think about last year, we were so impressed just to, for example, embed a prompt template and summarize an applicant's resume or generate an email. But what we really want is for AI to take action, and that's what agents are all about. We're gonna talk a lot about the step change that you called out, which is enabling these agents to think through a user's request, reason through what that request might entail, put together a plan of action and then run that plan of action. And it uses this atlas reasoning engine to do that, which is an incredible byproduct of our AI research group. This enables these agents to autonomously act on any individual or employees behalf. And the possibilities from that, they are endless.

Speaker E   00:02:41

And not just the agents take action. We want our customers to take action. Building agents. And you might have caught it at the very tail end of the keynote, but Salesforce foundations will let customers build agents quickly. So we're giving away for free key sales, service, marketing, commerce, data, cloud functionality and the ability to build agents for sdrs and for your agent force service reps so you can get started quickly, which is incredible. And did I mention that it's free?

Speaker F   00:03:08

Yeah.

Yes, you did. All right, let's take a look at the highlight.

Speaker G   **00:03:14**

And that is what Agent force is. Agent Force has to be the biggest breakthrough that we have ever had on technology. And I think it's the biggest breakthrough that I've seen in a long time in artificial intelligence. It's about humans with agents driving customer success together on the Salesforce platform.

Speaker A   **00:03:39**

All right, Jillian, we have had co pilots now that's become agents. What exactly is the difference?

Speaker C   **00:03:45**

So this really is the evolution of AI and how it's showing up. Agents are different because they are autonomous. Now, previously we've had bots, I think we had Einstein bots launch back in 2016, I believe. And that was just predicting what the next best action should be. What, based on behavior. You could train it and say, oh, this is probably the next best thing. Then we had copilots, or assistants, if you want to call them that, where they would respond to a prompt, go check a certain data set and come back with what they think is the right answer. With agents, not only can it do all of those things, it can predict, it can generate its own responses, but it can also take action. And that is the differentiator. And this is how humans and agents are really going to be working together to really drive amazing productivity and incredible new results. It's going to open up so many more possibilities for how to get work done.

Speaker A   **00:04:33**

So it really sounds like the key is being able to deploy between both the digital assets and also the human beings.

Speaker C   **00:04:39**

Absolutely. Yeah.

Speaker E   **00:04:40**

It's also the proactivity.

Speaker A   **00:04:41**

Right.

You agents can be proactive because they have all that customer information. So they, they're not just responding with a prompt with prebuilt. Oh, she said this keyword. I'm going to respond with this. No, they're actually able to go and see the inventory that you have. So if you have, say, that Saks shopper agent, they can proactively respond with, yes, we know where your package is and it's going to get to you in two to three days. And that's so much more useful as a customer and also to be able to interact with that agent conversationally.

Speaker A   00:05:12

We heard Mark say, don't diy your AI, which fairly confident. I couldn't diy my AI even if I wanted to. I like that.

Speaker D   00:05:20

I mean, I can barely fix my toilet. So I get the idea though. It's alluring. I'm gonna take this model off the shelf. I'm going to do reinforcement learning with human feedback. I'm going to make it my own. You do all these things which require very specialized talent. What you're left with is this isolated entity where the power is, where the opportunity is, is connecting it to your existing workflows, connecting it to your existing data, as you mentioned, to make it deeply personalized. And what we're delivering here with agent force is agents on top of our Salesforce platform, integrated with your data, with your workflows with pre built agents. And we're seeing those for sales and service, but also the opportunity to build your own custom agents using low code on our extensible platform. This is huge.

Speaker B   00:06:00

Yeah. And what I love is the options are endless, but you are in control. It is grounded in your data. You set the guardrails so that automatic toxicity detection, the things that we build in, in that trust layer, it's super important. So now you determine how assisted it is or how autonomous it is based on your own comfort level. So this is the trust built right into the technology and it's humans and agents working together.

Speaker E   00:06:27

And, you know, again, I have to say, Salesforce foundations, we're making it super easy for anyone to get started, anyone of any size. But you talked about diying. You know, I couldn't diy my own AI either, but small businesses certainly can't. And so the fact that we have all of these pre built templates and we're making it so easy for anyone to get started makes small businesses who cannot diy their AI. It makes agents a reality for them as well.

Speaker A   00:06:50

It seems to me, uh, that the feature of Agent force is that it can work for every industry. It's not sort of just, you know, just these, um, take a look.

Speaker G   **00:06:59**

I think you want the ability to deploy this agent force capability across all of these people that are so important for your company and all of these digital and human workers. And the reality is we all have struggled in the last two years with this vision of copilots and LLMs and how are we putting it all together? So why are we doing that when we can have Agent force, we can move from chatbots to copilots to this new agent force world and it's going to know your business and it's completely plan, it can reason, it takes action on your behalf. On that idea of working with a large healthcare system at scale. It's scheduling in our vision, the MRI for you, or the CT scan, or the repeat labs or your doctor's office visit for you. It's taking care of the drudgery and the low value tasks that are slowing those doctors and nurses down. And we're going to deliver it across all of our industry clouds and all of the key industries that we support with all of the compliance and governance that you need, whether it's Fedramp or HIPAA or Soc or whatever it is, so that you get it as you need it and it's ready to go.

Speaker A   **00:08:23**

So Jody, from the graphic there, you can see there's a solution for absolutely every single, uh, industry, um, with this technology. What makes that possible?

Speaker E   **00:08:32**

Well, at Salesforce we're all about making AI and now agents accessible to everyone. And that means in every industry. So we've got 40 compliant certifications as well as 100 AI prompt templates to make it easy for companies in any industry to get started. So you heard Mark talk about healthcare. Well, an agent in healthcare is going to need to do something very different than say an agent in retail or in banking. So we're providing both the compliance certification so that HIPAA compliance versus Fedramp compliance very different, as well as those 100 prompt templates so that anybody can get started quickly.

Speaker A   **00:09:05**

Interesting.

Speaker D   **00:09:06**

And being compliant by default, that's one thing. But another element of trust too is what we're doing to enhance this trust layer, adding things like prompt injection defense now, so that, for example, if someone tries to hijack one of these agencies autonomous assistants and say, give me, reveal your secrets, give me your system prompt, it's going to steer away from that, back to the topics that it's set to accomplish. And this is really

important for our businesses.

Speaker A   00:09:28

Data cloud is the fastest growing solution at Salesforce. So let's take a look at another big moment in the keynote.

Speaker G   00:09:35

And then what did we do? We said it's in the platform and we have our data cloud in the platform. And through zero copy we can plug into whatever you have. We can unify your data and metadata and we were so excited about that, become our best, best selling new product ever. And companies have come along and made huge investments in this data cloud, and it's been remarkable for us to what we have been able to deliver for customers so rapidly. But here's the other thought. What we didn't realize was by encouraging you to, moving you, to encourage you to, we encouraged you to move to the data cloud, and you are now doing 767 trillion records per month in the data cloud. And the huge work you have done with the data cloud, which is awesome, and we're so grateful for that. What we didn't realize is we were preparing you very well for AI.

Speaker A   00:10:40

Data is the secret ingredient here, although really not that secret, actually. Um, Ryan, how does the data make everything ultimately better?

Speaker D   00:10:50

It's like chocolate chips in a chocolate chip cookie recipe. You know, they're coming. It's not a secret, but you look forward to them anyway. Data is the same way. We know that data is going to be really the determining factor in how far you go with AI. It's only going to be as good as the data foundation you have underneath it. And something that we talked a lot about here is this concept, this technique of retrieval, augmented generation, which is retrieving not just structured data, but also things like PDF's, multimedia format, videos. This, uh, is unstructured data. It's pulling that information into the agent's reasoning engine and putting that to work within the actions it's equipped with. This is huge, because now we can get at all this information that beforehand was simply inaccessible for these types of.

Speaker C   00:11:29

Business processes, including slack conversations. And so I think one of the amazing things that we see with agent force is not only can you tap into all of the unstructured data, you can bring it into one conversational interface to where you are able to have the conversation with the agent and have that interaction and collaborate across your entire organization with the agent to really get work done.

So I'm going to give you an example. I recently started a new series and recorded it. So what I did was I put the recording into our Einstein internal agent and asked it to write a summary for Slack that included the voice of the product manager, and that included the voice of a product marketer. It wrote me two separate summaries. Now, that is something that I would write with a prompt. If an agent could take action, they would post it for me. So it takes it that step further because it has access to what I asked it to do, and then it would go ahead and do that posting. And that's that action part of um, an agent.

Speaker A   00:12:30

We only have about 1 minute left in this segment, but I'm curious, what was your biggest takeaway from this keynote? The thing that you thought just kind of blew you away?

Speaker B   00:12:37

I think getting hands on, right. The offerings that we have to give people the opportunity to use the technology, changes the way they perceive it and gets the ideas going, changes the way.

Speaker C   00:12:47

People are going to be building solutions with Salesforce. It also changes the way they're going to be bringing that into slack. I'm sorry, I'm going to keep it slack. I do see it as a future bias. It's there. It happens.

Speaker D   00:12:58

I'm sent by agent builder this notion that with clicks you can go and bring together an agent, equip it with new actions. And those actions are familiar platform building blocks. Folks have had these for years. Flows, Mulesoft, APIs, prompt templates, maybe not yours, maybe a couple months, but putting that immediately behind this autonomous AI assistant or this agent, this is incredibly unique.

Speaker E   00:13:19

And for me, they saved the best for last in the keynote. Salesforce, Salesforce foundations now we are making it easier for everybody to get started with agents and we're giving every customer more and so they can get more out of their Salesforce investment without any additional costs, which is I thought the.

Speaker A   00:13:35

Example of Saks that they showed in the keynote was really, really good. I mean very conversational, conversational the way.

And now I need to go shopping and maybe I'll be able to help me.

Speaker B   00:13:44

And I think that the difference is when you are building these things, you're building it with natural language. So the response is a natural language.

Speaker A   00:13:51

Agents and humans working together powered by data on the most trusted number one AICRM. It has been another amazing start to Dreamforce. Thank you all for joining us. Thank you all for joining us as well.

Speaker H   00:14:09

Hi, I'm Cary Chao. I'm going to show you where and how to learn more about agent force at Dreamforce and right here on Salesforce plus. All right, today. Next up, the slack keynote, the future of human centric agent powered work. And then explore the future of agent powered work in slack. And we'll get your prescription for healthier connections with AI. And here, the consumer goods keynote profitable growth with the number one AICRM m. And you won't want to miss the data cloud keynote where you will learn how to deliver customer success through data. And we have so much learning that we actually need two channels to bring it all to you. Like, that's a lot of learning y'all here's how you watch below on our video player. On your screen you can see the schedule and you just click to watch any segment you want. Uh, it's that simple. You probably didn't even need my instructions. It's that easy. And there's a tab above that takes you through each of the next two days. Now, tomorrow we continue the journey into the product and industry showcases. We kick off day two with our big news agent force in the agent force keynote. Build the future with AI, uh, agents. Join us to see how agent force agents are empowering employees and driving customer success. Now, hear the latest announcements and see how customers are building, testing, and supervising AI agents easily. And we'll see how digital agents are shaping the future of sales and service. We'll also put the spotlight on tech and media. Learn to drive revenue and efficiency with Aihdem and nonprofit. Amplify your work and mission with AI and retail. Grow revenue and relationships with data and AI. Sensing a theme about AI right there. Tomorrow night is Dreamfest, a, uh, benefit for UCSF Benioff Children's Hospital featuring pink and imagined dragons. It's gonna rock. We're gonna be right back with Parker Harris and stories of customer success. Success after these important messages.

Speaker A   00:16:23

To learn how Salesforce helps drive customer success with partners, I'm pleased to welcome Ian Khan, partners Salesforce practice leader at PwC. So nice to have you. Walk me through the partnership between PwC and Salesforce. How does it work? What do you

get out of it?

Speaker I   00:16:41

Fantastic to be here. Uh, our partnership with Salesforce is incredibly important for PwC. Our mission is really anchored on helping our clients to solve their most important problems. We're focused on building trust in all of the work that we do, and Salesforce is an integral partner for us in helping our clients to transform and deliver amazing customer experiences.

Speaker A   00:17:05

Give me a specific drill down on that. What impact has AI had, um, for pwC?

Speaker I   00:17:12

Oh, wow. Well, you know what, let me start with my clients. So first of all, it's really helping us to, you know, reimagine our aspects of our clients business model. We're working with clients like Saks Global to personalize customer experiences. We just heard from them in the keynote.

Speaker A   00:17:28

I thought that was a great example and kind of a walkthrough of how it could work.

Speaker I   00:17:32

Yeah, I mean, Wyndham hotels and resorts, another one you're going to be speaking to and, uh, really transforming the guest experience. Um, so the partnership with Salesforce, it unlocks new possibilities in the work we're doing. With our clients. But actually, it doesn't stop there. There's also a huge efficiency play for us in our own business, looking at every aspect of how, PwC, believe it or not, one seven five year old global professional services firm, we're reinventing core aspects of our own business using AIH.

Speaker A   00:18:03

So talk to me about your clients. When you originally had those conversations, were people excited, ready to go? Were they more timid about thinking about how they would use AI?

Speaker G   00:18:13

Yeah.

Speaker I   00:18:13

Uh, sometimes we see both ends of the spectrum showing up in a big way. There's that skepticism on one end, and at the other end, you can see the enthusiasm we call the zealots. And there's some people in between these kind of AI realists. I think at the end of the day, um, generally we see that AI is driving massive change, rethinking business models, changing the way we work. So you gotta bring people along. And at, uh, PwC, one of the things that we've done, we made a big investment in upskilling our workforce, all of our partners. We've rolled out Genai across the entire firm, and that's been a big enabler for how we transform our own business and the work we do for our clients.

Speaker A   00:18:56

What has your messaging been as you have that communication with those clients? It's here.

Speaker I   00:19:04

I think we got to be a little bit more bold, right? It's almost disrupt or be disrupted. Um, there's a real sense of urgency. We've got to move fast. But also understanding that there's risk. We don't take the deployment of powerful technology like AI lightly. It's why responsible AI frameworks are so critical. So we believe in taking a structured approach, uh, helping our clients to build. You know, we think of it as a flywheel. You know, it starts with defining a clear strategy, taking a set of steps that ultimately lead to, you know, big outcomes.

Speaker A   00:19:38

What are you most excited about when it comes to AI and agents, which was the entire center of the keynote?

Speaker I   00:19:46

Agents and AI, you know, they're going to play a huge role in helping us to solve problems that frankly, have been difficult to solve. Right? Like delivering better patient outcomes or that customer experience that I referred to before. And frankly, even just looking at some of the bigger societal problems, if we think about climate and we think about some of the other challenges, that expanding access to high quality education. AI is a massive force. You know, it, uh, multiplies the capabilities that we have inherently, you know, and allows us to extend them through agents and deploying agents on the salesforce platform. What we're doing is we're going to allow our clients to innovate faster.

Speaker A   00:20:28

I thought it was pretty interesting when Mark in his keynote said, don't diy your AI. I'm not sure. A lot of people probably couldn't diy their AI. Um, but some could and, you know, and could tackle it kind of on their own as opposed to using the, the platform. What's your

message for folks watching that and saying, well, maybe I should diy my own AI.

Speaker I   00:20:48

Don't go it alone. Right. I think when you're looking at core aspects of your business, your customer experience, the most successful companies, they understand the power of ecosystems. Tapping into uh, technology partners that are investing hundreds of thousands of hours in research and development and products like data cloud, like the customer 360, like agent force. I think you're crazy if you don't take advantage of these innovations. You know, they can create so much value for your business, right?

Speaker A   00:21:16

Ian Khan, thank you so much partner and Salesforce practice leader at PwC. Really appreciate it.

Speaker I   00:21:22

Thank you.

Speaker A   00:21:22

We bet. And here is a highlight of the.

Speaker G   00:21:26

Main keynote, I think about for the last 25 years, what have we been doing? We've been automating every customer touch point, right? Sales and service and marketing and commerce and analytics and slack and anywhere your customers coming in, we're connecting and we are, we are making that part of our customer 362. We are also building a data cloud so that you have a data lake that is able to absorb all of that customer connectivity, including if you have multiple Salesforce orgs and federate that data cloud out to not only all your Salesforce orgs but to other types of data lakes like Snowflake and databricks and Google Bigquery and Amazon Redshift and even IBM mainframes. Amazing. And then we're able to take all of that data and bring it down into the customer 360. And this has been our vision for the last 25 years. But now what we want to do is wrap that with agents and make you even more productive and more capable. And it's an extension of our core platform so you can have health agents, and banking agents, and product agents, and ops agents, and sales agents, and support agents, and marketing agents, and customer experience agents and analytics agents and finance agents and HR agents. And it's all built on this Salesforce platform.

Speaker A   00:22:54

I am always excited to sit down with our next guest, Salesforce co founder chieftaine

technology officer of Slack Parker Harris. This is our fourth dreamforce together. Not that I'm counting, but it is.

Speaker F   **00:23:06**

It'S so nice and best ever.

Speaker A   **00:23:07**

Yes. It's amazing. Most people ever in a long time. That's people.

Speaker F   **00:23:11**

It's great. Kind of amazing. Yeah.

Speaker A   **00:23:13**

So agent force has been the centerpiece of the entire morning. Um, give me a sense of how big agent force is and where does it rank in terms of sort of all the Salesforce innovations?

Speaker F   **00:23:24**

Well, I think generative AI is the biggest thing that's happened in technology possibly ever. But certainly when you think about Salesforce started with the Internet, and that was a huge disruption to everyone. I think this is a bigger disruption. And what we're doing is applying what we did 25 years ago and bringing the power of AI to all of the trailblazers, all the customers and partners here at Dreamforce.

Speaker A   **00:23:48**

Clearly there has been an emphasis on humans and agents together.

Speaker F   **00:23:54**

Yes.

Speaker A   **00:23:54**

Why is that so important?

Speaker F   **00:23:57**

Well, I think everyone has this doom and gloom that agents and AI is going to take everything away from us, and I don't think that's ever happened in the history of technology. Technology has changed things, and people certainly will need to be retrained. There's going to be new capabilities. But look at the SACs demo that we just did.

We have an agent.

Speaker A   00:24:14
Such a good demo, by the way. Really helpful walkthrough.

Speaker F   00:24:18
Yeah. But if you think about that demo, what Saks wants is they want their employees to be stylists. They want to work with you and say, that's a beautiful dress. And, like, if you would like something else, you know, let me help you with your style. You know your style the best. You don't want to talk to a robot. You don't want to talk to an agent about your style that's very, very sensitive to you, and you want to feel like you're getting tailored. So we want to make sure that the humans have time to do that. So what about the example on that demo of the return? Do we really need a human to walk through? Like, okay, you bought this and you want a different size and you can pick it up in the store. Why not have an AI agent do that for you? And so it's the two working together or in the call center. The same thing might happen and you want to hand it off to that stylist at the right point. And so how are you going to do that? That's the power of the one platform and agent force.

Speaker E   00:25:10
Yeah.

Speaker A   00:25:10
And I thought that example of how natural the conversation was with AI in the Saks example was really good. Um, let's talk a little bit about, um, slack. The last time we had a conversation.

Speaker F   00:25:25
I think I'm missing the keynote. It's about to go.

Speaker A   00:25:28
Never.

Speaker B   00:25:29
Are you kidding?

Speaker A   00:25:29
You know how much trouble it would be in, um, how will agents work in Slack?

Well, if you think of Slack, Slack has always been a conversational interface to get work done. And if you're going to get work done in working with AI, where else are you going to do that but in Slack? So in slack, you're going to have the agents coming to you in the user interface. So they will be just as you saw in the lightning interface is what we call the UI, much of the UI you saw in the demos in Slack. I'm, um, on mobile. I'm just going to pull up agent for us. I'm going to pull up my SDR agent, my service agent, whatever, my stylist agent, maybe, maybe nothing maybe. And I'm going to work with them or in channel where you're working with humans, you're starting to, you're going to start to see, I've got five humans working together on, you know, today with you. What's the plan for today? We got five people, actually have more than that. We're all working together on soledad show to make it incredible. But what if we had some AI agents in there with us, helping us, like, hey, can I help you with that? And let me summarize the morning and let's bring it all together. And we're going to work together in that conversational interface. Humans and AI working together.

Speaker A   00:26:38
You got the keynote coming up in just a little bit.

Speaker F   00:26:40
Yes.

Speaker A   00:26:41
Give me a little.

Speaker F   00:26:41
Very soon, I hope you all go. You're not at the door right now. Please go right now. While you're listening to this, um, you're going to really hear three things. One is slack is about getting work done. So we're making that even better. We've added cool features like lists and huddles and canvases. And then we have slack AI, which is in the flow of work. If you're doing a search, let's answer your question in natural language and actually answer that question. Let's summarize those channels for you that you don't really need to go look at. But what was happening, let's help you create workflow with AI. That's one thing. Then, of course, Agent Forest. It is the place for Agent Forest. We want a whole area to talk about. Well, what does that mean? What can I do with Agent Forest in slacken? What kind of data does it have? Access all that slack data, all of the structured data and data cloud, all of it coming together. And then finally, uh, we, you know, it is the conversational interface for AI. There are a lot of people building AI out there. We would love for them to use slack also. So Adobe, if I want to go use Adobe Firefly, it's an AI to go create, uh, images for me. And Adobe is very good at images. Why not just do that within the context of slack? So you also see that.

So we know in AI, obviously, the structured data, you know, grabbing sort of data sets and information makes a lot of sense. But in slack, it seems like there's a lot of unstructured data, just a lot of kind of random things that become parts of individuals conversations. Can AI help kind of organize that?

Speaker F   00:28:09

Absolutely. So if you think about all those, we couldn't do this before. It took generative AI. You have all this unstructured data, these conversations, our conversation now, or if we were exchanging slack messages. What you can do with AI is called vectorization. You might not have, maybe. You seem to have gotten deeply technical solidarity, because I was watching earlier, it.

Speaker A   00:28:28

Was a really clear keynote.

Speaker F   00:28:30

There have been a lot of technical discussions. But you take an AI, uh, LLM, and you create a vector. It's a matrix. It's math. The mathematicians are taking over the world, by the way, and for all those conversations. And then you can say, well, what conversations would help me answer this question? And it will say, what are similar conversations is the power of these vectors in this math and the AI? And it's going to take all that conversational data that's relevant to answer your question, and it's going to combine it with the structured data so you can say, like, for example, tell me how the account team closed that deal. Okay, that's an interesting question. You might say, well, they made these calls. They, you know, discounted by X. That's structured information. But then you might be like, they also met with the, you know, chief information officer. They had this conversation. It's going to combine all of that together and summarize and tell you, here's how they did it.

Speaker A   00:29:29

There are some people who are not on Slack, and I know, shocking. But I guess you can help them, because I think some people think of it as like, oh, get it. It's a messaging platform for my workers, and it seems like it could be with AI so much more than that.

Speaker F   00:29:44

Yeah, Slack is about getting work done. So, uh, many people start with Slack, and I'm just sending you a message, and that's fine. It's a fun interface. You can do your emojis. It's an entertaining way to have conversations. But if you want to get work done, I want to talk about work within a channel. And then when I'm within a channel, I want workflow, I want to connect to my other applications. I want the AI to help me to go out and summarize that channel to create the workflow for me. We have something called Slack templates. If

you remember, years ago, Salesforce came out with the app exchange. We have a beautiful platform where you can build apps in slack. You can build uh, apps with workflows, um, with channels, with uh, canvases, with lists, to do project management, for example. That's getting work done. It's just not sending messages. There are experts out there that know how to do that. But why not just say, here, here's the recipe. Project management. Click go, do it. Now you're doing, you're managing your project, but then you can take it and make it your own. It's what we've done for 25 years. We're doing it in Slack now.

Speaker A   **00:30:51**

Parker Harris, always nice to see you. I know you have to run off to your keynote, so thank you.

Speaker F   **00:30:55**

Thank you for having me.

Speaker A   **00:30:55**

Thank you for always a pleasure to see you. Always appreciate it.

Speaker F   **00:30:58**

Thank you so m much.

Speaker A   **00:30:58**

You bethe, hm.