

# Dreamforce Today: Make Agents for Every Enterprise

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## Speakers:

Speaker A - 8.31%

Speaker B - 8.14%

Speaker C - 10.49%

Speaker D - 16.44%

Speaker E - 41.3%

Speaker F - 15.32%

## Notes:

- The future of agents and app dev is in your hands. All with Salesforce's new agent force platform. First ever live Dreamforce hands on activities next week right here on Salesforce plus. Love it.

- Tableau Einstein is built with Agent force. As part of that we're also going to be building a marketplace so you can take those best in class visualizations and prep flows and all the

things that you do and put them to use. It's a really exciting time not just for tableau but for all of Salesforce.

- Tableau server has been a very important part of the tableau legacy. We will make it hybrid in the sense where you can take advantage of some of these new capabilities like Agent force and your tableau agent. You're starting to see the fruits of that labor happening right now at this conference five.

- Tableau has been around for 21 years. Why is this next chapter the most exciting one yet? The future is all about how do I scale my data and my analytics and my business. I'm really excited for what we're building for the future.

- Matt Fidler, principal and US Salesforce platform leader from KPMG. Can you talk to us a little bit about how KPMG is making a difference with our joint customers? And as we look at innovation and trust and how important it is while developing AI tools.

- Well, what are you most excited about this week at Dreamforce? I'm looking forward to seeing Mark on the big stage. Uh, he always does a great job, he brings the energy. Have a great week.

## **Speaker A**

**00:00:35**

Here's your headline. Agent Force. Anyone can create, test and scale custom agents using our unique low code platform, deeply integrated on the Salesforce platform. The future of agents and app dev is in your hands. All with Salesforce's new agent force platform. Carolyn Bathauer the main point here, agents work with humans, they don't replace humans. So what do customers need to do to get ready?

## **Speaker B**

**00:01:01**

Yeah, I think getting hands on take advantage of the first ever live Dreamforce hands on activities next week right here on Salesforce plus.

## **Speaker A**

**00:01:11**

Love it. Hands on. Diane Mazotta Dreamforce is a learning journey.

## **Speaker C**

**00:01:14**

It certainly is. And we are halfway through. Can you believe it? We've got some big moments still to come. We're going to hear Mark Benioff's chat with camping World CEO Marcus Lemonis and will I am um, to discuss how he is leading his company's transformation at 07:45 p.m. pacific. It's a rockin good time for a rockin good cause. It's Dreamfest, the benefit for UCSF Benioff children's hospitals starring Pink and imagine dragons. And then tomorrow we'll start with industry solutions and more product showcases for our financial services customers. Make customer dreams a reality with the AI financial enterprise and our manufacturing keynote. Building a uh, connected industry

5.0. Learn how to build lasting relationships in the marketing and commerce keynote. And chart a path to success with the Salesforce customer success keynote. And for our trailblazers, the can't miss true to the core Salesforce admins, we're going to show you how to succeed in the AI era and we'll explore the well architected future in the architect keynote. Last but not least, we've got the developer keynote. Build the future with the platform.

**Speaker A**

**00:02:28**

Ah, ah. But there's so much more, Diane. Over the next few days, more than 400 learning sessions, product keynotes, luminary conversations and stories of customer success will be the cornerstone of learning how humans and agents drive customer success together. Now, earlier we heard about the latest AI innovations from Tableau. To learn more about tableau, CEO Ryan Etay sat down with sales RVP Ed Buraindeen. Take a look.

**Speaker D**

**00:02:57**

All right, well, I'm here with tableau CEO Ryan etay.

**Speaker E**

**00:03:01**

Great to be here.

**Speaker D**

**00:03:02**

Big week.

**Speaker E**

**00:03:03**

Big week.

**Speaker D**

**00:03:03**

I mean, I've been with tableau for ten years and we experienced tableau in a completely reimagined way on the Salesforce platform. Can you walk us through the market opportunity, what you're seeing and what we experienced today?

**Speaker E**

**00:03:15**

Absolutely. Well, first of all, thanks for having me it's a big day for tableau. We launched Tableau Einstein obviously built with Agent force and so it's kind of a new chapter, as you said, transformation where we were very focused on visualization and deep exploration of data for years and now that is becoming more broad thanks to the fact that we're built on the data cloud. We have our semantic layer, we have things like tableau Agent and Tableau Pulse. As part of that we're also going to be building a marketplace so you can take those best in class visualizations and prep flows and all the things that you do and put them, uh,

for your company to take advantage of so you can accelerate your business, you can go faster. And of course agent force makes all of that better. Um, so it's a really exciting time not just for tableau but for all of Salesforce as you may have experienced here at the conference. Yeah, pretty great, right?

**Speaker D**

**00:04:06**

It's been unbelievable and I think what's super exciting is you put the world's leader in data visualization on top of one of the most valuable data sources in Salesforce. A lot of folks that are going to be watching are going to be customers that might just have tableau server. Maybe they're not Salesforce customers. What's the perspective for them in terms of the continued roadmap and their success?

**Speaker E**

**00:04:24**

Tableau server has been a very important part of the tableau legacy, as you know, um, and will continue to be the case. Right. So we have many customers now who run on server, many large government uh, customers, many regulated uh, industry customers. And those customers we will continue to support as long as we need to to make sure that they're successful as part of Tableau Einstein, we will make it uh, hybrid in the sense where you can take advantage of some of these new capabilities like Agent force and your tableau agent and you can run hybrid workflows. Workflows, excuse me, and workloads in general. That is the opportunity so that we can help people with a flexible offering that gives them the opportunity to scale their business, be more productive and not have to go through this process of building AI the hard way. Um, we're going to make it easy for them. And this is really the power of Salesforce and tableau coming together. I like to say we're better together, we're stronger together and we're starting to see the fruits of that labor, uh, happening right now at this conference five.

**Speaker D**

**00:05:21**

Years into this acquisition and you're really seeing the integration of these technologies. And I think not only is there an incredible technology. But there's two powerhouse communities, right? So there's the Salesforce trailblazer community. What's your message to them in terms of why now is the time for them to invest in tableau. Tableau the skill and take that skill set to the next level.

**Speaker E**

**00:05:39**

Yeah, I mean, I think the community members, first of all, the tableau Datafam, absolutely critical as you know, to the heart of Tableau, the heart of everything we do, all of our feedback, all of our events, we listen to them deeply. We will always do that. Great to be in our keynote and see, I think I saw a muley or two. I saw some data, you know, uh, trailblazers, excuse me, I get the names mixed up sometimes. But at the end of the day it's

about a community. It's about helping people to, you know, inspire them to do new things, to learn more with data. We're on the AI journey together. We're all on the agent force journey together. The more the community members can spend time together, I think they'll learn from each other. And we heard that from Anya in our tableau keynote which you can watch I think probably now on Salesforce plus and also YouTube. But at the end of the day it's all about learning, inspiring each other, understanding, um, how to go faster. And that's what the community is and that's really what makes Salesforce such a special thing because you can learn from the community and you can become a better work environment, more successful. Good on the list.

**Speaker D**

**00:06:37**

Yeah, I think it's a great pitch obviously for Tableau conference in San Diego in April, but also for the datafam to come to Dreamforce and experience really the power of this data source and the value of the tableau salesforce can provide. Tableau has been around for 21 years. Market leader change the Gartner Magic Quadrant. And we're on this next chapter. And I want to hear from you. Why is this next chapter the most exciting one yet?

**Speaker E**

**00:06:59**

Yeah, I mean, I look at it very simply as it's more than visualization, right? The future is all about how do I scale my data and my analytics and my business. How do I make sure that I have insights delivered to me and maybe even action so as that becomes more autonomous with agent force and I can change the way that my business operates and I can scale and I can do things in a way that no other time before I could. You have a completely new environment and that is the future of tableau. And again, it gets better with data cloud. It gets better with Salesforce workflow, it gets better with Mulesoft. And all of this comes together on our core Salesforce platform. It's pretty powerful.

**Speaker D**

**00:07:43**

Yeah, I mean, it's the opportunity to see, understand and take action. Ryan, thank you so much.

**Speaker E**

**00:07:48**

Thank you.

**Speaker D**

**00:07:48**

I'm really excited for what we're building for the future.

**Speaker E**

**00:07:51**

Thanks for having me.

Hi, I'm um, Monica Bowie, director of product marketing at ah, Salesforce, here with Matt Fitler, principal and US Salesforce platform leader from KPMG. Thank you for joining us.

**Speaker F**

**00:08:02**

Thank you for having me.

**Speaker B**

**00:08:03**

Excited to talk to you this morning. So when we look at our global reach, can you talk to us a little bit about how KPMG is making a difference with our joint customers?

**Speaker F**

**00:08:10**

Yeah, absolutely. We've scaled our practice rapidly over uh, several years, really due to the global nature of our firm. Uh, we were operating salesforce transformations in every major region around the world. We operate in over 100 countries. I think the breadth we have of technical uh, functional capability and industry specific knowledge is a differentiator. Many of our clients are multinational. They uh, need that cross border experience and I think bringing that breadth of uh, insight but that local touch is a key differentiator, uh, for us.

**Speaker B**

**00:08:40**

Definitely, definitely. And as we look at innovation and trust and how important it is while we're developing AI tools, how are you guys working to foster that trust and responsibility?

**Speaker F**

**00:08:49**

Yeah, I mean, ultimately for us, I think there's a top down message around how we transform our business and how in turn we take that out to our clients. Uh, we've been for example, uh, transforming how we go to market using Salesforce over the last number of years. We're looking at how we invent our business using aih, uh, and critical functions like operations and risk and so forth and how we actually bring that to our clients to drive synergies as well. We've uh, developed a trusted AI framework that I think works really well in concert with the asian force innovation. We're super excited about what that means to our clients. I think that combination of Cape BMG as a leader in data, in AI and uh, Salesforce is a compelling one that's going to drive business outcomes, uh, for our clients.

**Speaker B**

**00:09:26**

I agree. Well, what are you most excited about this week at Dreamforce?

**Speaker F**

**00:09:29**

I'm learning. I'm looking forward to seeing Mark on the big stage. Uh, he always does a great job, he brings the energy and uh, really excited for the keynote today.

**Speaker B**

**00:09:36**

Awesome. Well, thank you for joining us. Have a great week.

**Speaker F**

**00:09:39**

Thanks.

**Speaker B**

**00:09:39**

Thank you all.