



#AWESOMEADMIN

~ Admin Keynote ~

## 第4次産業革命における システム管理者の重要性と、 管理者向け最新機能

株式会社セールスフォース・ドットコム  
カスタマーサクセス統括本部  
サクセスプログラム部長 坂内 明子

salesforce



atsumel  
伊勢 隼人 様  
Salesforce Admin



toBeマーケティング  
田中 智子 様  
Salesforce Admin





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# thank you



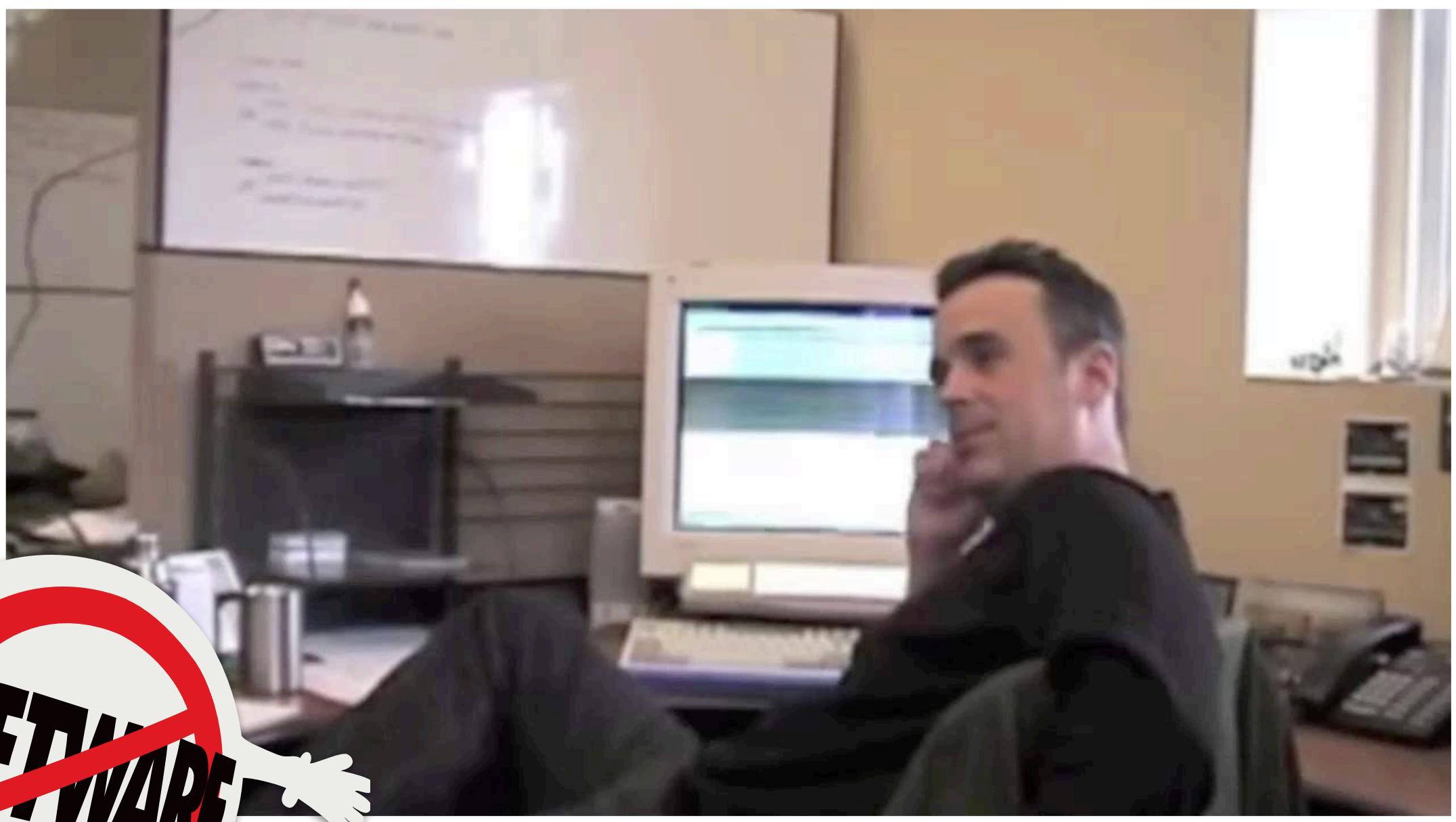
# 誰でもCRMを簡単に使えるサービスを開始



誰でもクラウドの  
データを扱えるように

開発経験やスキルは  
問わない

あらゆる規模の組織に  
成功を



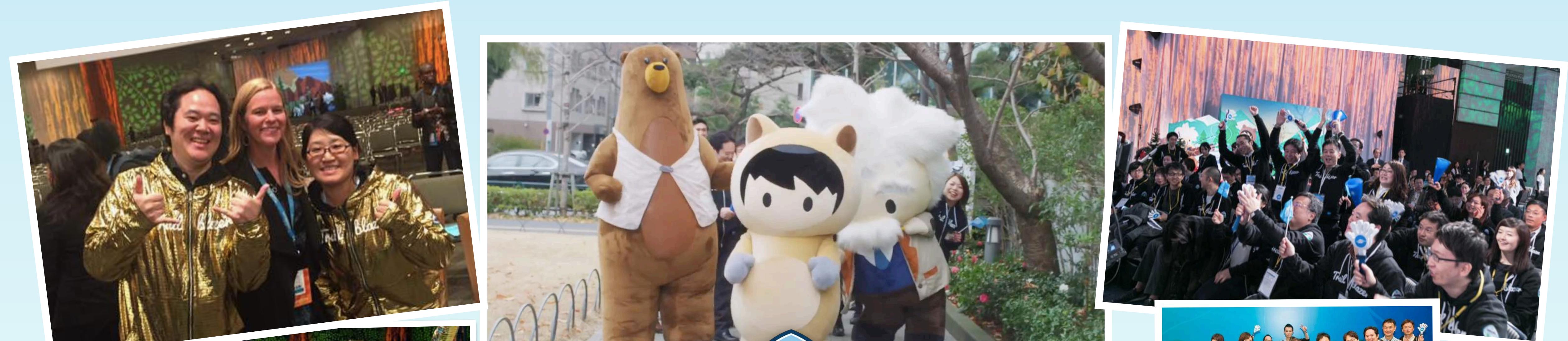
A collage of screenshots from the original Salesforce website. It includes a "Just Sign On!" button, a "Exploit the Power of the Internet to..." section, a list of benefits, and a "The END of SOFTWARE" advertisement featuring a fighter jet.

# 新しい開発ヒーローの誕生: Salesforceシステム管理者

## #AwesomeAdmin



# Trailblazers は#AwesomeAdminからはじまった



100万人の  
Trailhead利用者



# Trailblazerによる経済圏の拡大

Trailblazersによって多くの雇用が生まれている

**3300万件**  
2022年までの  
新規雇用



**1000万人**  
2020年までの  
*Trailblazers*



**8590億ドル**  
2022年までの  
GDPへの影響



**4人に1人**  
Trailhead利用者が  
キャリア向上



# 第四次産業革命は目の前でおきている

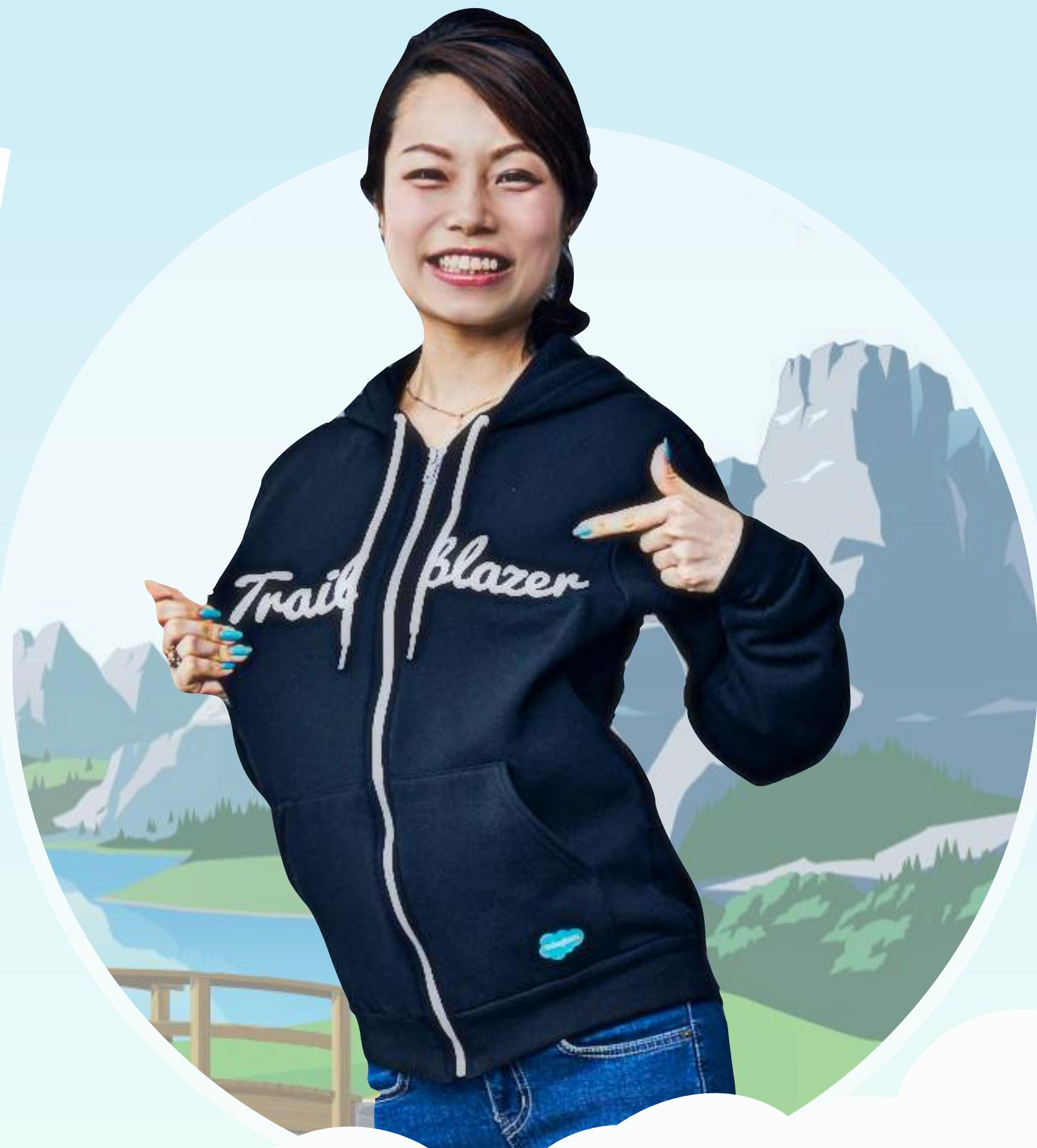


# #AwesomeAdmin のご紹介

## HEAVEN Japan 村木 亜弥香 様



顧客のユーザビリティー向上、コミュニティでの貢献



- ・顧客の声（体験）をSalesforceに取り込み、リピート率2倍、満足度20%UP
- ・Salesforce Admin女子部を運営しユーザコミュニティの活性化を促進
- ・中小企業クラウド活用事例大会で大賞を受賞し、地域のクラウド活用活性化に貢献

# 基調講演で#AwesomeAdmin



## ネオス 佐藤 夕佳 様が登壇

10:00 - 11:30 @Keynote Room

基調講演 : A Celebration of Trailblazers

一ようこそ 夢を現実に変える人々 "Trailblazers" が創る世界へー

A Celebration of Traiblazers



米国セールスフォース・ドットコム  
共同創業者兼CTO  
パーク・ハリス



株式会社セールスフォース・ドットコム  
代表取締役会長 兼 社長  
小出 伸一



WILLER株式会社  
取締役  
横溝 英明 氏



ネオス株式会社  
Trailblazer  
佐藤 夕佳 氏



# Customer Success Platform



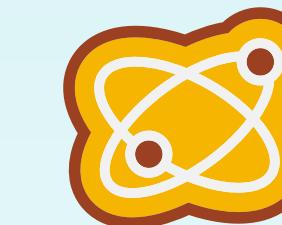
# 成功のためには#AwesomeAdminが不可欠



#AwesomeAdminができること



生産性の向上



イノベーション



salesforce

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# 相川 仁夫

株式会社セールスフォース・ドットコム  
カスタマーサクセス統括本部  
エンタープライズサクセス1部 部長



# Lightningを活用した生産性の向上



リストビューにおける検索 

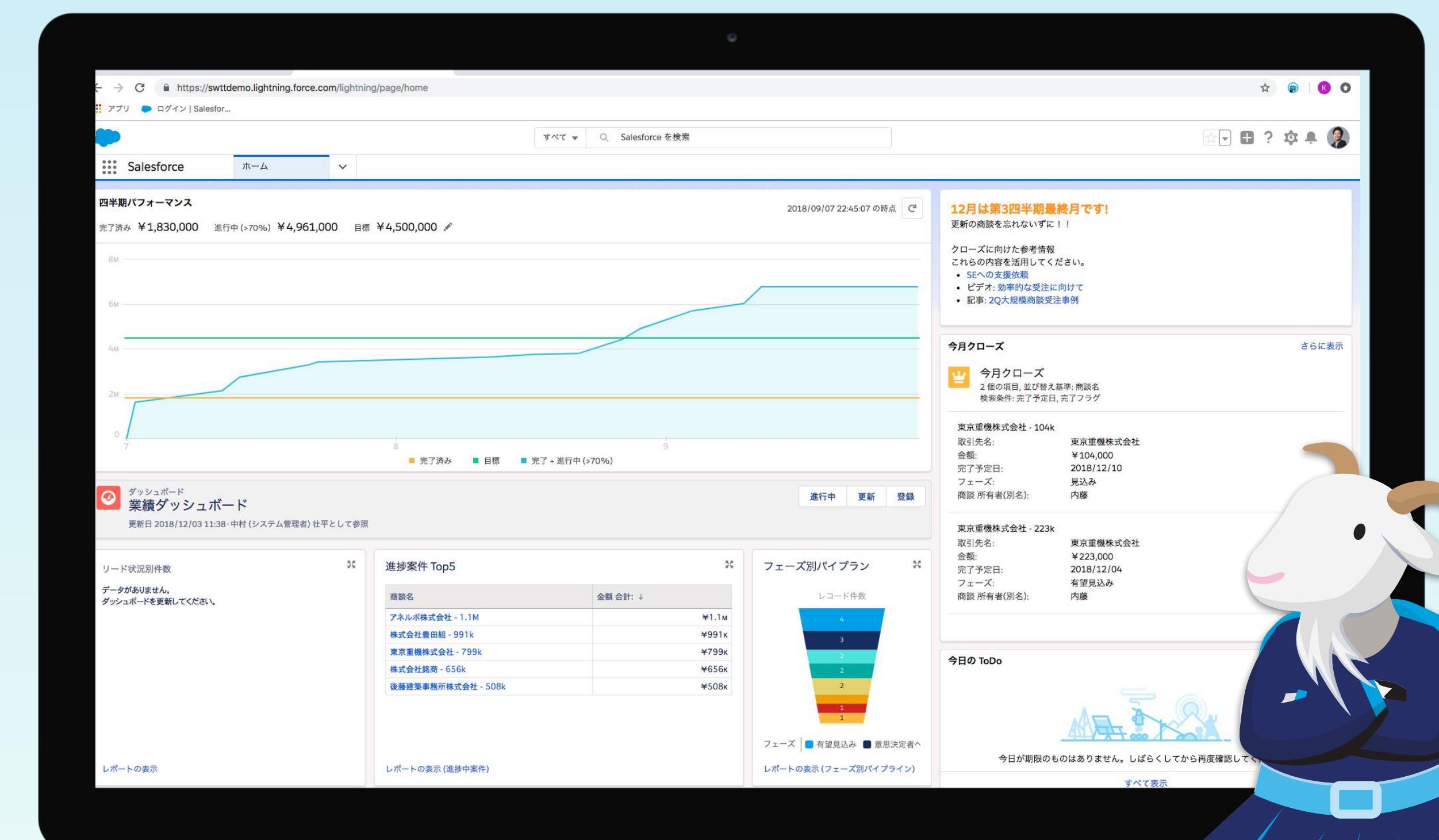
より早く必要なレコードに

Lightning レイアウト 

より柔軟な画面構築、動的な最適化

Lightning レポート機能の拡張 

結合レポートの編集、ダッシュボードへの追加



The screenshot displays the Salesforce Lightning interface on a desktop browser. The top navigation bar shows the URL <https://swttdemo.lightning.force.com/lightning/page/home>. The main content area features several components:

- A large chart titled "四半期パフォーマンス" (Quarterly Performance) showing revenue trends from July to October.
- A "ダッシュボード 業績ダッシュボード" (Performance Dashboard) with a message about data availability.
- A "進捗案件 Top5" (Top 5 Pending Cases) table listing cases by account name and amount.
- A "フェーズ別パイプライン" (Pipeline by Phase) funnel chart.
- A sidebar on the right with sections for "12月は第3四半期最終月です!" (December is the final month of the third quarter!), "今月クローズ" (This Month's Closings), and "今日のToDo" (Today's To-Do).



# デモンストレーション 登場人物



営業 内藤さん



システム管理者 中村さん

**DEMO**



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# 北川 博一

株式会社セールスフォース・ドットコム

カスタマーサクセス統括本部

サクセスマネジメント部 部長



# Lightning と Einstein で実現するイノベーション



## Lightning Object Creator ← パイロット

Excelデータからオブジェクトとレコードを生成

## 新しいフロー画面コンポーネント ← 正式リリース

動的なユーザインターフェースをすばやく構築

## 新しくなったフロービルダー ← リリース予定

すばやく、簡単に、より直感的にフローを構築

## Einstein 予測ビルダー ← ベータ

数クリックでAIを使って結果を予測

The screenshot shows the Einstein Prediction Builder interface. It displays a table of fields selected for a prediction model. The columns are labeled 'FIELD LABEL', 'FIELD NAME', and 'DATA TYPE'. The fields listed are:

FIELD LABEL	FIELD NAME	DATA TYPE
Account Country	Account_Country__c	Formula (Text)
Account Name	AccountId	Lookup(Account)
Amount	Amount	Currency(16, 2)
Close Date	CloseDate	Date
Created By	CreatedBy	Lookup(User)
Description	Description	Long Text Area(32000)
Forecast Category	ForecastCategoryName	Picklist
Last Modified By	LastModifiedById	Lookup(User)
Lead Source	LeadSource	Picklist
Needs Deal Review	Needs_Deal_Review__c	Checkbox
Next Step	NextStep	Text(255)
Opportunity Name	Name	Text(120)
Opportunity Owner	OwnerId	Lookup(User)
Previous High Risk	Previous_High_Risk__c	Roll-Up Summary (COUNT Fred_Mary)
Price Book	Pricebook2Id	Lookup(Price Book)

Einstein is here to help

How do I decide which fields to select or deselect?  
Most fields can be used to create your prediction. However, there are various reasons you might want to exclude a field. If you know a field is not currently being used in your organization, it shouldn't be used in your predictions! You might also have fields that could add bias into your model, like gender or ethnicity. Finally, if you have fields containing data that couldn't have been known until after the predicted event occurred, you should exclude those fields.

Why are some fields missing from this list?  
If certain fields are missing, it might be because the Admin user profile doesn't have read access to them.



**DEMO**

# World Tour Tokyoで#AwesomeAdmin体験



## Trailhead Zone Theater Admin Theater

15のシステム管理者むけセッション

## Trailhead Quick Start

Trailheadを体験

## Community Area

コミュニティリーダーによる

今後のシステム管理者むけコミュニティ  
イベントのご紹介



株式会社ユー・エス・イー  
新美 啓子様  
MVP,Salesforce Admin

株式会社ウフル  
花外 茉美 様  
Salesforce Admin

# クラッパーについて



この後 10:00 基調講演での利用は  
ご遠慮いただいております。  
ご協力のほど、よろしくお願ひします。



thank you

