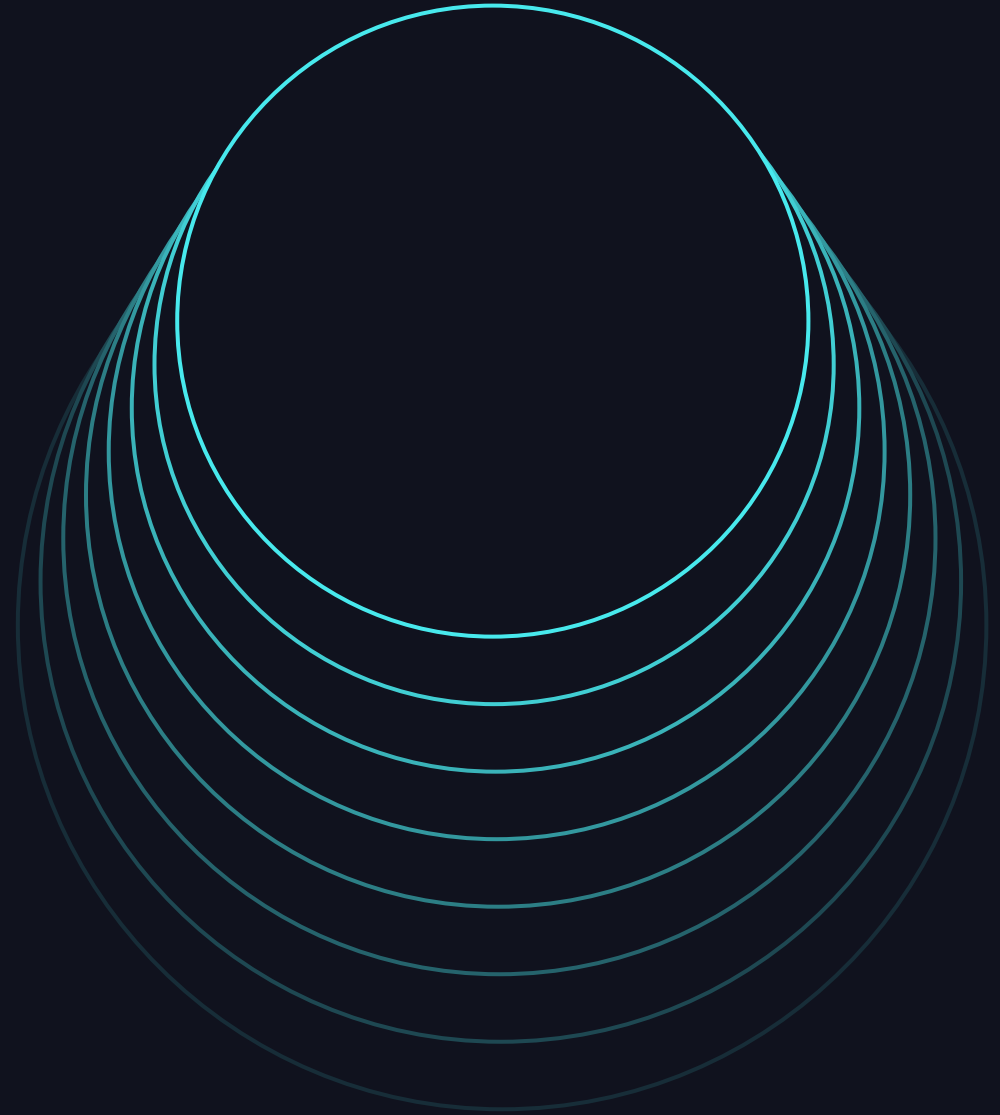


Democratizing Data & AI with Databricks & Salesforce

Sharda Rao, Distinguished Technical Architect @Salesforce
Vijay Gopalakrishnan, Product Management @Salesforce





Sharda Rao

Distinguished Technical Architect
Data Scientist



Vijay Gopalakrishnan

Director, Product Management



Forward Looking Statements

The Salesforce logo, which consists of a blue cloud shape with the word "salesforce" in white lowercase letters inside it.

This presentation contains forward-looking statements about, among other things, trend analyses and future events, future financial performance, anticipated growth, industry prospects, environmental, social and governance goals, and the anticipated benefits of acquired companies. 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, Salesforce's results could differ materially from the results expressed or implied by these forward-looking statements. 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Integrated C360 experience



Businesses Have Islands Of Trapped Data

salesforce

71% of company applications
are disconnected



Source: MuleSoft Connectivity Benchmark Report, 2023.

Connecting Islands of Data Is Hard

Disparate Data

Technical Expertise

Costly & Time Consuming

Maintenance

Security & Compliance

Your Business

Data Driven
Customer Outcomes

95%

Decision makers report integration as the top challenge for AI implementation



If I had All of my Data Connected I could ...



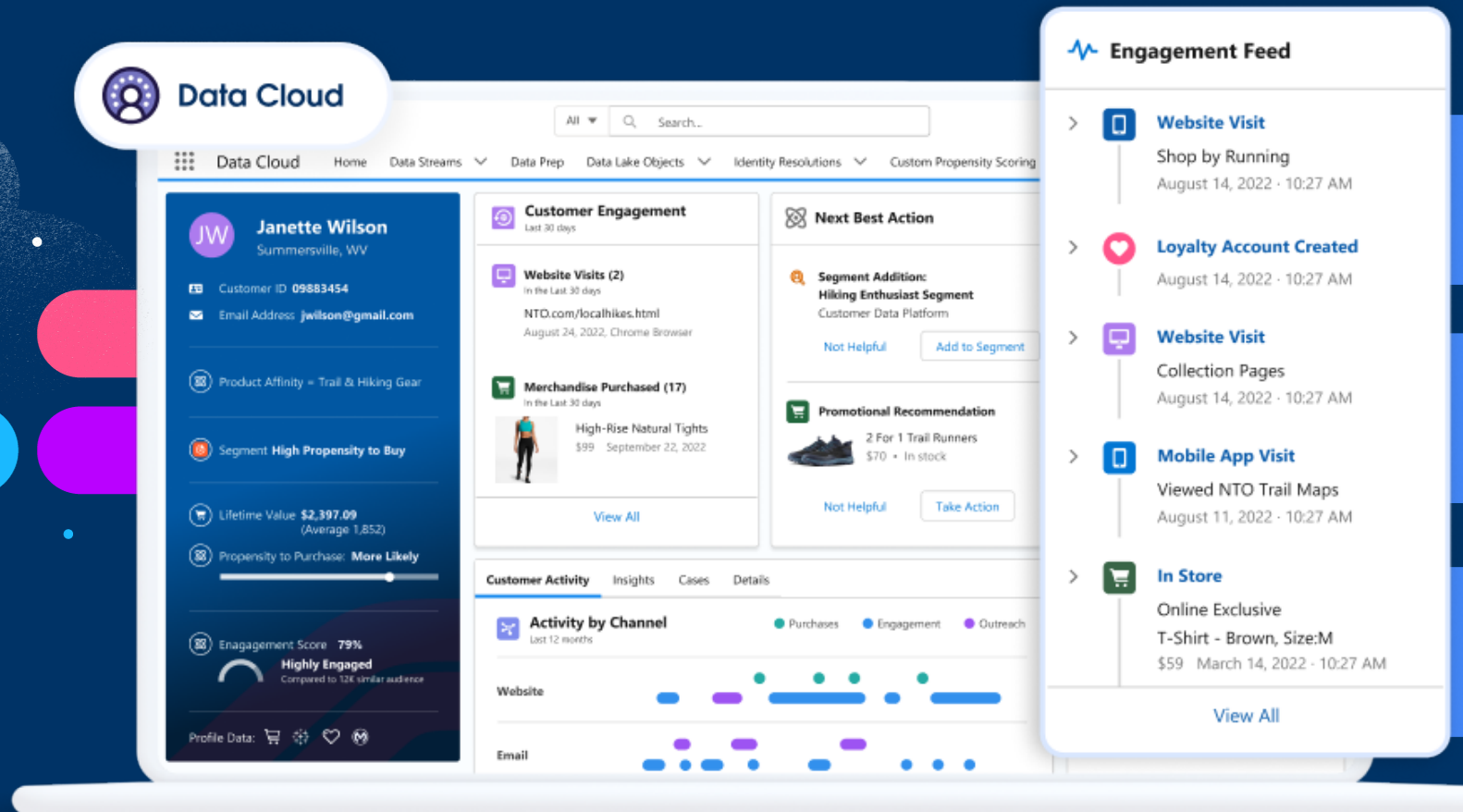
Salesforce Data Cloud



Salesforce Data Cloud

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Unlock trapped data to build a 360-degree view of the customer every team can act on

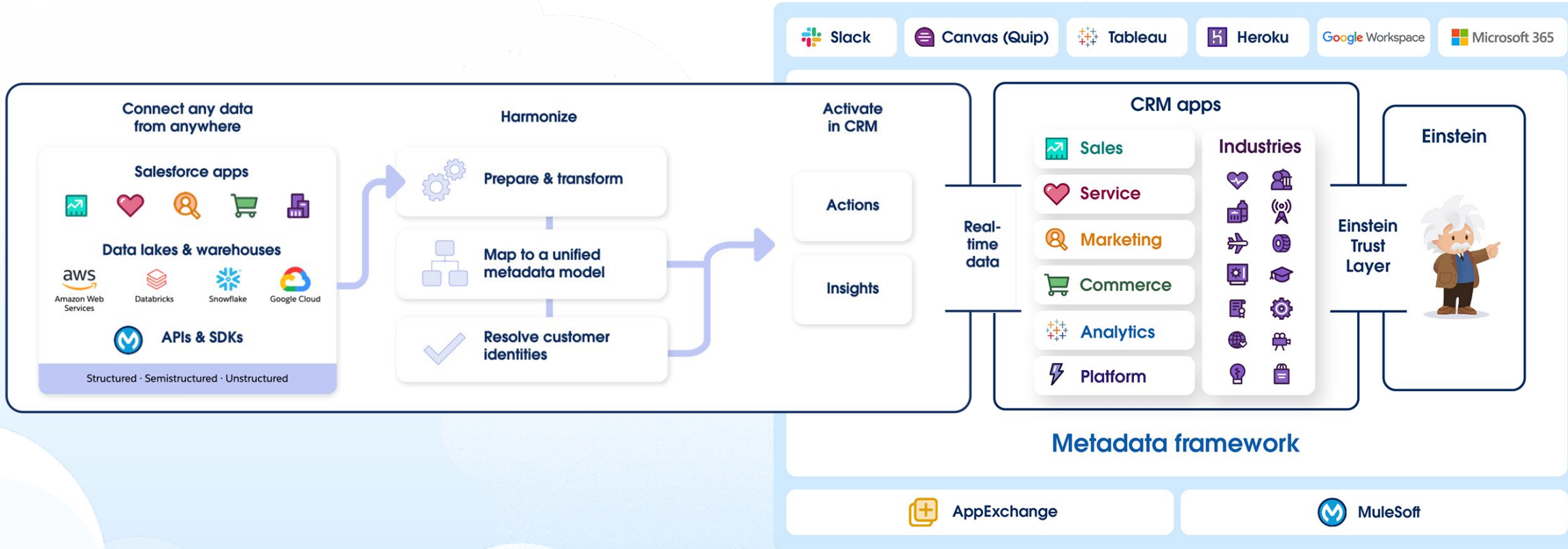


Connect and Unify Your Data
without building complex data pipelines

Activate Your Data
with insights and automation across every
customer touchpoint

Enable Trusted AI
grounded with all your enterprise data

How Data Cloud fits into the overall CRM platform



Salesforce and Databricks Partnership





Salesforce + Databricks Partnership Vision

Empowering customers to make more insightful decisions, act faster, and drive better business outcomes using all of their customer data.

Zero Copy
Integration

Bring Your Own
Model

Analyze Your
Lakehouse



Unlock your Trapped data easily

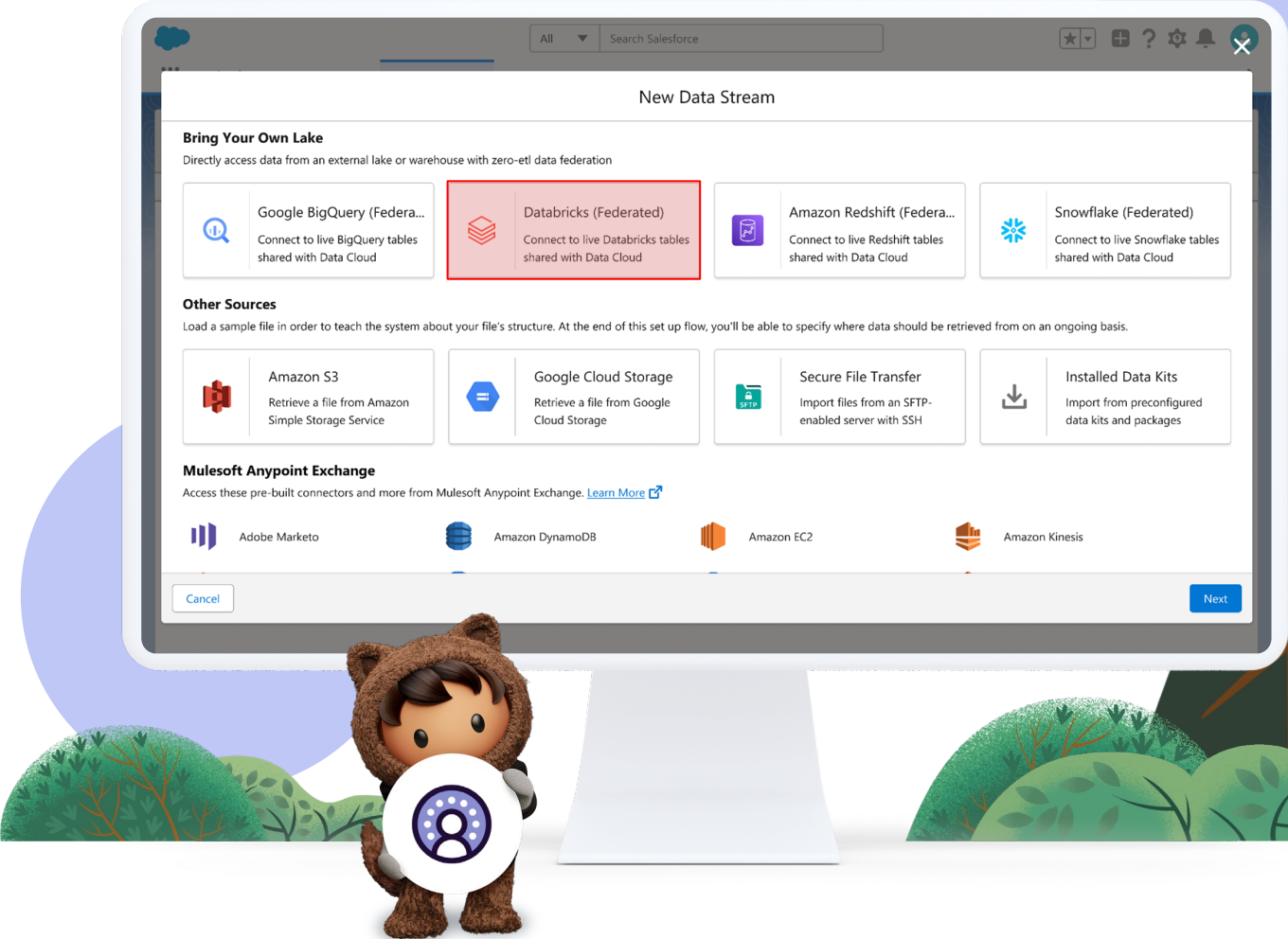
Activate your data no matter where it is stored

Share data seamlessly between Data Cloud and Databricks Lakehouse with **zero-copy**

Enrich your CRM data with contextual and relevant data from Databricks to help take action in the flow of work

Easily share **unified customer profiles** from Data Cloud to Databricks Lakehouse

SF Data Cloud to Databricks	Preview Now!
Databricks to SF Data Cloud	GA June 13th



Einstein Studio

Model Builder - Databricks Mosaic AI

Unlock AI on your data to drive hyper-relevant customer interactions



Bring your own predictive AI models

Manage AI models from a unified control plane

Models						
Title	Source	Status	Created By	Created On	Modified By	Modified On
No-Code Model Title	No-Code	Activated	Jamie Molina	Feb 15, 2023	Jamie Molina	Feb 15, 2023
Created Model Title	No-Code	Not Activated	Mar Camper	Feb 15, 2023	Mar Camper	Feb 15, 2023
Created Model Title	No-Code	Not Activated	JJ Kuler	Feb 15, 2023	JJ Kuler	Feb 15, 2023
Uploaded Model Title	Uploaded	Activated	Jamie Molina	Feb 15, 2023	Jamie Molina	Feb 15, 2023
Uploaded Model Title	Uploaded	Activated	Mar Camper	Feb 15, 2023	Mar Camper	Feb 15, 2023
Registered Model Title	Registered (Sagemaker)	Activated	JJ Kuler	Feb 15, 2023	JJ Kuler	Feb 15, 2023
Registered Model Title	Registered (Vertex AI)	Not Activated	JJ Kuler	Feb 15, 2023	JJ Kuler	Feb 15, 2023
Created Model Title	No-Code	Not Activated	Jamie Molina	Feb 15, 2023	Jamie Molina	Feb 15, 2023
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Model Title	Registered (Sagemaker)	Activated	Mar Camper	Feb 15, 2023	Mar Camper	Feb 15, 2023



BYOM with Databricks Mosaic AI

GA | Feb '24

[Developer Blog Post](#)

[Winter '24 release notes](#)

Activate in the flow of work



Lightning App Builder



Analytics



Flow Automation



Data Export,, SQL, SOQL, REST APIs

Connected Experience

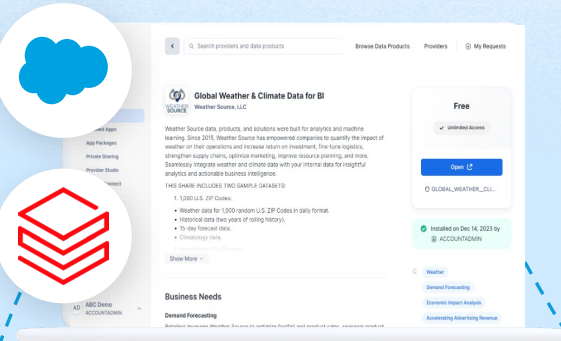


Increase Conversion With Personalized Experience

salesforce

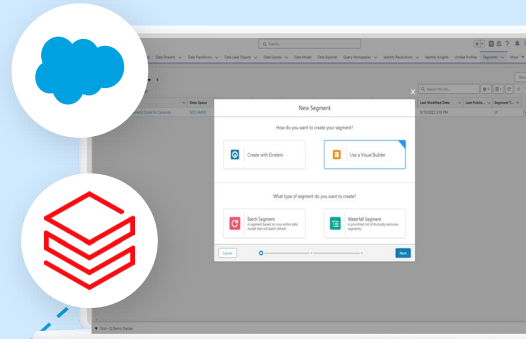
Connect, Harmonize & Unify Data

Using zero-copy, customers can pull in data housed in Databricks as well as Salesforce CRM



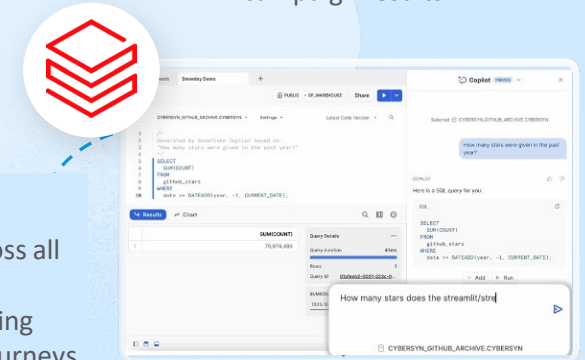
AI Inferences

Customers can use AI to predict product interest by analyzing behavior such as browsing history, purchase patterns, and search queries. For example, AI can identify that a customer frequently viewing running gear is likely interested in new fitness accessories.



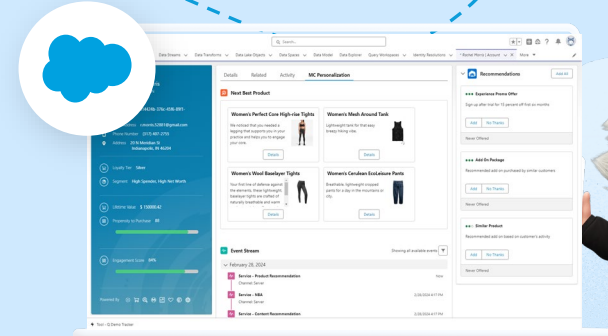
Optimize Performance

Results can be shared back with Databricks to leverage their AI and analysis tools to forecast future store inventory levels based on campaign results



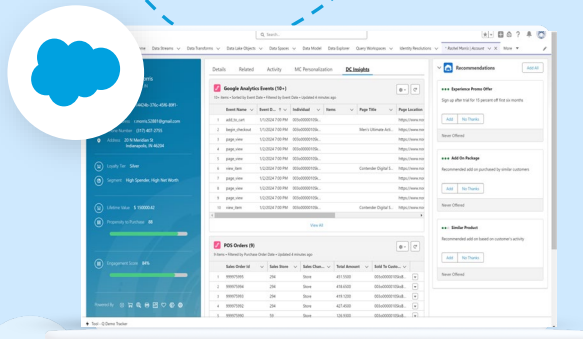
Activate CRM

They can activate this audience across all channels including commerce, email/SMS/web/social/ads - creating connected & personalized discount journeys for their customers. Data can be shared with Sales/Service teams in the flow of work and process automation within the CRM



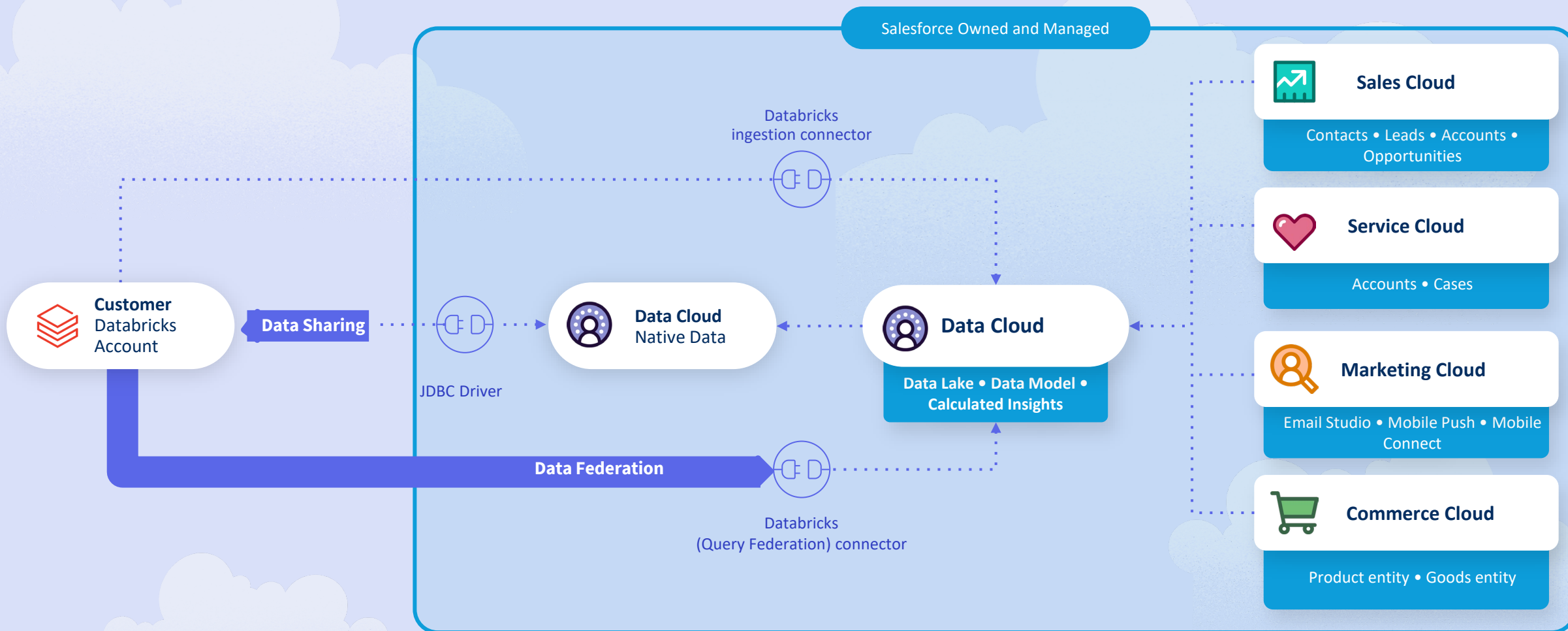
Create Operational Unified Profiles

They can combine this Databricks data with their Commerce, Sales, Marketing and Service data in Data Cloud to create operational customer profiles



How Data Cloud & Databricks Work Together

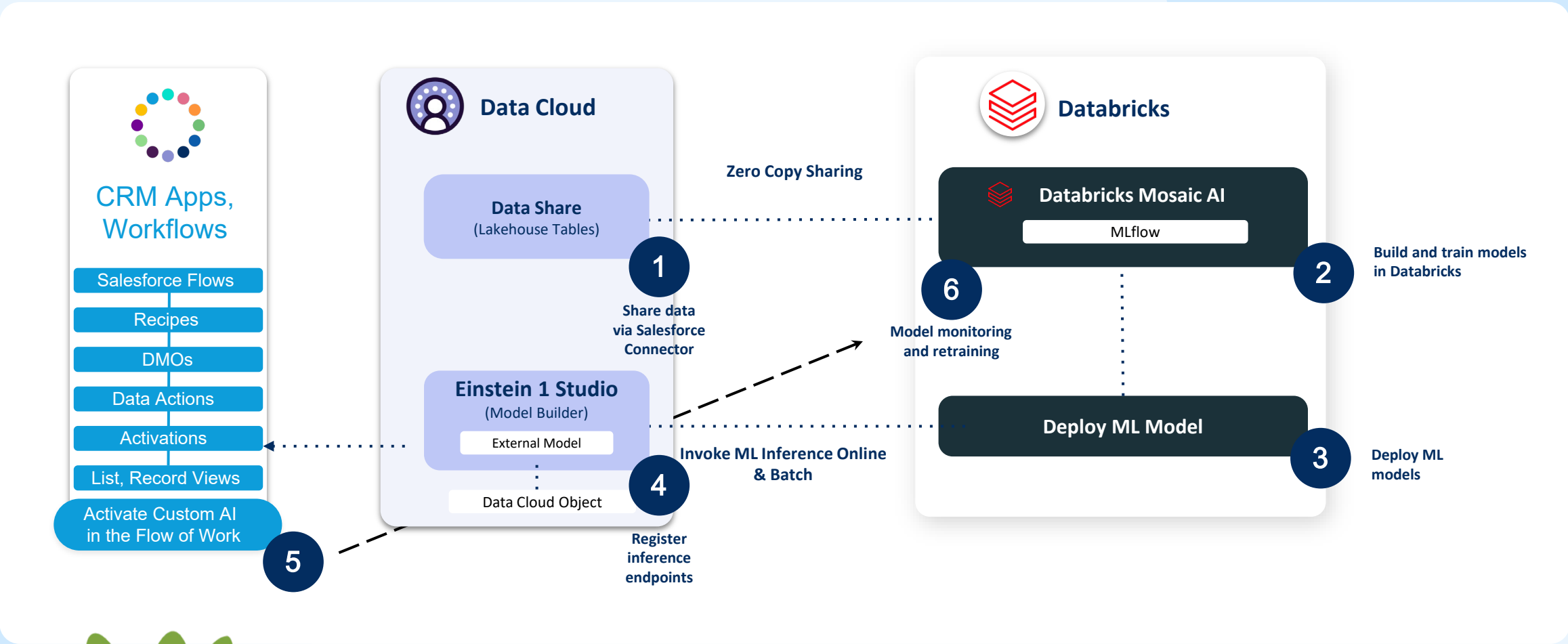
Zero Copy Architecture





Bring Your Own Model with Databricks

Activate Custom AI in the Flow of Work



salesforce

Demo





Salesforce Data Cloud

A hyperscale data platform built into Salesforce

Know your customers

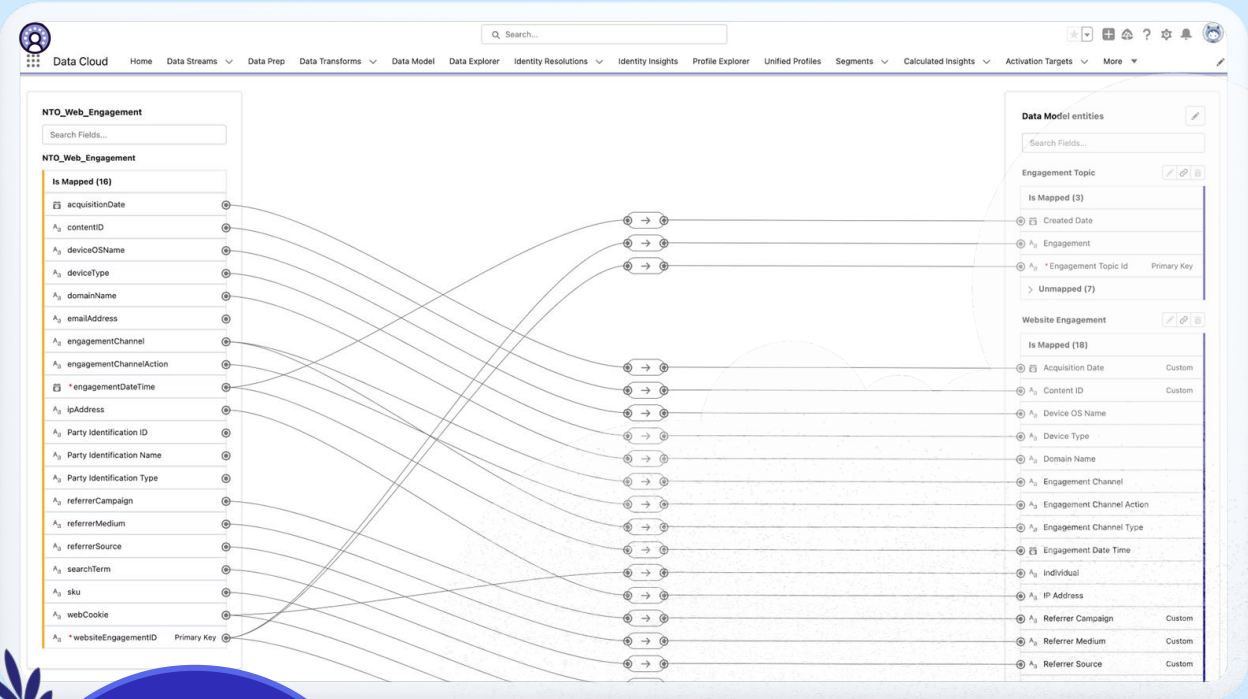
Connect, federate, and harmonize data from any product and system into a complete view of every customer

Act on AI in the flow of work

Empower teams to engage customers, at every touchpoint, with relevant data and insights on the #1 AI CRM

Enrich your data with open access

Integrate any system seamlessly with Data Cloud, an open and extensible data platform



Zero Copy - SF Data Cloud to Databricks

Preview | Now!

Zero Copy - Databricks to
SF Data Cloud

GA | June 13th

BYOM with Databricks

GA | Spring '24

350B+
customer profiles
activated
per month

Next Steps



**Read the Bring Your
Own Model blog post**



**Come find us at Booth
#35**

**Join
Now!**

**Ask your account team
to join the Zero Copy
Preview**

Thank You!

