



ACOT301

Harnessing AI & ML for a unified 360 degree customer experience

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AWS India

Agenda

- Overview of Salesforce Data Cloud
- How Data Cloud Works?
- AWS Tech Stack for Data Cloud
- Bring Your Own Model with SageMaker
- What are some things I can predict?
- Deep-dive into Salesforce Data Cloud
- Demo

Every Organization is Rethinking their AI Strategy

But delivering value from AI is not simple

Companies

Disconnected Data

Limited Talent

Integration Challenges

Security Questions

Trust

Custom AI in Production

salesforce





More devices than humans

Customer needs are changing

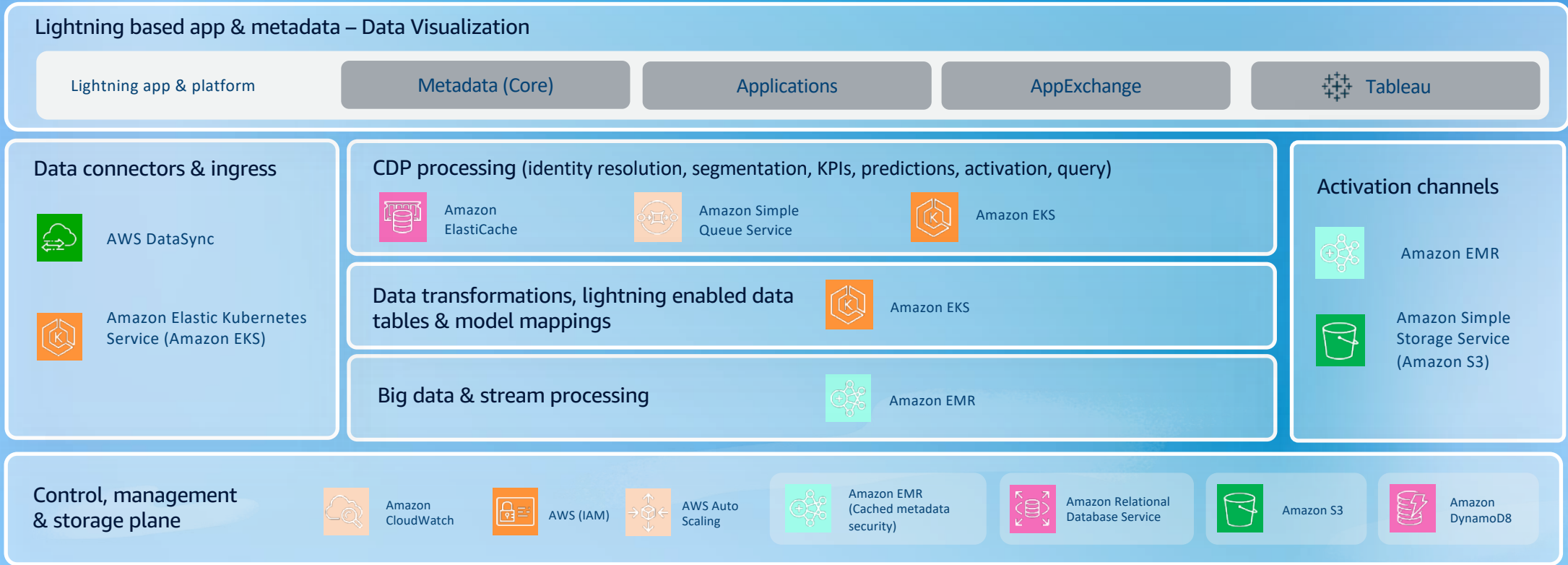




Salesforce Data Cloud

Real-time single source of truth

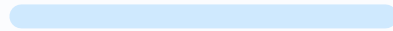
- ✓ Unified Customer Profile
- ✓ Active Lakehouse
- ✓ Zero-ETL Federation
- ✓ Low-code & automation



Salesforce Einstein

Trusted Enterprise AI. Built for CRM.

Customer 360 Data



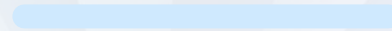
CRM data

External data

Engagement events

Slack knowledge

Einstein Trust Layer

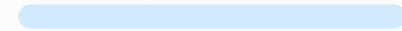


Inter & intra
enterprise trust

Anonymized zero
retention generation

Open model
ecosystem

#1 AI CRM



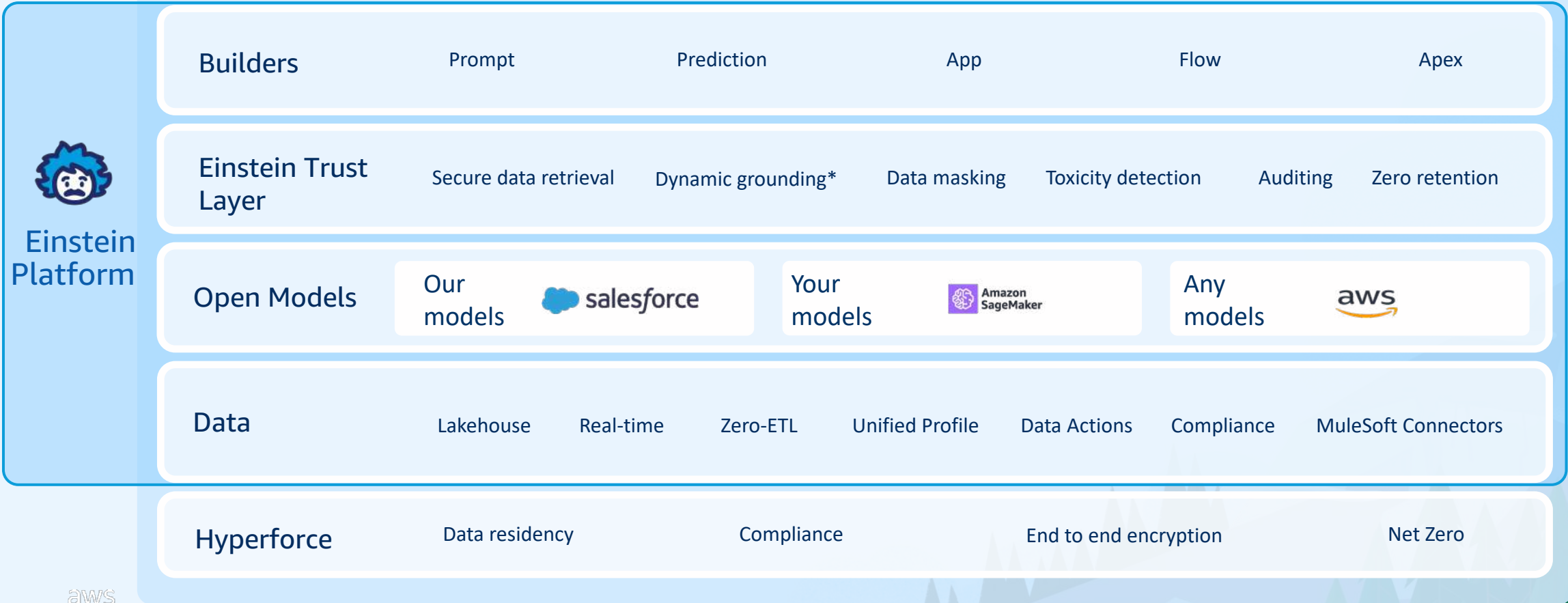
AI for any workflow, user,
department & industry

Reinforced by
business outcomes

Generative AI
App Ecosystem



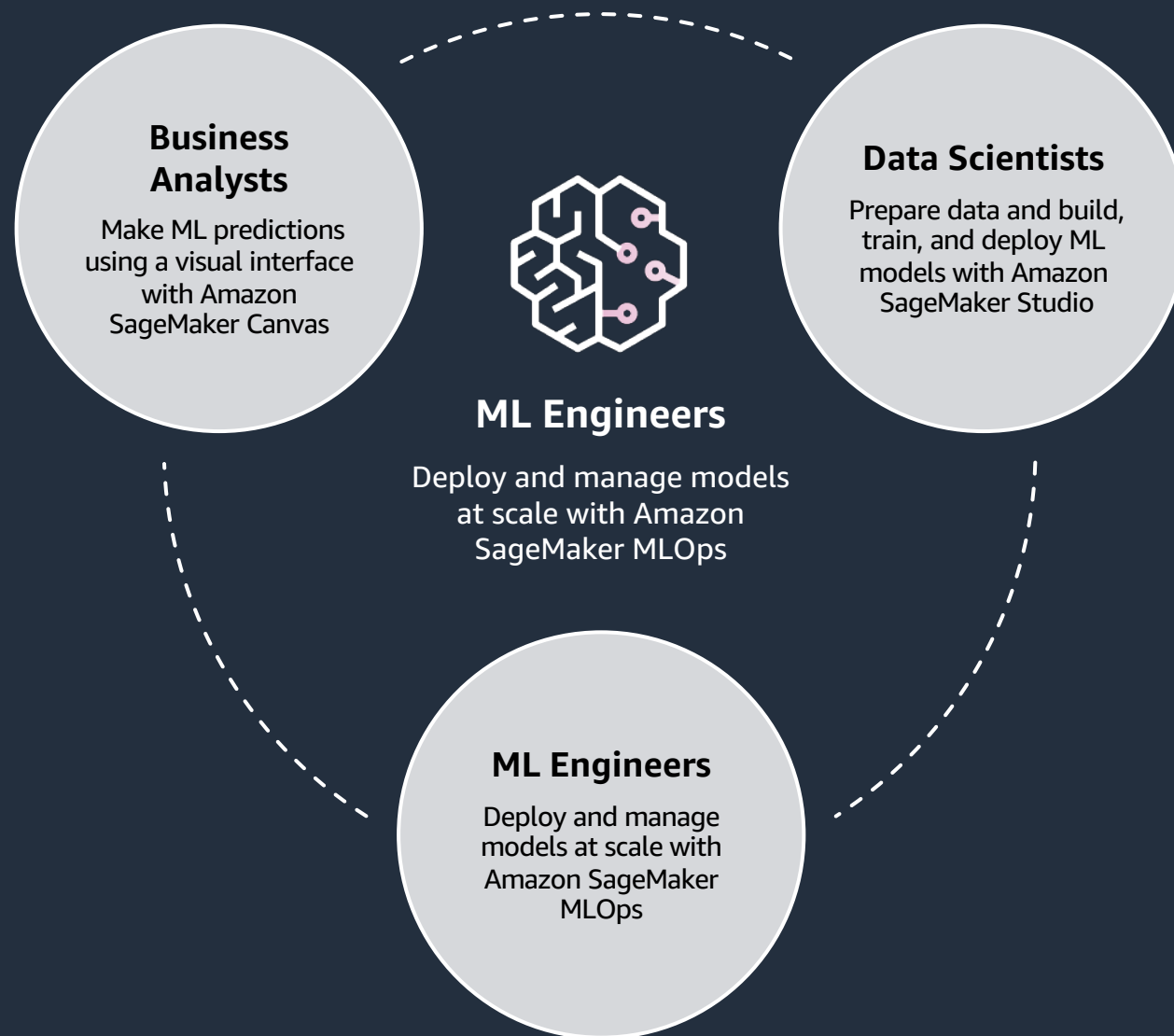
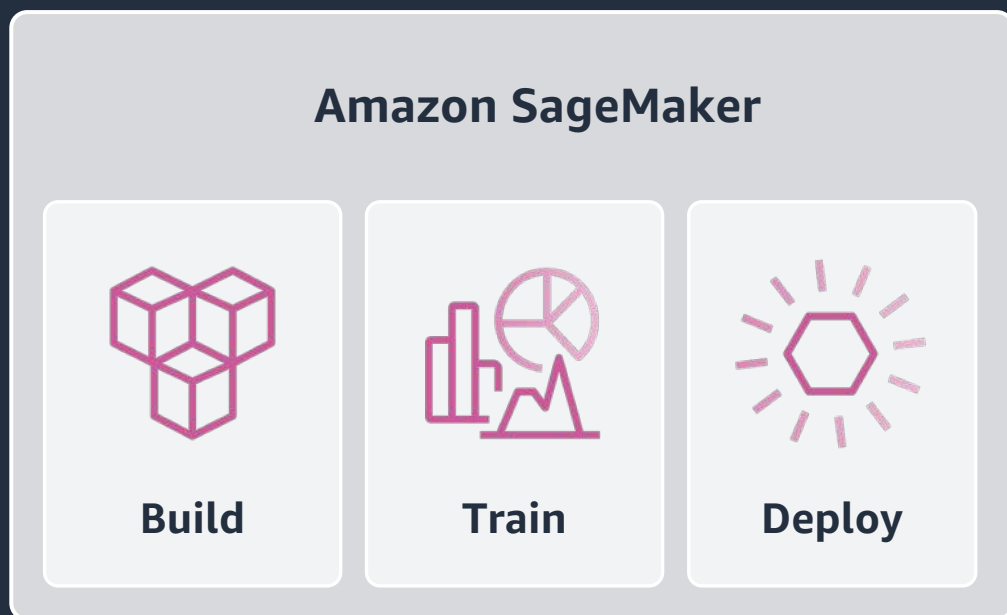
Trusted AI Architecture



BRING YOUR OWN MODELS TO SALESFORCE FROM AMAZON SAGEMAKER

Amazon SageMaker

10,000 + Customers are using
Amazon SageMaker to harness ML

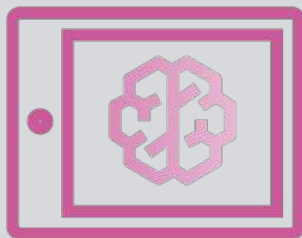


BRING YOUR OWN MODELS TO SALESFORCE FROM AMAZON SAGEMAKER

AWS offers broadest choice of generative AI models

SageMaker JumpStart Foundation Model

50+ Open Source FMs | Bring Your Model



GPT-J, GPT-Neo, Bloom,
AlexaTM, Stable Diffusion or
from Hugging Face

Custom FMs for Internal use or
Monetize via AWS

Build, Train, Tune, Deploy, Consume

MLOPs

Human
in loop

Studio

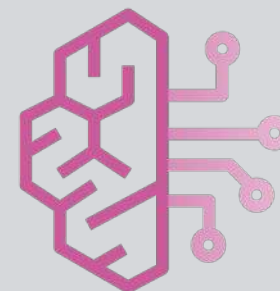
Experiments

Training

Hosting

Amazon Bedrock

Fully managed service to build and scale generative AI applications with
foundation models



Amazon 1P
Foundation Models

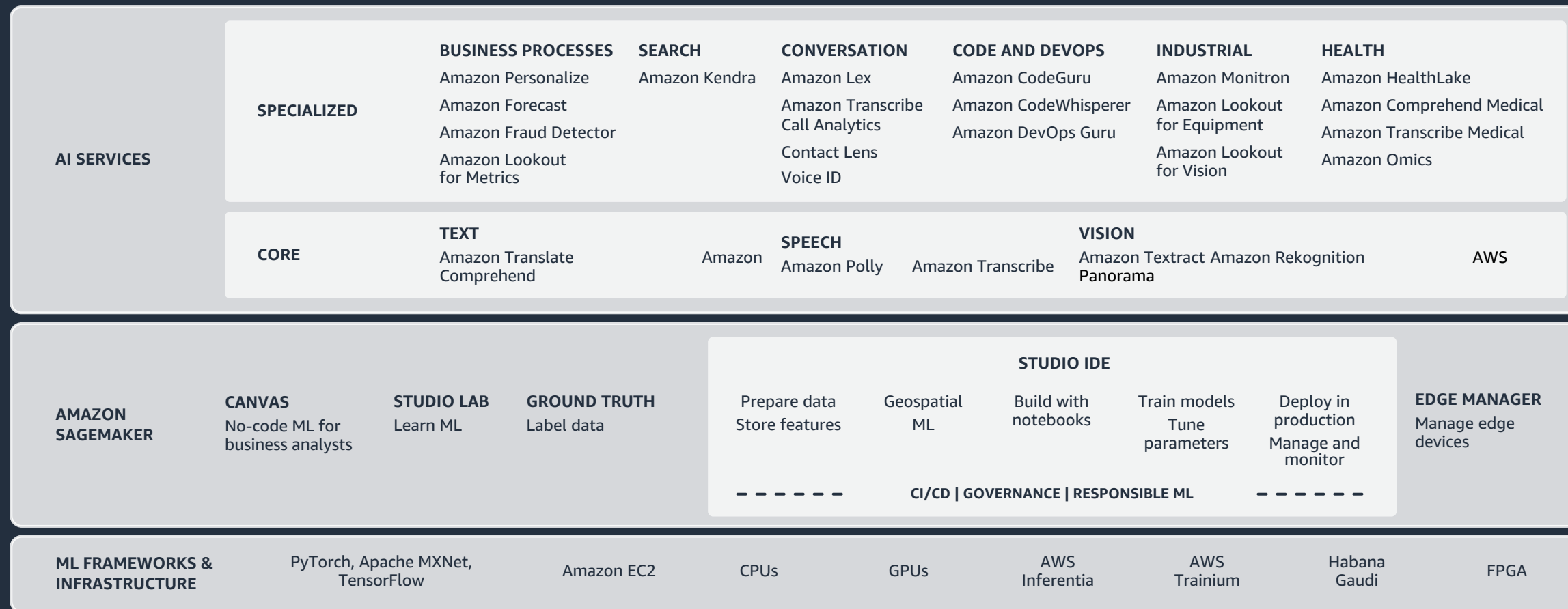
3 Top tier 3P FMs

API Service to Consume, Domain Train, and Tune

BRING YOUR OWN MODELS TO SALESFORCE FROM AMAZON SAGEMAKER

The AWS AI/ML stack

More than 100,000+ customers use AWS for Machine Learning

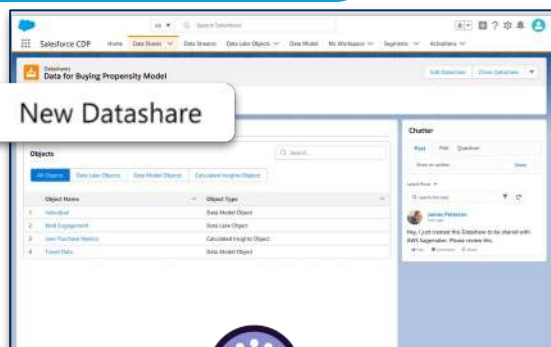


Customer-centric AI Powered By SageMaker

Meeting data scientists and engineers where they already are

salesforce

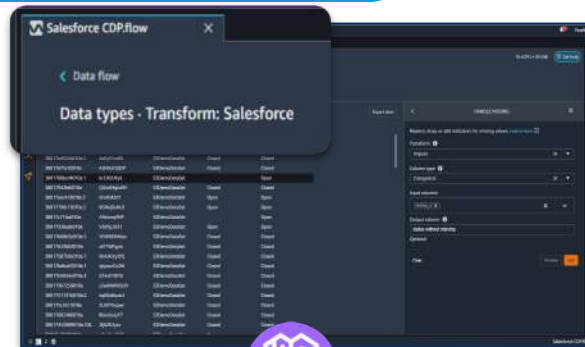
Connect



In Amazon SageMaker, users connect to Salesforce Data Cloud with Salesforce auth and access Salesforce Data Cloud data as a virtual, **zero copy** table

Native Data Cloud Connector in Amazon Data Wrangler

Build, Train and Deploy

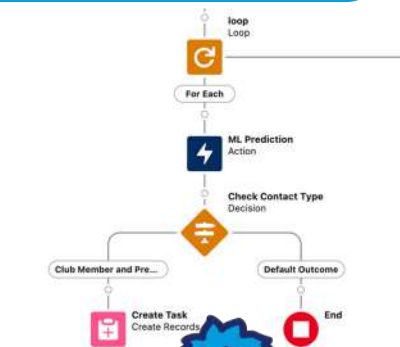


Explore data, create engineered features in Amazon **Data Wrangler**

Build and train ML Models in Amazon **SageMaker Studio**

Trained models are **deployed and hosted** in Amazon SageMaker

AI to Action



Using Einstein Copilot Studio, predictions are consumed in Salesforce, effortlessly bringing custom AI direction to the users flow of work



What Are Some Things I Can Predict?



By function

Sales



- Increase conversion
- **Improve win probability**
- Decrease time to close
- **Increase repeat business**
- Increase lifetime value
- Discount guidance
- **Predict expected revenue**
- **Intelligent white space**

Service



- **Likelihood of escalation**
- Case Classification
- **Risk of churn**
- Increase CSAT/NPS
- Decrease TTR
- Reduce handle time

Finance



- Forecasting revenue
- **Late payments**
- Invoice fulfillment
- Returns
- Maximize margin
- Cost reduction
- **Reduce attrition**
- **Reduce compliance risk**
- Improve margin

HR



- Employee productivity
- **Reduce employee attrition**
- **Lead scoring**
- **Likelihood to secure a hire**
- Improve candidate targeting
- Identify top performers

Operations



- Improve inventory management
- Improve network utilization
- **Increase on-time delivery**
- Cost reduction
- Resource optimization

Marketing



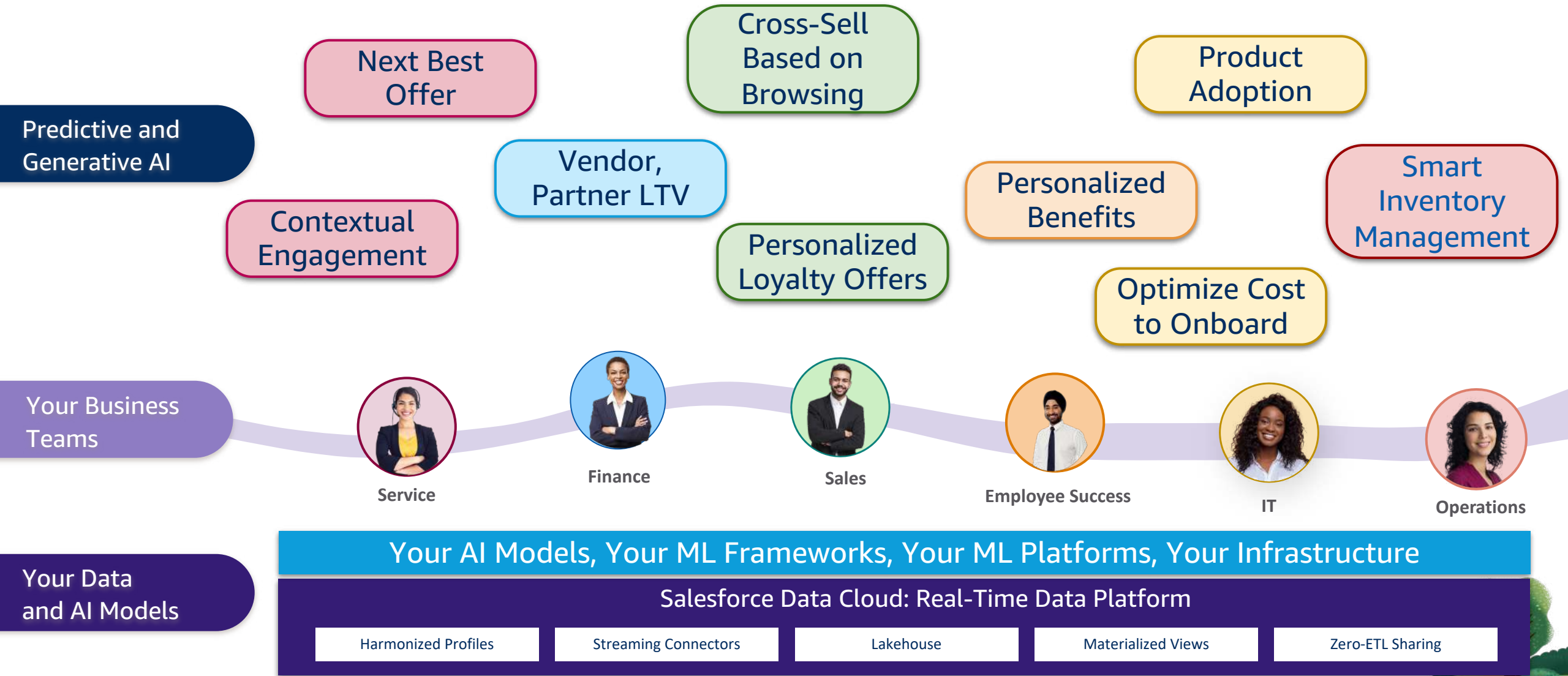
- **Purchase/Conversion propensity**
- **Email campaign targeting**
- **Improve media spend**
- **Increase advertising ROI**
- Market shift detection
- **Increase conversion**



Unified Data Powers Grounded AI Across Your Business

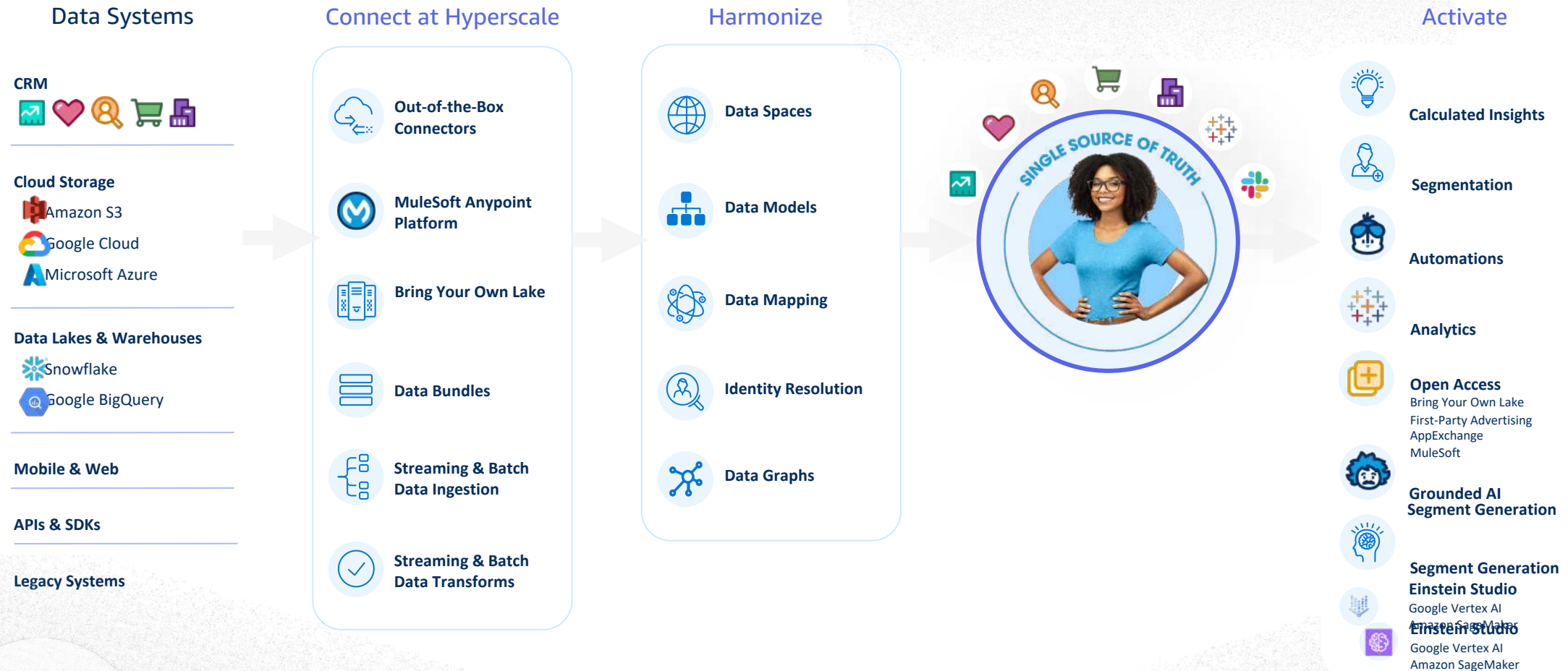


Make customer-centric intelligence every team's advantage



How Data Cloud Works

salesforce







Bring your own AI!



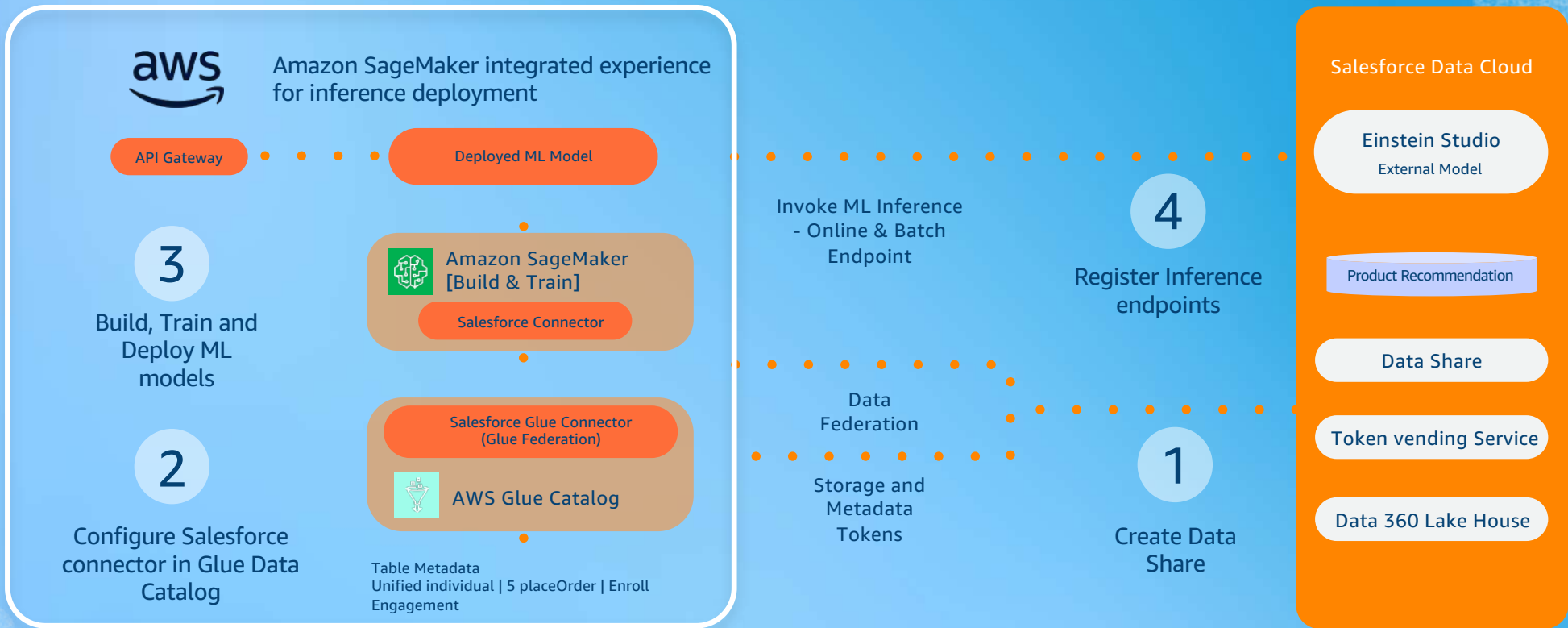
**Amazon
SageMaker**

Access Data Cloud data

Build AI models

Trigger real-time updates



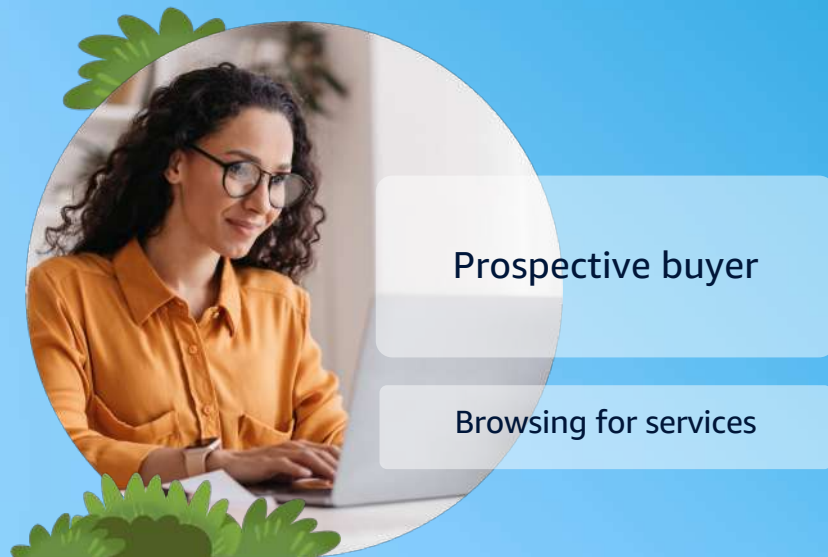




Bring your own AI!



Amazon
Bedrock



Prospective buyer

Browsing for services



Prospective buyer

Browsing for services



Real-time insights
with Data Cloud



Prospective buyer

Browsing for services



Real-time insights
with Data Cloud



Propensity
to buy

Search Salesforce

Data Cloud Home Data Streams Data Models Segments Einstein Studio Identity Resolution Calculated Insights

Connected Model (AWS Sagemaker) **Propensity to Buy** Active Model activated

Details Monitoring

Description
Add a description...

Inference Endpoint URL
<https://aws.sagemaker.com>

Total Predictions
0

Connected On
01/04/2023, 11:34 AM

Created By
Karen Ali

Last Modified On
02/24/2023, 11:34 AM

Last Modified By
Karen Ali

Activated On
02/24/2023, 11:34 AM

Activated By
Karen Ali

Prediction Jobs

Job Name	Type	Status	Last Run Date
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Prospective buyer

Browsing for services

Real-time insights
with Data Cloud



Propensity
to buy

AI prompt

Product

Propensity
score



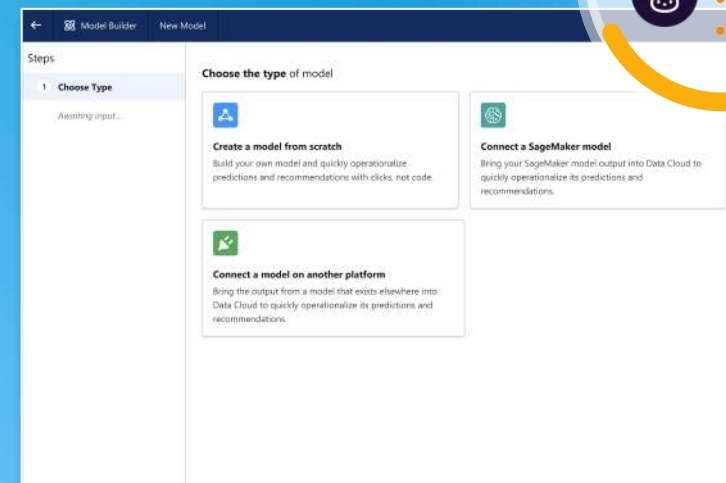
Prospective buyer

Real-time insights
with Data Cloud

aws
Propensity
to buy

AI prompt

Product
Propensity
score



Amazon Bedrock




Prospective buyer

Real-time insights
with Data Cloud


Propensity
to buy

AI prompt

Product
Propensity
score

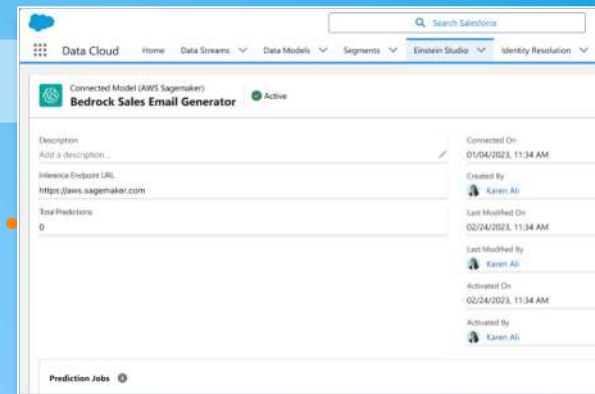

Amazon Bedrock



Sales Representative



Amazon Titan Model
Email Generator





Prospective buyer

Real-time insights
with Data Cloud


Propensity
to buy

AI prompt

Product

Propensity
score



Amazon Bedrock

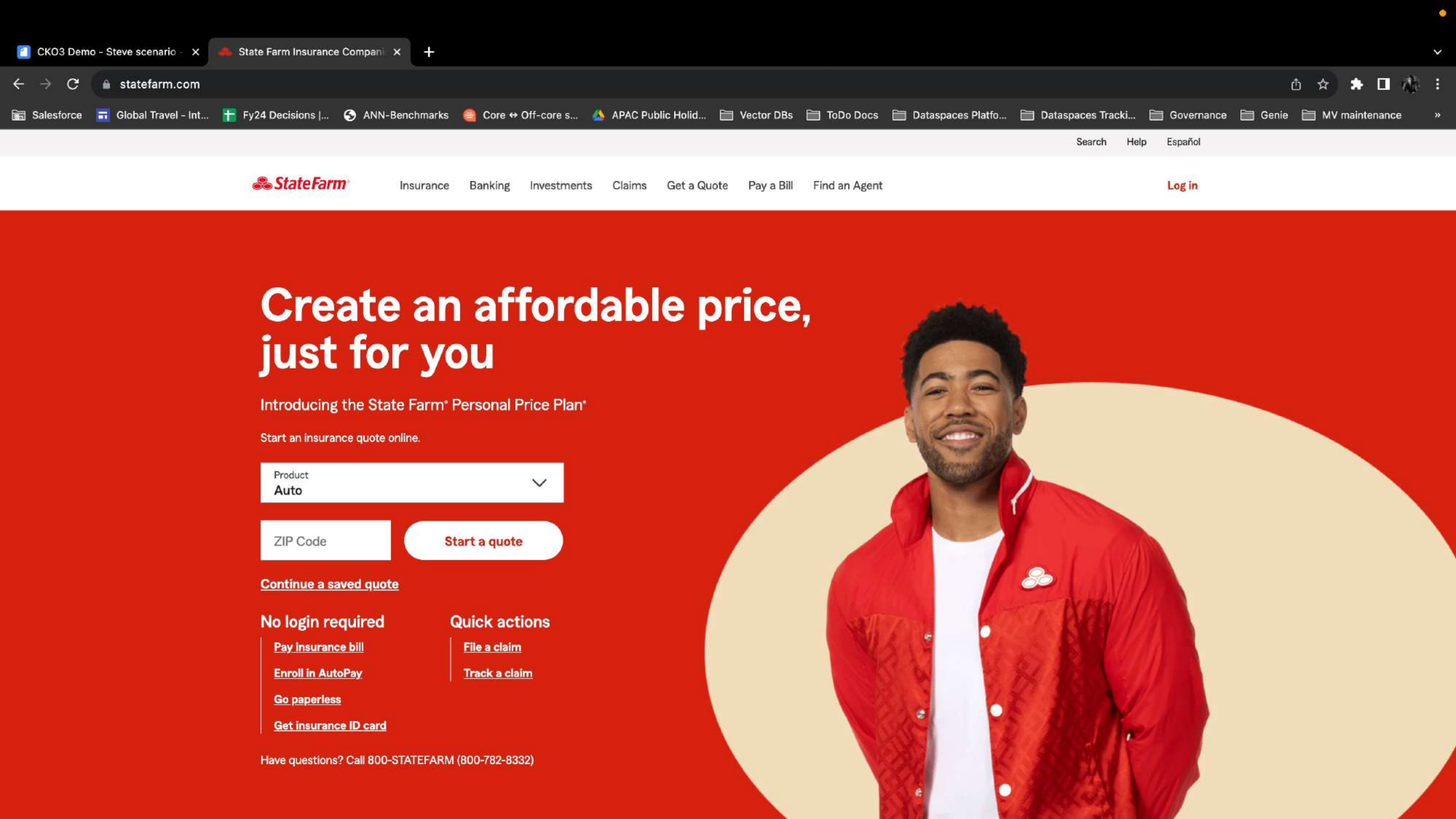


Sales Representative


Amazon Titan
Model
Email Generator

Demo





Create an affordable price, just for you

Introducing the State Farm® Personal Price Plan®

Start an insurance quote online.

Product
Auto

ZIP Code

Start a quote

[Continue a saved quote](#)

No login required

- [Pay insurance bill](#)
- [Enroll in AutoPay](#)
- [Go paperless](#)
- [Get insurance ID card](#)

Quick actions

- [File a claim](#)
- [Track a claim](#)

Have questions? Call 800-STATEFARM (800-782-8332)

Create meaningful customer
actions at hyperscale





Thank you!

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Salesforce

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AWS India