

# Dreamforce Today: Meet Agentforce

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## Speakers:

Speaker A - 12.27%

Speaker B - 13.5%

Speaker C - 3.9%

Speaker D - 3.78%

Speaker E - 6.37%

Speaker F - 17.44%

Speaker G - 7.1%

Speaker H - 25.04%

Speaker I - 10.61%

## Notes:

- The core theme of this year's Dreamforce is how humans working with agents drive customer success. Agent Force represents a giant leap forward in AI with the potential to

transform business at every level.

- PwC is our sponsor of Dreamforce. We're joined by Angela Lester, principal at PWCUs. You guys are an amazing partner and sponsor with us. I'm excited to talk with you.

- How is PwC and Salesforce helping companies reinvent their businesses with AI? Discover how to unify and activate your data to power AI across your enterprise with data cloud. Harnessing AI's power can usher in a golden age.

- It is my pleasure to welcome Salesforce president and Chief Engineering officer Srinivas Talapurgata to Dreamforce. The technology that we're releasing this week is really going to be game changing for our customers. And I think you all will have great fun with the products.

- Agent Force is the big announcement coming out of Dreamforce. What separates Agent force from other autonomous agents? What makes Salesforce uniquely positioned in this space to make our customers successful?

- Indra Neel Mukherjee, SVP and global head of Salesforce services at Infosys, thank you so much for having me here. Can you highlight how Infoys ensures business outcomes for its customers?

## **Speaker A**

**00:00:02**

What's up? I'm Carrie Chow. Welcome to Dreamforce. Today, meet Agent Force. The core learning. The core theme of this year's Dreamforce is how humans working with agents drive customer success. You're going to learn how to employ agents for your company, for your needs, to serve your customers. Hey, I'm be real. This is a big deal. Agent Force represents a giant leap forward in AI, uh, with the potential to transform business at every level. So let's meet Agent force. A set of tools to create and customize agents, as well as a suite of agents that will enable you to extend your teams to get work done faster. We have agents for many common jobs across the customer 360. We're talking about jobs like building pipeline, case deflection, and coaching sales teams. Agent Forest can assist you and take action on your behalf. And there's more. Agent force agents can also be customized within the agent studio where you build, manage, deploy and measure the efficacy of all the agents you have within your business. Let us dive right into this. I'm so excited to be joined by senior director of product marketing, Shaleya Shipment. Shaleya. Uh, I mean, you just heard me ramble about agent Force there, but what makes Agent force so special for our customers?

## **Speaker B**

**00:01:18**

Agent Force is it's the next wave of innovation. And I think that's what's so exciting not only about Agent force, but also dreamforce and what we bring to the table every single year. Um, we are at the next revolution of technology. And literally any customer who is looking to take their business to the next level should be dialed into all things Agent force.

Um, it's not about finding ways to take, uh, away our jobs. It's finding ways to be more productive and to be more effective in what we do every single day and quite frankly, to make our jobs more enjoyable. So I'm super enthusiastic about it. I've heard some buzz around campus, too. Other folks are really jazzed about it. Also.

**Speaker A**

**00:01:57**

I'm super jazzed, and I love what you just said about that next stage because it just seemed like from predictive, AI generative AI, uh, we were just there and here we are with autonomous agents. It's amazing how quickly it goes.

**Speaker B**

**00:02:08**

I mean, if you just think about technology in general, I mean, we're not going to date ourselves, but if we just think back to, like, maybe some cartoons that we may have watched as we were kids, I mean, we are now at this stage where, like, the innovation that we've been talking about for decades is here. And even the topic of general AI and just AI in general. Like, it seemed like all of a sudden it's here, but it has been here. As consumers, we have tapped into AI in a really incredible way and it is constantly ramped up and I'm just so excited about what we're doing here at Salesforce to empower our customers.

**Speaker A**

**00:02:36**

Absolutely. Uh, I mean, the data cloud keynote is coming right up. Uh, tell us why data cloud is so important.

**Speaker B**

**00:02:40**

Data cloud is, I mean, data cloud is any and everything that you need to know if you are a salesforce customer and you are dialed into making your business the next best thing. What I really appreciate about data cloud is it's not just about what are the spreadsheets that I'm plugging in or what are the outputs that I can know and the insights. It's looking at data from a completely different perspective. We talk about unstructured data, images, PDF's, that's data too. It's not just what number happens to be in the cell in a spreadsheet. Um, and so as we think about data cloud and we think about how companies can make clear insights and make strong decisions, not only for their business, but also for their customers. Starts with data cloud. And it's not just one solution, it's a solution that empowers every cloud to be great.

**Speaker A**

**00:03:33**

Absolutely, I love that. Uh, let's actually look at the data cloud highlight from the main keynote.

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, while we encouraged you to move to the data cloud, and you are ah, 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**

**00:04:43**

Right now let's hear what some trailblazers have to say about the main keynote and agent force.

**Speaker D**

**00:04:50**

What's going on? Salesforce family. I'm Joshua Gandy, lead solution engineer here. What's going on? Salesforce family, my name is Joshua Gandy. I'm a lead solution engineer here at Salesforce and today I'm joined by our own sales blazer, Piasha Polanyi. How are you doing?

**Speaker E**

**00:05:09**

Oh, well, I'm doing really good. Thank you, Joshua, for having me.

**Speaker D**

**00:05:12**

So there's been a lot, lot of innovation that's come out. There's been a number of things that came out of the keynote. What has been your most favorite thing that you've seen so far at this dreamforce?

**Speaker E**

**00:05:22**

Well, you're absolutely right. There were so many things which are going on and I was really excited about each one of them, but a few of them were really my favorite one. Um, and something which I really liked was, um, how agent forest can literally do things on our behalf. So like, they can take actions, they can, um, make decisions and so on and so forth, which is like really amazing. It was not possible before because earlier we had to, um, just use manual human interventions and now it's all done, um, through AI, which is like super amazing. And I'm sure it's going to help so many companies and people, um, just get more productive.

So you talked a lot about Agent Forest and I think it's a fantastic innovation. But I am curious from some of the things that you see and how are you going to be applying to that, to some of your work?

**Speaker E**

**00:06:17**

So, um, personally, like, I think a lot of time now what I have to do is, um, even if I'm using AI, I need to write prompts and ask them to do multiple things and every time I meet I want them to do something. Uh, they actually need my input. Um, but with Agent Forest, I think I can just write a prompt and that's it. Like they'll do it on my behalf. So I think moving forward I'll be using it, um, when I'm interacting with my potential clients or so on, so forth, it's not going to be like, okay, um, do this for me and then do this and do this. But I can just write one prompt and be done.

**Speaker D**

**00:06:57**

That is absolutely amazing. Well, we appreciate you stopping by and giving us a little bit of insight from today, but for everyone, tune in because there's more coming here on Salesforce.

**Speaker B**

**00:07:07**

Yeah, I think so too.

**Speaker A**

**00:07:10**

That was awesome. All right, we'll be right back with a look at what's coming up at Dreamforce and a conversation on all things agent force. We'll hear from Salesforce president and chief engineering officer Serena Vas Talla Pragata. But first, a message from, uh, our sponsor, Pwc.

**Speaker F**

**00:07:25**

Hi, good morning. It's Monica Bowie, director of product marketing at Salesforce. And I'm joined with Angela Lester, principal at PWCUs. Welcome to Dreamforce, Angela, how are you?

**Speaker G**

**00:07:36**

Good, thank you, Monica. I'm so excited to be here with you.

**Speaker E**

**00:07:39**

I'm excited to talk with you all.

You guys are an amazing partner and sponsor with us. So I love to chat with you first about, this is all about AI this week and agent force. How is PwC and Salesforce helping companies reinvent their businesses with AI?

**Speaker G**

**00:07:54**

So let me tell you, once you bring data in an AI into a picture, it's sort of the most exciting time that you can imagine and the possibilities are sort of endless, right? So we could be talking about anything. When you're thinking about reinvention, really, there could be any side of a business, right, commerce, marketing service and what we call Phigital service, which is essentially the physical and the digital side of service. The agents, obviously the entire workforce, right? I could go on and on forever. But, um, there are really four main areas that we're really focusing on right now, which are really big for reinvention and we think of them as our big bets, right? So the first is really reinventing the entire sales side, right? Really supercharging that with AI, getting data right in front of your sales agent and ensuring that they can have the ability to think in a predictive way and, you know, put the right, um, information in front of them to be really effective. Digital is a really interesting one for me, the service side, because it's very, very difficult to stitch all the different touch points that a customer must have with the, with the brand, right? So if you really want to build the right, uh, solutions with your customers and understand what they're doing when they go to the self service side, when they go to chatbots, whether they walk into an actual physical space, whether a calling, a contact center, right, whatever those touch points are. And now with these agents, yeah, um, it's really one of the most exciting parts, uh, of the business, for sure.

**Speaker B**

**00:09:34**

Powerful.

**Speaker F**

**00:09:34**

So it's uniting data, CRM and AI, which is phenomenal. You guys are doing a great job. Thank you for being here with us at Dreamforce and great talking with you this week.

**Speaker B**

**00:09:42**

Yeah, have a good time. Thank you.

**Speaker F**

**00:09:50**

Harnessing AI's power can usher in a golden age. It can free us, fuel our creativity, improve our lives, and bestow upon us the capability to surmount the monumental challenges ahead. At PwC, we have focused on four supercharging our sales organisations to confirm they are transforming at speed and scale delivering physical service excellence by creating a consistent experience across physical and digital channels. Reimagining

revenue operations to help make them automated and frictionless wherever possible. And finally, real time personalization that enables data based decisions. What do you think AI can switch on for you?

**Speaker B**

**00:10:58**

We've got a lot more coming your way today and over the next few days we've got not one, but two channels of exclusive programming below our video player. On your screen you can see the schedule and you can click to watch any segment you want. There's a tab above that takes you through each of the next two days. Up next, elevate every education journey with data and trusted AI. That's followed by the consumer goods keynote, profitable growth with the number one AI CRM. And then get ready. Now. This is a big one. Data cloud. Deliver customer success through data. Discover how to unify and activate your data to power AI across your enterprise with data cloud. It's all about Agent force this year. Earlier, Carolyn Bathauer unpacked the big agent force news with Salesforce president and Chief Engineering officer Srinivas Teleprotogata. Take a look.

**Speaker F**

**00:11:58**

I'm very excited for our first guest of Dreamforce. He is here to give us a look at the AI innovations we are going to hear about this week. It is my pleasure to welcome Salesforce president and Chief Engineering officer Srinivas Talapurgata to Dreamforce today. Srinivas, thank you for coming.

**Speaker H**

**00:12:14**

Thank you for having me.

**Speaker F**

**00:12:15**

This is one of my favorite interviews. We have a tradition of starting all of our presentations with a, ah, thank you. But I really think we need to thank you and the engineering teams because the unbelievable technology that we're releasing this week is really going to be game changing for our customers.

**Speaker H**

**00:12:31**

So thank you again. Thank you, thank you for inviting me. And I want to also thank all the TNP folks, uh, who we call technology and product. This is all our engineering and product organizations who've been working very long and hard, as you can see. And I think you all will have great fun with the products.

**Speaker F**

**00:12:49**

Yes, absolutely. So let's talk about Agent Force. It is the big announcement coming out of

Dreamforce and the keynote what separates Agent force from other autonomous agents and what makes Salesforce uniquely positioned in this space to make our customers successful?

**Speaker H**

**00:13:04**

Let me just like, if you step back, every agent requires first of all, a role like what is it trying to do? Just like a human, then it needs access to data and a lot of times this data is trapped in the companies like they're not in one single place. They're in different places. Then it needs some tools, just like a human would do, a lot of tools. And then you need to know what channels it is on, is it available, you know, either in WhatsApp or uh, text or web or something. All of it is underlined by trust. You need to trust what it's saying. So if you take back and then you see what we have been building for the last four years, first of all, we had to get for all the roles we had, the C 360. See, we really understand the jobs to be done. Then we got the data cloud, and data cloud, with our uh, no copy technology, unlocks all the trap data. And on the tools, all the investments you have made in epics flow. And also with our mulesoft, it is able to access it. And we have created a new engine called Atlas Reasoning engine, which is very advanced reasoning engine to really reason it. And then of course we have the salesforce trust in terms of uh, trust layer, in terms of preventing hallucinations, biases. So if you look at what an agent needs to do and what we had to do, it's perfect. I don't think like um, this unique combination of the C 360 plus data plus the agent force layer underpinned by trust and available across the world with a lot of certifications per industry, I think is very unique.

**Speaker F**

**00:14:33**

Yeah, I agree. Because when you look at it being built on the platform, you mentioned that extensibility and the reusability, so customers can use the things that they've built, the things they love, those workflows, the apex, any prompts they've already built, that agent force is taking advantage. Then you've got data, right? And it's grounded in our customers data, which is really making a difference in how quickly our customers can build agents.

**Speaker H**

**00:14:59**

And so it allows them not to start investing so much. That's what uh, we think we can solve it very easily.

**Speaker F**

**00:15:06**

So when you're talking to customers, what are you hearing? What are they excited about, what are they nervous about? And what advice would you give them when they're exploring building agents?

**Speaker H**

**00:15:15**



No, I think, uh, I've been talking to a lot of customers, in fact, uh, uh, yesterday morning, also day before yesterday night, it's already dream first days are mixing. Uh, so I met a lot of APAC customers and I always ask them, you know, everybody wants agents. They understand generative AI, they're all very excited. But I said, hey, how many of you have been trying out or piloting or trying some experiment with agents or copilots with chat GPT with the models. Almost everybody, all hundred people, uh, raise their hands when I say, okay, how many of you have got something in production? Only two people raise their hand. So customers are realizing that this do it yourself is very complicated, very costly, but they know exactly what they want to achieve. What they are stuck is how to get there. And that's what I think, uh, we will help them to do very easily. What I tell them is, hey, while you're at Dreamforce, try it on. It's magical. We have our agent force booths here. If you bring in, you build your first agent, you'll see how easy it is, how it leverages all the investments you made, how we have made it very easy. Low code, way to turn it on. But you got the salesforce security and trust, uh, behind you. Yeah.

### **Speaker F**

**00:16:28**

I think one of the most fascinating things I've seen is as you're in building an agent, you've got on one screen the data sources that you select. So that's immediate guardrails. You're giving it instruction in natural language. And then on the right hand side, you're seeing what the outputs are as you're building. And so for our developers and for our, uh, trailblazer community to be able to see that, I think that's where the trust comes in. And then people start getting more comfortable. So there is so much innovation possible, uh, with data cloud and with Agent force. When you're looking at, how do you decide with your teams what you build? Uh, for our customers, yeah.

### **Speaker H**

**00:17:11**

So I think first of all, we are a big user of, uh, agent force ourselves. And uh, if you look at salesforce, we get trillions of, um, um, um, database, trillions of transactions we are doing every day. And how do I, number one is trust, how do you ensure? So we use a lot of AI in our, what we call AI ops. A lot of our, uh, language models in capacity, uh, planning and everything built by our own research team. And a lot of them we even open source too. So we use a lot of that. That's like to run the operations. Then for our engineering, our engineers are also using our code genie models. And we have got more than 3 million lines of code which the engineers are generating every day through the AI. In fact, a version of that which for my internal developers, which I use, we also released for our external customers, it's called Agent Force dev assistant. And so if you are a customer who is using Apex or LWC, you can generate a lot of this code, like, you know. So I think we do that and then the third party. So that's the evolution and how fast we are going to do then how do we invest in a lot of times we are talking to customers, we know the 360, we know exactly the jobs to be done. And then we are trying to say, how can we help customers implement those in a much faster way.

Yeah. And then we stay true to the no code, low code, pro code. So however, a customer is comfortable, we've got those options for them. Um, and so those customers that may be a little bit nervous, we have out of the box, across the customer 360 that they can start to try and then modify as opposed to build your own. And then once you get comfortable with those use cases, there are a lot.

**Speaker H**

**00:18:52**

Of use cases, a lot of use cases. That's where our, uh, trailblazers will be able to create amazing value.

**Speaker F**

**00:18:57**

Yeah. So, um, when you think about what this means for productivity, real quick, what are the biggest things that customers are telling you where they're gaining the most productivity? You mentioned our own engineering team, uh, and what they're seeing. But what are other customers saying?

**Speaker H**

**00:19:13**

Actually, if you step back again, everybody thinks agent force, the general narrative is it's only productivity. Actually, it's more useful in my mind to increase your sales or increase your reach. Two simple examples, uh, productivity. Everybody understands, like, you know, if you look in a call center like you're trying to summarize a case, it's a very painful thing. Somebody has to type in, able to quickly summarize and help them do semantic search. Linear, it's a great user experience. The other thing you'll find is today, a lot of times all the leads like a company leaves lot of leads on the table because they don't have people enough to chase them down a long tail. This is where our Einstein SDR really do it and create those leads. So I think there'll be advantages on both sides.

**Speaker F**

**00:20:02**

That's great. And we can get hands on everywhere. So Srimi, president and chief engineering officer, thank you so much. Thank you so much for joining us.

**Speaker H**

**00:20:09**

Thank you so much.

**Speaker A**

**00:20:10**

I'd like to thank our pioneer sponsor Infosys for their support of Dreamforce. And joining me now is Indra Neal Mukherjee, SVP and global head of Salesforce services at Infosys. Indra Neel, uh, you just told me you're a dreamforce veteran. You've come here many a time, but since the last Dreamforce, what are some of the interesting things that Infosys

has been doing?

**Speaker I**

**00:20:31**

First of all, thank you for having me here and uh, I'm so excited to be here at Dreamforce. It keeps getting bigger and better every year. And uh, yeah, we have been uh, you know, we have been working on several things since last one year and one element is to strengthen our um, advisory capabilities and transformation capabilities, uh, that we have, we have taken an AI first industry approach, uh, around that and uh, we have also kind of you know, uh, pivoted into a more outcome based commercial constructs that more and more customers are asking some sort of a skin in the game, uh, currently. And that uh, has given us this level of differentiation in the marketplace, uh, which kind of you know, we are looking at uh, you know, winning more and more deals around that, right. So business outcomes being the very important element of it. We um, have also, you uh, know, as an example, I'll give you uh, we worked with a uh, us high tech cybersecurity, you know, major uh, wherein we have partnered with them and built uh uh a kind of a cross channel, you know, customer experience entire platform which is unifying their sales across different channels, uh, distributors, uh, partners, customers and so on and so forth. And uh, they're getting the benefit of the salesforce as a digital transformation platform. So, well uh, beyond that we have also invested in expanding on latam business. Um, uh, we are incidentally also the number one salesforce, uh, AI certified partner globally today.

**Speaker A**

**00:22:03**

Wow. Number one. I love that. I um, mean you just mentioned how uh, Infosys is helping clients reimagine the customer experience journey with an AI first approach. So the other thing that I'd love to know and dive a little deeper into is those business outcomes you just mentioned. Um, can you highlight how Infosys ensures business outcomes for its customers?

**Speaker I**

**00:22:22**

Oh, absolutely. I think uh, what we do, we have taken AI first, uh, human centric customer experience journey, reimagining that for each industries that we operate in. And that has been giving us kind uh, of a view around which uh are those business KPI's that we can actually influence leveraging predictive AI as well as generative AI. And uh, that is a playbook that we have created for most of the industries that we operate in today. And when we start an engagement, it starts with an advisory kind of an engagement where you look at a discovery and strengthening the business case for the customer and then it comes uh, through the right roadmap around uh, taking those business outcomes as a central part of the solution deployment. And that is how we ensure predictability of outcome of uh, making sure that those objectives are actually met and from our perspective, we are also contractually standing by what we have committed as well there.

Absolutely incredible. Indra Neel Mukherjee, SVP and global head of Salesforce services at Infosys, thank you so much.

**Speaker I**

**00:23:26**

Thank you so much for having me here.