Dreamforce Today: Welcome to Day 2

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Speakers:

Speaker A - 22.21%

Speaker B - 9.31%

Speaker C - 8.44%

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Speaker E - 5.81%

Speaker F - 5.4%

Speaker G - 6.83%

Speaker H - 4.84%

Speaker I - 7.9%

Speaker J - 21.34%

Notes:

- Today we learn more ways that humans with agents are driving customer success together. We'll hear how digital agents are shaping the future of sales and service. Get ready to dive in. It is Dreamforce day two.

- Dreamforce chief: How can we control agents as humans and set them up in a way that they act safely? He says the key is to ensure that for ambiguous tasks, we are able to set guardrails for the agent. The second set of guardraILS are simply rules, he says.

- Jayash: I'm just really excited about this future of man machine interface. For those of us that have been working in AI for very long, this is some of the best work of our lives. I'm very excited to see this get into the hands of customers.

- Gino Ramos welcomes Vikram Karakoti and Amit Bajaj to Dreamforce. What are TCS customer priorities in the current environment and where are you all. Customers are focused on investing in creating a digital foundation and a digital core. AI and Genai is a big investment.

- Learn how digital agents are shaping the future of sales and service. Dive into agent force, data, cloud and promptbuilder in sessions offered two times a day. Next week, get the first ever Dreamforce virtual hands on. Virtually experience the latest data and AI innovations for free on Salesforce plus.

- So here at Dreamforce, our core values are trust, equality, innovation. Where does trust play a role when you're building a brand? To me, it's been everything from the second I started doing anything outward facing. When people are authentic, you can see it.

Speaker A   00:00:03
Seven, three, two.

Speaker B   00:00:07
Agent force is here. Get ready to dive in. It is Dreamforce day two. I'm Soledad O'Brien. It is my pleasure to welcome you to Dreamforce. Today we learn more ways that humans with agents are driving customer success together. And we'll hear how digital agents are shaping the future of sales and service. But first up this morning, the agent force keynote. Build the future with AI agents. Carolyn Bathhauer, Diane Mazzotta, Carrie Chow. Back to break it all down for us. Why don't you start us off? What are you most looking forward to? Well, agent Force of course, but on Wednesdays we usually wear pink. But this Wednesday we get to see pink. I just had to throw that in there because I love her. Um, in this keynote we actually get.

Speaker C   00:01:05
To see how it works, how customers.

Can deploy, activate and really use this technology to push their business forward. So I'm super excited. Why is this partnership so important, Diane?

Speaker D   00:01:16

Yeah, well, it's about the role of AI in your companies. And so at Salesforce our number one value is trust. So humans at the helm keep everything working for you and humans with agents really put that trust behind our customer relationships.

Speaker B   00:01:30

And of course today not just going to meet agent force, going to hear the latest for sales and service. Yesterday there was another big announcement for customers. What does that entail?

Speaker E   00:01:39

Soledad, can I answer, uh, your question with another question?

Speaker B   00:01:42

Of course you can.

Speaker E   00:01:43

What is one of the best words in the english language?

Speaker B   00:01:46

Data. Your answer is data.

Speaker E   00:01:50

Data is true. Free as well.

Speaker B   00:01:53

Also good.

Speaker E   00:01:53

Yes. Uh, and a big announcement yesterday was Salesforce foundations. It is a free upgrade for all Salesforce enterprise edition and above customers that gives you sales, service, marketing, commerce, data cloud and agents again all for free to test out all the features to really improve that customer loyalty, customer experience, work uh, faster with an updated user interface, the proficiencies. But again, Carolyn, like we talked about, making the entry point to Aihdenkhdev simpler.

Yeah. And customers want to try this technology and trying it with their own data is really, really game changing. And I just have to say, all you have to do is reach out to your account executive, tell them Carolyn sent you and we'll get you set up right away. But it's, the reaction has been great where people can actually try it, deploy it and really see how it can change their. So is today all about, hey, we heard about it yesterday. Today is really figuring out exactly how it works and kind of getting your hands on it. Yes, it's that dive in. It's the deep dive into all the announcements we made yesterday. But you get to see it in context of each different department and role so you can really start to think through. Okay, how would I deploy an agent for my sales team, service team, commerce.

Speaker C   00:03:06

Team and marketing team?

Speaker B   00:03:07

Details, details. All right, I love it. Okay, you guys are going to continue to talk about this today. We're going to be right back though, after this message from sponsor Cognizant.

Speaker F   00:03:17

I'm Gino Ramos, director of equality groups here at Salesforce. And I'm here with Pasquale Demayo, vice president of Amazon Connect. Thank you for joining us today.

Speaker G   00:03:24

Thank you so much for having me.

Speaker F   00:03:25

Yeah, no problem. Salesforce and AWS have a longstanding partnership. Can you tell me more about how this partnership is helping your customers in the contact center?

Speaker G   00:03:32

Absolutely. It's true. AWS and Salesforce have a great partnership and Connect's integration with Salesforce has been uh, a really great shining example of that from day one. Salesforce was a launch partner for Connect almost eight years ago and customers still find us to be the leading provider of contact center capabilities where you have the greatest experience that Salesforce brings with the scalability, the AI capabilities and all the great tools that connect brings the contact center. So it is a really wonderful example of that partnership.

Speaker F   00:03:57

Nice. And speaking of AI, where uh, do you think the opportunities are for improving

customer experience with generative AI and how are customers using it today?

Speaker G   **00:04:05**

Yeah, we're seeing tremendous interest in genaie. Obviously it is a real hot topic and we immediately looked at Genai when it first became available as a viable technology and began to integrate that into connect because Connect had AI from day one as one of its key capabilities. But we had summaries in connect using more legacy AI capabilities. And when they became moved to Genai we actually were able to have much better, uh, generative summaries that were short, concise and really saved agents a ton of time. Now we're starting to see customers use Genai to also answer customer questions directly. And so we take someone like DoorDash, one of our great connect customers and they actually have their dashers getting help from generative AI, which means that they can get back on the road and delivering all that great food for their customers and delighting their customers versus waiting for answers.

Speaker F   **00:04:48**

I mean, I'm one of those customers. So, uh, when it comes to customers, what are they telling you about they're excited about when it comes to Amazon Connect?

Speaker G   **00:04:55**

Yeah, customers love the fact that their pace of innovation is so high on Amazon Connect because we keep delivering new features for them every day. Um, for example, with, uh, Genai stuff, it's just often a few clicks for them to turn that on or it just starts working automatically for them. Then they are able to then use all the capabilities of connect to reach their customers on the channels they prefer. Meet your customers where they are with all these amazing innovations. It really does allow them to innovate on their customers behalf.

Speaker H   **00:05:18**

Awesome.

Speaker F   **00:05:19**

Thank you so much today. Have a great dream for us today. Pasquale.

Speaker G   **00:05:21**

I am. Thank you so much.

Speaker F   **00:05:22**

Thank you.

Earlier, SVP of software engineering Jayesh Govindarajan sat down with Gillian Bruce to talk about agent force and how humans and trust make agents and AI come to life to drive customer success.

Speaker I　　　　　　　　　　　　　　　　　　　00:05:42

Now we're going to get the latest on agent forests, how it allows our customers to harness the ever changing power of AI. I'm Gillian Bruce and I'm here with EvP of software engineering Salesforce AI, Jayesh Govinder. Arjan, welcome.

Speaker A　　　　　　　　　　　　　　　　　　　00:05:56

Jayash, Jillian, pleasure to be here.

Speaker I　　　　　　　　　　　　　　　　　　　00:05:57

Happy Dreamforce.

Speaker A　　　　　　　　　　　　　　　　　　　00:05:58

It's been great so far.

Speaker I　　　　　　　　　　　　　　　　　　　00:06:00

Well, let's dig into it. Dreamforce is all about agent force. And so I want to know, when you're talking to fellow leaders, what are they most concerned about? What are they most thinking about when it comes to implementing AI?

Speaker A　　　　　　　　　　　　　　　　　　　00:06:11

Great question. Customers are on a pretty wide spectrum of understanding implementation where they are generally in the cycle. We have, on the one end of the spectrum, we have customers like Wiley, um, like opentable that are pretty far along in their agentic systems journey. They've been working with us to go build agents for a wide variety of use cases. Um, they know what their key performance indicators look like, they know what success looks like, and we're working pretty closely with them to get them there. Uh, on the other end of the spectrum, our customers that are just getting started, they're just kicking the tires, uh, seeing what works, what doesn't. There, uh, are some that may have tried, uh, to build a demo, um, and are asking themselves, how do I bring this into production in a safe, secure manner for my customers? So I'd say customers, their needs fall under how well enabled they are on this. Technology falls on a spectrum. And this dreamforce, we're going to cater to all of them. We're going to work with the sophisticated customers to get their KPI's to be what they need to be, uh, help them with their data needs, help them with their, uh, uh, action groundings, uh, help them build agent force. And for the ones that are getting started, we're going to make it super simple.

Speaker I   **00:07:22**

I love that. Well, to help get people started and understanding, it's probably helpful to talk about use cases. And I know we have a lot of stories. You mentioned a couple customers who are already using agent force. Let's talk about some relevant use cases. When it comes to agents in aihood, uh, sure.

Speaker A   **00:07:38**

Uh, the two that are really close to my heart, um, that are super impactful are top of the funnel sales agents, um, and, uh, customer service agents. In sales agents, we know in an inbound request when you're trying to get some information about a product. We have all been buyers before. Uh, there's a lot of questions that can be answered very easily with a lot of depth. Uh, a lot of research that we do before we buy product is something that an agent can handle quite easily. When we are ready to go make that buy, big purchase, we may need a, uh, human in the loop, um, a sales agent to come and help us out. But for the most part, a lot of research can be self service. And all of the agentic systems that we're building are built from the ground up to be able to go do that, um, be able to have all that high value conversation with the end customer with the goal to go get that particular job done, which is give the customer the information they need. On the other end of the spectrum, again, is customer, uh, service. Once you bought a product, you have an issue with the product. Uh, there is a variety of things that can go wrong with the product, all of which, uh, are solved at the contact center when you go call a human agent. Uh, again, great opportunity for increased customer service. CSAT. These systems are always on. Uh, they're able to hold a conversation with a customer and resolve issues really fast and are on 24/7 so those.

Speaker I   **00:09:12**

Are two really great use cases, I think very understandable. Let's talk a little bit more about that partnership between the agent and the human, because when we talk about AI, we're always talking about keeping humans in the center, humans in the loop. Talk to us a little bit about some examples of how an agent partners with a human. You kind of hinted at a couple, but I'd love to dig in.

Speaker A   **00:09:31**

Uh, look, I think there are tasks that humans are uniquely qualified to be amazing at. Uh, things that, tasks that have a lot of intrinsic ambiguity, tasks that require empathy. These are areas that humans excel in. Then there are tasks to the other end of the spectrum which are more agentic in nature that require, uh, bringing a lot of data elements together to answer a particular question. These are things that a human cannot possibly keep in their memory. Um, when we talk about tasks that are great for one versus another, it's

sort of the three buckets that I think of. One is there are tasks that are great for agentic systems complex, can, um, be solved in a stepwise manner, require a lot of data to arrive at the right answer. Um, these are very agentic in nature and can be, uh, built as agents. Uh, the second bucket is human only, which require a lot of empathy, require human judgment. These are very much in the human domain. And really, when we try to get something done, we don't really break tasks into those two buckets, do we? We're trying to get something done. And, um, humans and machines are going to work together because it's going to be seamless handing off between one to another. Uh, what we've done with agent force is there is a human handoff built in. So when the automation starts to require a human judgment, we seamlessly bring in a human with the right skill sets to be able to go answer that question.

Speaker I   00:11:03

I love that, how you're talking about like, empathy, judgment, those are just really important human behaviors when you're working with any other human. Right. And so it's really important to focus on letting the humans do the human element and then allowing these agents to assist in completing all the other kind of more mundane, kind of data oriented steps. I think that's wonderful.

Speaker A   00:11:22

Absolutely.

Speaker I   00:11:23

So let's talk a little bit about guardrails. So I know one of the things people think about is like, great, these agents sound amazing, but how can we control them as humans and set them up in a way that they act the way we want them to and act safely? Tell us a little bit about how we think about guardrails when it comes to agent force.

Speaker A   00:11:37

That's such a great question. Salesforce has been, one of the first things we did was built our Salesforce trust layer. Um, basic things like making sure Pii information is unseen by an agent, um, making sure that toxicity and bias is not part of the conversation. That's something that's baked into the platform. Beyond that, when it comes to agentic systems and guardrails, the key is to ensure that for ambiguous tasks, we are able to set guardrails for the agent, which enables agents to not do certain things, be able to say, these tasks are fine for you to execute on, and these others are not. Um, being able to specify that as clear instruction, uh, is part of what we do with agent force. You will see, uh, at dreamforce here, how that's so simple to set up. You set up these rules not as code, but in plain English, in plain speak, and the agent understands that this needs to be used as guardrails to guide the conversation towards a good outcome. Uh, the second set of guardrails, I'd

say are simply rules. Um, they're not what not to do, they're about, if you get into this situation, um, you should react in the following way. These are simple rules that you can set up again in English and uh, in the future in other languages as well, to help the agent figure out what to do when it reaches a point in a conversation with an end customer and is trying to figure out what the next step looks like.

Speaker I   00:13:06

That's great. I like those two different categories. Now, uh, we don't have much time left, but one sentence. What are you most looking forward to when it comes to agent force?

Speaker A   00:13:17

Uh, I'm just really excited about this future of man machine interface. Uh, it's been a, uh, long time coming. For those of us that have been working in AI for very long, this is some of the best work of our lives. So just, uh, very excited to see this get into the hands of customers. Seeing them use it every day, um, and seeing the craftsmanship and love and care that we've put into building this product make an impact for our customers.

Speaker I   00:13:44

Thank you so much, Jayash. I appreciate you being here and thank you for all of your work. Thank you so much.

Speaker A   00:13:49

Thank you, Julian.

Speaker F   00:13:54

I'm Gino Ramos, the director of our quality groups here at Salesforce. And I'm joined by Vikram Karakoti, global head of the enterprise solutions at TCS, along with Amit Bajaj, global head of Salesforce practice at TCS. Thank you both for joining us today at Dreamforce. Um, I'll start with you, Vikram. What are TCS customer priorities in the current environment and where are you all.

Speaker H   00:14:12

Investing first, uh, of all, it's really great to be here. Such a vibrant and enthusiastic environment. See, our customers today are really focused on investing in creating a digital foundation and a digital core and make it future ready. Um, when it comes to the entire value chain, right from research and development to manufacturing logistics, specifically on Salesforce side, on the cloud, we spoke about the sales cloud and the marketing cloud, data cloud, and now agent force, we are absolutely investing in those areas. Uh, sustainability is right at the focus. Investing in cockpit is very important for them. And

lastly, I think now AI and Genai is a big investment with our wisdom next platform and agent force coming together, I think we are going to combine forces to help them accelerate the journey.

Speaker F   00:14:58

That's power with all those forces. And amit, in terms of generative aih, uh, being a customer a priority. Right. So what are TCS customers seeking from AI when it comes to engaging their customers?

Speaker H   00:15:09

I think uh, our customers are in their different journey cycle. I would say few customers are maturing, few customers are matured in AI and that now they are moving to Gene AI. As Vikram said, we have our own uh, platform which is in alignment with how Salesforce is evolving and uh, it's like our system now we are at augmented stage and then it's transformed. Few of our customers that we are working with, Thomson Reuters, Wiley, there are a few examples that we are working with them. Uh uh, we have a few of the gtms that we are working with Salesforce. So future looks great a lot.

Speaker F   00:15:44

I mean that's definitely a lot of impact you all are creating. Thank you so much and hope you have a great dreamforce this time around. And thank you all.

Speaker J   00:15:56

Mhm.

Speaker B   00:16:16

M.

Speaker D   00:16:54

Gary we've got a big day today. We're going to dive into product and industry showcases and learn how digital agents are shaping the future of sales and service. We kick things off with the agent force keynote, build the future with AI agents, and then head to a Dreamforce theater session to meet agent Force. Humans plus AI plus data plus action. After that, learn how to deliver effortless service with humans and AI in the service keynote and double click into the agent for service agent. What is it and how does it work? Also coming up today, we'll experience the new tableau and then we're going to dive into the sales cloud keynote, accelerate growth pipeline to paycheck, and then we're going to go behind the hype and see autonomous sales agents in action.

On top of that, Diane, we're going to hear solutions custom built for specific industries will drive revenue and efficiency with AI for tech and Mediaev. Amplify your nonprofit work and mission with AI and for retail customers. We'll learn how to grow revenue and relationships with data and AI. You can see the full agenda below on your screen. We've got two channels of programming, so stay here or click other sessions to watch at their start time, click on chat to ask questions, learn more, and engage with our Dreamforce attendees. Now. Salesforce plus is also your home. To all of your Dreamforce and agent force learning. 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. Diane. And next week, get this first ever Dreamforce virtual hands on.

Speaker D   00:18:35

That's going to be cool, right? Yeah.

Speaker E   00:18:37

Virtually experience the latest data and AI, uh, innovations for free right here on Salesforce plus. So dive into agent force, data, cloud and promptbuilder in sessions offered two times a day, each day featuring a new technology that will transform your business.

Speaker C   00:18:56

I'm joined here by Deborah Eastman. It's so good to see you. You are the vice president of platforms and SaaS Bu at Cognizant. Thank you so much for joining us. Uh, great, I'm excited to be here. All right, first question, what differentiates cognizant in the Salesforce ecosystem? Well, I want to just narrow that down to three things that I think are really important. First of all, data is the foundation for everything AI, and that's our heritage. We are a spin off out of Dun and Bradstreet and data is really at the core of everything we do. Um, that really empowers AI and we're placing a billion dollars investment in gen AI and being able to build tools, skill, our workforce and really accelerate adoption for our clients. The second thing I would say is we bring an industry lens to the Salesforce technology. So while, uh, Salesforce has great technologies, we're able to put that in the context of a financial services client or a healthcare client or a technology client and really make that relevant to their business. And then I would say the third area is our relationship with Salesforce. We have a true 360 relationship. We use Salesforce technology internally. We innovate with them. Uh, we actually, um, run the Salesforce environment in our operations that we support for Salesforce go to market teams. Very, ah, robust relationship with Salesforce. All right, so give me one example of where cognizant has made an impact using Salesforce technology for your customers.

Speaker B   00:20:16

Great.

Speaker C   00:20:17

Well, it's hard to find one but I thought I'd pick one of the ones where we won an innovation award. Okay, award. I love that. Large distributor in Australia had a real challenge in their call center. High case volume, 24 by seven short staff and we brought in AI. Wow. So we were able to, to bring Einstein AI and uh, omnichannel technology in and really reduce their case volume by 59%. Improved, uh, case, uh, lifecycle and we were able to embed AI in 80% of their processes. Awesome. That's amazing. Thank you so much for sharing that. It was nice to meet you. Great. It was fun to be here. All right, thank you. Business intuition. What if it could be engineered?

Speaker F   00:21:05

Something you could build into every part of your business?

Speaker C   00:21:10

Imagine if power grids could hear outages ahead of the storm. Health systems could see across the whole landscape. Banks could listen for telltale signs of fraud.

Speaker B   00:21:28

Modern businesses dont just respond to the moment, they sense the next.

Speaker C   00:21:33

At Cognizant, were using AI automation software and cloud to engineer modern businesses to.

Speaker F   00:21:41

Do what others cant, anticipate expectations and act instantly as if on intuition.

Speaker B   00:22:03

M from the big screen to the boardroom, Kate Hudson has cemented herself as a cultural icon and business mogul. Yesterday, Diane sat down with her to hear how she's built her multimillion dollar brand and taken on new career ventures.

Speaker D   00:22:30

And your debut album, Glorious, just came out. So who better to talk about brand building in an ever evolving career? Let's start with the album. How did that come about? And tell us about your passion for music.

The album. Well, music's always been in my life. It just hasn't been something that I've often shared. And even when I've had people in my life who've known that I sing and are like, come sing at this event, or come sing, I've always just sort of shied away from it because I knew that if I really wanted to do music, I really wanted to share my work, um, not just sing. And then, I don't know, my life just happened, and I became sort of known for being an actress, and I just felt like that wasn't going to happen. Covid hit. And I really was reflecting on my creative life up to that point. And if I died, if that's where it was all going, if this was it, did I feel, um. If this was it, like, did I feel satisfied with what I've put out in the world? And it was just a big no because I hadn't shared music. So, uh, it became this thing that I just had to do without having an expectation of what it would look or feel like. It just, just. I just had to do it. And so I did it. I finally was like, took, and I took two and a half years and then glorious birth. There she is.

Speaker D   00:23:55

She's born.

Speaker J   00:23:56

She's glorious. Yeah.

Speaker D   00:23:57

That took some courage, though, to make a career pivot like that. What advice would you give to people watching who are maybe thinking about exploring a new avenue?

Speaker J   00:24:06

I think you just have to, you know, look responsively, do what you love. You know, we all have. You know, I was a single mom for a long time, and I am self sustaining. I have never, you know, other than for loans. I've never, for a house. I've never borrowed a dollar from anyone ever. You know, I really wanted to make a career for myself. And at the same time, I think sometimes you have to actually say, like, am I. Am I doing what really makes me happy? Is this moving me towards a happier life versus just, you know, like, why am I. Why am I doing what I do? Is it fulfilling? Um. And even though you got to put food on the table and do all the things, um, I think sometimes you need to be really honest with yourself and do the things that truly make you happy. And sometimes that takes the courage to just say, I need to do this. You know, I feel very lucky because I never wanted to. Like, I'm not leaving acting. You know, I'm still. Yeah. Uh, you know, I'm about to go make a movie in a couple weeks, and so it's like, it's sort of become an addition for me. But it's hard to feel like you're stepping outside of a, uh, comfort zone. People like to keep people in boxes, and they're very happy being like, okay, that person sits over there, and you're going to sit over there. And none of us are meant to sit in one little confined area, I don't think.

And I feel like that's the spirit here at salesforce is blazing your own trail. Like being a trailblazer. You're single mom hustle. You're also an entrepreneur, and you've started a handful of businesses. How do you decide what to invest your time in, and where do those entrepreneurial ideas come from?

Speaker J   **00:25:59**

You know, I've never been a very, um, calculated person. So for me, it's always been gut based. Like, I see something, it feels like a good idea. It feels. I feel connected to it, and so I go after it, um, and then I'll deal with the consequences. It hasn't always led me in the right directions, but I really think that if you feel purpose, if it's purpose driven and you feel connected to that purpose, the only failure it can have is to someone else, not to yourself. Um, and I believe that we keep going. I believe in mistakes. I don't believe in this world that, oh, if you have, you know, one idea that's got a hit or you don't have good ideas, like, there's a lot of people who've had great ideas that haven't hit. There's still great ideas. So it doesn't mean that the next one's not going to be, you know, a, uh, great experience. So I really like risk taking, and that was it for me, like, starting business. At the time I did it, it was just like me and Alba and Gwyneth of the people in our industry that had sort of were forward facing with business ideas, being more entrepreneurial, taking that risk and saying, you know, this, um, looks like it could be, uh, the right direction to go in when you think like, oh, well, if someone wants me to endorse their product, why wouldn't I create my own that I'm passionate about, that I believe in, that makeshi. That's something that I want to be able to talk about and share with people.

Speaker D   **00:27:44**

I think you guys definitely blaze the trail for other women to build their own brands and definitely, like, be in control as well.

Speaker J   **00:27:50**

That's right. But as it goes, as that's happening, there's a lot of people behind the curtain going, I don't know if you really want to do this. I don't know if this is the right look for you. I don't know if you. And, like, you have to sometimes just. I've never been the person to listen to anyone. I mean, I listen to my mom, I listen to my dad. Uh, but, like, when I feel something.

Speaker I   **00:28:08**

I'm like, I think you may be wrong.

Speaker J   **00:28:11**

Uh, you know, if it feels good, you gotta go for it.

You know, they always say it's better to regret the things you've done than the things that you haven't done.

Speaker J   **00:28:18**
Hence the musical part.

Speaker D   **00:28:20**
There you go. Yeah. And bringing it back. So here at Dreamforce, our core values are trust, equality, innovation. Where does trust play a role when you're building a brand?

Speaker J   **00:28:30**
To me, it's been everything from the second I started doing anything outward facing. If I don't feel like I'm, um. First of all, I don't like lying about anything. I don't like pretending I'm, uh, anybody. I'm not. I don't want to be a part of a brand if I don't understand their ethics. I've said no to a, I've said no a lot. Like, I have to feel like I connect to it. I have to feel like we share the same mission, all of those things. Like, I just think that is how you build trust. I mean, I think it's like, I don't want to build trust. I don't want to do it because I want something from someone else. It's just my own thing. It's like, uh, I wouldn't feel good in myself if I was not being honest. So um, it's just, I guess, my ethic, my moral code. Um, and I think it's very clear when people are authentic, you can see it. And people are not dumb. They are very smart. And you should never placate, never underestimate, you know, a fan, a supporter, a community, a consumer. You know, they are very intelligent. And, um, so I. You know, and so I've always just. That's how I want to live, you know?

Speaker D   **00:29:51**
Well, thank you so much for being here at Dreamforce. Thank you for being a trailblazer.

Speaker J   **00:29:54**
Thank you.

Speaker D   **00:29:55**
And congrats on the album. You sound amazing.

Speaker J   **00:29:57**
Thank m. You so much.

Speaker D   **00:29:58**
You're welcome.

Humans with agents, please welcome.