

salesforce

Einstein Analytics Plus

Complete Analytics & AI Built on the World's #1 CRM

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Forward Looking Statement



Statement under the Private Securities Litigation Reform Act of 1995:

This presentation contains forward-looking statements about the company's financial and operating results, which may include expected GAAP and non-GAAP financial and other operating and non-operating results, including revenue, net income, diluted earnings per share, operating cash flow growth, operating margin improvement, expected revenue growth, expected current remaining performance obligation growth, expected tax rates, the one-time accounting non-cash charge that was incurred in connection with the Salesforce.org combination; stock-based compensation expenses, amortization of purchased intangibles, shares outstanding, market growth and sustainability goals. The achievement or success of the matters covered by such forward-looking statements involves risks, uncertainties and assumptions. If any such risks or uncertainties materialize or if any of the assumptions prove incorrect, the company's results could differ materially from the results expressed or implied by the forward-looking statements we make.

The risks and uncertainties referred to above include -- but are not limited to -- risks associated with the effect of general economic and market conditions; the impact of geopolitical events; the impact of foreign currency exchange rate and interest rate fluctuations on our results; our business strategy and our plan to build our business, including our strategy to be the leading provider of enterprise cloud computing applications and platforms; the pace of change and innovation in enterprise cloud computing services; the seasonal nature of our sales cycles; the competitive nature of the market in which we participate; our international expansion strategy; the demands on our personnel and infrastructure resulting from significant growth in our customer base and operations, including as a result of acquisitions; our service performance and security, including the resources and costs required to avoid unanticipated downtime and prevent, detect and remediate potential security breaches; the expenses associated with new data centers and third-party infrastructure providers; additional data center capacity; real estate and office facilities space; our operating results and cash flows; new services and product features, including any efforts to expand our services beyond the CRM market; our strategy of acquiring or making investments in complementary businesses, joint ventures, services, technologies and intellectual property rights; the performance and fair value of our investments in complementary businesses through our strategic investment portfolio; our ability to realize the benefits from strategic partnerships, joint ventures and investments; the impact of future gains or losses from our strategic investment portfolio, including gains or losses from overall market conditions that may affect the publicly traded companies within the company's strategic investment portfolio; our ability to execute our business plans; our ability to successfully integrate acquired businesses and technologies, including delays related to the integration of Tableau due to regulatory review by the United Kingdom Competition and Markets Authority; our ability to continue to grow unearned revenue and remaining performance obligation; our ability to protect our intellectual property rights; our ability to develop our brands; our reliance on third-party hardware, software and platform providers; our dependency on the development and maintenance of the infrastructure of the Internet; the effect of evolving domestic and foreign government regulations, including those related to the provision of services on the Internet, those related to accessing the Internet, and those addressing data privacy, cross-border data transfers and import and export controls; the valuation of our deferred tax assets and the release of related valuation allowances; the potential availability of additional tax assets in the future; the impact of new accounting pronouncements and tax laws; uncertainties affecting our ability to estimate our tax rate; the impact of expensing stock options and other equity awards; the sufficiency of our capital resources; factors related to our outstanding debt, revolving credit facility, term loan and loan associated with 50 Fremont; compliance with our debt covenants and lease obligations; current and potential litigation involving us; and the impact of climate change.

Further information on these and other factors that could affect the company's financial results is included in the reports on Forms 10-K, 10-Q and 8-K and in other filings it makes with the Securities and Exchange Commission from time to time. These documents are available on the SEC Filings section of the Investor Information section of the company's website at www.salesforce.com/investor.

Salesforce.com, inc. assumes no obligation and does not intend to update these forward-looking statements, except as required by law.

Salesforce Analytics

(Einstein Analytics & Tableau)





World's leading analytics solution



Smarter Analytics that People Love to Use

Visual & easy to use

Ask Questions in Natural Language

AI and Advanced analytics

Trusted, Integrated Platform

End-to-end data & analytics capabilities

Flexibility & choice

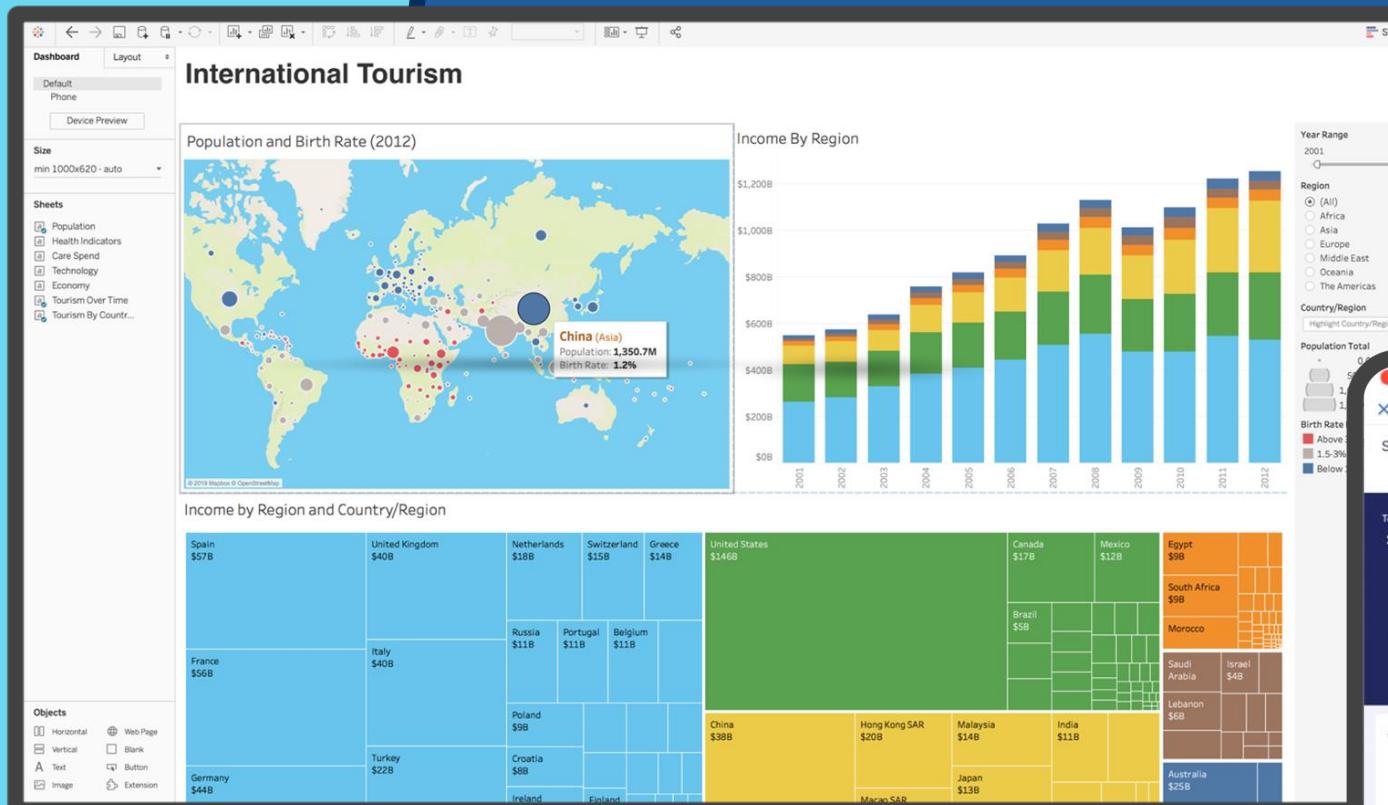
Security & governance

Enterprise-Wide Analytics for All Data

Scale to the whole organization

Interactive dashboards & collaboration

Native in the CRM workflow



Pick the right product based on use case



All users

Exploration and sharing across a broad range of data and use cases.



Salesforce users

Actionable insights in the CRM workflow to boost productivity.



Use Case Examples



If the user wants to access data to make more effective decisions and act upon them **in Salesforce CRM**, then Einstein Analytics is the best choice for those use cases

For a seller:

- Identify whitespace in a specific account and create new opportunities based on what they learn
- Look at the pattern of past business with a customer in preparation for a customer interaction
- Get an AI-driven recommendation on actions to take to close a deal faster or optimize the price of a quote and take those actions directly within the CRM

For a sales manager or service manager:

- Get an overview of team or territory performance or see pipeline expansion/contraction over time
- Quickly prioritize active cases through visualizations of key metrics like days open, severity of the issue, or support plan level, and then assign to service agents in Service Cloud

Use Case Examples

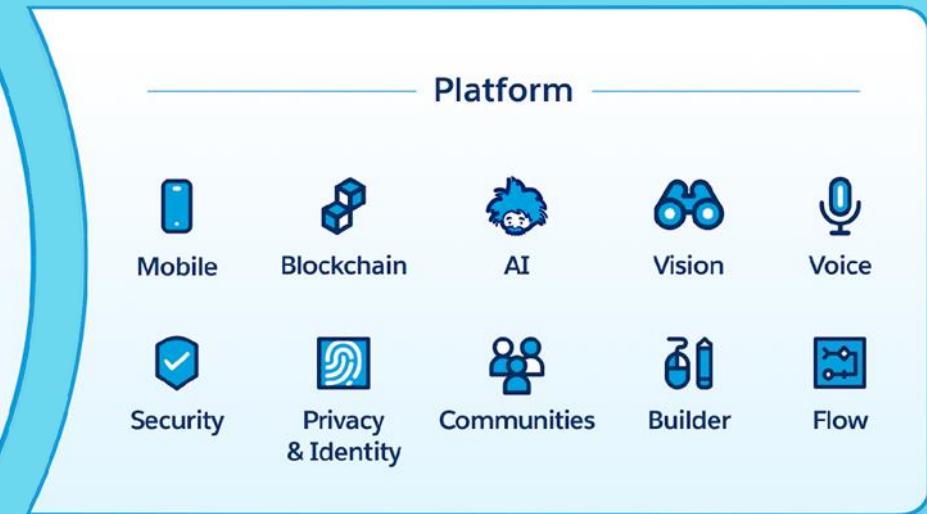


If the goal is about analytics created and consumed **outside of Salesforce CRM**, Tableau is the best environment and experience for those use cases.

- Publishing across business units (e.g. company performance metrics)
- Aggregations of non-CRM data (e.g. cash flow analysis using financial data and POS data)
- Data exploration occurring outside the CRM platform (e.g. medical professionals charting disease infection rates by region and over time)

Salesforce Customer 360

Trusted · Smart · Flexible · Sustainable





Customer 360 Analytics

Leading analytics for anyone, anywhere, with any data

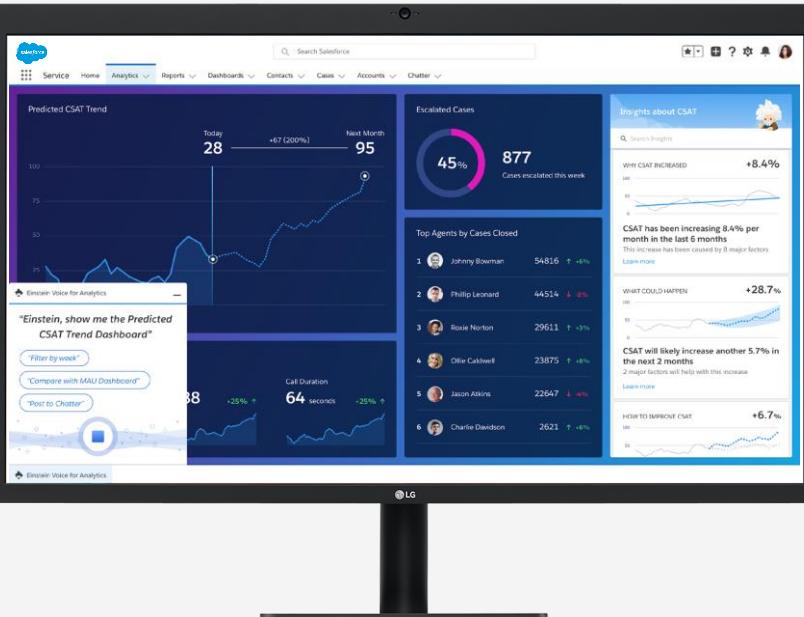
Enterprise-Wide Analytics

Tableau



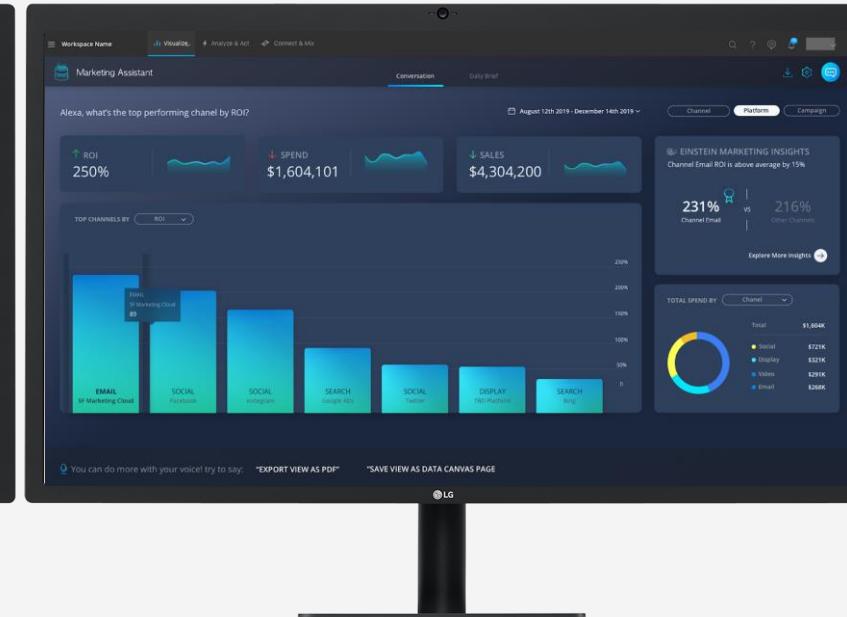
Salesforce CRM-Embedded Analytics

Einstein Analytics



Marketing Intelligence

Datorama



Reports and Dashboards

Easily build reports and dashboards without help from IT



Easy to use

Any user can create and run reports and dashboards with clicks not code

Real-time view

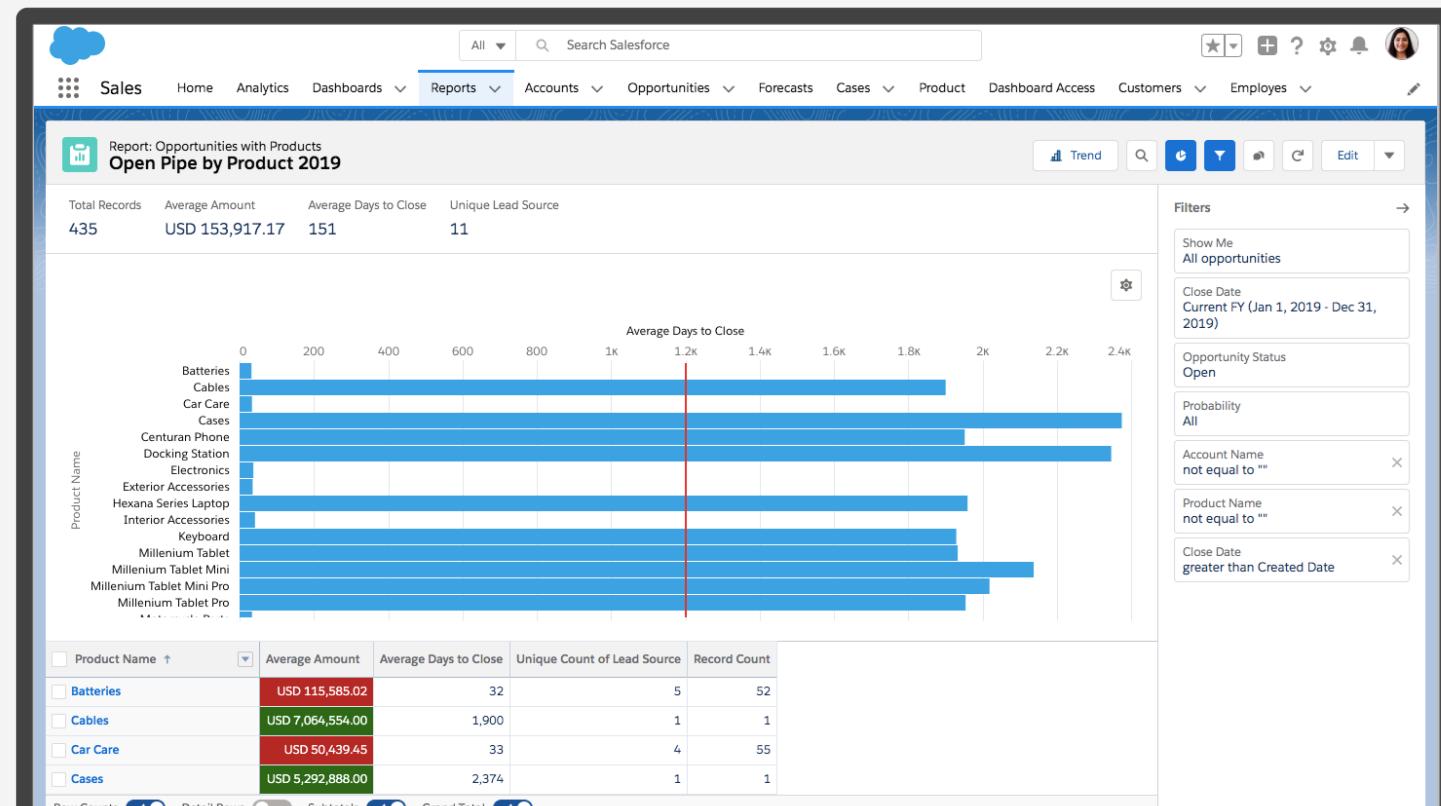
Surface insights quickly in real time from any device

Quick & simple analysis

Visualize simple analysis for up to 3 groupings with formulas or buckets

1.8B

Reports run per month



Explore Any Report with Einstein

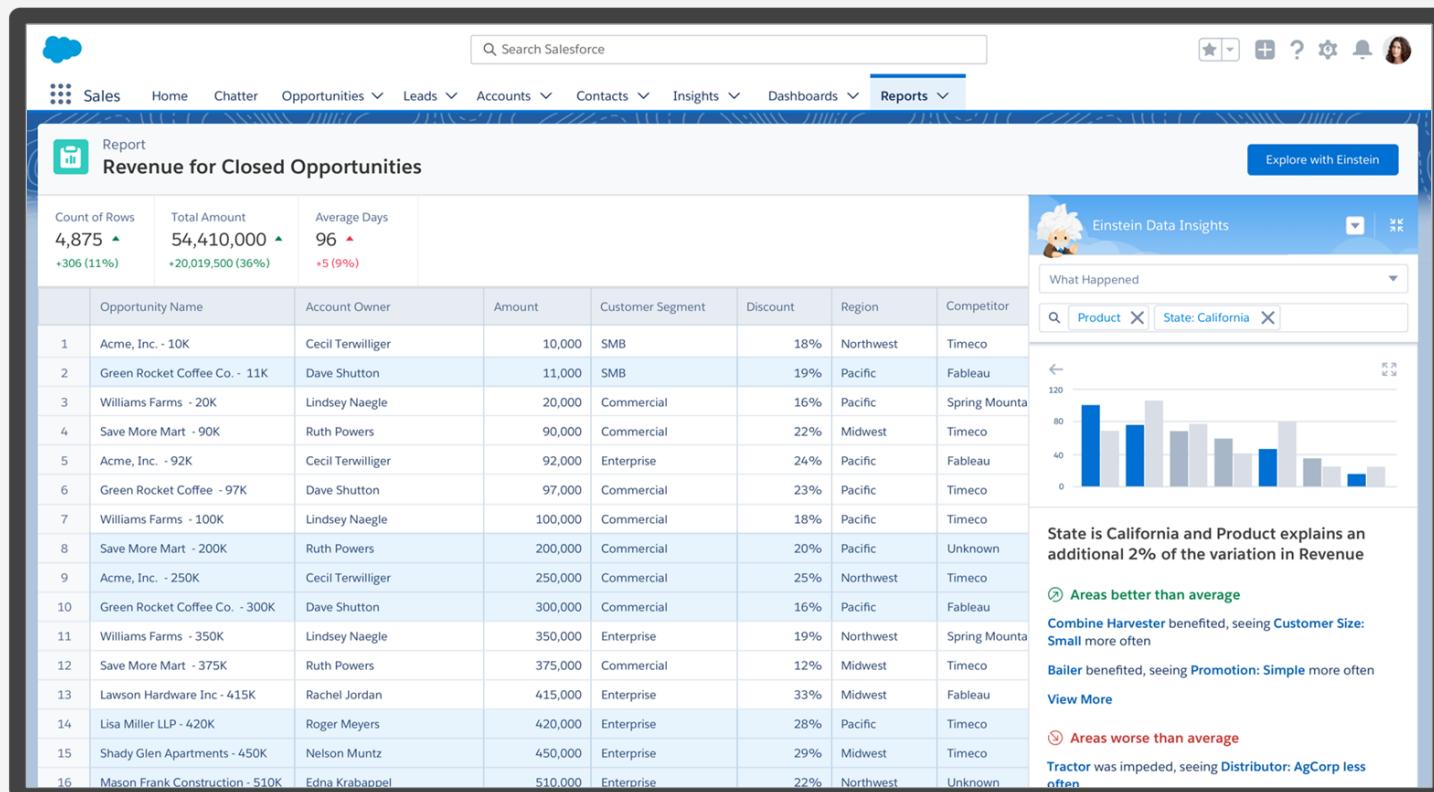
Einstein Data Insights

Surface insights on key patterns for every report and dashboard

Benchmark across categories, track trends, and improve data quality

Increase usage and empower users

4M
Rows analyzed per month



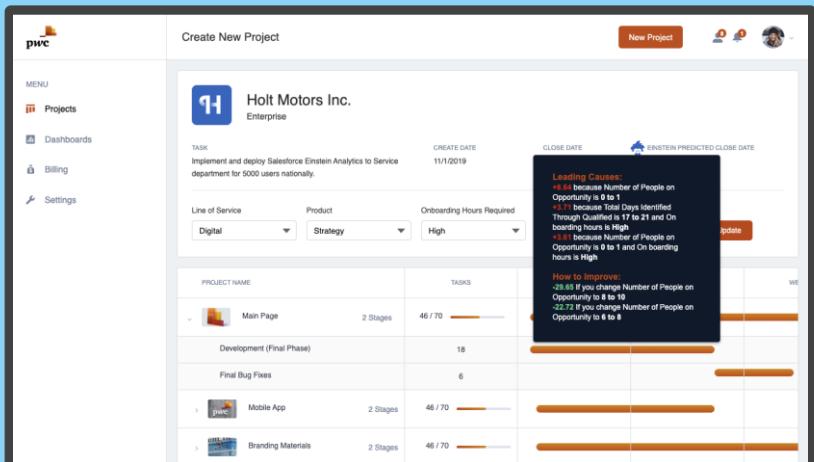


Einstein Analytics Plus

Complete intelligence platform for CRM

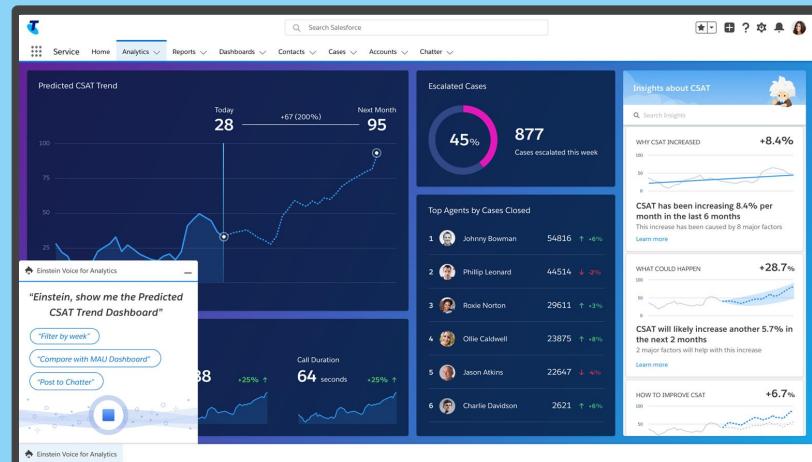
Einstein Analytics

Scalable analytic platform for any data and any industry built for Salesforce CRM



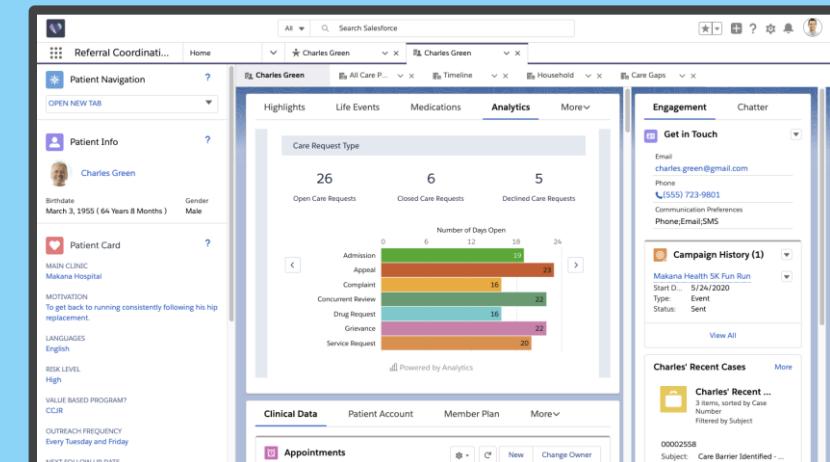
Einstein Discovery

Uncover insights and take action on discovered trends



Einstein Prediction Builder

Build trusted predictions and deploy them anywhere



Einstein Predictions

Einstein Analytics Plus

Complete intelligence platform built on the world's #1 CRM



Connected

Take action on insights in context of the business process

AI-Built In

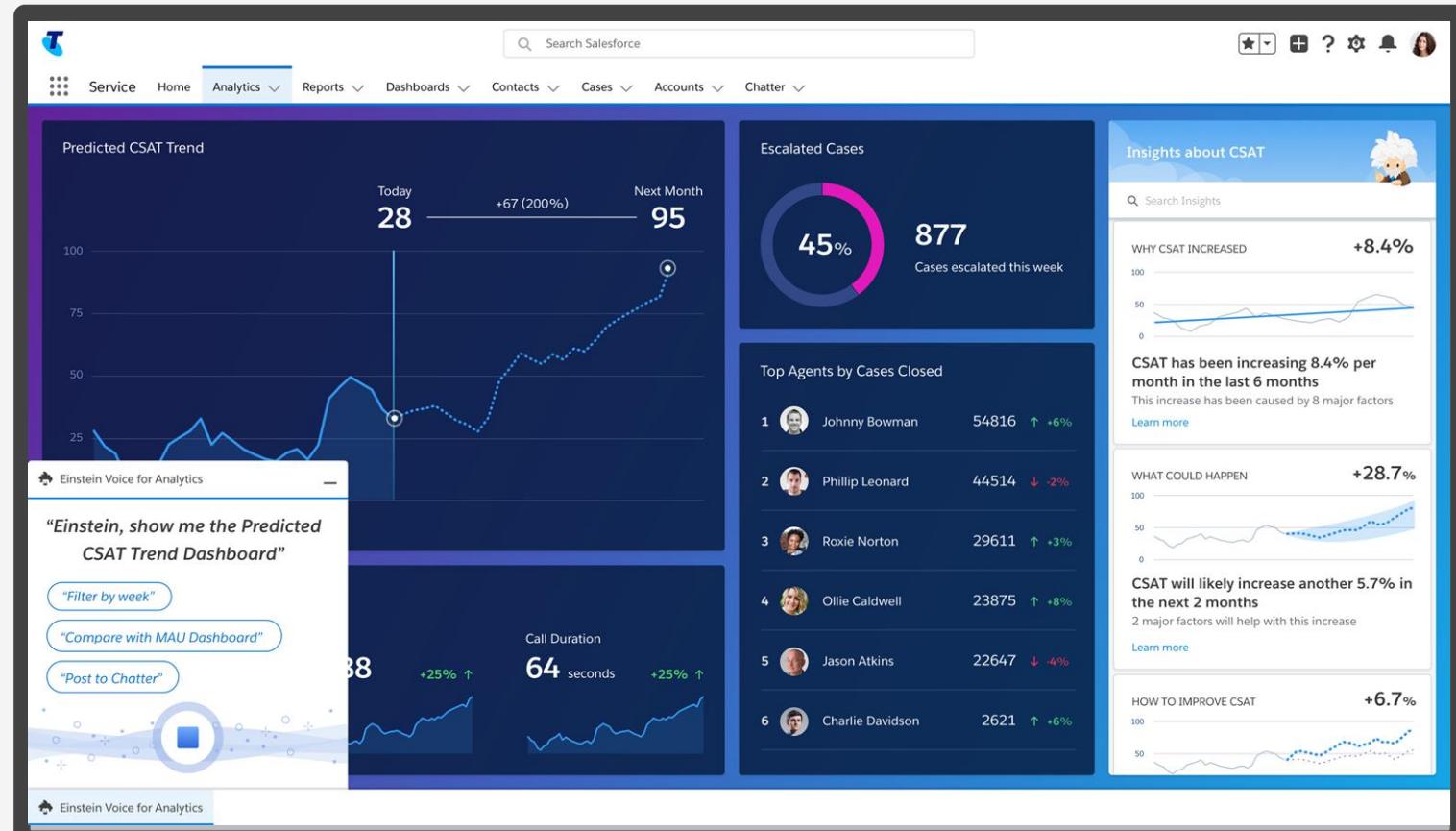
Automated discovery, predictions, and recommendations

Complete Platform

Easily build, customize, and extend your analytics & ML models

Extreme Speed & Scale

Analyze billions of rows in seconds on the world's #1 trusted cloud



Leading Analytics for Salesforce Customers



Customer Success



A Market Leader

Gartner

A Visionary in Gartner, Magic Quadrant for Analytics and Business Intelligence Platforms, February 2019*

FORRESTER®

A Leader in The Forrester Wave™: Enterprise BI Platforms (Vendor-Managed), Q3 2019†



Constellation Research Shortlist™
for Smart, Augmented BI and Analytics **



Forbes

The
New York
Times

Industry Awards



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† The Forrester Wave™: Enterprise BI Platforms (Vendor-Managed), Q3 2019

** Constellation Research, Aug 2019

Intelligence for Sales



Salesforce interface showing an opportunity for Acme Inc. with a PwC overlay.

Opportunity Summary:

- Total Activities: 62
- Pipeline by LoS: \$9.1M (Tax: \$6.3M, Deals: \$0.3M, Consulting: \$0.5M)
- Average Days in Sales Cycle: 63 (Close Date: 03 Jan 2020)

Details Tab (Visible Fields):

Field	Type	Value
Opportunity Name	Text	Acme Inc.
Client Name	Text	1199 National Benefit Fund For Health An
Confidential	Boolean	<input checked="" type="checkbox"/>
Engagement Acceptance	Boolean	<input type="checkbox"/>
Delivery Start Date	Date	1/13/2020
Delivery End Date	Date	
Amount	Text	1,300,000
Opportunity Currency	Text	USD - U.S. Dollar
Close Date	Date	1/3/2020
Number of People on Opportunity	Text	6 to 8
Line of Service	Text	Tax
Billing Type	Text	

AI Predictions (Circled Area):

Predicted Days to Close: 40.5 days

Top Predictors:

- 13.64: Number Of People On Opportunity Is 6 To 8
- +3.71: Total Days Identified Through Qualified Is 17 To 21 And On Boarding Hours Is High

Recommended Action:

Advisory Services

Add Advisory Services

Intelligent Guidance for Service

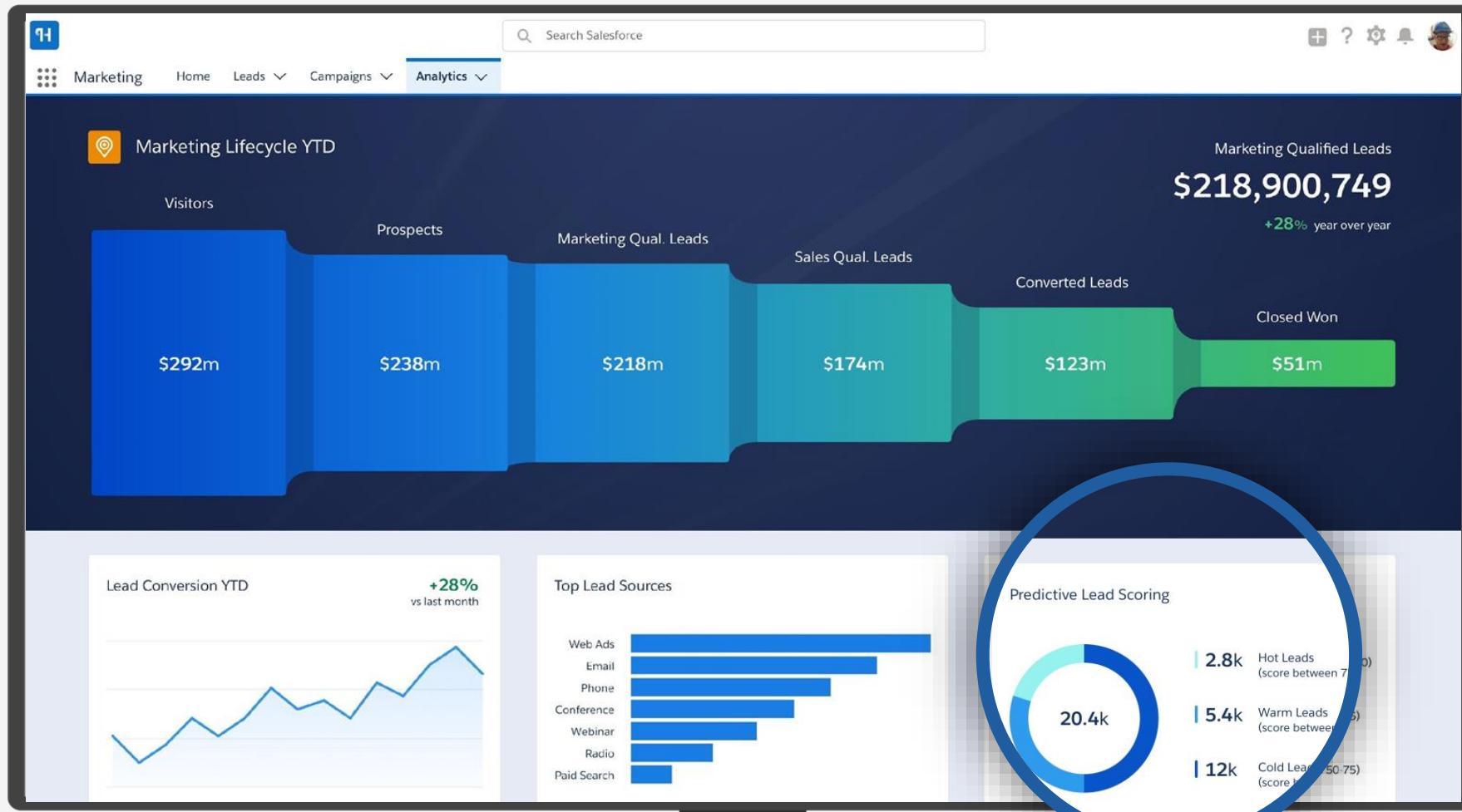


The screenshot shows the Salesforce Service Console interface. At the top, there's a navigation bar with links like Service Console, Home, Analytics, Reports, Accounts, Cases, Opportunities, Customer Health, Sales Coaching, Predicted Churn Report, and More. A search bar and user profile are also at the top.

The main area displays a case titled "Case Internet is very slow". It includes three visual components: "Case Segmentation by Channel" (a donut chart), "Predicted Customer Churn" (a line graph), and "CSAT" and "Open Pipe" metrics. Below these are sections for "Feed", "Details", and "Related".

A large blue circle highlights a sidebar on the right labeled "Einstein". This sidebar provides "Insights about Churn" with a statistic of "29% PREDICTED CHURN". It lists "LEADING CAUSES" such as "Send Technician Onsite Is False" and "Modem Is High Speed Internet Modem". It also offers "HOW TO IMPROVE THIS" with suggestions like "Change Contract To 2 Year" and "If You Close Case Within 3 Hours". A blue button at the bottom right of the sidebar says "+ Action".

Intelligence for Marketing



Intelligence for Communities



The screenshot displays the Holt Auto Dealer Community interface. At the top, there's a banner with several cars and the Holt Motors - North Bay logo. Below the banner, the main content area has tabs for CHATTER, ENGAGEMENT, and QUIP, with CHATTER being the active tab. A post from Lisa Adams - Automotive Group is shown, mentioning Sony laptops. Below the post, there's a summary of Holt Automotive, its headquarters in Sunnyvale, California, and a link to their website (<http://www.linkurl.com>). At the bottom of the post area, there are options to Like, Comment, Share, and a comment input field. To the right of the post area is a large, circularly highlighted section of the Delivery Stats dashboard. This dashboard includes a bar chart for delivery status (Scheduled: 21, Started: 21, In-Process: 2, Completed: 4), a gauge chart for Dealer Retention (29% of customers retained), another gauge chart for Visits Per Customer (20% with 2 or more visits), and a line chart for YTD Revenue.

Einstein Predictions



Introducing Einstein Predictions

Build trusted predictions. Deploy them anywhere.



Simple

Automated discovery, no-code ML to build predictions on any data

Trusted

No black box, real-time model monitoring, and bias protection

Where You Work

Embed custom predictions anywhere

The screenshot shows a tablet displaying the Einstein Predictions interface. On the left, a sidebar menu for 'pwc' includes 'Projects', 'Dashboards', 'Billing', and 'Settings'. The main area is titled 'Create New Project' for 'Holt Motors Inc. Enterprise'. It lists a task: 'Implement and deploy Salesforce Einstein Analytics to Service department for 5000 users nationally.' Below this are dropdowns for 'Line of Service' (Digital) and 'Product' (Strategy). A large blue circle highlights a 'Leading Causes' section on the right, which details predictions for project success based on various factors like number of people and days identified. Another section, 'How to Improve', suggests changes to improve outcomes. The bottom half of the screen shows a Gantt chart for a project named 'Main Page' with multiple tasks and their progress bars. Other projects listed include 'Development (Final Phase)', 'Final Bug Fixes', 'Mobile App', 'Branding Materials', and 'Landing Page'.

Einstein Discovery



Discover insights on any data. Automate predictions and recommendations

Automated Discovery

Sift through millions of combinations in seconds and automatically surface insights

Real-Time Predictions

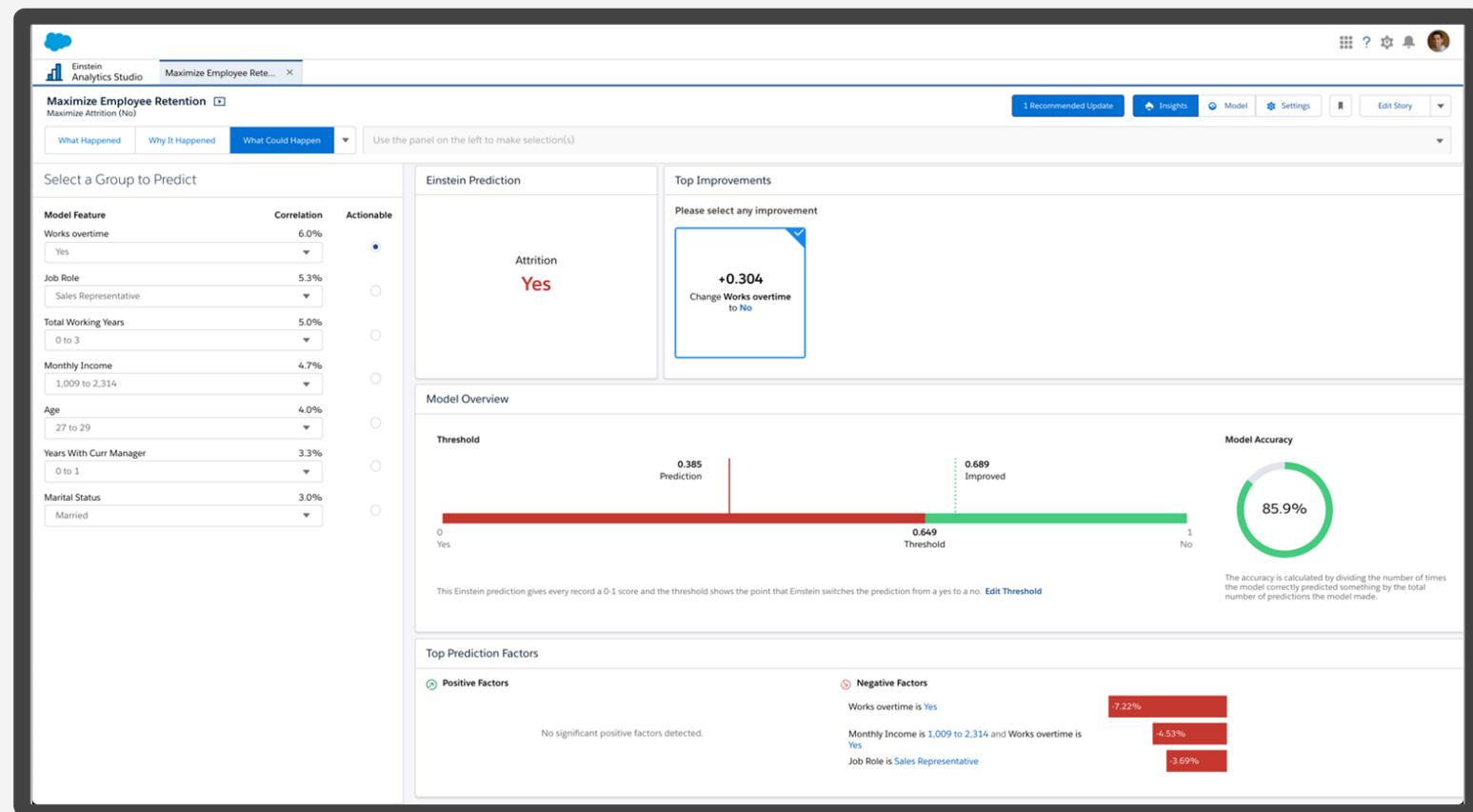
Build custom predictions on any data and perform what if analysis

Recommendations

Take immediate action on insights surfaced right where you work

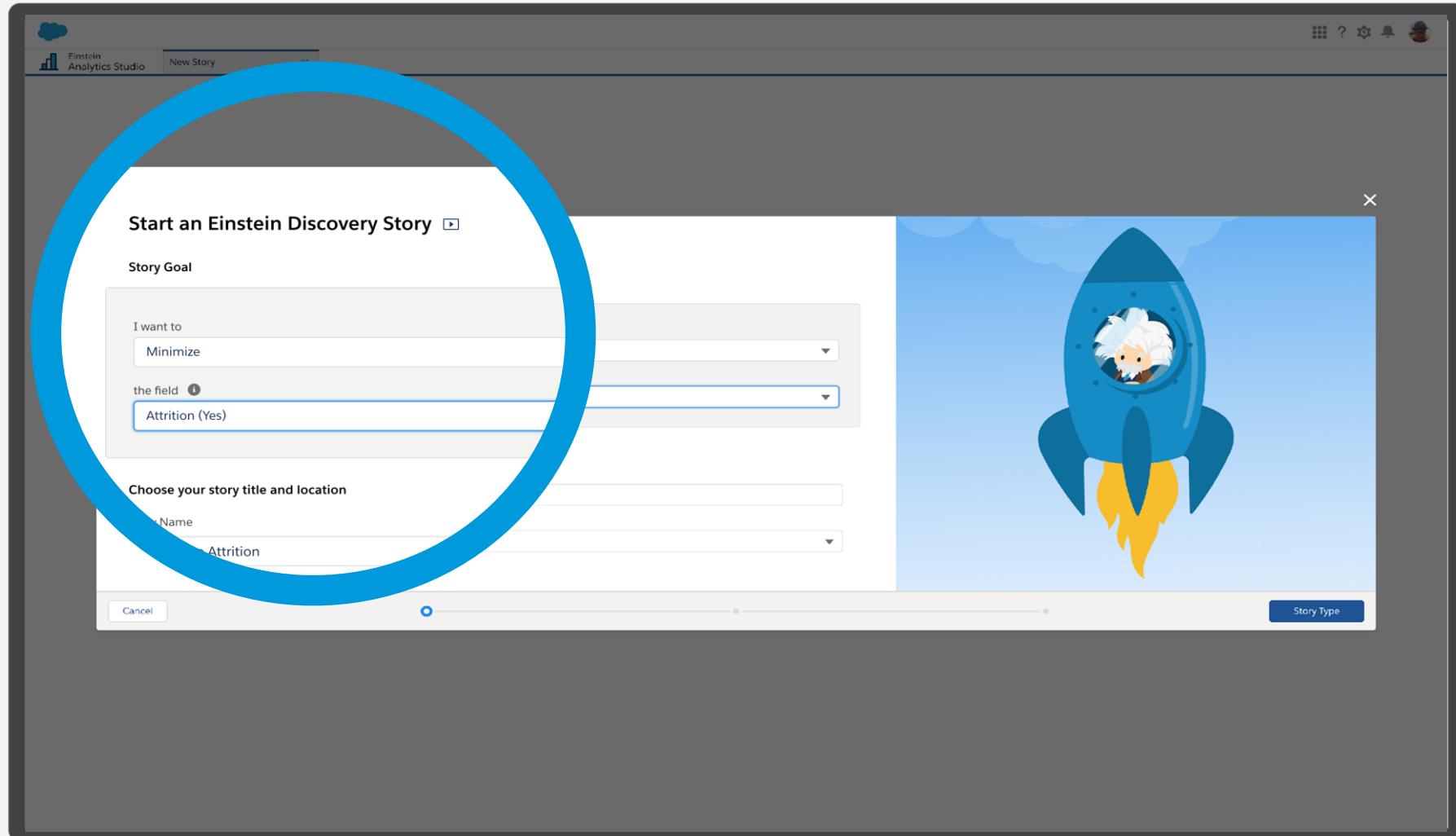
Trusted & Transparent

Assess the accuracy of your model with model metrics & bias protection



Einstein Discovery

Choose Your Top KPIs



Einstein Discovery

Receive Narrative Explanations



Analytics Studio New Story X

Loan Analysis
Version 1, Last edit was Jan 18, 2019 at 12:34 PM

WHAT HAPPENED WHY IT HAPPENED PREDICTIONS & IMPROVEMENTS ▾ Insights Model Settings 4 Updates Available ▾

Industry X State: California X

LOAN APPROVED by INDUSTRY when STATE IS CALIFORNIA

When State is California, Industry is Tech and Industry is Construction do better

Areas better than average

Industry is Tech is 34.7% higher. This may have been improved by Application Date is Q3

Industry is Construction is 18.4% higher. This may have been improved by Amount is \$500,000 - \$1,500,000

[View More](#)

Areas better than average

Industry is Foodservice is 55.9% lower. This may have been worsened by Duration is 15 yr

[View More](#)

Industry	Value (%)
Transportation	18.7
Maritime	51.2
Education	41.4
Tech	48.3
Government	23.8
Financial	29.4
Construction	50.3
Retail	34.8
Foodservice	25.6
Others	46.1, 44.7, 34.6, 28.9, 36.7, 43.1, 40.1

What Are Some Things I Can Predict?



Sales



Service



Consumer Goods



Financial Services



Manufacturing



Healthcare



- Lead conversion
- Win probability
- Time to close
- Repeat business
- Lifetime value
- Discount guidance
- Expected revenue

- Risk of escalation
- Risk of churn
- CSAT
- NPS

- Sales activation
- Sales by region
- Profit margin

- Likelihood to grow
- Likelihood to attrit
- Likelihood to take a meeting

- Sales by region
- Customer attrition

- Days to therapy
- Increase NRx



Einstein Prediction Builder

Build predictions on any standard or custom Salesforce object



The screenshot shows a Salesforce tablet interface. At the top, the navigation bar includes Service, Home, Chatter, Groups, Files, Accounts, Customers, Cases, Reports, and Dashboards. Below the navigation is a customer record for "Customer Jim Harrington". The record details include Title (President and CEO), Account Name (Acme), Email (jharrington@acme.com), Owner (Julien Sauvage), Phone ((212) 515-5231), and Mobile ((831) 442-1523). The main content area has tabs for ACTIVITY, COLLABORATE, and DETAILS. The ACTIVITY tab is active, showing a "Log Call" section with a "Subject" input field and a "Save" button. Below this is a "Next Steps" section with a red calendar icon for "End of Year Check In" (Time Dec 5, 2017 11:00am - 12:00pm, Shared with Only Me). The "Past Activity" section shows two entries from "Einstein Chatbot": one where the bot says it's happy to help with account browsing and a link to sign up; and another where Jim Harrington says he can't find a link on the website. To the right of the activity feed is a "Likelihood of Attrition" card with a 6% chance, listing top positive factors (Customer Tenure is 7 years, Money Outflows Last 30 Days is <\$35,000, Total Assets is \$459,031) and top negative factors (External Accounts is 3, Credit Line is Unused). Buttons for "Call Now" and "Send Email" are at the bottom of this card. Below the attrition card is a "Products (3+)" section showing a "Winter Package" (Quantity: 1.00, Sales Price: \$5,000.00, Date: 8/12/16) and an "Extended Warranty". The background of the tablet screen features a landscape with mountains and a city skyline.

Industry Analytics Apps



Einstein Analytics for Consumer Goods

Uncover key insights for consumer goods and retailers



The screenshot shows the Einstein Analytics interface. At the top, there are five dropdown filters: "Number of Visits All", "Sales Representative All", "Durations All", "Sales Representative ID All", and "Sales All". Below these, a question asks, "Which are my top performing Sales Representatives?". It lists five representatives with their names and the number of successful visits: John (250), Jane (250), Mark (250), Sussan (250), and Sussan (250). To the right of this list is a line chart showing the number of successful visits per day from 01 to 23. Below the chart is a bar chart showing the count of visits per day. At the bottom, there's a "Details Table" with columns for Store, Store ID, Region, Sales, Share of Shelf, Out of Stock, Compliance, and Open C.

- Increase average order value
- Recommend relevant products
- Increase field rep productivity
- Predict which stores will perform the best

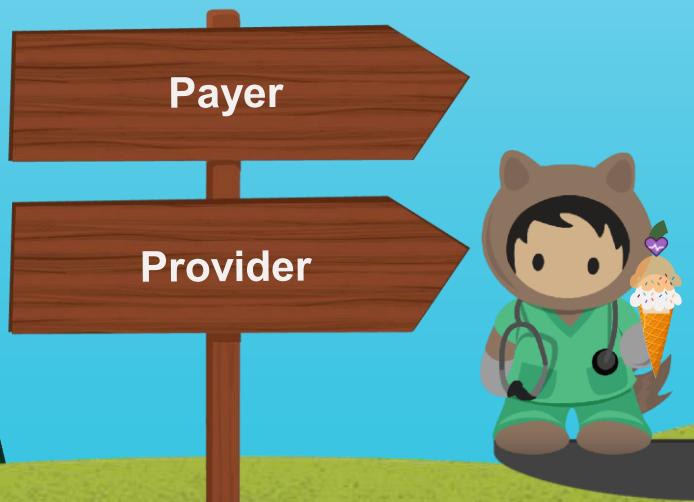


Einstein Analytics for Healthcare

Streamline processes and improve patient care



- ⌚ Reduce avoidable readmissions
- 👤 Identify at risk members
- ⟳ Decrease average cycle time
- ❤️ Increase CSAT and improve NPS
- 💡 Predict patient referral conversion rate

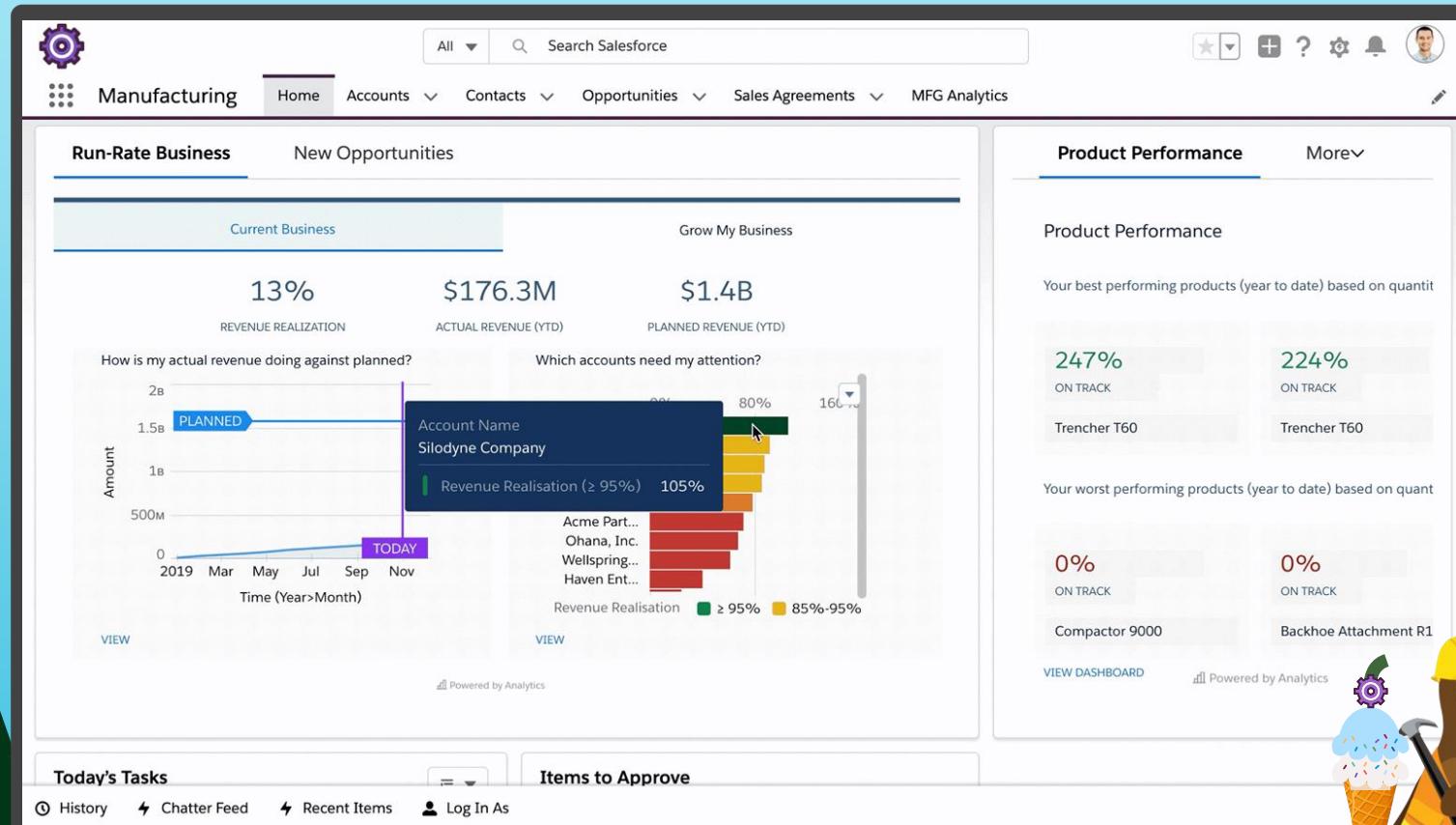
A screenshot of the Salesforce Einstein Analytics interface. The main area shows a bar chart titled "Care Request Type" with the following data:

Care Request Type	Number of Days Open	Count
Admission	19	26
Appeal	23	6
Complaint	16	5
Concurrent Review	22	
Drug Request	16	
Grievance	22	
Service Request	20	

The interface also includes sections for "Patient Info" (Charles Green, birthdate March 3, 1955), "Patient Card" (MAIN CLINIC Makana Hospital), "Engagement" (Get in Touch, email charles.green@gmail.com, phone (555) 723-9801), "Campaign History" (Makana Health 5K Fun Run, event, sent), and "Charles' Recent Cases" (3 items, sorted by Case Number, filtered by Subject).

Einstein Analytics for Manufacturing

Discover key trends and proactively engage clients



Automate sales agreement process

Analyze product penetration & white space

Monitor account health and retain customers

Predict forecast by account



Einstein Analytics for Financial Services

Connect to your clients and exceed expectations



The screenshot shows the Einstein Analytics for Financial Services dashboard. At the top left, it says "Welcome back, Alison". Below that is a section titled "Your highlights:" with the following items:

- You have 7 new Referrals
- 5 Appointments scheduled for today
- Predicted churn has increased by 3.55%
- 11 upcoming birthdays this month
- Rachael Adam's AUM decreased by more than 10%

On the right side of the dashboard, there are several cards displaying key financial metrics:

- Clients: 152 (18% vs last month)
- Households: 49 (13.66% vs last month)
- Churn: 21.68% (3.55% vs last month)
- Held Away: \$58.5M (-2.78% vs last month)
- AUM: \$77.0M (38.63% vs last month)
- Wallet Share: 56.8% (-2.26% vs last month)

Below these cards are sections for "Opportunities (3)" and "My Top Referrers". The "Opportunities" section lists "Tran Inc [2340] - Opportunity for Adams [2448] \$465,521 Value Proposition · Jan 21, 2019" and "Blair Inc [1916] - Opportunity for Adams [3614] \$218,810 Perception Analysis · Feb 13, 2019". The "My Top Referrers" section shows "Year-To-Date View · Sorted By Made" with tabs for "Internal Referrers" and "External Referrers". It states "No referrals." and "No upcoming birthdays." There are also sections for "Tasks (1)", "Leads (7)", and "Birthdays (0)".

- Increase average lifetime value
- Identify where your time is best spent
- Discover key trends across your book of business
- Predict clients most likely to attrit



Over 50+ New Templates!

- • — • — • — •
- Sales Analytics
- Service Analytics
- Field Service Analytics
- Adoption Analytics
- Multi-Org Pipeline Analytics
- Change Over Time Analytics
- Pricing Analytics
- Quoting Analytics
- Bot Analytics
- Sales Coaching Analytics
- Pipeline Analytics
- Snapshot Analytics
- Lead Trending Analytics
- Account Based Marketing Analytics
- Campaign Analytics
- Einstein Analytics for Veeva
- Salesforce Approval Analytics
- Financial Services Analytics
- Financial Advisor Analytics
- Fundraising Analytics
- Health Payer Analytics
- Health-Patient Risk Analytics
- Home Health Analytics
- Survey Analytics
- Social Lead Analytics
- Manufacturing Analytics
- Professional Services Analytics
- Accountable Care Analytics
- Community Login Analytics
- B2B Commerce Analytics
- B2B Marketing Analytics
- Social Case Analytics
- SaaS Analytics
- High Ed Analytics

Deploy with Prebuilt Templates

Intelligent Analytics Templates

The screenshot shows the Einstein Analytics Studio interface. The top navigation bar includes the Einstein logo, the title "Analytics for Financial Ser...", a "Dataset" section, and a "New Lens" button. On the left, a sidebar menu lists "Analytics", "Browse", "Learning Center", "Data Manager", "Model Manager", and "Community". A search bar at the top right says "Search Analytics apps, dashboards, and more, then press Enter". The main content area displays a "B2B Commerce Analytics Details" window. This window features a title "B2B Commerce Analytics Version 1.1", a brief description about sales performance analysis, and a "Year to Date Summary" section with four key metrics: Revenue (\$8.7K), Volume (1.1K), AVG Order Value (\$394), and Active Customers (2). Below this are three cards: "Overall Performance" (Sales performance by categories), "Growth Opportunities" (White space analysis), and "Product Trends" (Grow accounts/Account sales/Product footprint). At the bottom of the window are buttons for "Back" and "Continue".

Data Platform



Einstein Analytics Data Platform

All the data tooling you need in one platform



Data Governance & Lineage

Data catalog

Connect, Clean, Prep

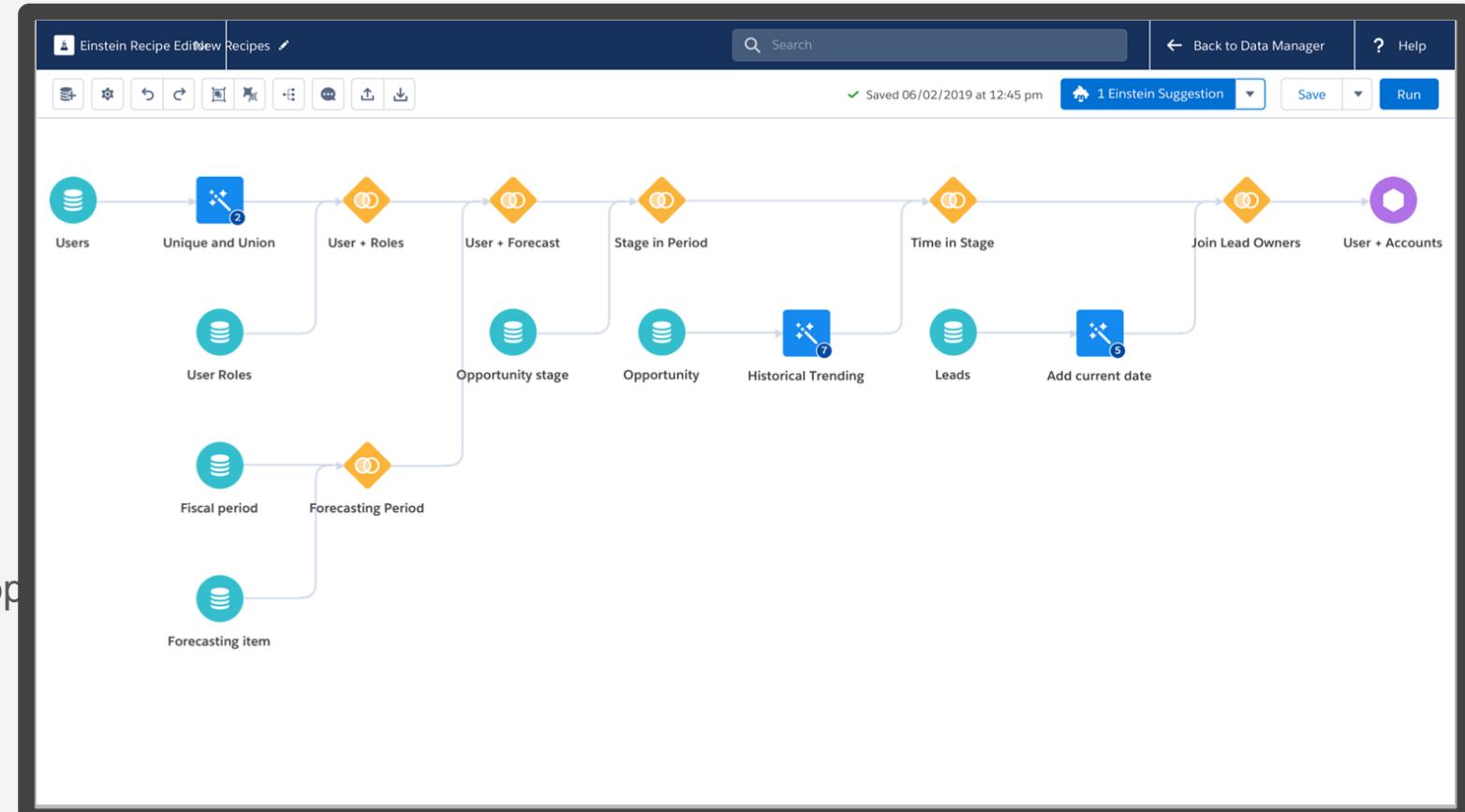
Intelligent Visual Data Prep

Enterprise Scale Data Pipeline

Dataflows

High Performance Data Store

Extreme speed and multiple workload support for analytics, ML, business apps



15.1T

Rows analyzed per month

20%

Data analyzed is non-CRM

230M

Queries per month

Einstein Analytics Data Catalog



Easily explore, learn, and understand the relationship between your data assets

Explore

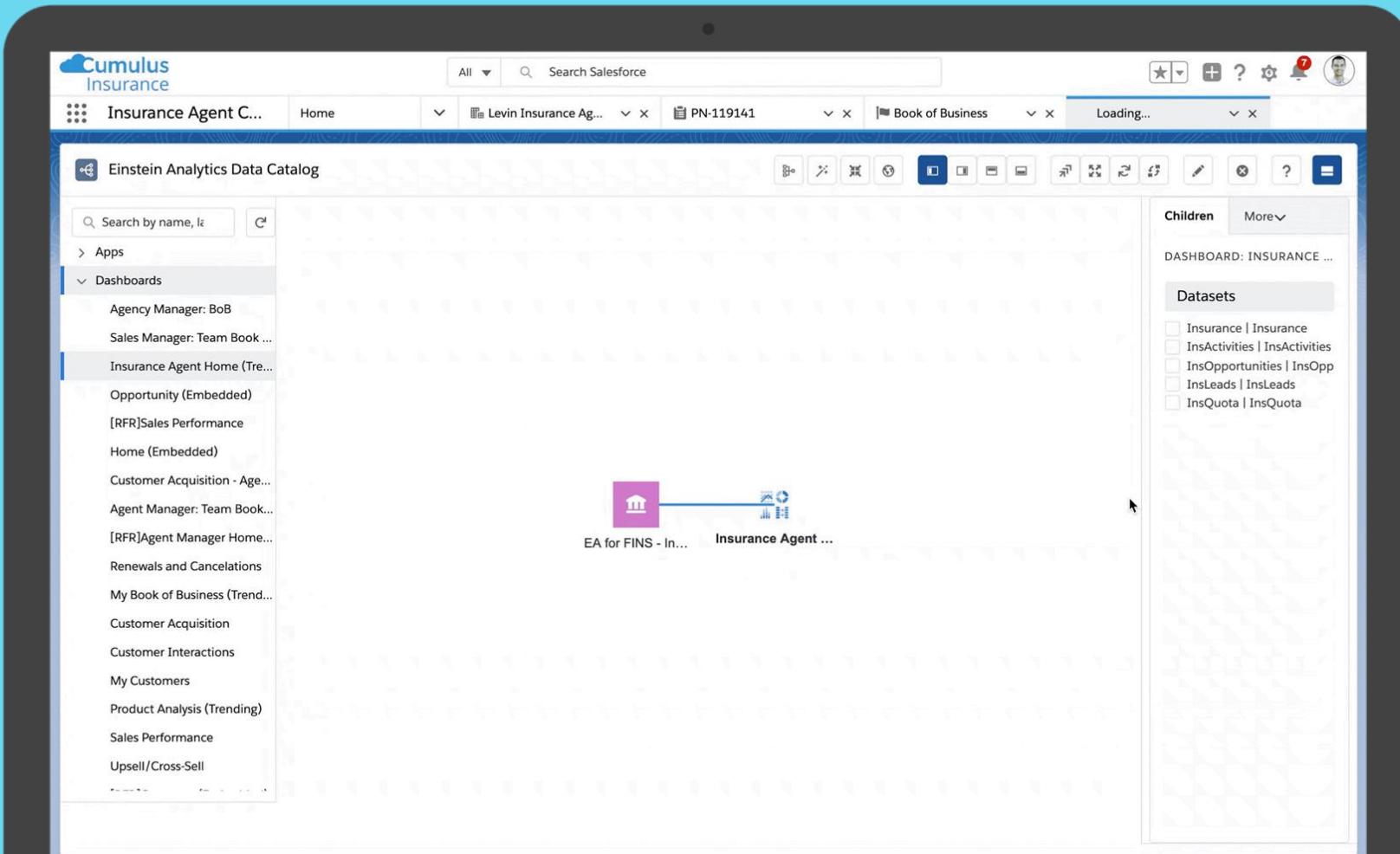
Visual search and explore all your data assets

Understand

Data lineage for each field and object

Governance

Relationships between assets and take action natively



Out-of-the-box Connectors

Easily connect data warehouses, enterprise apps, datalakes, and more!

50+
Connectors

The screenshot shows a software interface for managing data connectors. On the left, there's a sidebar titled 'Connect' with a 'SFDC_LOCAL' section containing various objects like SBQQ__Quote_c, SBQQ__QuoteLine_c, LiveChatTranscript, BotAnalytics, Campaign, CampaignInfluenceMo, CaseHistory, UserRole, Task, Case, OpportunityHistory, Account, Group, RecordType, PricebookEntry, and Contact. The main area has a title 'Select the connection to source' with a modal overlay. The modal contains icons for 'Add Remote Connection', 'Salesforce Local (SFDC_LOCAL)', 'Windows Azure SQL Database (AzureSQLDB)', 'BigQuery (bigquery)', 'Sync AWS Data (AWS)', and 'Amazon S3 (AmazonS3)'. Below the modal, there's a table with columns for 'OBJECT', 'COUNT', 'INCREMENTAL SYNC', 'LAST RUN', and 'MODIFIED'. The table lists various objects with their counts, sync types, last run times, and modified dates.

OBJECT	COUNT	INCREMENTAL SYNC	LAST RUN	MODIFIED
SBQQ__Quote_c	42	Incremental Sync	Aug 9, 2018 at 9:51 AM	Yesterday at 3:17 PM
SBQQ__QuoteLine_c	3	Incremental Sync	Aug 9, 2018 at 9:51 AM	Yesterday at 3:17 PM
LiveChatTranscript	2	Incremental Sync	Aug 9, 2018 at 9:51 AM	Yesterday at 3:17 PM
BotAnalytics	2	Full Sync	Aug 9, 2018 at 9:51 AM	Sep 11, 2018 at 12:00 AM
Campaign	3	Incremental Sync	Aug 9, 2018 at 9:51 AM	Sep 11, 2018 at 12:00 AM
CampaignInfluenceMo	2	Incremental Sync	Aug 9, 2018 at 9:51 AM	Sep 11, 2018 at 12:00 AM
CaseHistory	2	Incremental Sync	Aug 9, 2018 at 9:51 AM	Sep 11, 2018 at 12:00 AM
UserRole	2	Incremental Sync	Aug 9, 2018 at 9:51 AM	Sep 11, 2018 at 12:00 AM
Task	2	Incremental Sync	Aug 9, 2018 at 9:51 AM	Sep 11, 2018 at 12:00 AM
Case	3	Incremental Sync	Aug 9, 2018 at 9:51 AM	Sep 11, 2018 at 12:00 AM
OpportunityHistory	2	Incremental Sync	Aug 9, 2018 at 9:51 AM	Sep 11, 2018 at 12:00 AM
Account	2	Incremental Sync	Aug 9, 2018 at 9:51 AM	Sep 11, 2018 at 12:00 AM
Group	2	Incremental Sync	Aug 9, 2018 at 9:51 AM	Sep 11, 2018 at 12:00 AM
RecordType	2	Incremental Sync	Aug 9, 2018 at 9:51 AM	Yesterday at 3:17 PM
PricebookEntry	2	Full Sync	Aug 9, 2018 at 9:51 AM	Sep 11, 2018 at 12:00 AM
Contact	3	Incremental Sync	Aug 9, 2018 at 9:51 AM	Sep 11, 2018 at 12:00 AM



Google
BigQuery



Marketo®



Google Analytics



Market



Intelligent Data Prep

Powered by
AI



salesforce

Visual Profiling

Interactive data previews,
detect anomalies, patterns,
& distributions

Shape, Mend, & Blend

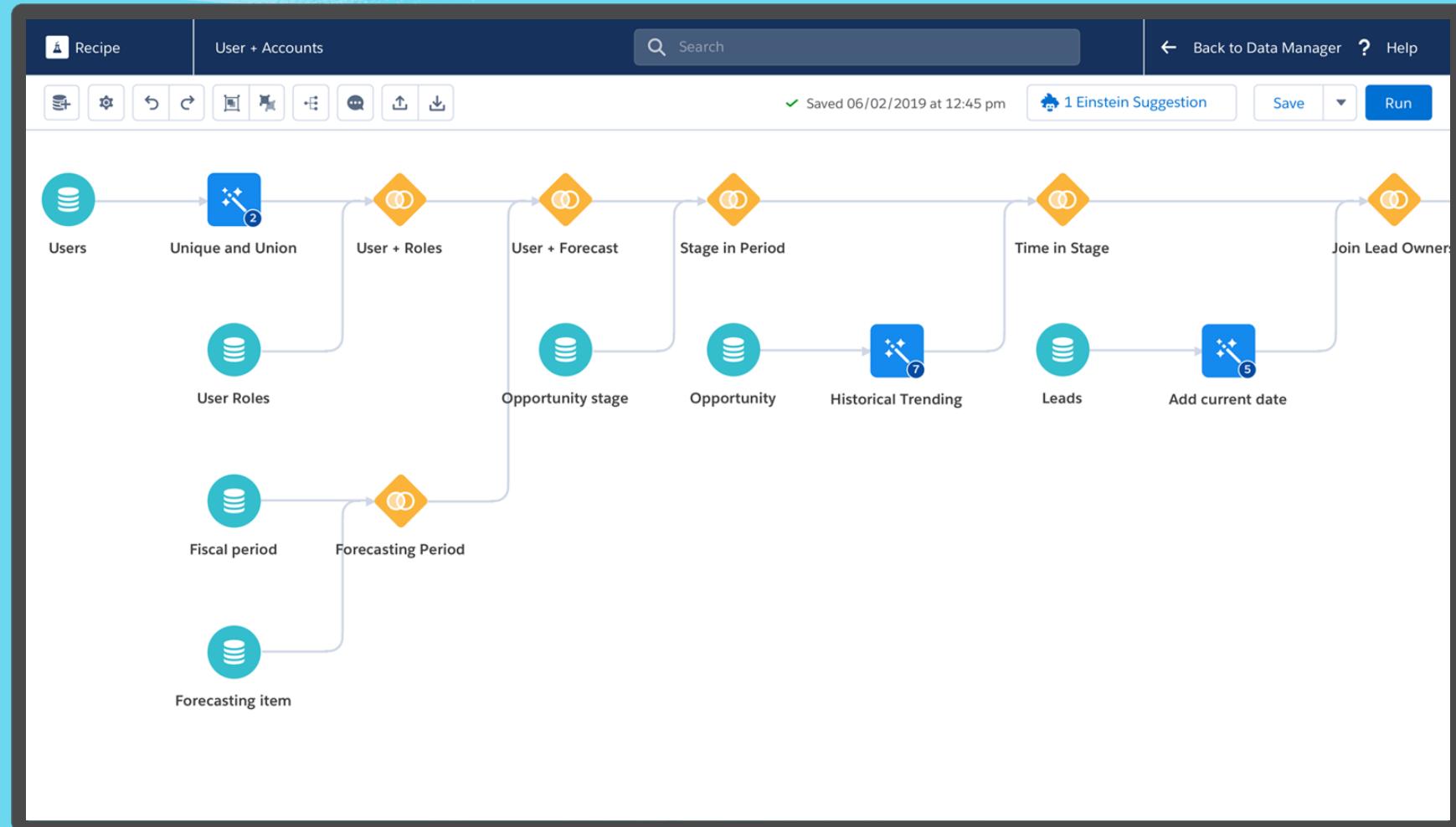
Joins, aggregates, auto
bucketing, string formulas &
50+ transforms

Smarter with Einstein

Predict missing values,
sentiment detection

Operationalize at Scale

Enterprise scale recipes &
data pipelines



High Performance Data Store



Multiple Workload Support

Run Analytics & Machine Learning workloads or connect directly to your business app

Blazing Fast

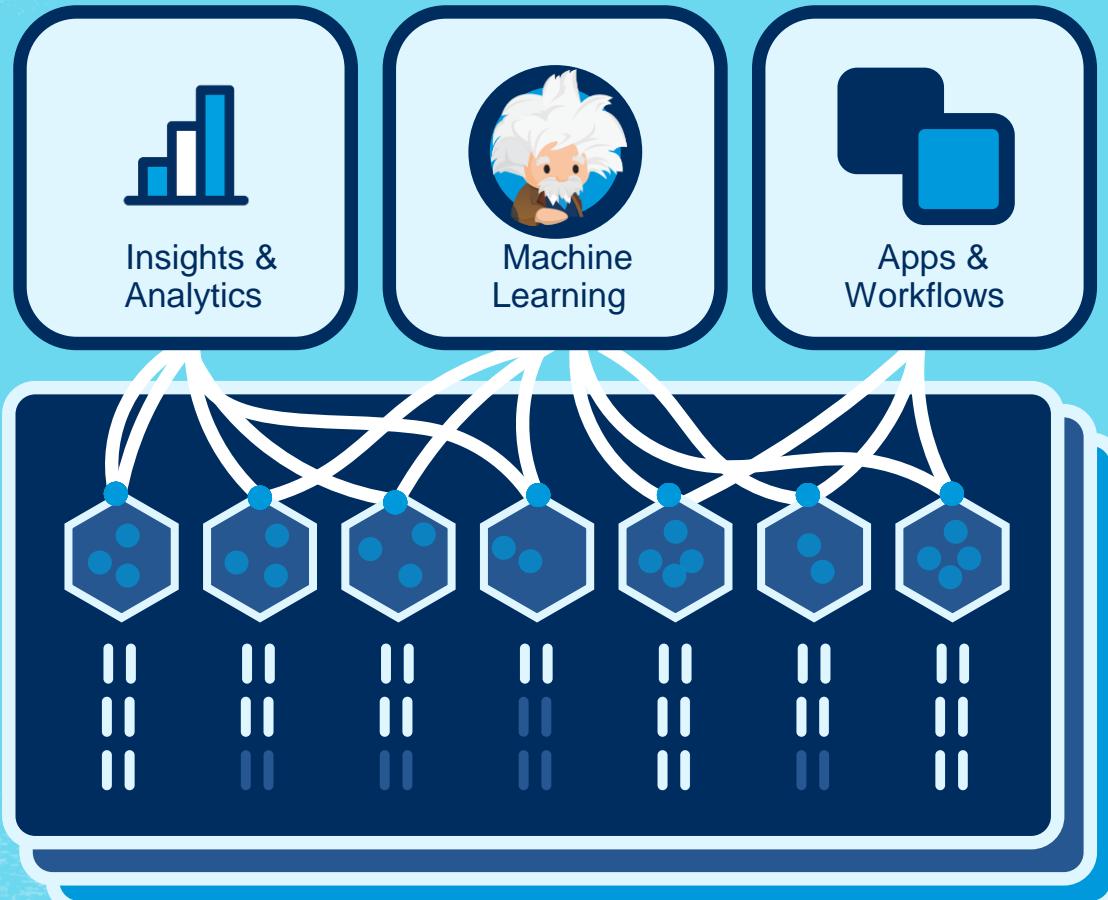
Inverted index data format provides instantaneous & interactive queries

Auto Scale

Distributed parallel processing, auto sharding, auto concurrency scaling

Enterprise Security

Enterprise grade controls to ensure secured, trusted and governed usage



Summary



Why Einstein Analytics Plus?



Connected

- Native to Salesforce
- Insights infused into business processes
- CRM actions in context
- Data from any source
- Collaboration and notifications



Complete

- Descriptive, Diagnostic, Predictive, Prescriptive
- Analytics Templates
- Custom Apps, AppExchange Apps
- Data prep and declarative designer
- Built-in Data Store



Intelligent

- Smart data discovery powered by transparent, no-code AI
- Narratives and explanations
- Predictions on what might happen
- Recommendations on how to improve



Enterprise-Ready

- #1 trusted cloud platform
- Secure and scalable
- Seamless upgrades 3x/year
- Integrated learning
- Mobile app for iOS and Android

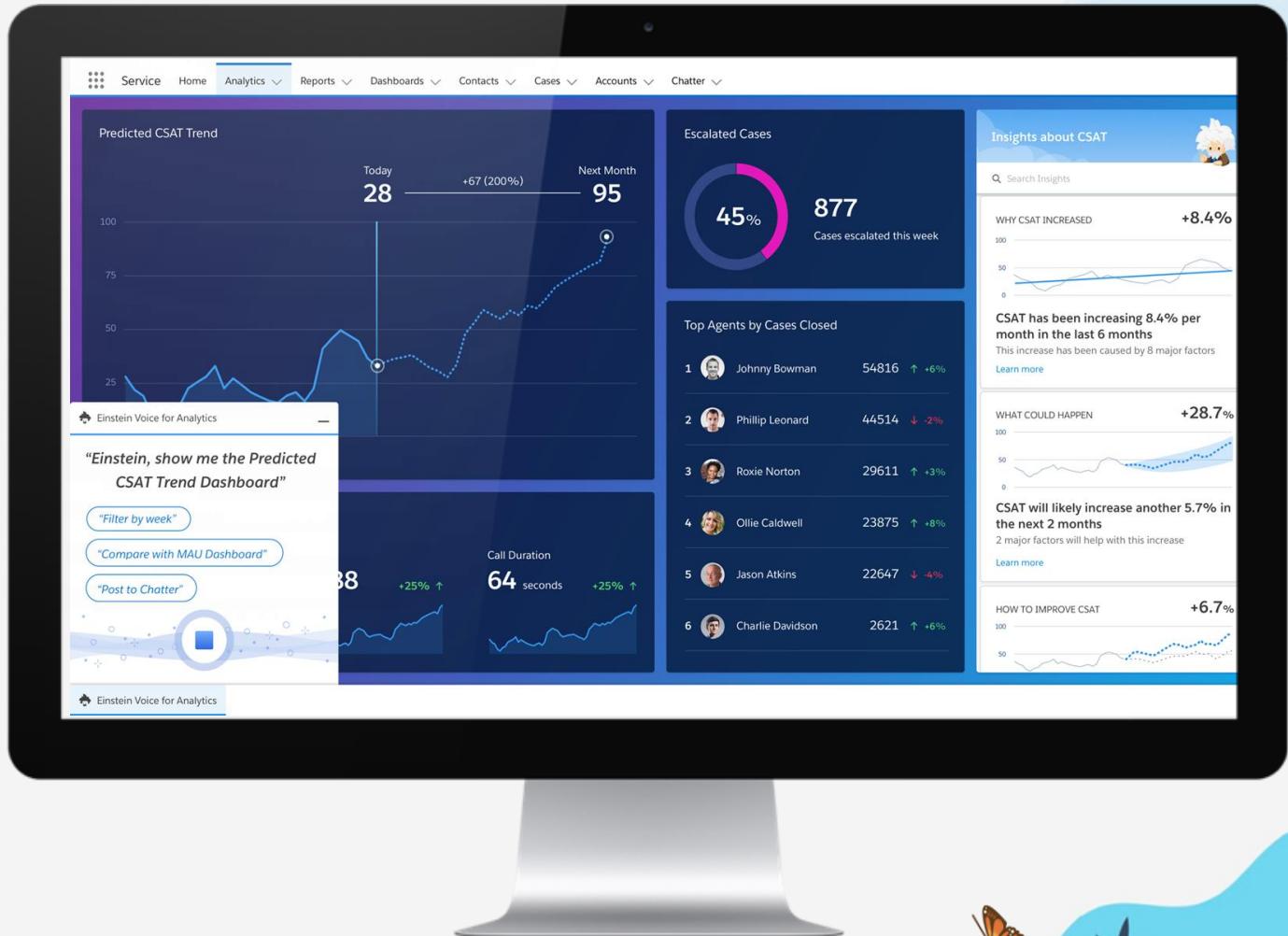


Source: Salesforce Customer Success Survey conducted from 2016-2018. Survey respondents were 3,100 Salesforce customers randomly selected.
Responses per question vary.

Einstein Analytics Plus - Capabilities



Leverage Salesforce data,
Governance
Connect to external data
Data Prep
Machine Learning
Predictions
Data Discovery
Large Data Sets (10B)
Dashboards
Alerts & Notifications
Watchlists
Complex math
Trending
Forecasting
Conversational Queries
Best Practice Templates



Einstein Analytics Plus - Top Certified Partners



Global	Regional	Einstein Analytics Specialists
 Cognizant Deloitte. Digital bluewolf an IBM Company	 slalom APPIRIO a wipro company	 ACUMEN solutions atrium Girikon IT Around the Globe SpringML



Global	Regional	Einstein Analytics Specialists
 Cognizant accenture pwc Deloitte. Digital	 Capgemini Fluido an Infosys company AVANXO your partner for cloud computing	 4C PolSource Easyfront nextview...



Global	Regional	Einstein Analytics Specialists
 accenture Capgemini bluewolf an IBM Company pwc	 davanti CONSULTING rxp tquila ANZ	 visioneer ³⁶⁰ TRIMANTiUM GrowthOps KMS

Einstein Analytics Capacity Model



Matching Product Sales with Partner Implementation Delivery

India Region – Consultants Needed

Business Unit	FY20	FY21	FY22	FY23	FY24	FY25
Enterprise	-278	-384	-529	-730	-1008	-1391
Commercial	+68	+94	+129	+179	+247	+340
TOTAL	-210	-290	-400	-551	-761	-1051



Thousands of Customers are Paving the Way



Let's Get Started



Partner Community “Einstein Analytics for Partners”

Chatter, Key Links & Learning Path Content



Search...
Home Collaboration Education News & Events Support Business Publishing Manage Users Featured Groups

Einstein Analytics & Discovery Cert FP

Post File Link More Share with Einstein Analytics & Discovery Cert FP Show All Updates

David Gomez (Liberty IT Solutions)

Hello everyone, I have tried to pass the cert exam twice now and failed both times. The second time around I improved or maintained my scores in all sections of the exam except for Einstein Discovery Story Design where I actually got a worse score. I've tried going over the Superbadges and the Trailhead modules pertaining to that particular section but I am just not getting it. Does anyone have any good reference material for that particular section of the exam? I have one more shot to pass this exam during this release cycle and I would really like to get this one over with.

Comment · Like · Share · 25 February 2020 at 18:48

Gaurav Kheterpal (MTX Group Inc.)

@David Gomez (Liberty IT Solutions)- I found this post has some good insights & references on Einstein Discovery Story Design, hope it helps - <https://medium.com/@kshannon565/ea-certification-study-guide-part-3-einstein-discovery-story-design-70ffbe4666c2>

Good luck for your exam!

Like · Two days ago at 07:42

Write a comment...

Divya Alavarthi (salesforce) changed Information.

Comment · Like · 19 February 2020 at 22:09

Divya Alavarthi (salesforce)

Group Settings Email Weekly Digest Information New Fast Path - Registration link Einstein Analytics CERT - Voucher Request Form Winter '20 Release Readiness Recording Spring '20 Release Notes Trailmix Einstein Analytics Glossary Blogs Rikke Hovgaard's blog : how to master Einstein Analytics Kelsey Shannon's blog : 6-weeks journey to get your certification Abraham Leal's blog : how to ACE the certification Rajendra Singh Nagar's blog : EA & ED Cert Learning map Videos EA Tech Lounge Video Series Peter Lyons Youtube Channel

Over 16,000 members worldwide!!

Einstein Analytics Learning Path

Meet the Solution · Grow Your Expertise · Sell the Solution · Apply the Solution · Stay Updated

GET STARTED:
Explore how Einstein Analytics influences the course of action with data-driven business insights.

Discover Einstein Analytics · **Optimize With Einstein** · **Hear from Customers** · **Read The Headlines**

> Earn badges and grow your expertise. · > Take your demo game to the next level. · > Share successes thru Partner Community · > Follow Partner PR guidelines.

Einstein Analytics Product Overview	Einstein Analytics Playground (incl ROI Calc)	See All Customer Spotlights	Salesforce Launches Einstein Analytics
Lead an Einstein Discovery Session	SDO (Simple Demo Org)	(RED) Uses Personalized Communication and Data Analytics	
Illustrate the Importance of Analytic-Based Decisions	DEMO ORGS FOR PARTNERS	Customer Story Template	
Engage with Einstein Analytics Enterprise Specialists	Demonstrate Insights Into Communities	Customer Story Template Best Practice Example	
Demonstrate Intelligence Tracks	Integrate Einstein Analytics Into Pardot		
Getting Started with Analytics	Einstein Analytics for ISVs Getting Started Guide		
Einstein Analytics - Client Learning Map	Demonstrate How to Turn Data Into Sales		
	How to Demo Analytics for Sales Personas (Video)		
	Monitor Events with Event Monitoring Analytics App		

Certification Match Program

Get existing certified individuals into Analytics



OBJECTIVE:

Identify a handful of strategic partners worldwide who would commit to bringing their Einstein Analytics certification numbers up to match their Sales and Service certifications.

BENEFITS:

- Listed in PPT Slide (First Call Deck) as GO TO Partner for Einstein Analytics
- Opportunity to deliver preso/demo to EA Head of Sales (by Region) to show achievement
- Invited to Partner Summits only open to Certified Individuals
- Differentiation from Analytics Only or Single Cloud partner
- Sales Meeting to share pipeline and commit to work together on deals



Fast Path – Certification Webinar Series



Understand the Exam Breakdown with Helpful Direction

OBJECTIVE:

- You've taken the training. You've worked with Analytics. Now you are ready to earn your credential. Let us help you by breaking down the exam, provide keys discussion topics and also give you helpful study links so you can take the certification exam.

Recording & Slide Deck - Passcode for the recording: EAEDCertFP (case sensitive)

Webinar 1 - [Recording](#) | [Slide Deck](#) (Data Layer & Security)

Webinar 2 - [Recording](#) | [Slide Deck](#) (Administration & Dashboard Design)

Webinar 3 - [Recording](#) | [Slide Deck](#) (Dashboard Implementation & Einstein Discovery)

Fast Path Certification Partner Community chatter group : <https://sfdc.co/ea-ed-cert-fp>



Certification Voucher Program

Get trained – Earn a FREE Voucher



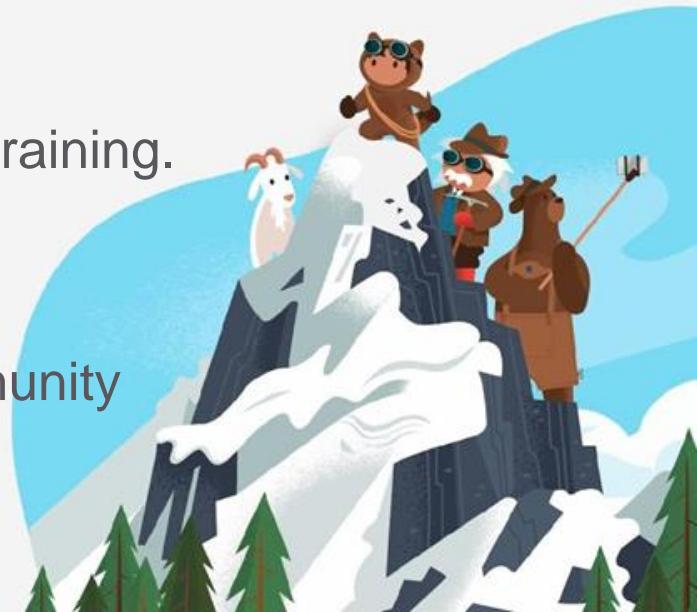
Since we have launched the new Einstein Analytics CERT about a year ago, we have had nearly 1,200 consultants worldwide pass the Exam. We are planning to grow that well over 2,000 this fiscal year. We have more free vouchers for our partners who commit to getting trained.

REQUIREMENTS:

- Must be a valid Salesforce Partner in good standing
- Must complete BOTH Einstein Superbadges
- Voucher have expiration dates good for in-person and virtual usage
- Request vouchers for an initial and re-take. Re-take require additional training.

REQUEST YOUR VOUCHER:

- Voucher Request Form resides on the LEFT NAV of the Partner Community



Partner Learning Camp

Einstein Analytics & Discovery

All-New Courses Just For Partners
(Consulting/ISV)

Partner Community

p.force.com/wavegroup

- Education Tab
- Click “Skill Up – Get Started”

Partner Learning Camp

<https://sfdc.co/EAcert>

- Go to CATALOG SEARCH
- Click CURRICULUM
- Search for “Einstein Analytics”
- You will find 4 Courses

The screenshot shows the Partner Learning Camp interface. At the top, there's a navigation bar with the title "Partner Learning Camp" and "Partner Learner", along with links for "Dashboard" and "Catalog Search". A search bar contains the text "Einstein Analytics". Below the search bar, there are three tabs: "All", "Curriculum", and "Course", with "Curriculum" being selected. On the right side, there are several filters: "Primary Partner Type" (None), "Proficiency Level" (None), "Primary Category" (None), "Industry L1" (None), and "Product L1" (None). The main content area displays four course cards for "Einstein Analytics": 1. Einstein Analytics: Build Insightful Predictions by Nicolas Moscaritolo. 2. Einstein Analytics: Get Introduced by Nicolas Moscaritolo. 3. Einstein Analytics: Create Dashboards by Nicolas Moscaritolo. 4. Einstein Analytics: Prepare for the Certification by Nicolas Moscaritolo. Each card has "Share", "View Details", and "Enroll" buttons.

What's Next



We will continue to build and deliver training you need to be successful. You will see more and more events schedule for Certified Partners only as this exclusive group will be positioned as the inner circle for our EA Account Reps.

SCHEDULE:

Tableau Training for EA Partners (May/June 2020)

Einstein Discovery Training (May 2020)

Certification Fast Path Webinars (Monthly)



Please share your open queries @
https://sfdc.co/ask_salesforce_ea





thank
you



Please share your valuable feedback @
https://sfdc.co/ea_cert_prep_feedback

