

Admin Keynote Recap

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Speakers:

Speaker A - 35.77%

Speaker B - 46.83%

Speaker C - 17.39%

Notes:

- Welcome to the admin keynote spotlight. To keep the keynote celebration going, I am joined by the amazing Ella Marks and Jennifer Lee. So, um, let's talk about the Admin keynote.

- The possibilities of what you can build with Agentforce are just unbelievable. It's built on everything that you have already created on the platform. All of the work that you've done today can be used within these agents. We're so excited to see what everyone can build.

- There's already about 2000 people who have built agents already using Agentforce at Dreamforce so far. You can actually get hands on and build your first agent in an amazing trailhead badge. What are some of your tips to help first timers get started?

- Salesforce's Cheryl Feldman spoke about the future of user management at dreamforce.com. She talked about improvements to help admins, not just the users, but the admins work in the troubleshooting, setup issues. The product management team has been

working hard on delivering features that admins have been asking for.

- There are a lot of ways now for admins to build and bring AI into the flow of work for their users. Features like Einstein for formulas and flow will really help admins build with intelligent. And so I'm really excited to see more and more of that.

- It is our 10th anniversary of the admin keynotes. What are some of the highlights of the last ten years that really stick out to you? Now if you want to learn more and get your admin career started or dive into the awesome admin community, check out the link.

Speaker A

00:00:00

Welcome to the admin keynote spotlight. To keep the keynote celebration going, I am joined by the amazing Ella Marks and Jennifer Lee. Ella, senior marketing manager for admin relations. And Jennifer Lee, you are a lead. Excuse me, principal admin evangelist. Um, first of all, nice to see you all. It's amazing dreamforce and it's not a dream for us until I get to hang out with the admin team. So, um, let's talk about the admin keynote. Ella, what was your favorite moment?

Speaker B

00:00:27

Oh my gosh, I have so many favorite moments. But if I had to pick just one, um, you might see it's related to my little shiny sticker here. Are you blinded by all the sparkles? Um, this marks our 10th admin keynote. This is a celebration of ten years of awesome admin. And it was just such a big moment for us to be able to come together as a community in one room and talk about the future and what's coming next for the community. So for me, the opening video, seeing all of the amazing admin faces and then also seeing and hearing the applause and seeing everyone in the room, just the community is what makes this so special and was probably my favorite moment from today.

Speaker A

00:01:04

It's quite a celebration. Ten years, I remember ten years ago. Um, but there were a lot of big announcements that we have here at Dreamforce, Agent Force. Um, but we also had some other great product announcements. When you're thinking about admins, what are some of the things that they should be thinking about when it comes to Agentforce? Yeah.

Speaker B

00:01:22

Ah, I mean, I think Agentforce is such an exciting innovation and I'm sure if you've been tuning in online or admins who are here on site have seen a lot of examples of this new technology and I think there are a couple of things that are really cool. Number one, the possibilities of what you can build, it's just unbelievable. Like you think about how if you were building chatbots, right, you had to think about the exact dialogue for every single thing that you were building. Now you have the ability to create these experiences that

you never even have dreamed of. So that's thing number one. Thing. Number two is it's built on everything that you have already created on the platform, right? So if you're building flows today, all of those flows can be used within these agents, right? And so all of the work that you've done on the platform, all the work that you're doing going forward, all of that is going to help you as you continue to build these new experiences.

Speaker A

00:02:12

Well, when you use your natural language skills to pull in all of the things that you've built as an admin to create these agent experiences.

Speaker B

00:02:19

Right? And we know communication is one of our core admin skills, one of the really important skills that an admin must have. And so allowing them to be able to use that skill here in a new context to deliver amazing, intelligent experiences with Agent force, this is just next level and we're so excited to see what everyone can build.

Speaker A

00:02:36

Well, I am too. But let's talk a little about some people who, uh, are new to this. This is a new thing, Agent force and this idea of building agents for admins or first timers. Looking at this, what are some of your tips to help them get started?

Speaker B

00:02:48

First, I will have to say, and I'm biased, check out admin dot salesforce.com dot.

Speaker A

00:02:52

It's a pretty good website.

Speaker B

00:02:53

A lot of resources about AI, about Agent force, all of the new innovation that's coming for Salesforce admins. Um, second, check out trailhead. You can actually get hands on and build your first agent in an amazing trailhead badge. So that's where you can learn more, you can follow step by step and you'll be surprised how easy it is really to get hands on and really bring your agent to life for the first time.

Speaker A

00:03:14

I think what? There's already about 2000 people who have built agents already using Agentforce at Dreamforce so far, which is kind of amazing.

Yeah, it's incredible.

Speaker A

00:03:22

Um, okay, so Jen, I'm coming to you. So let's talk about some of the other product innovations. I mean, we talked about a lot in the admin keynote. What are some other innovations that you were excited about, especially for Salesforce admins?

Speaker C

00:03:34

I am. So I attended Cheryl Feldman's session on the future of user management, which is always very popular session at dreamforce. Um, check it out on Salesforce plus because it is recorded, but there was a lot of cheers and there's just so much that you can do to help out admins and it's great. Um, and I love everything that the flow team is, um, dishing out there. They just keep on innovating with the screen enhancement reactivity is insane.

Speaker A

00:04:09

It's awesome. Seeing that in action is really powerful.

Speaker C

00:04:12

Yeah. And being able to click something and then have something respond to that, it's amazing. So I'm really looking forward to that. Um, and all the other, um, enhancements are coming down the pike that will help admins, not just the users, but the admins work in the troubleshooting, setup issues and things like that is really exciting.

Speaker A

00:04:32

Yeah. And true to the core, earlier today we heard a lot of that come up and a lot of questions coming back to executives about, hey, you said you were working on this, where is it going? And Cheryl actually got up and spoke about some of the things that are happening and some of the improvements that are coming to set up experience user access. There was some, uh, uh, Alex got up and talked a little bit about improvements to help debug flows and all.

Speaker C

00:04:55

Of that, or even summarizing your flow come into an.org and you didn't build your flow. Right. You're just like, where do I start? But being able to summarize that, yeah, that's huge.

Speaker A

00:05:06

Well, AI helping admins, right? That's awesome.

I think we'll see even more of that to come. I'm really excited with, um, the sneak peeks we've seen of the roadmaps have been so, so cool.

Speaker C

00:05:16

It's like mind blowing.

Speaker B

00:05:17

Yeah, it is really mind blowing. What is being invested in? And I will say, and I don't know the number off the top of my head, but if you just watched the keynote, you would have seen, I think it's 988,000 idea exchange points. The product management team has really, really been working hard on delivering those features that admins have been asking for, and we'll see even more of that with some of these new AI innovations coming soon.

Speaker A

00:05:37

Admins are at the heart of how our product is used and developed, and I love seeing that. Um, let's talk about looking forward. We kind of already hinted at some of those things, but Dreamforce, a lot of announcements happen, right? And then people, everybody kind of goes back to their organizations, they go back to their regular lives. What innovations do you think you're going to start seeing people kind of use first and really kind of put to work and build use cases out for?

Speaker B

00:06:03

Well, what I think has been really exciting with how our product has been developing, especially with these new AI innovations, is there are a lot of ways now for admins to build and bring AI into the flow of work for their users. We've seen a lot of innovation since TDX this year with promptbuilder putting prompts in the flow of work. Now we have agent force, we can create these agents, but I think what we're going to see more of and what I'm really excited about are features like Einstein for formulas and flow, features that really help admins build with intelligent, with the power of AI and build these intelligent solutions. And so I'm really excited to see more and more of that and I think that the foundation that admins have, by already knowing these AI features already building on the platform, continue to grow that, continue to grow that knowledge. Everything that you've learned about AI up until this point is going to help you and all the things that they can take advantage of. Hopefully, um, in the future I think will be really, really exciting and folks will be excited to see.

Speaker A

00:06:55

So Einstein for flow. Hold on. Jen, can you talk to us a little bit about what that is so.

You can actually go in as you're creating your flow, instead of starting from scratch, you can use natural language to describe what you want the flow to create and then Einstein will go ahead and create the flow for you. So it really allows the newbie admin to jumpstart their flow journey.

Speaker A

00:07:20

Yeah. Uh, if that was available when I first started to learn how to use flows, I would have been able to learn a lot quicker. So it is our 10th anniversary, as you said, of the admin keynotes. Jen, you have been part of the admin community for a very long time. Ella, you have been working with admins for several years yourself. What are some of the highlights of the last ten years that really stick out to you?

Speaker C

00:07:44

Jen, I believe it's been ten years. I'm sold. Um, I still remember the first admin keynote and how like, excited we were. I think it was in the intercontinental.

Speaker A

00:07:56

It's either the intercontinental, the marriott, and.

Speaker C

00:07:59

Like Cheryl Feldman was the first speaker on there and she got the first awesome admin award. And then I think it was 2015 or so, we had admin day.

Speaker A

00:08:09

Yep.

Speaker C

00:08:10

And that's when we had our first official Moscone west official keynote. And then there was the parade. Um, and I was so excited to be like, recognized as an admin. So just going down memory lane, it's just like really warms my heart.

Speaker A

00:08:28

Ella, what about you?

Speaker B

00:08:29

Okay, this is going to be a little bit of a throwback. So this was before I was on the admin relations team. I remember coming to a dreamforce, maybe 2017 and seeing the line to the admin keynote and going, what is that? All these people are so excited. What is going

on here at Dreamforce? There's a line. I think there may have been a dance involved as well.

Speaker A

00:08:49

Yeah, we've done a few and, uh.

Speaker B

00:08:50

It really, this is so fun. I loved seeing all the community getting together and for me it just sticks out because it was unlike anything I'd ever seen at, uh, Dreamforce before. That excitement and just energy of people coming together and like wooing for like new features. Exactly. It's unlike anything else.

Speaker A

00:09:06

The passion of the admin community is clear. It's amazing. I am so grateful to have been involved for so long as well, and it's so fun to continue to see it evolve as time goes on. Thank you both so much for joining us. Congratulations on a great keynote, great dreamforce. Now if you want to learn more and get your admin career started or dive into the awesome admin community, check out the link. One of my favorite websites, admin Salesforce.