

Using Apache Spark for Intelligent Services

Alexis Roos
Salesforce.com
@alexisroos



Safe Harbor

Safe harbor statement under the Private Securities Litigation Reform Act of 1995:

This presentation may contain forward-looking statements that involve risks, uncertainties, and assumptions. If any such uncertainties materialize or if any of the assumptions proves incorrect, the results of salesforce.com, inc. could differ materially from the results expressed or implied by the forward-looking statements we make. All statements other than statements of historical fact could be deemed forward-looking, including any projections of product or service availability, subscriber growth, earnings, revenues, or other financial items and any statements regarding strategies or plans of management for future operations, statements of belief, any statements concerning new, planned, or upgraded services or technology developments and customer contracts or use of our services.

The risks and uncertainties referred to above include – but are not limited to – risks associated with developing and delivering new functionality for our service, new products and services, our new business model, our past operating losses, possible fluctuations in our operating results and rate of growth, interruptions or delays in our Web hosting, breach of our security measures, the outcome of any litigation, risks associated with completed and any possible mergers and acquisitions, the immature market in which we operate, our relatively limited operating history, our ability to expand, retain, and motivate our employees and manage our growth, new releases of our service and successful customer deployment, our limited history reselling non-salesforce.com products, and utilization and selling to larger enterprise customers. Further information on potential factors that could affect the financial results of salesforce.com, inc. is included in our annual report on Form 10-K for the most recent fiscal year and in our quarterly report on Form 10-Q for the most recent fiscal quarter. These documents and others containing important disclosures are available on the SEC Filings section of the Investor Information section of our Web site.

Any unreleased services or features referenced in this or other presentations, press releases or public statements are not currently available and may not be delivered on time or at all. Customers who purchase our services should make the purchase decisions based upon features that are currently available.

Salesforce.com, inc. assumes no obligation and does not intend to update these forward-looking statements.

Salesforce: The World's #1 CRM

"Innovator
of the
Decade"

Forbes
September
2016



Forbes
The world's most
innovative companies
2011 • 2012 • 2013
2014 • 2015 • 2016



IDC



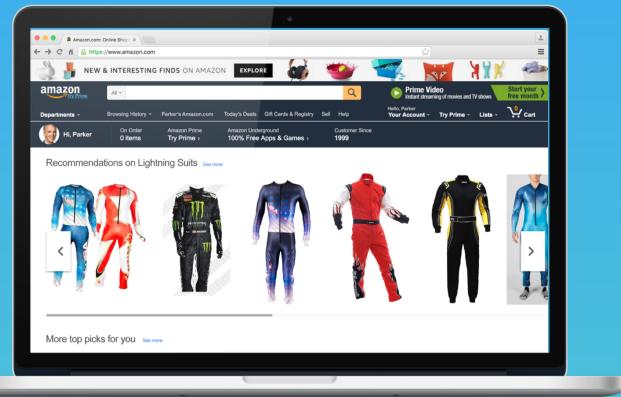
The Age of AI

Data + Algorithms + Compute = Killer Apps

Connect Faster NLP

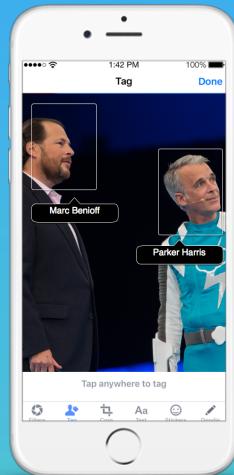


Connect 1-to1 Machine Learning



amazon

Automate Connections Deep Learning



facebook

The Age of the Customer

Salesforce Apps + AI = Whole New Customer Experience

Sales Cloud

Predictive Lead Scoring
Opportunity Insights
Automated Activity Capture
Salesforce Inbox

Commerce Cloud

Product Recommendations
Predictive Sort
Commerce Insights

App Cloud

Heroku + PredictionIO
Predictive Vision Services
Predictive Sentiment Services
Predictive Modeling Services

Analytics Cloud

Predictive Wave Apps
Smart Data Discovery
Automated Analytics & Storytelling

Service Cloud

Recommended Case Classification
Recommended Responses
Predictive Close Time

Marketing Cloud

Predictive Scoring
Predictive Audiences
Automated Send-time Optimization

Community Cloud

Recommended Experts, Articles & Topics
Automated Service Escalation
Newsfeed Insights

IoT Cloud

Predictive Device Scoring
Recommend Best Next Action
Automated IoT Rules Optimization





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



The image shows a laptop and a smartphone side-by-side, both displaying the Salesforce Inbox interface. The laptop screen shows a detailed view of an inbox entry for 'Acme Partners - Upsell'. It includes sections for 'ACTIVITY', 'CHATTER', and 'DETAILS'. Under 'ACTIVITY', there's a list of 'Next Steps' and 'Past Activity' items, each with a subject, date, time, attendees, and a 'Shared with Everyone' link. The smartphone screen shows a list of recent emails in the inbox, with subjects like 'Mary McDaniel - Welping Inquiry', 'Lauren Robertson - Follow Up', and 'Paul Partner - Partner Upsell Opportunities'. Both screens show a header with the Salesforce logo and various navigation links.

Salesforce Inbox Demo



0:00 / 1:17

7



YouTube



What Problems are we Solving?

salesforce

- 1) Too many emails
- 2) Hard to prioritize what is important
- 3) Intelligent suggestions often are too late
- 4) Context is lost
- 5) Missed opportunity to learn from the best



Making Salesforce Inbox Even Smarter

Using AI

Stay on top of what matters

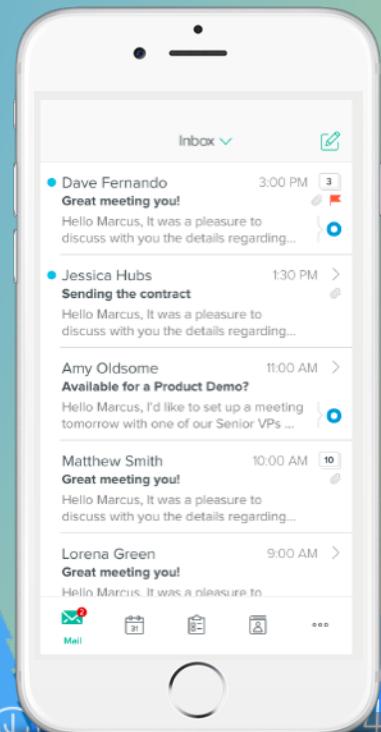
Identify emails from top opportunities and contacts

Derive intelligence and recommend actions

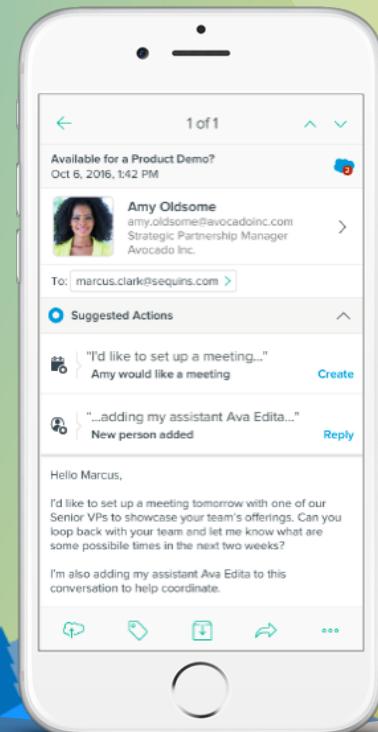
Extract insights from emails and suggest recommended actions

Build and leverage context

Suggested recipient, best person to follow up, etc.



Inbox



View Email



Powered by an Efficient & Rich Data Pipeline



Data acquisition



Email

10s of M emails / day

Opportunity

Enriched email



Historical Context

Enriched email



Processing

NLP, Machine Learning, Deep Learning, Graph

Insights

Pricing discussed? Competitor mentioned? Etc.

Suggestions

Suggest actions for activity

Suggest actions for conversation

Suggest actions based on Graph

Enriched email



Demo: Insights on Sales Emails



Data acquisition



Email

Responses to Email campaign

Processing

NLP, Machine Learning

Insights

Pricing discussed
Sentiment

Suggestions

Suggest Hot Lead
Follow up

Enriched
email



Historical Context

Enriched email



Graph



Suggest
Connection



Main takeaways from Demo

- We want to tell users why an email is important but also what actions they should take about it
- Context changes the meaning of data
- Streaming, batch, ML and Graph are Complimentary
- Privacy has a wide impact
- Databricks Cloud is a great platform to use!



We're hiring

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

@alexisroos

The Salesforce logo, which consists of the word "salesforce" in a white, lowercase, sans-serif font, enclosed within a light blue, rounded rectangular cloud shape.

salesforce



**SPARK
SUMMIT
EAST 2017**