Salesforce Expands Operations

Salesforce

FOR IMMEDIATE RELEASE **Salesforce Deepens Commitment to AI-Powered CRM with Einstein 1 Platform Enhancements** SAN FRANCISCO, CA – October 26, 2023 – Salesforce (NYSE: CRM), the global leader in CRM, today announced significant enhancements to its Einstein 1 Platform, empowering businesses to leverage the full potential of Artificial Intelligence to transform their customer experiences. The updates, rolling out in the Winter '24 release, streamline data integration and AI model customization, making it easier for companies of all sizes to build and deploy AI-powered applications within the Salesforce ecosystem. The Einstein 1 Platform advancements include a new low-code interface for connecting disparate data sources, allowing for a more unified view of customer data across Salesforce clouds. Furthermore, the platform now offers enhanced tooling for training and fine-tuning large language models (LLMs) using a company's own first-party data. This enables organizations to create AI models that are highly personalized and relevant to their specific industry and customer base, improving the accuracy and effectiveness of AI-driven insights and automation. This focus on customer data integration and model customization aims to democratize AI, making it accessible and actionable for businesses beyond just large enterprises. The enhancements reflect Salesforce's ongoing commitment to delivering cutting-edge AI capabilities within its CRM platform, empowering users to increase productivity, personalize customer interactions, and drive revenue growth. These advancements build upon the already robust suite of AI features within Salesforce, solidifying the company's position as a leader in AI-powered CRM. "We believe that AI is the future of CRM, and these new Einstein 1 Platform capabilities are designed to empower our customers to unlock the transformative power of AI in a secure and trusted environment," said Clara Shih, CEO of Salesforce AI. "By making it easier to connect data and customize AI models, we're helping businesses create truly personalized and intelligent customer experiences that drive real business results." **About Salesforce** Salesforce is the global leader in Customer Relationship Management (CRM), bringing companies closer to their customers in the digital age. Salesforce enables companies of every size and industry to transform their businesses and create a 360° view of their customers. For more information about Salesforce (NYSE: CRM), visit: www.salesforce.com. **Contact:** Contact (support@salesforce.com)