

Dreamforce Today: Make AI Work for Every Enterprise

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Notes:

- Today only on Salesforce plus, dive deep into our industry showcase. Put your data to work with tableau. Humans with agents drive customer success together. Next week, the first ever Dreamforce virtual hands on workshops virtually experience the latest data and AI innovations for free.

- We have raised \$113 million for UCSF Benioff children's hospitals. Our goal this year is to surpass 120 million. \$120 million. You saw my jaw drop a little bit. It's incredible.
- UCSF Benioff Children's Hospital has more than 16,000 surgeries a year. More than 60,000 kids are coming through emergency departments. How is AI showing up in healthcare for kids? It's a huge responsibility.
- Every little dollar counts. Being able to provide kids the things that are meaningful to them in the moment. Anything you can do to reduce the pain, suffering and anxiety of your child is incredibly meaningful.
- UCSF is building a new hospital building at our Oakland campus. One of the most important things is an inpatient behavioral health operation. Dreamfest is tonight at Giants ballpark. Catch the fun here on Salesforce plus beginning at 745 Pacific.
- AI agents are transforming the world with trusted AI for every organization grounded in your data. Build your own agents with Salesforce's new agentforce platform. The future of AI agents and app dev is in your hands. These are your top three takeaways from Dreamforce 2024.

Speaker A

00:00:05

Agent force. Humans with agents drive customer success together. Learn how right here. I'm Julianne Bruce. You're watching dreamforce. Today only on Salesforce plus, we're going to dive deep into our industry showcase. We've heard from media and tech and nonprofit. Coming up, put your data to work with tableau. In this half hour, we're going to hear stories of humans with agents driving customer success. We're here to show you how to put AI to work for you and your customers. There is so much content coming your way that it takes two channels to fit it all in. You can see what's coming up below in your video player. Scroll down at uh, 01:00 p.m. and click the sales cloud keynote. Accelerate growth pipeline to paycheck on Channel one or stay right where you are. I'm talking to you, Datafam, because next up right here is all things tableau. We'll start with the keynote experience, the new tableau, and then a theater session. Three ways to use tableau semantics for enterprise insights. Later, learn how automation ties everything together with Mulesoft and then retail grow revenue and relationships with data and AI. And I have two exciting announcements for you. Your agent force learning continues right here on Salesforce plus. Over the next few days, more than 400 deep dive sessions, product keynotes, big name conversations and stories of customer success will be available only on Salesforce plus. And next week, the first ever Dreamforce virtual hands on workshops virtually experience the latest data and AI innovations for free right here on Salesforce plus. Dive into Agentforce data cloud promptbuilder and sessions offered twice a day. Each day features new technology that will transform business. Over to you, Kerry.

Speaker B

00:01:51

Yeah, I'm excited to welcome Sandra Timchuk, Bombardier senior director of sales, strategy and enablement to Dreamforce. And thank you for joining us here at Dreamforce. Uh, I'm going to give you an understatement here because Bombardier makes and sells jets and jet sales requires a lot of data. Is that an understatement?

Speaker C

00:02:10

It's an understatement, Sherry. It absolutely is.

Speaker B

00:02:12

From so many different sources as well. And Bombardier employs Salesforce to create a unified customer data platform. I'd love to know how you handled data before and what impact Salesforce has had.

Speaker C

00:02:23

Yes, thank you, Kerry. Before we started our project, our sales team had to take data from multiple sources. There's a lot of swivel chair. They're trying to find out when the right time is to contact a customer, what type of aircraft they're interested in buying, uh, and also, uh, they need to make sure that they're relating to that customer in a way that will reach that customer. So before we started our project, uh, the sales team spent hours and hours trying to sort through all these different data sources. And our project today allows our sales team to bring all the data sources into one condensed place.

Speaker B

00:03:02

That important seamless experience must be so valuable. How does Bombardier plan to use data cloud?

Speaker C

00:03:09

The data cloud is central to our strategy. Data cloud takes internal data sources, uh, such as our data lakes, such as databricks. It takes external data sources that we buy, such as our wealth x database, and it harmonizes them all together so that the AI functions can work.

Speaker B

00:03:27

I love that harmony. So important here. As we've all discussed at Dreamforce, AI, clearly the hot topic.

Speaker C

00:03:33

Hot topic.

What impact are you expecting AI to have on Bombardier's sales team?

Speaker C

00:03:39

So the AI is going to do the things that the salespeople hate to do. Salespeople don't like to spend hours and hours researching customers. They don't like to start an email with a blank page how to reach out to that customer. They want to spend their time engaging with customers, meeting with customers, traveling to see our customers. And AI is going to take care of the busy work that they really don't care to do.

Speaker B

00:04:01

Absolutely. And give them time to do the things that they enjoy to do. That makes us humans. Humans. Uh, how will having a unified 360 degree view of your customers impact bombardier?

Speaker C

00:04:12

So our customers are some of the busiest people in the world, and if you reach out to them with the wrong message at the wrong time and try to sell them the wrong aircraft, they're just not going to have time for you. So having this 360 degree view of our customer allows us to get that messaging right the first time at the right time.

Speaker B

00:04:31

That's brilliant, because people can tell, right, that authenticity matters so much. Um, what's your advice for companies who are on the fence about AI and data cloud?

Speaker C

00:04:42

So I would say do your research, stop, make sure that you're employing your AI solution towards your biggest problem, and then fearlessly jump in. The only way to know how your organization is going to react to AI is to start doing it. And you're not just doing the AI for the AI solution today, you're paving the way for what your organization's going to do tomorrow with AI features that we don't even know exist yet. So don't be afraid. Get in there.

Speaker B

00:05:11

I love that. And the impact of AI, as you mentioned, I mean, it will truly be a game changer.

Speaker C

00:05:17

We don't even know uh, how much yet, but it certainly will be awesome.

Sandra uh, Timchuk, uh, bombardier senior director of sales, strategy and enablement. Thank you so much for joining us.

Speaker C

00:05:28

What a pleasure, thank you so much. Hi, I'm Monica Bowie, director of product marketing with Salesforce, and I'm joined by Garish Giastani. Sorry, chief executive officer at Flowsome. Welcome to Dreamforce.

Speaker D

00:05:42

It's great to be here, it's very exciting.

Speaker C

00:05:43

I'm excited to talk to you. Also, Flowsome has positioned itself as a leader in the local development for Salesforce customers.

Speaker B

00:05:51

Right.

Speaker E

00:05:51

You.

Speaker C

00:05:51

Can you elaborate for us on some specific differentiators on the devsecops solutions that you guys provide?

Speaker D

00:05:58

Yeah, so uh, the way we started Flowsome is we had a very unique approach to it. If you look at all the other traditional devsecops solutions in this space, they were built for other traditional, uh, platforms like java NC. But we saw Salesforce as a very different platform. It's a local platform and the culture of the Salesforce community was very different. We had a lot of uh, business analysts who are creating their own applications. We wanted to empower them. There's a whole movement going on about citizen developers and we wanted to enable that movement as well. So that is why we created the local platform, uh, devsecops platform. And then also we saw the technology of Salesforce is very different because of low code platform, more than 70% of the code in volume, it's declarative and that is not handled by the traditional open source tools. That is why we created flow Sim from the ground up. We did not rely on other open source tools, we integrate with them. Uh, and the whole purpose is how do we make developers more efficient? How do we make administrators more efficient? That was a whole philosophy behind starting flowsem

devsecops platform.

Speaker C

00:07:05

Awesome. Well, quickly share a quick example of your product innovation and enhancement for the customers before we close out.

Speaker D

00:07:10

Yeah, so we, you know, Salesforce is evolving and accordingly. Flowsim is always also evolving. So when Salesforce has an acquisition or they build a new product like data cloud or marketing cloud, we also evolve accordingly. And then with whole artificial intelligence, we are creating models to enable developers. They do a whole bunch of automation with Flowsim, but we are thinking about where do we take developers farther? Have they done the automation in the right way? Have they set up process in the right way? That is where we are taking flow sim forward.

Speaker C

00:07:40

Awesome. We're excited to have you here at Dreamforce. Thank you guys for tuning in.

Speaker D

00:07:43

Thank you.

Speaker B

00:07:49

I'm here with Salesforce senior director of product marketing Jody Innerfield to hear about an incredible announcement. Salesforce foundations bring in key sales, service, marketing, commerce and data cloud capabilities plus agents to every customer at no additional cost. Jody, that's an underlying, bold, italicized Salesforce, um, foundation. I mean it sounds like a kind of a big deal.

Speaker E

00:08:12

It is kind of a big deal, I think.

Speaker B

00:08:13

So what kind of impact is this going to have for our customers?

Speaker E

00:08:16

So we have already heard so much that Agent Forest is going to transform customer interactions, but really agent Forest is really unlocked when you've unlocking all of that customer data. And so we are bringing more of the customer 360 to every single

customer. So that's why we've announced Salesforce foundations. So we're enhancing and upgrading every sales and service customer's experience by giving base features to sales, service, marketing, commerce, data cloud and agents at uh, no additional cost within your existing salesforce.org. so foundations really becomes the foundation for asian force. Just simplifying the process for customers to build their own agents and get more out of it. So I guess you could say I'm kind of in my foundations era right now.

Speaker B

00:09:00

I love that. I stand foundations era. Um, uh, it does almost sound like a little too good to be preached.

Speaker E

00:09:08

Yes.

Speaker B

00:09:09

Um, so kind of let's break this down for me. Let's break down the foundations era. What does it look like for a customer when they use foundations?

Speaker E

00:09:16

Okay, so if you're currently a sales cloud customer, for example, only your sales teams are currently in Salesforce because that's what they have access to the sales functionality. But turning on foundations means that now your sellers can, for example add prospects to a marketing email nurture journey. So you can make sure to continue to nurture those leads to try and get them to purchase. Or they can even send a pay now link from commerce cloud when it's time to get paid. And you can get paid quickly so you can do this today. And those are just two very simple examples. Foundations is really also going to give everybody the ability to get started with agents. So it comes with agent builder and 1000 agent credits so that you can start with agent force SDR and agent force service agents to make it easier to get started with Agentforce because we know there's a barrier to getting towards agents in AI and so we want to remove that barrier and just make it easier for everybody to get started.

Speaker B

00:10:11

That's an incredible offer right there. And especially as you just mentioned, removing that barrier, making it more, less challenging and accessible AI. Um, who is this for? Like what type of business is this for enterprise only? Is it that like who can benefit from this?

Speaker E

00:10:29

Yeah, well the short answer is everybody can benefit. The longer answer is foundations

was inspired by our offerings for our small business customers, starter and prosuite. So with those products we gave foundational sales, service, marketing and commerce capabilities. Together. You can buy it self service with a credit card on our website. Go check it out if you're not currently a Salesforce customer. And it's really changed the game for small businesses to get started with Salesforce unifying their customer data. And then we realized this shouldn't just be small businesses that get access to these products, we should be giving this to everybody. So foundations brings that uh, cross cloud functionality to businesses of all sizes. So the benefit for small businesses, they probably have team members who wear multiple hats. So now they can get started really quickly and get someone who maybe does sales and marketing using Salesforce really quickly at a larger organization they too can turn on foundations benefit from it right away. But there may be, the benefit is that their admins get to experiment a little bit. They get to try some features. Before maybe they weren't quite ready to buy, maybe they weren't sure if this was a fit. Now you can try email journeys, you can try uh, service cloud macros for example, or spin up a storefront and get started and play around. Playing around with agents is another great example. So there's benefits whether you're a small business and you can just use this foundational experience quickly or if you're a large enterprise and you want to kind of kick the tires on some Salesforce products that maybe you weren't quite ready to buy, but now you can try them for free.

Speaker B

00:11:58

I love that concept because there might be some features, you're like, you know what, I'm not sure that's for us. And then why not try it out, right?

Speaker E

00:12:06

Try before you buy.

Speaker B

00:12:07

Try before you buy, right?

Speaker E

00:12:09

Test drive or test drill? Haven't you test drive Salesforce?

Speaker B

00:12:12

Yes, I loved, I'm um, pro test driving over here. How can customers get Salesforce foundation?

Speaker E

00:12:18

You can ask your AE today for Salesforce foundations and then in October you're going to

be able to turn it on self service in your account, which is pretty cool.

Speaker B **00:12:27**

Is there a Jody discount code that people need to know?

Speaker E **00:12:30**

It's probably some Taylor Swift Easter egg. Uh, and um, if you know, you.

Speaker B **00:12:35**

Know, I love it. Jody Innerfield, Salesforce senior director of product marketing. Thanks so much for breaking down Salesforce, foundations and all the incredible innovations that are coming.

Speaker E **00:12:46**

Thanks, Carrie.

Speaker A **00:12:51**

Dreamforce is full of groundbreaking innovations, but, you know, it's more than just a technology conference. It's also a chance to do some good and help kids who need us the most. Through UCSF Benioff Children's hospitals, this year, we have an ambitious new fundraising goal.

Speaker B **00:13:10**

I'm Kerry Chao here with Aaron Hickey, vice chancellor of university development and alumni relations at UCSF. Thank you so much for joining us, first of all.

Speaker F **00:13:19**

Oh, well, thank you so much for having us. We are so excited to be back at Dreamforce. Sun shining in San Francisco. Couldn't be better.

Speaker B **00:13:26**

Dreamforce. And look, look at this setup that we've got over here. The giant airstream. You can't miss it. It's the UCSF, uh, Benioff Children's Hospital. That's BCH donation station. Um, if you're watching on Salesforce plus, you can scan the QR code on your screen to donate. Erin, why is it so important to raise money for such an important cause here at Dreamforce?

Speaker F **00:13:49**

Well, kids is an incredible place to invest. Right? We want to invest in healthier futures, but unfortunately, it takes an entire community to make that happen. We have our role, which is to provide for healthier futures, to heal kids when they need us to help and support their families. But it takes a community supporting us to be able to achieve that mission.

Speaker B

00:14:09

Absolutely. Community. And that's what you get here at Dreamforce, right? The community, yeah, the trailblazer community. That Salesforce community. Um, we do have a big goal at Dreamforce this year. Tell us about it.

Speaker F

00:14:20

We do. So coming into Dreamforce this year, we have raised \$113 million for UCSF Benioff children's hospitals through the many activations that have happened over the decade plus that we've had. So our goal this year is to surpass 120 million to support, support the kids and families of the hospitals.

Speaker B

00:14:38

You saw my jaw drop a little bit. It's incredible. \$120 million. Um, talk to me about the impact on patients at UCSF Benioff Children's Hospital, because a lot of times, you know, you hear about the money, and that's in a tremendous amount. But what does that money do?

Speaker F

00:14:54

A lot. And we make it go really far. So when you think about the fact that we have more than 16,000 surgeries that are happening every year, more than 60,000 kids are coming through our emergency departments. It takes a lot to make that all happen. The research that is supported activating clinical trials. Right. Oftentimes people find us in their most desperate of moments, and we want to be able to support them, regardless of their ability to pay. And then there's everything on top of that that's so important for our kids and families. Those moments in the day where they get to play with art kits and they get to make a, you know, clay motion movie, and they get to spend time with the pet, our dog, therapy, all of that is supported through all kinds of gifts.

Speaker B

00:15:38

I love that. And it's the chance for the kids.

Speaker F

00:15:40

To be kids, uh, so incredibly important, including school. So maybe the thing they're not as excited about every day, but for a lot of them, it creates this level of normalcy in a moment

where they don't have a lot of control. So we even do things like graduation in the hospitals.

Speaker B

00:15:55

I love that. You know, we're here at dreamforce. Uh, it's the AI event of the year, and AI is everywhere. It's on everyone's minds. How is AI showing up, uh, in healthcare for kids?

Speaker F

00:16:06

Well, it's out there. There's a lot that's happening, but it's also a huge responsibility. So to think about how we employ AI in a healthcare setting with kids. We have a massive responsibility to our patients and families to develop the trust, to do it efficiently, to do it safely. But there's a lot of ways that it's already happening. Things like being able to diagnose based on the sound of a cough. So what you're hearing, or fetal, uh, echocardiograms. So we know that upon birth, is this child going to have to go immediately into heart surgery? It's helping us plan for the future, and we imagine it as part of our care team moving forward, making things.

Speaker B

00:16:42

So much more efficient.

Speaker F

00:16:44

It sounds like efficient. And double checking, and being able to create an environment where we can work with technology without ever losing the human touch.

Speaker B

00:16:53

I love that. Exactly. Never losing that human touch. So important. Um, we talked about the link and the QR code you can scan to donate. Uh, what level of donation can make a difference?

Speaker F

00:17:03

Everything. Uh, it's all cumulative. And when you think again about those small moments, sometimes families are coming to us, uh, out of the blue. They didn't know when they walked into their pediatrician that day, that. That night, they were going to be in the hospital. So being able to support them, even things like shampoo and clothes and all of this, it all goes a long way in supporting the kids and families.

Speaker B

00:17:22

I love that because sometimes people are thinking, I can't donate, uh, \$1,000. I can't donate. \$5,000, \$500, but just \$10. Like what you mentioned, every little dollar counts.

Absolutely. And being able to provide kids the things that are meaningful to them in the moment, whether that's a Lego kit, because that's the energy that they have, or a stuffed animal, but we want to be able to provide that individuality to the patients. And every gift goes towards creating that.

Speaker B

00:17:46

Uh, uh, uh, I have a young toddler, and he was just at an emergency room recently. And if you were to tell me something about, like, having a Lego kit and that type of emotional support for those kids, um, you can't even put a quantitative dollar amount to how much that means to some of these kids.

Speaker G

00:18:03

Yes.

Speaker F

00:18:03

Distraction, right? And what a relief to parents in that moment too, right. That it's absolutely about the kids, but we know what parents. I'm a parent too. Well, we go through it when you're in those moments. And anything you can do to reduce the pain, suffering and anxiety of your child is incredibly meaningful.

Speaker B

00:18:18

Uh, I do have a question about all the projects at UCSF, all the research, all the patients. I'm gonna kind of put you on the spot over here.

Speaker F

00:18:26

Okay.

Speaker B

00:18:26

What are you most excited about when it comes to all of this?

Speaker F

00:18:29

Ooh, my favorite child, UCSF. That's tough. Um, one thing I'm incredibly excited about is we are building a new hospital building at our Oakland campus. So right across the bay here, and one of the most important things that we're investing in there is an inpatient behavioral health, uh, operation. So we all know what's happening with the mental health crisis across the country. We have been incredibly grateful to the donors that have supported us getting all the way upstream and helping patients, families and primary care providers. We want to make sure that we are here in the most desperate of moments as well.

I love to hear that. I love everything that you guys are doing. Uh, Erin Hickey, vice chancellor of university development and alumni relations at UCSF. Thank you so much.

Speaker F

00:19:09

Thank you. Thank you again. We appreciate it.

Speaker A

00:19:12

Dreamfest is tonight at Giants ballpark. We've got pink, we've got imagine dragons. And you can catch the fun here on Salesforce plus beginning at 745 Pacific.

Speaker B

00:19:39

I'd like to thank our pioneer sponsor accenture for their support of Dreamforce. And joining me now is Ryan Powell, Accenture Salesforce business group, global innovation lead. Ryan, first of all, thanks so much for joining us. I mean, data and AI, clearly the topic of the year. What would your advice be to enterprises looking to leverage AI for growth.

Speaker G

00:20:01

Uh, you're 100% right. Data and AI is dominating the conversation and I think enterprises not thinking about that are falling behind. Um, there are really three points of advice I'd uh, provide. Uh, one is uh, innovation. You've got to make that an important part of how you do business. Um, the pace at which innovation is occurring around our clients is breakneck. So um, have that as a priority. And most importantly, second is um, the thing that will not allow you to take advantage of data and AI is the silos that exist inside of organizations. So you've got to have a mindset of breaking down those silos really important because if you can't connect the data across your enterprise you won't get the value um, out of Aih. Uh, and then the third thing is really trust. Uh, trust is still the currency that uh, wins the day. Our clients that are thinking about using AI must keep trust at the forefront of their uh, thought process because one uh mistrust in a uh customer engagement could lose you that customer for life. So uh, you've got to keep those three things in mind, um, and you'll see the value, uh, pay dividends.

Speaker B

00:21:18

Yeah, excellent insight. And you're not kidding about the breakneck pace of technology right now. Uh, tell us more about personalized experiences on Salesforce and how you're helping companies drive growth and relevance through.

Speaker G

00:21:30

Yeah, so I mentioned innovation before we at Accenture we believe that the companies that will win are the innovators in the space. Um, so uh, personalized experience on

Salesforce is our point of view around how do you win with Salesforce at the core of your uh business and uh that takes into account uh the data that is required to drive consistent seamless conversations from marketing through sales, service and commerce. Really ah, important uh, to connect those dots. Um, at the core of that is the idea that you must have a digital core, uh that includes the data part of it as we talked about before. So uh, how do you break the silos down, as I mentioned before, inside the organization that allow you to democratize the data in a way that you can then now use it in a powerful way to drive personalized engagement, um, most commonly known in the marketing world. But it's so important to have the same mindset from a sales perspective. The drop off that you see from a marketing conversation to a sales conversation is immense. Um, so the idea of personalized experience is how do you keep that same level of engagement throughout the journey of trying to attract a ah, prospect, um, creating a relationship, building, uh, that relationship into an actual customer relationship. And then how do you keep that customer? Right. So that's why, uh, the service element is also really important.

Speaker B

00:22:59

Great point really quickly here. Salesforce and Accenture have a longstanding partnership. What's been the key to success and what's on the horizon?

Speaker G

00:23:08

Well, uh, if I had a crystal ball, I'd tell you what's on the horizon. Uh, as I mentioned before, the breakneck speed at which change is occurring requires, um, you to pay attention. Uh, and for us, we're paying attention because we are partnering even more closely than we have in the past. Um, partnering at the level of the solutions that are being created to solve problems. Uh, partnering at the level, uh, as to which the roadmap is evolving and what things are important on those roadmaps. So, you know, for the evolution of our relationship, it requires us to get even tighter in our relationship and we're seeing that play out across our relationship with the product teams, the, uh, sales teams that are out talking, uh, to customers. We just have to be a lot closer going forward.

Speaker B

00:23:52

I, uh, really appreciate that insight. Ryan Pala, Accenture Salesforce business group global innovation lead thank you so much for joining us.

Speaker G

00:23:59

Thanks for having me.

Speaker B

00:24:16

I always say, start with the business.

Value, define the business value and recognize.

Speaker B 00:24:21

The levers that you need to unlock that growth. For the business. It's really about having a, uh, digital.

Speaker F 00:24:28

Base camp, giving us that innovation and.

Speaker B 00:24:30

Speed that we can build from going forward.

Speaker E 00:24:36

We needed to focus on our people.

Speaker B 00:24:39

And our talent, get hundreds of people.

Speaker C 00:24:40

To generate new ideas and see where the opportunities lie.

Speaker A 00:24:44

What we're going to need for our.

Speaker C 00:24:46

Companies to achieve the next wave of.

Speaker F 00:24:48

Growth is to do something completely different.

Speaker B 00:25:11

I'm Cary Chao here with your top three Dreamforce 2024 takeaways. Number one, Agent Force. Humans and agents are driving customer success together. AI agents are transforming the world with trusted AI for every organization grounded in your data. Number two, Agent Force is the world's first and only platform deeply integrated with your data and apps leveraging out of the box. Use cases and customizable agents to drive productivity and great customer experiences across customer 360 applications. It's all

made possible and securely through data cloud integrations and the trust layer. It's your data and agents working with you to make it possible. And number three, customization and flexibility. Build it for your app, your agent, your company, and just for yourself. Build your own agents with Salesforce's new agentforce platform. Our unique low code salesforce platform allows anyone to easily create, test and scale custom agents, leveraging all of your favorite tools. The future of AI agents and app dev is in your hands. Humans with agents driving customer success together. Powered by data, trust and flexibility, these are your top three takeaways from Dreamforce 2024.