

Using Apache Spark for Intelligent Services

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salesforce





Salesforce: The World's #1 CRM

“Innovator
of the
Decade”

Forbes

September
2016

FORTUNE
**100
BEST**
COMPANIES
TO WORK FOR[®]
— 2016 —

2009 • 2010 • 2011
2012 • 2013 • 2014
2015 • 2016

Forbes

The world's most
innovative companies

2011 • 2012 • 2013
2014 • 2015 • 2016

FORTUNE[®]
500
— 2016 —

\$2.04B FY17Q2
revenue

24K employees

\$389B in GDP impact
by 2020*

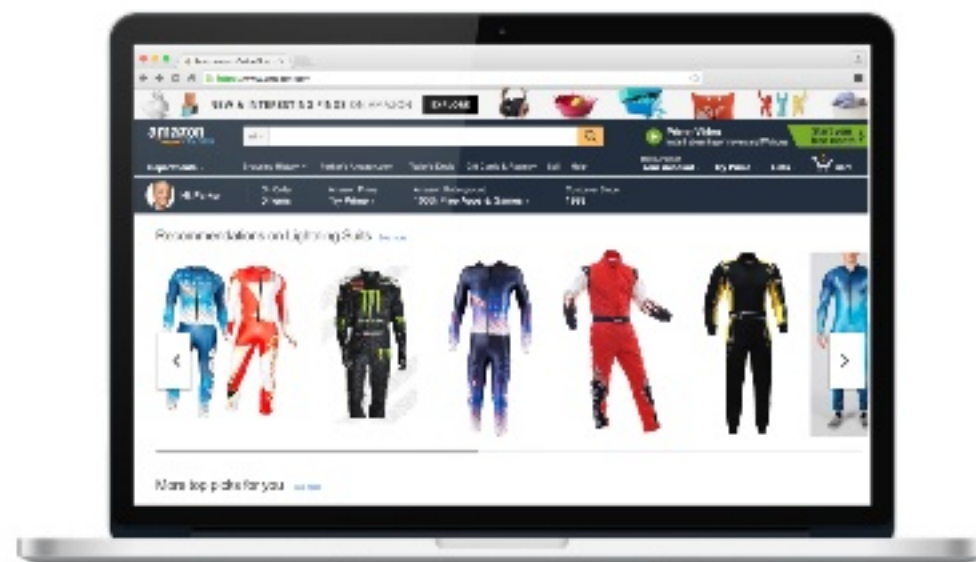
2M jobs created
by 2020

IDC



CUSTOMER SUCCESS PLATFORM

IDC White Paper, sponsored by Salesforce, titled "The Salesforce Economy," published August 2016.





Salesforce Inbox

Productivity apps

Eliminate manual data entry

Automatically log every email and event

Increase sales collaboration

Activity sharing for visibility across your team

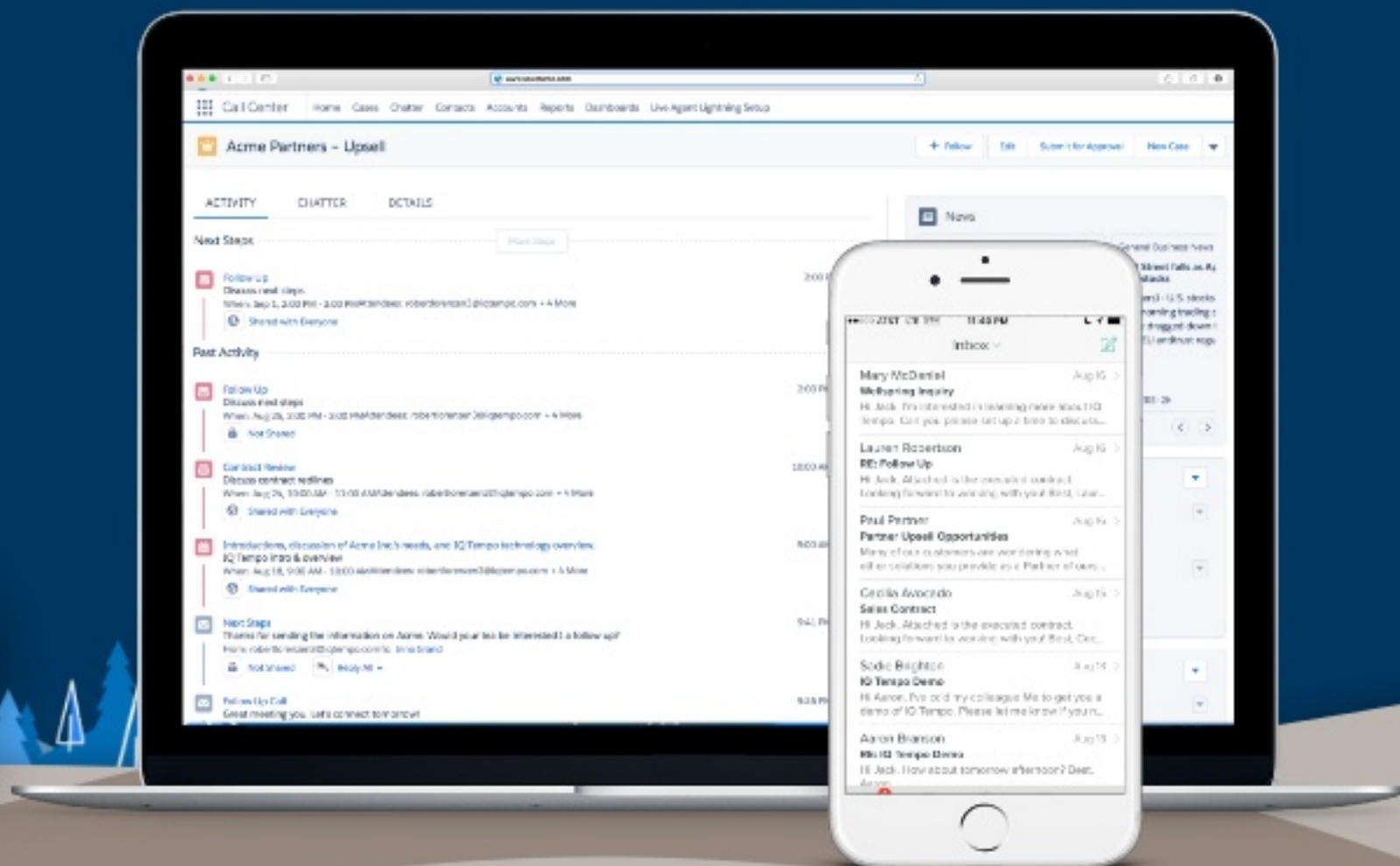
Turn activity into insight

Suggested tasks and metrics for coaching

Sell smarter from anywhere

Mobile and desktop apps

+25%
more time selling





0:00 / 1:17

7



YouTube





Making Salesforce Inbox Even Smarter

Using AI

Stay on top of what matters

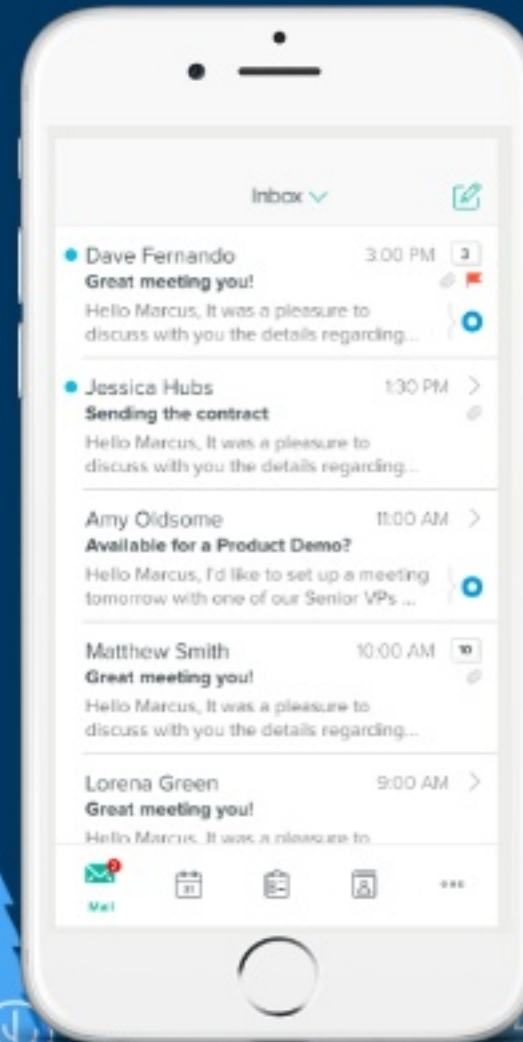
Identity emails from top opportunities and contacts

Derive intelligence and recommend actions

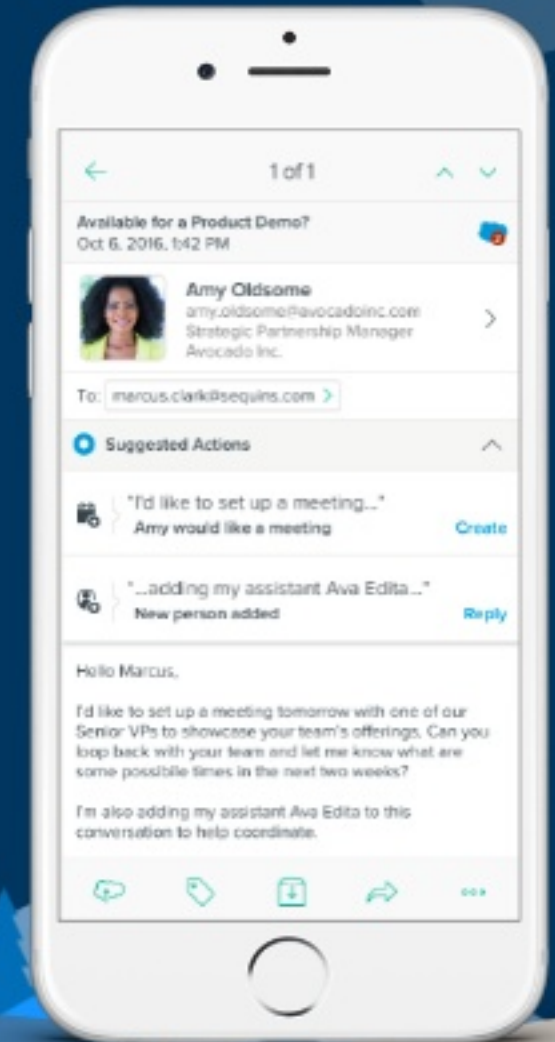
Extract insights from emails and suggest recommended actions

Build and leverage context

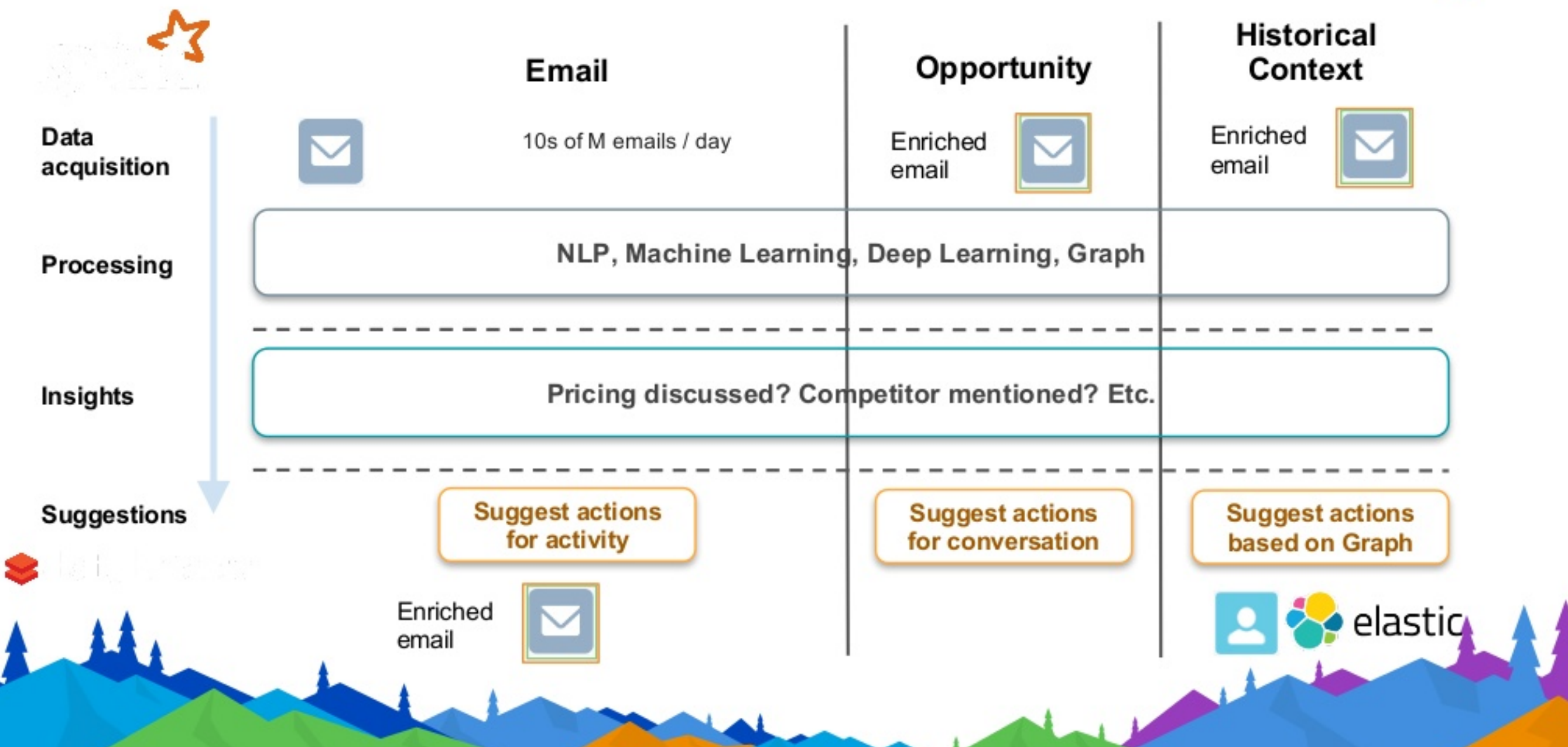
Suggested recipient, best person to follow up, etc.



Inbox



View Email



Data acquisition

Processing

Insights

Suggestions

Email

10s of M emails / day

Opportunity

Enriched email

Historical Context

Enriched email

NLP, Machine Learning, Deep Learning, Graph

Pricing discussed? Competitor mentioned? Etc.

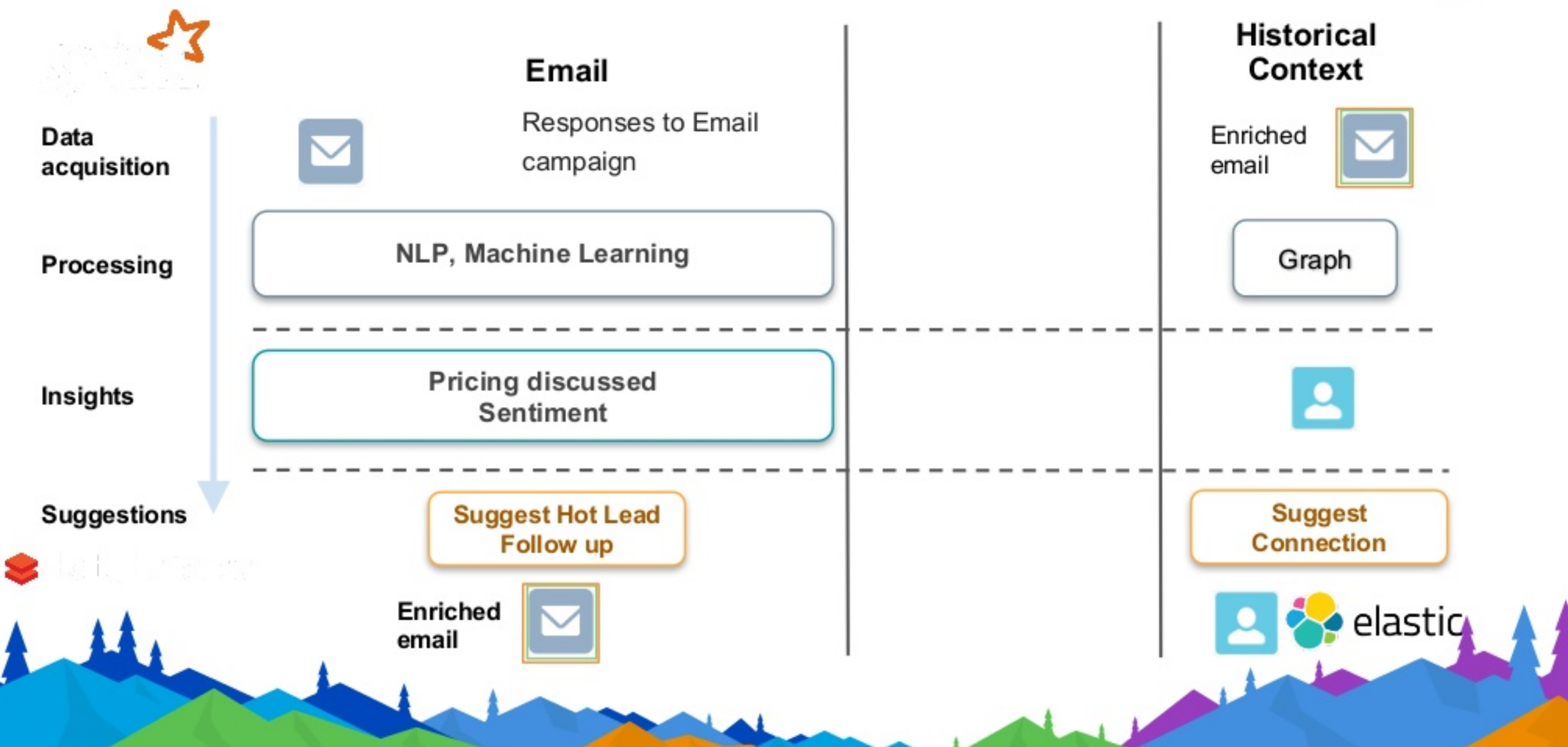
Suggest actions for activity

Suggest actions for conversation

Suggest actions based on Graph

Enriched email







We're hiring

salesforce.com/careers, [data science and engineering](#)

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