

Platform Keynote Recap: Build and Govern Agentforce and Apps

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Speakers:

Speaker A - 19.96%

Speaker B - 29.12%

Speaker C - 50.93%

Notes:

- It's clear generative AI is already making its impact across Salesforce. For our customers, Salesforce is here to make implementing AI as easy as possible. Scott Mitchell and Whitney Blaine talk about all the latest innovations regarding the Salesforce platform.

- Scott: Where to get started is getting your data house in order. That's where data cloud comes in, right? Data cloud is the starting point where you can plug into a variety of different data sources. Admin, Salesforce users everywhere, they really help build those building blocks to increase time to value.

- Kerry: What do you think AI means for the future of app development? Scott: The possibilities are endless. Customers have already built about 10 million custom apps on the Salesforce platform. Whitney: Have your data house in order. Data privacy, security,

data accuracy.

Speaker A

00:00:01

It's clear generative AI is already making its impact across Salesforce. For our customers, Salesforce is here to make implementing AI as easy as possible. I'm Kerry Chao, joined by Scott Mitchell and Whitney Blaine, product marketers on the Salesforce platform. And we're here to talk about all the latest innovations regarding the Salesforce platform, including the announcement of agent force. Whitney, we're going to start with you. What do people need to take away about these latest features?

Speaker B

00:00:29

Well, thanks, Carrie for having me. I uh, loved the keynote, it was so great. Agent Force, agent Builder, all the innovations. But can we talk about that use case hooping with the stars? I know it was a fake reality tv show, not real. But Scott, I don't know about you. I wanted to put my name in. I got a six foot wingspan. I think you and I could be the next splash brothers.

Speaker C

00:00:46

Yeah, we definitely could make a dynamic duo. I'm telling you what a platform keynote that we just saw. And you know, the one thing I think about when I think about teams is like the best teams, the ones that win or the one that have a uh, variety of different that come together in order to achieve a common goal. And I think about the Salesforce platform and working in unison with Agentforce, which agent force has built on the Salesforce platform. And I think about how we're going to be able to provide that tool to our customers and their IT teams so they can again find a very seamless way to scale all of this autonomous AI innovation across their business. So again, great keynote and it's a very exciting time that can empower it teams in particular to really leverage the power with AI through the power of Salesforce.

Speaker A

00:01:30

I love that. And have the utmost faith, you could be the next splash brothers.

Speaker C

00:01:34

Oh yeah, absolutely.

Speaker A

00:01:35

I appreciate it. Thank you, Kerry, you mentioned it. Let's zoom in on the it teams. Right, Scott, what should they be thinking about? Uh, when it comes to the agent force platform and how will it help?

Yeah, it's a good question. We've heard a lot about when I talk to CIO's and it leaders, they always talk about, okay, our AI strategy, we need to start with that, we need to start with that or we need to just start solving a business problem and leveraging AI. But I think before you get into any of that, the answer to that question as far as where to get started is getting your data house in order. Right? So when you think about data and you think about organizations and they have data living on islands, disparate systems and that data is in so many different formats and structures, from the unstructured to the structured. Right. So you need to be able to bring that data together and rationalize it in a way where it can make sense, right? And when you do that, then you set the stage for these companies, these businesses, these IT teams to really start leveraging the power of AI because again, they have that data strategy already put together because they've taken the time to bring it all together. And that's where data cloud comes in, right? Data cloud is the starting point where you can plug into a variety of different data sources, bring that data together, harmonize it, get that single source of truth, and then that set the stage, that's the starting point to start activating AI across your business.

Speaker B

00:02:55

Well, Scott, when you put it like that, you make it sound so easy, but we've heard from it, we've heard from admins everywhere that it is hard getting started. You can't just diy your AI, right? And so, you know, you look at these technologies that they talked about in the platform. Keynote, agent four. Data cloud, they all help get time to value faster for it. Admin, Salesforce users everywhere, they really help build those, give us those building blocks to increase time to value and give a uh, foundation for that innovation. And then, you know, we piggyback on top. You talk about the use case, but data at the start, and then you use these innovations, these technologies, and then, you know, you see the value much faster than you ever have before.

Speaker A

00:03:37

These hyper personalized experiences right now, that data, uh, Scott, what do you think AI means? And I'm assuming it's almost like an obvious answer, but what do you think I, uh, AI means for the future of app development? Especially with AI agents.

Speaker C

00:03:52

Yeah, I mean, the future is endless. I mean, it's so infinite when you think about the fact that our customers have already built about 10 million custom apps on the Salesforce platform before, a lot of these generative AI tools really came to the scene. Now when you think about the fact that not only on the front end in terms of creating customer experiences, but on the back end too, developer teams using AI to create a lot of different applications that their business teams can use in order to out to be more productive. I mean, think about it, Kerry. We've seen some use cases here that are so powerful, from AI

agents providing customer services to customers in the retail sector. We've seen simple use cases when it just comes to an interface that people need to go into that has some data on the backend that allows them to do case summaries and email summaries. So from the simple to the sophisticated, leveraging tools like the Salesforce platform with data cloud, with agent force. Right. The possibilities are endless. And again, I'm just really excited about where this is going to take our customers as they move from being like an app power business to an agent power business. So again, we're just at the tip of the iceberg, scratching the surface in the third inning, however you want to describe that cliché. But again, we are on the cusp of something very, very seismic in terms of the application space. And again, AI technology, autonomous AI technology is really at the heart of it all.

Speaker A

00:05:16

What was that number you said? Nine and a half million plus.

Speaker C

00:05:19

Nine and a half. Nine and a half million custom apps built on the Salesforce platform. Pre generative AI. So you can imagine these teams are going to be able to leverage these tools to remove the current work out of custom AI app development. So when you take all of that together, what does that mean? Better, faster, smarter apps that they're going to be able to leverage, uh, using the salesforce platform and agent force in particular. And then just the last thing I want to say is we've heard a lot about friction, burnout, resource strain. AI is going to be able to take all of that out of the equation. So then it teams can focus on those more value added strategic tasks that really drive the business forward.

Speaker A

00:05:59

Demand is clearly there, but obviously with AI, many customers have the same question. Security, uh, privacy. Uh, Whitney, what would you say to customers who are concerned about those matters?

Speaker B

00:06:08

I mean it's, every customer should be worried about it. But uh, you know, it's a really good important question and Scott mentioned it earlier, is having your data house in order. And we talk a lot with our customers about data governance and that's kind of inclusive. A lot of different things, but it starts at the end of the day, or at the beginning of the day rather, is getting your house in order having conversations internally with your teams across business units? Cause that ends up being, you know, we talk about disparate systems, a lot of teams are using different systems and you know, you wanna make sure you're having a transparent conversation about how you're managing data, how you're storing data, how you're retaining data, and then you're thinking about the customer, how are you

managing consent and automating compliance? We have the EU uh, AI Regulation act can uh, pronounce it and over 250 global regulations. It's so hard to manage all that. It's really complex. So are you automating compliance and do you know what other teams are doing when it comes to managing consent and preferences? I would say to customers that obviously, uh, you want to leverage agent force, data cloud and all these amazing innovations, but from day one, start asking those questions around how you're securing and protecting your data and then leverage add the innovation on top. But data governance encompasses data privacy, data retention, data security, data access, data accuracy. And uh, it was touched on in the third chapter of the platform. Keynote is really making sure that you have a sense of what you want to do internally around securing your data and then leveraging those amazing innovations in technology from there.

Speaker A

00:07:42

And the reminder, of course it's always humans with AI and not the replacement, which oftentimes is the big fear. Um, and the myth of how AI can augment what everyone is doing.

Speaker B

00:07:58

Yep. And what we're trying to do.

Speaker C

00:07:59

Yeah, absolutely. It's about helping teams work faster and smarter. And so you think about kind of uses, I guess you guys, those four kind of key statements. So you have data, CRM, AI, and of course as Whitney just touched upon, it's all about wrapping trust around all of that, which is our number one value as you know, here at Salesforce. And so the way we deploy any of our technology, including AI, it's always going to be rooted in security and trust in the interest of helping our customers, people, humanity, leverage AI to be more effective across their business.

Speaker A

00:08:27

Absolutely. And you know, the statistics say that 81% of execs feel the urgency to incorporate AI. And it's clear Salesforce is doing what we can to make that process as simple as possible. Thank you so much Scott and Whitney, for joining us here at the desk. Um, for more about the Salesforce platform agent force, including demos and other valuable resources, please scan the QR code on your screen or check out get ready SFDC co platformguide now if you missed anything on this broadcast or want to check it out later, you can see it right here on Salesforce plus@salesforce.com.

Speaker B

00:09:05

Plus.