



# Our Path Together

salesforce

New Products, Highlights and  
Innovations from Marc Benioff's  
Keynote at Dreamforce 2016



*Cambria Moreno*  
Trailblazer

guidespark

Every year, Dreamforce brings professionals from around the globe to San Francisco. It's the largest tech conference for software in the world – pushing the boundaries of what you thought a business event could be.

Guests hear from the world's smartest leaders to ignite conversations about how to change the world. Everyone takes time to give back to communities and causes. And at every Dreamforce, Salesforce shares its vision for the future and announces key product innovations.

These innovations will help you become a Customer Trailblazer and be your best, empowering you to solve problems, improve the world, and grow your career. Learn about Salesforce Einstein™ and why we're bringing the power of AI to CRM. Get the latest on Quip, LiveMessage, Lightning, Commerce Cloud, the Salesforce1 Mobile App, and IoT. It's all here in this e-book version of Salesforce Chairman and CEO Marc Benioff's keynote.

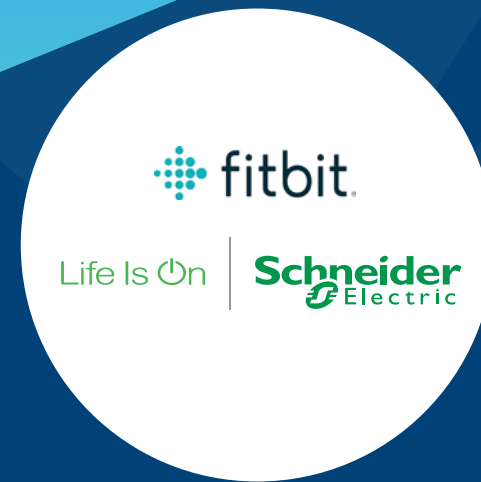




**CHAPTER 1**  
Leadership &  
Empowerment



**CHAPTER 2**  
Product  
Innovation



**CHAPTER 3**  
Customer  
Trailblazers





# Together, We've Created the Fourth Largest Enterprise Software Company

Seventeen years ago, we made it our mission to help people innovate, grow, lead, and transform the way they do business, all with Salesforce. We're thankful to the millions of Customer Trailblazers who have joined us on this journey to become innovator of the decade.

The way we do business is unique. Our technology empowers people, and our vision is for all Salesforce customers to become Customer Trailblazers in their own organizations and be their best.

FORTUNE  
**100  
BEST**  
COMPANIES  
TO WORK FOR  
2016

**Forbes**

The World's most  
innovative companies

"Innovator of the Decade"

2011 · 2012 · 2013  
2014 · 2015 · 2016

FORTUNE  
**500**  
2016

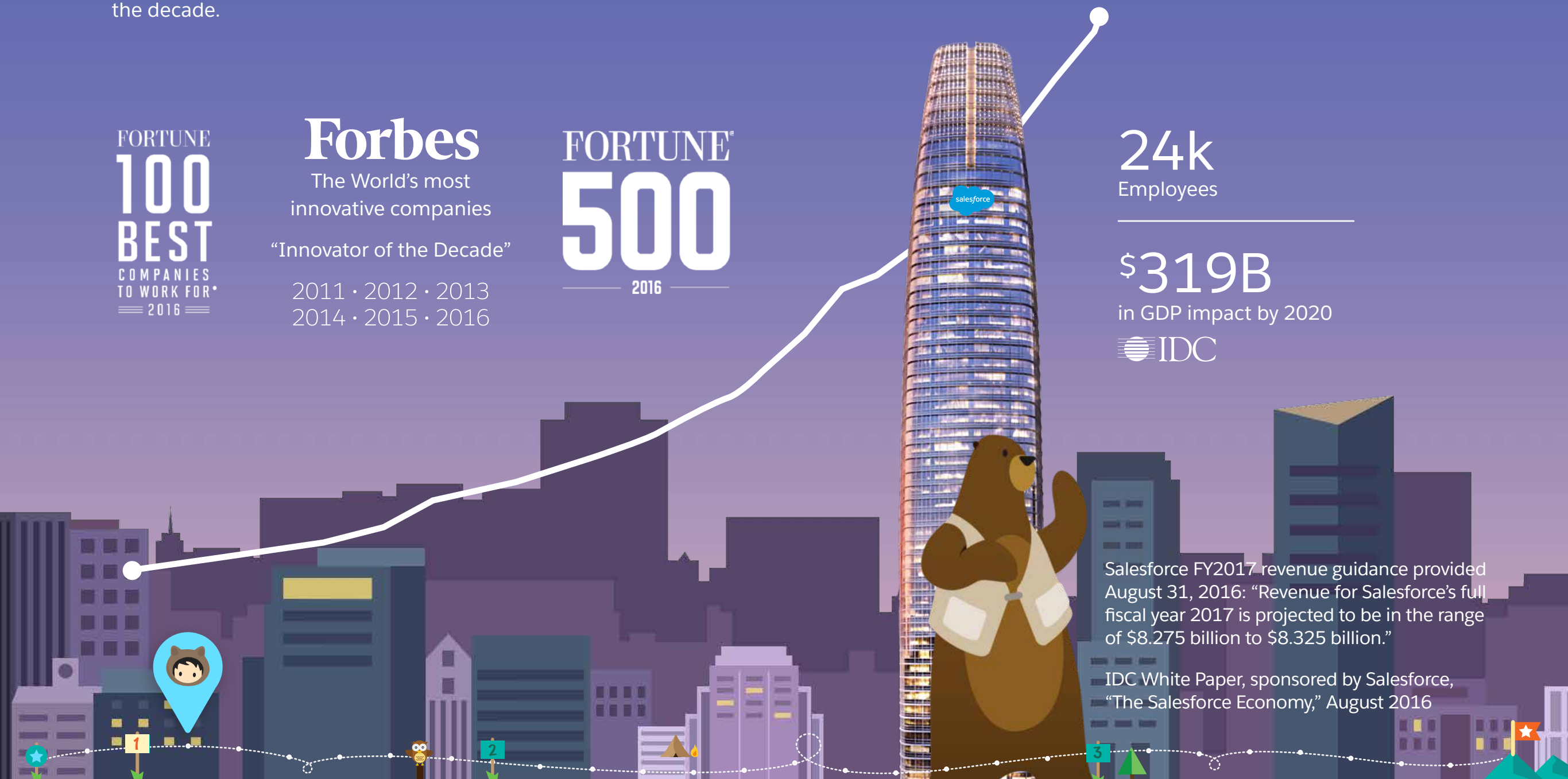
**24k**  
Employees

**\$319B**  
in GDP impact by 2020

IDC

Salesforce FY2017 revenue guidance provided August 31, 2016: "Revenue for Salesforce's full fiscal year 2017 is projected to be in the range of \$8.275 billion to \$8.325 billion."

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



# New Empowerment Model: Be a Customer Trailblazer

You can become a Customer Trailblazer, driving innovation and transforming your company while leveraging Salesforce technology to move forward. Salesforce customers change their own lives and the lives of those around them – and we're inspired every day by the people who take control of their futures with Salesforce. Through our ecosystem, millions of our customers have become Customer Trailblazers within their organizations.

## CUSTOMER TRAILBLAZER

After serving in the Marines for nearly 12 years, TJ McElroy lost his eyesight. Upon his discharge, TJ was tasked with finding an entirely new career that could support his family. That's when he taught himself Salesforce and became Salesforce certified.

Today, TJ teaches hundreds of other disabled veterans how to become Salesforce certified so that they, too, can change their lives, embark on new career journeys, and be their best. TJ's story exemplifies what it means to be a Customer Trailblazer. In the Salesforce community, we're inspired by Customer Trailblazers like TJ every day.



\$20K  
salary premium with  
Salesforce Certification

TJ McElroy



# New Learning Model: Trailhead

You don't need to be a VP or CEO to be a Customer Trailblazer. Anyone in the company can inspire others and lead the charge for change. Even if you are brand new to Salesforce or your organization, you can learn everything you need to know through Trailhead. Trailhead is our guided learning path that makes learning Salesforce easy. Follow trails for product knowledge, leadership and management, and HR and culture to set off on your path toward being a Customer Trailblazer.



[trailhead.salesforce.com](https://trailhead.salesforce.com)



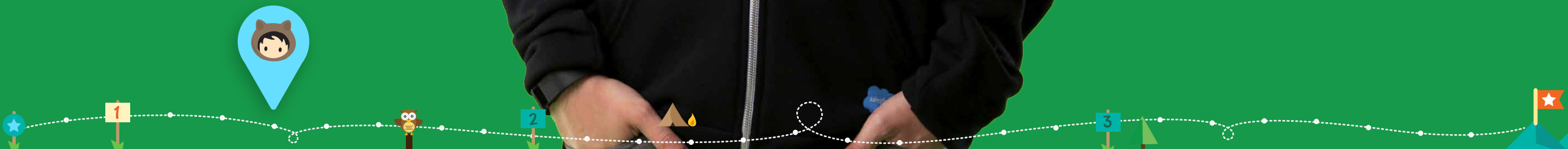
## CUSTOMER TRAILBLAZER

Here's a story about Trailhead in action: Adam Olshansky was working in an infrastructure role and felt that he could achieve more in his career. After coming to Dreamforce, he was inspired to learn how to develop with Salesforce through Trailhead. Since then, he's earned over 120 badges – more than anyone else in the community. Now he's working as a Salesforce developer with a completely new life and career.

“Salesforce has completely changed my life and my career.” - Adam Olshansky, Salesforce developer

*Adam Olshansky*  
Salesforce Developer  
120 + Badges

**1M+**  
Badges  
completed





# The Age of Equality

At Salesforce, equality is a core tenet of how we run our business. From our customers to our employees, we aim to treat everyone equally – and make the world a better place in the process. We believe that helping others and creating a more equitable society brings out the best in us.

“Salesforce fights Georgia, Indiana’s anti-gay legislation”



\$22.5M to support K-12 education



Equal Pay

THE WALL STREET JOURNAL.

"Salesforce spends \$3 million adjusting salaries ... U.S. companies seemed to start paying attention."

New Chief Equality Officer  
Tony Prophet



1

2

3



# Philanthropy Brings Out the Best In Us

Our business philosophy is based on a simple idea: We should use our technology, people, and resources to help improve communities around the world. Philanthropy is a core value for Salesforce, and it's key to the way we do

business. Our 1-1-1 philanthropic model means we give 1% of our time, 1% of our product, and 1% of our equity back to the community.

## 1% Time



1.6M+ Service hours

## 1% Equity



\$128M+ Grants

## 1% Product



29K+ Nonprofits & Education

1000+ Companies have pledged 1%

[pledge1percent.org](https://pledge1percent.org)





# Our Core Values

Everything we do at Salesforce stems from our core values of trust, growth, innovation, and equality. Here's what these core values mean to us:

## TRUST

We communicate openly with our customers, and do what it takes to keep their data secure.

## GROWTH

We're obsessed with our customers' success, and we're always striving to grow so our customers can grow.

## INNOVATION

We pursue ideas that could change our company, our country, and maybe even the world.

## EQUALITY

We respect and value employees from every background, and we thrive as a result.

*“The business of business is to improve the state of the world.”*

Marc Benioff

## CUSTOMER TRAILBLAZER

(RED)

Deborah Dugan is the CEO of (RED). Founded by Bono and Bobby Shriver, (RED) seeks to fight AIDS in Africa by engaging businesses and consumers. Today, (RED) has incredible impact, and Deborah's leadership embodies what it means to be a Customer Trailblazer.

[WATCH THE \(RED\) STORY](#)

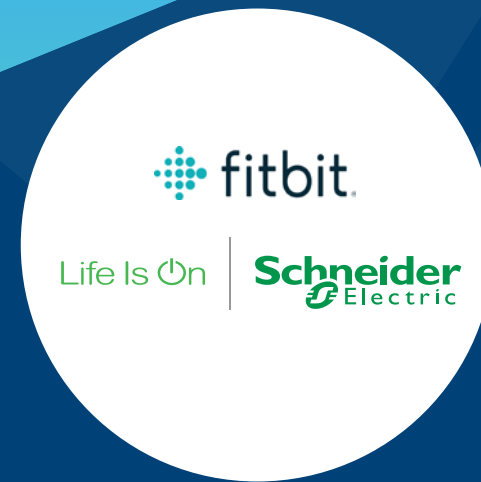




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# We're Living in a Smarter World

Today, the world is smarter. We all watched as technology evolved from the simple mainframes and terminal computers of the past to today's powerful cloud. That evolution was staggering as we moved from 100,000 mainframes and 10 million PCs to 6 billion smartphones and 75 billion smart things. These changes create an unprecedented network of information and interaction.

In recent years, we've all quickly adopted social, mobile, and the internet of things (IoT) as key parts of everyday life. In fact, 61% of consumers say that technology is redefining their behavior.

Mainframe/  
terminal

Client/  
Server

Cloud

Social

Mobile

IoT

AI





# The Age of the Customer

As a result of these technology shifts, we see evidence everywhere that consumer behavior is forever changed. When we need a ride, our first instinct is to grab our smartphones, not wave a hand. When we need to research a walking or biking route, we get personalized step-by-step directions instead of browsing a generic map.

And in this new world, people expect smart experiences in their daily lives. We're truly living in the Age of the Customer, where every touchpoint is connected and intelligent.

Chat Bots for Community



Predictive Commerce

Predictive Marketing



Actionable Analytics

Assisted Service



Smart Apps

Guided Sales



Connected Products



# The Customer Success Platform

So how do companies deliver the connected experiences customers expect in this intelligent world? You can do it all with the Customer Success Platform. Our eight leading business applications are built on a single platform – so you can connect to your customers in a whole new way.



Over the last year, we've been innovating and acquiring new companies to make the Customer Success Platform platform even smarter.



# Five Transformations of Enterprise Software

It's been a year of innovation as we've prioritized getting closer to customers at every touchpoint. In today's world, each of these five tenets are key to bringing us closer to our customers: intelligence, productivity, speed, mobility, and connectivity. Here's how we're delivering each of these with new tools and capabilities.



**Intelligence**

Einstein



**Productivity**

Quip &  
LiveMessage



**Speed**

Platform



**Mobility**

Salesforce1



**Connectivity**

Thunder  
IoT Cloud





# Introducing Salesforce Einstein

At Dreamforce '16, we introduced Salesforce Einstein – the first comprehensive **AI for CRM**. Einstein is an integrated set of AI technologies that makes the Salesforce Customer Success Platform smarter and brings AI to Customer Trailblazers everywhere.

Customers expect personalized touchpoints and smart interactions. AI lets you make those interactions possible. Today, every company must integrate AI into the fabric of its business in order to succeed. Salesforce Einstein, the first comprehensive AI for CRM, is designed to enable companies to be smarter and more predictive about their customers.

**World's Smartest CRM\***

**Get closer to your Customers**

**Einstein is everyone's data scientist**



# What Einstein Means for You

Einstein is the world's smartest CRM solution. As you learn more about your customers, you'll discover deeper insights, more effectively predict outcomes, recommend next actions, and automate tasks. For example, here's how this might look in your line of business:

Sales leaders can be guided to discover untapped opportunities and exceed customer needs.

Service agents can be assisted to deliver proactive service by resolving cases before they happen.

Marketers can be advised to create predictive journeys and personalize experiences.

IT leaders can be directed to embed intelligence everywhere and create smarter apps for employees and customers.

Just like we were first to bring cloud, mobile, and social to the enterprise, we're now the leader in bringing AI to CRM.


[MEET EINSTEIN](#)



Machine Learning • Deep Learning • Predictive Analytics • NLP • Smart Data Discovery

## Salesforce Einstein

Everyone's Data Scientist







$$\text{World's Smartest CRM} = \text{Customer Data} + \text{AI} + \text{Salesforce Platform}$$

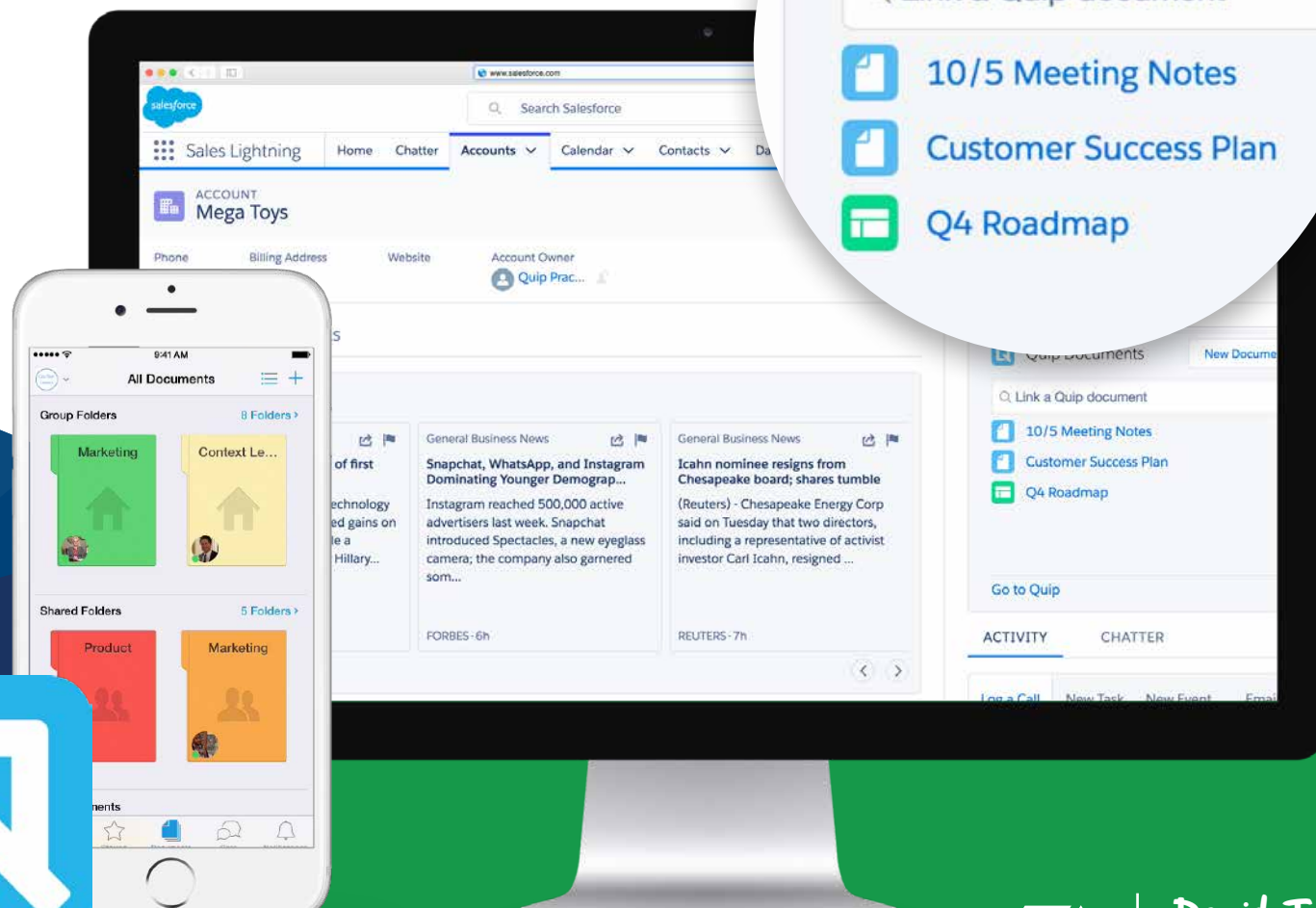

# Supercharge Productivity with Quip

Does your team have room for improvement when it comes to productivity? If you're like most, the answer is yes. Announced at Dreamforce '16, Quip is a more productive way to work. It's a complete content creation and management suite, with shared documents, spreadsheets, and tasks in a central place. Less time spent managing email is always a good thing – so Quip lets you communicate with live editing, notifications and comments, and chat, reducing the email in your inbox.

Quip is also truly mobile-first, allowing for a seamless experience across any device. Everything on Quip is also made with easy management in mind, so your sites, folders, and security and privacy controls are simple to track and update.

LEARN TO BE MORE PRODUCTIVE

- 
-  Quip Documents
  - 
  -  10/5 Meeting Notes
  -  Customer Success Plan
  -  Q4 Roadmap



 **David Tinson**  
SVP, Global  
Communications





# Salesforce LiveMessage Delivers NEW Conversational Service

Mobile messaging has become customers' preferred way to communicate. But service organizations aren't equipped to have conversations on this highly personal channel. With Salesforce LiveMessage (formerly HeyWire), you can transform service communication from transactional to conversational – creating a two-way dialogue that enables agents to solve issues faster, on

the channel customers love. Every messaging system, app, and social network – and even bots – are now a UI to the #1 customer service platform, making it easy to connect with your customers in a whole new way.

[LEARN MORE](#)



# Go Faster with Lightning

At Dreamforce '15, we announced **Salesforce Lightning**, a completely new Salesforce experience, builder, and ecosystem. Today, Lightning momentum is stronger than ever, with 90,000 of our customers using Lightning and 1,000+ partner components built on it.

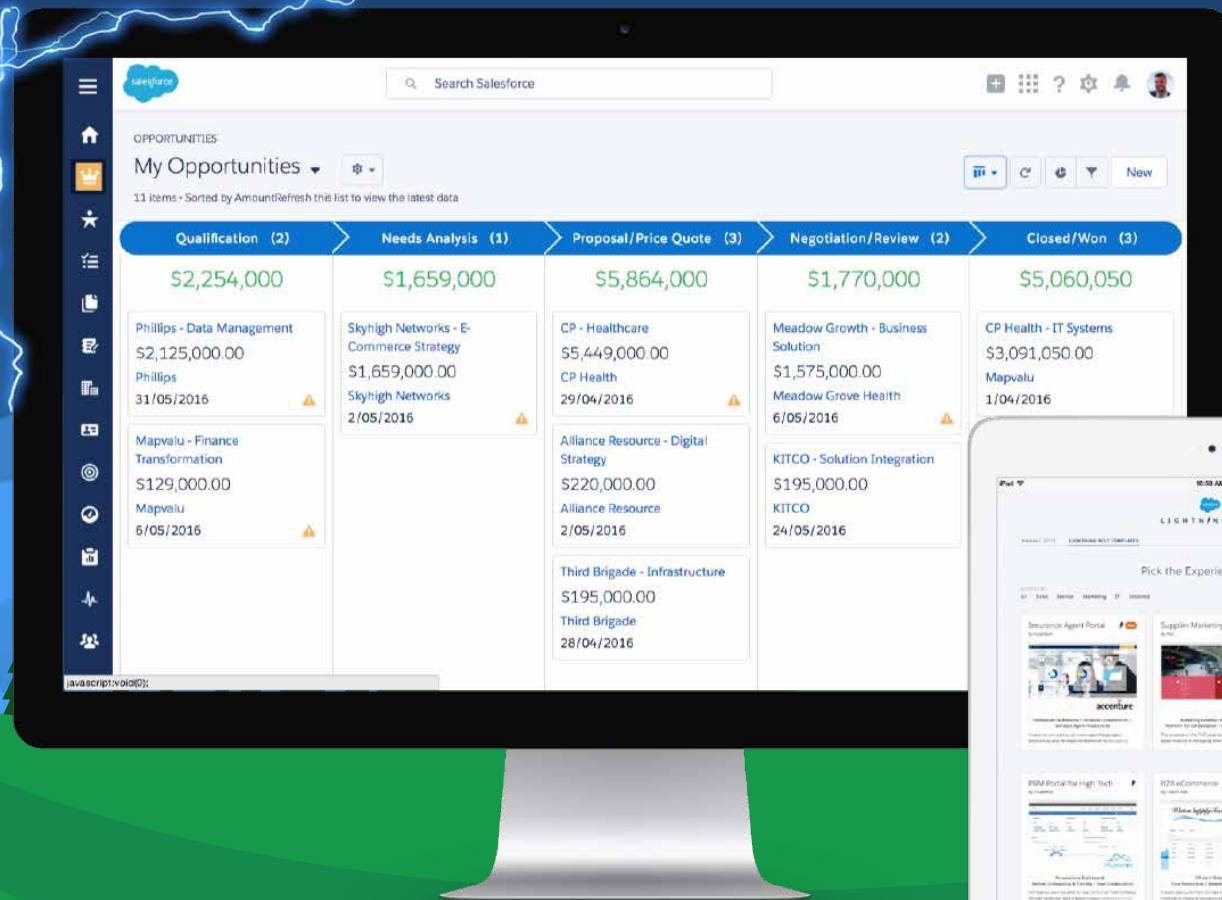
We've also released 500+ new Lightning features since its initial release. These features help you build and deploy apps faster, close deals and create quotes seamlessly, and focus your reps on the most important actions. If you haven't yet switched on Lightning, now is the perfect time to benefit from its powerful technology.

LEARN MORE

LIGHTNING APP  
BUILDER

LIGHTNING BOLT

LIGHTNING  
APPEXCHANGE





# Unify Commerce Everywhere

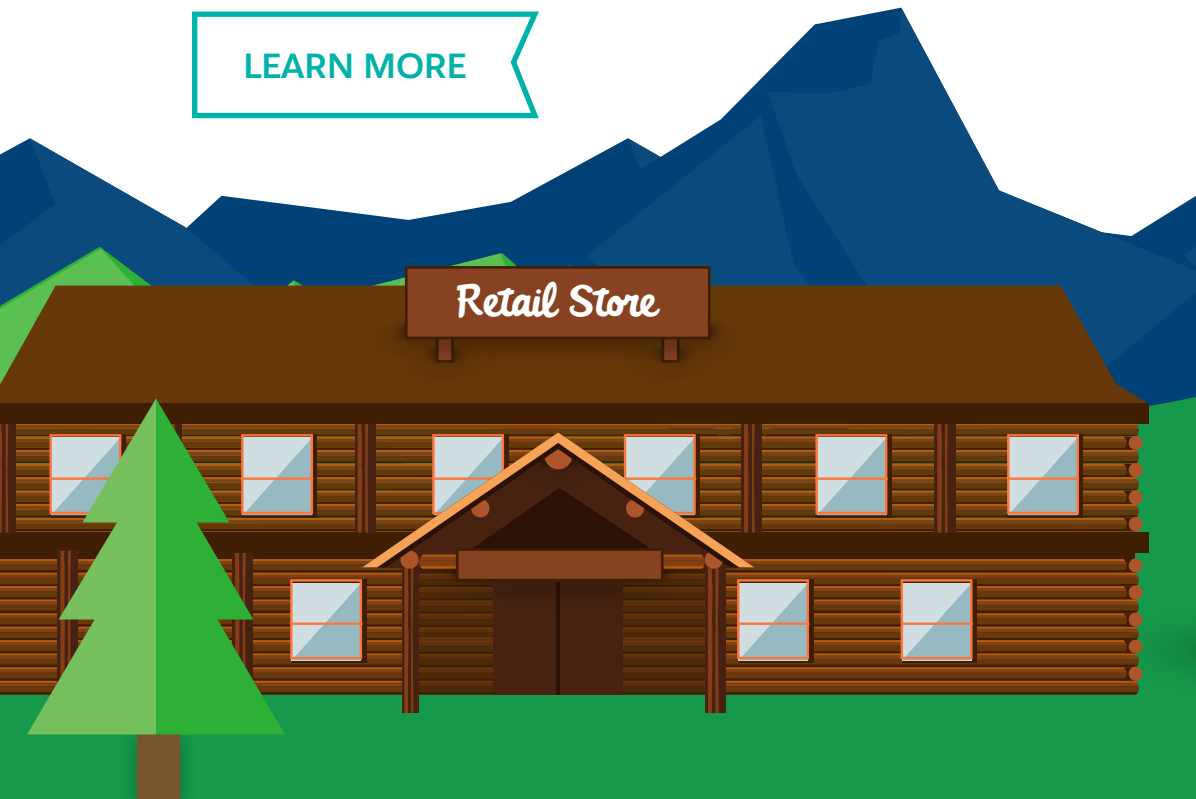
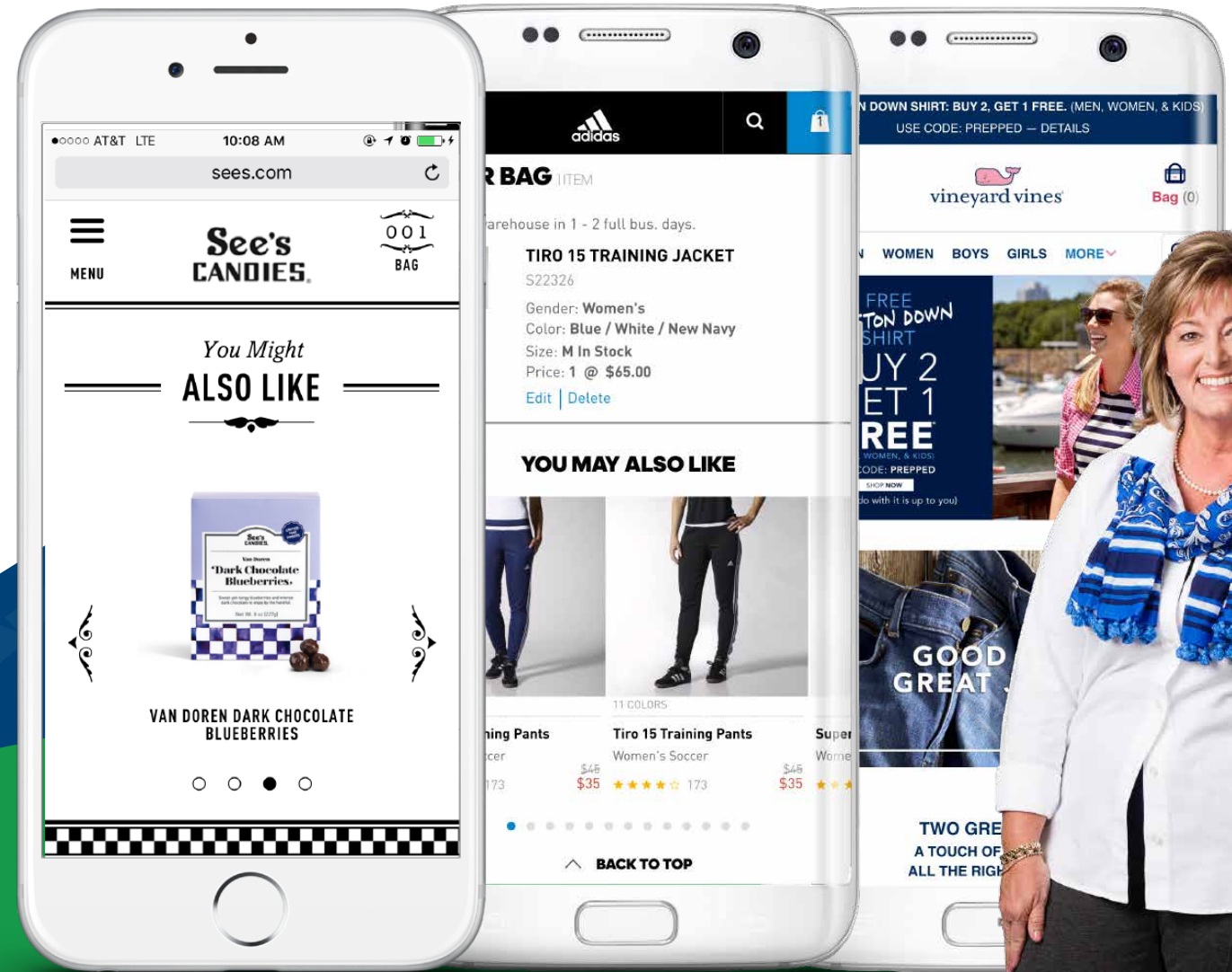
Also new at Dreamforce '16 is Commerce Cloud, Salesforce's leading digital commerce platform. It's a reinvented way to grow through cloud commerce, with predictive merchandising and a seamless customer experience across web, mobile, social, and in-store touchpoints.

When you leverage Commerce Cloud to become a Customer Trailblazer, you'll deliver a smarter multi-touch experience to every omni-channel consumer. It's all part of the unified customer journey, delivering 1-to-1 shopper experiences wherever your products are sold and enriching the customer profile with deep behavioral and transactional data. Commerce Cloud is the most complete commerce platform available.

[LEARN MORE](#)



**Karen Beebe**  
VP of Technology





# Go Mobile with the Salesforce1 Mobile App

First the cloud and social media changed the game, then mobile reinvented everything. Now business never stops when we're on the go. Customer Trailblazers are always moving, and the Salesforce1 Mobile App helps you become a Customer Trailblazer by helping you run your business from your phone. In fact, 1.5 million people use Salesforce every month to take their work fully mobile, making Salesforce the leading business app.

Newly announced: Make the Salesforce1 Mobile App your own with My Salesforce1, the ability to brand the app to your company's look and feel. Now you can customize the Salesforce1 Mobile App so that using it feels like an extension of your own company, all while retaining the power of the original app.

BE A CUSTOMER TRAILBLAZER ON THE GO



# Connect Every *Thing* with Thunder IoT Cloud

Think of the billions of data points that can be collected and analyzed from the millions of connected devices, from smartphones to intelligent cars. In fact, we estimate 14 billion events occur per customer per day. It's staggering – and it's a massive opportunity to connect the entire internet of things to individual customers' wants and needs. Salesforce connects you to your customers and every thing they're connected to with IoT Cloud, powered by Thunder, the world's most scalable event processing engine designed to ingest and orchestrate billions of events in real time.

All the data in the world won't help you if it's not useful. That's where IoT Cloud comes in. It helps you understand these billions of interactions in real time, trigger in-the-moment interactions, and get to know your customers better.

CONNECT YOUR BUSINESS TO EVERYTHING

**14B EVENTS**  
Per customer per day

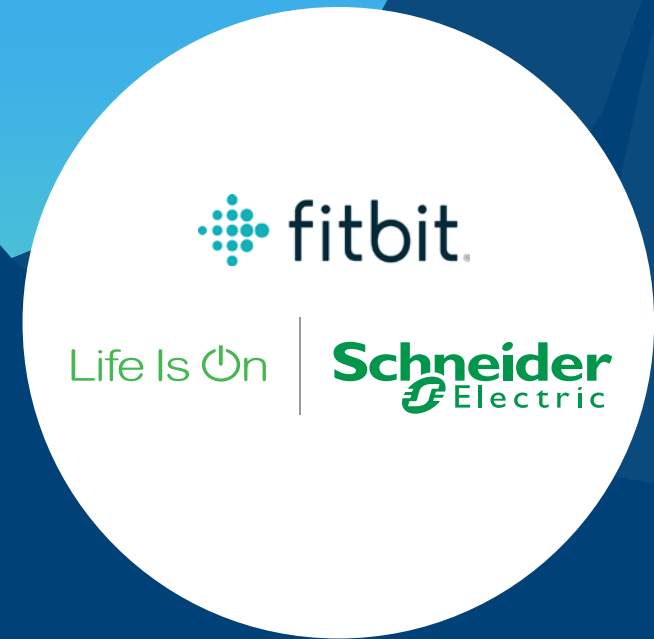




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# Schneider Electric is a Customer Trailblazer

Schneider Electric is a global specialist in energy management and automation. Salesforce has become the foundation within the company for customer-centric employee collaboration – enabling an increased focus on solutions, as well as connected products.

With Salesforce, Schneider Electric advances its vision of connecting millions of energy and automation objects with its millions of customers.

**Jean-Pascal Tricoire**  
Chairman & CEO  
Schneider Electric

[WATCH THE VIDEO](#)





# Sales Cloud Einstein

## World's #1 Sales app just got smarter

### SELL SMARTER WITH EINSTEIN

Predictive lead scoring, opportunity insights

### SELL THE WAY YOU WANT WITH LIGHTNING

Experience, builder, and ecosystem

### SELL FROM ANYWHERE WITH MOBILE

Salesforce1 and Inbox, Full mobile portfolio

### SELL FASTER FROM LEAD TO CASH

Sales Cloud

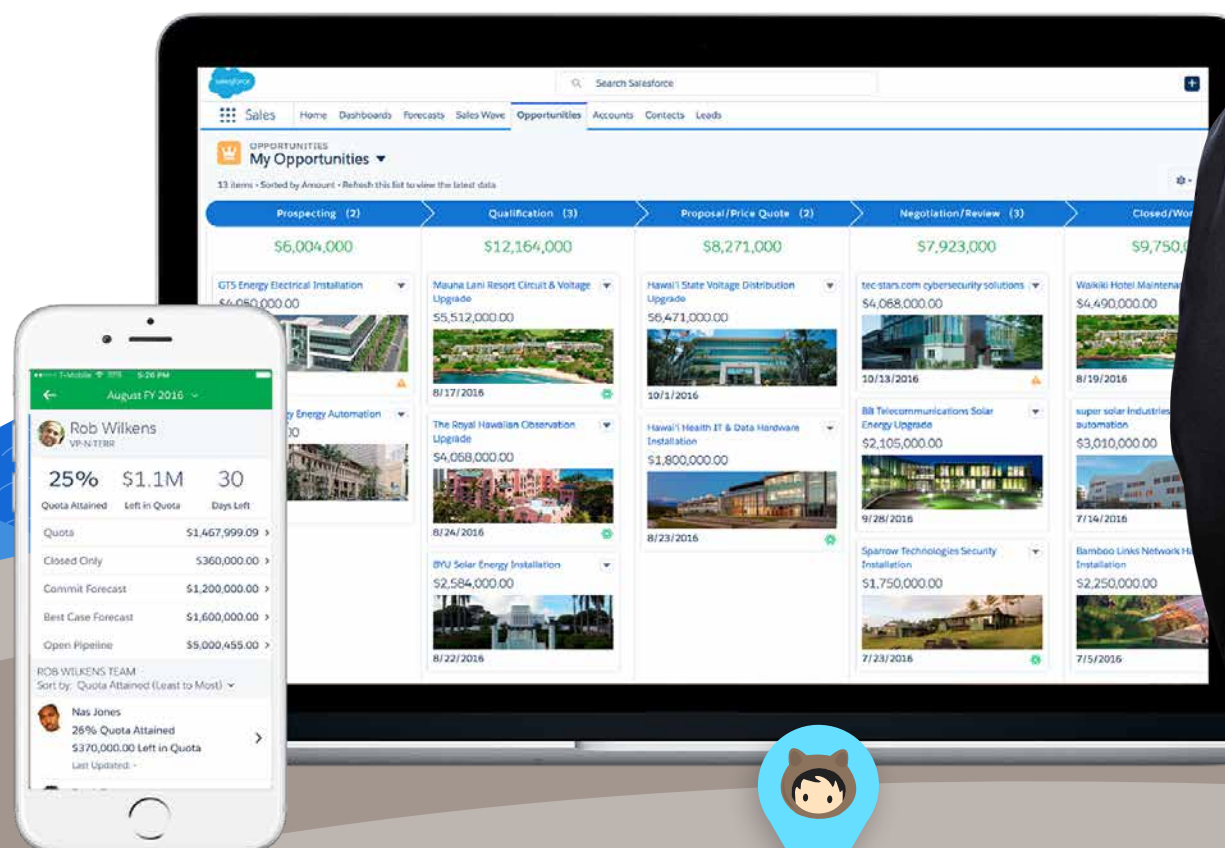
Thanks to Einstein, the world's #1 sales app just got better. AI arms sales teams with more intelligence, enabling them to increase productivity and predictive capabilities across everything they do. Give your sales teams better insights that build human relationships – so your sales are guided from lead to cash. And the new Salesforce for Inside Sales boasts predictive leads, opportunity intelligence, and rich profiles with prospect context to help you close more deals than ever.

Combine it all with Lightning, mobile, and intelligent selling, and it's clear why Salesforce is the #1 choice for sales.

GET SMARTER WITH AI

*Chris Leong*

CMO, Schneider Electric





Introducing

# Salesforce CPQ



## Sell faster from lead to cash

### EASY TO CONFIGURE, PRICE, QUOTE

Configure products & pricing, deliver quotes quickly

### FAST QUOTE-TO-CASH

Streamline billing & revenue recognition

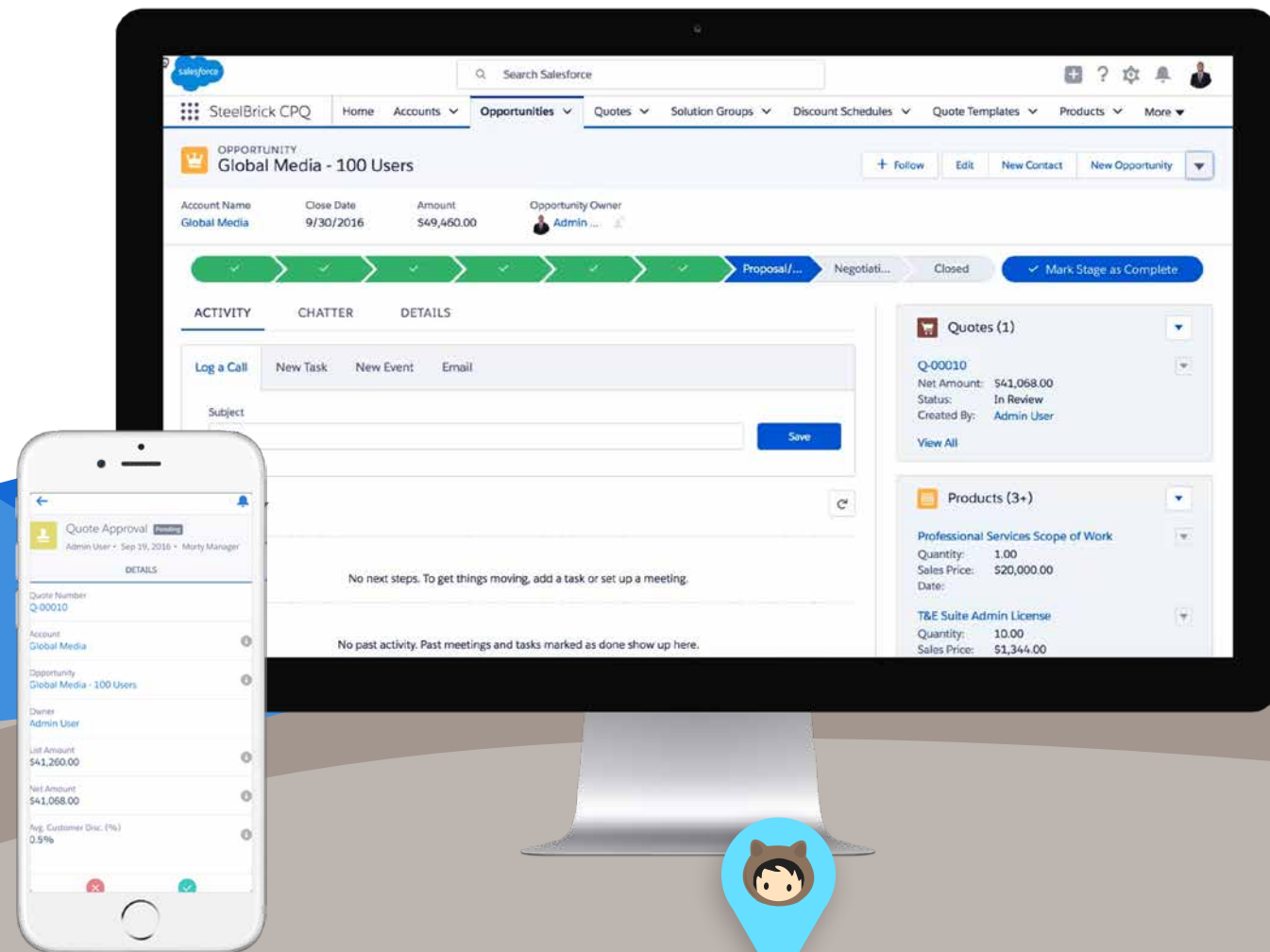
### ALL ON LIGHTNING

As your sales team knows, delivering accurate sales quotes – fast – can make or break a deal. Now with Salesforce CPQ, next-generation quote-to-cash is here. Configure products and pricing data tailored to every customer, and quickly create new proposals and contracts that are customized to your brand.

Automate the entire quote-to-cash process at scale with Salesforce CPQ. It's all built on Lightning, so your data is always connected.

[LEARN TO AUTOMATE SALES](#)

+29%  
Quote to Order  
Conversion



Introducing

# Field Service Einstein

NEW



## Uber for Field Service

### CONNECT YOUR ENTIRE SERVICE EXPERIENCE

One platform for agents, mobile employees & IoT

### INTELLIGENT SCHEDULING & DISPATCH WITH EINSTEIN

Automated scheduling & optimization

### FIELD SERVICE FROM ANYWHERE

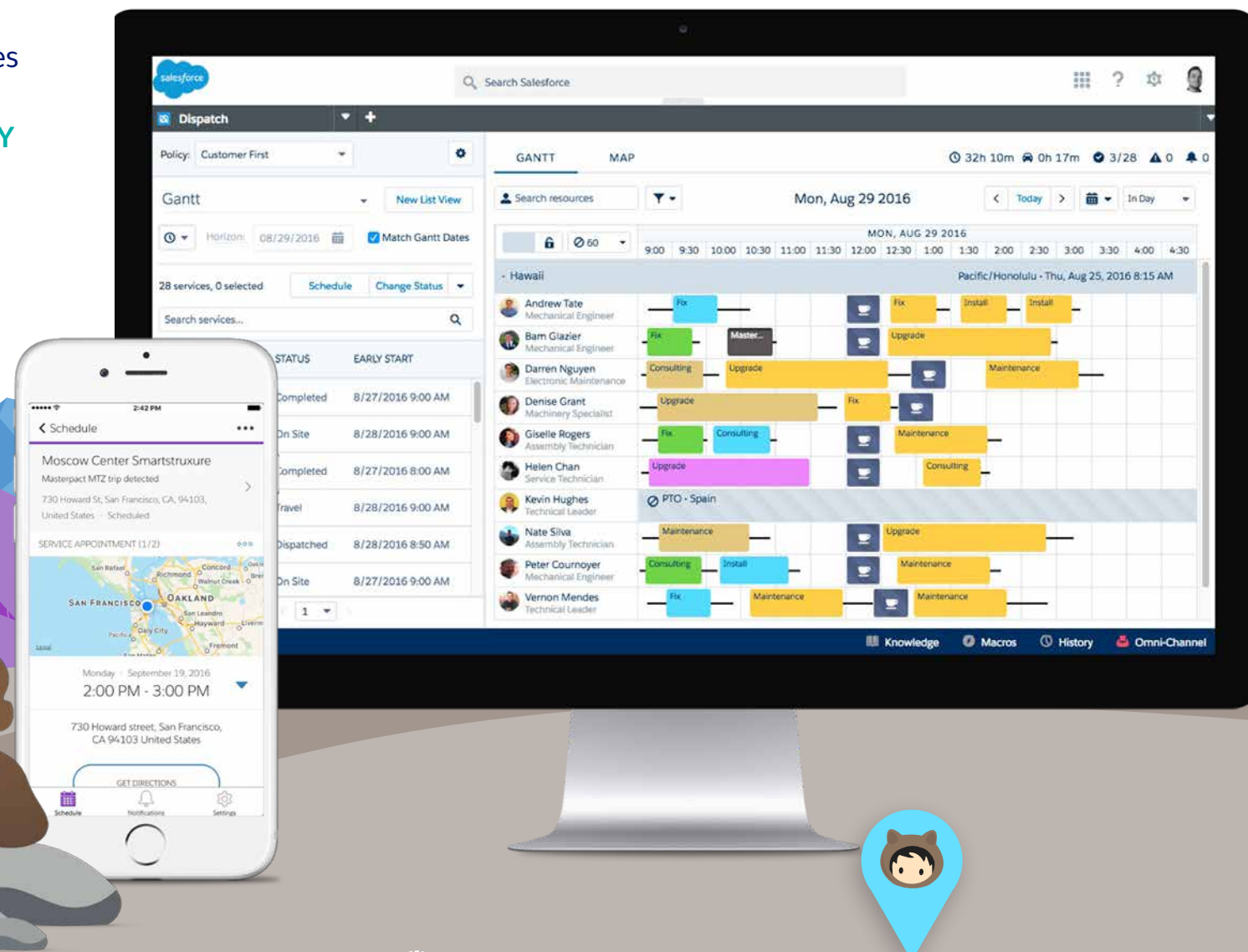
Seamless mobile apps with offline capabilities

### MANAGE AND MONITOR PRODUCTIVITY

Optimize schedules and track job status

Newly unveiled at Dreamforce '16 is Field Service Einstein. Empower your field service technicians to better know your customers and provide on-site service more effectively. Manage and monitor productivity and coordinate field service from anywhere – all connected from one central app.

OPTIMIZE YOUR SERVICE EXPERIENCE





# App Cloud Einstein

## #1 Platform for the Customer Trailblazer



### BUILD APPS FAST WITH CLICKS OR CODE

Admins, Developers, and ISVs trailblazing together

Einstein is now available for App Cloud, making it the #1 platform for admins, developers, and ISVs alike to become Customer Trailblazers as a team. Einstein allows you to create smarter apps with either clicks or code on Heroku and IoT Cloud, so your apps can grow everywhere that innovation takes you.

### CREATE SMARTER APPS WITH EINSTEIN

PredictionIO and Apache Kafka on Heroku & IoT Cloud

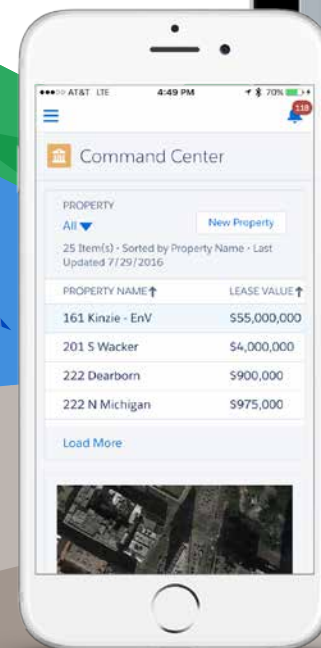
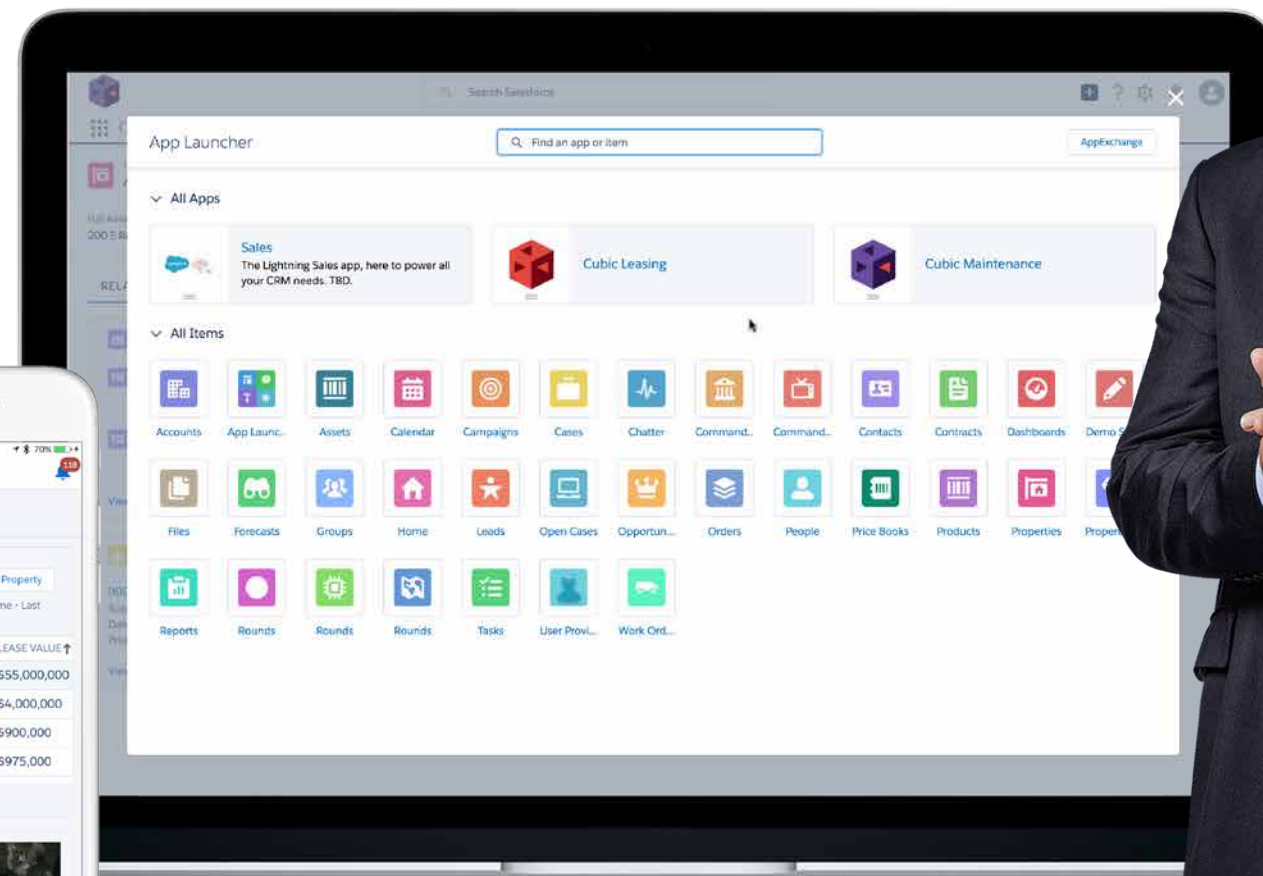
INNOVATE WITH EINSTEIN

### CONNECT EVERYONE WITH MOBILE APPS

Mobile apps for customers, partners, and employees

*Hervé Coureil*  
CIO, Schneider Electric

### EASY AND FUN TO LEARN WITH TRAILHEAD



5X Faster

1/2 the code



# Fitbit is a Customer Trailblazer

Fitbit uses Salesforce to personalize journeys for 3 million customers – managing 1 billion customer interactions this year, and more than 40,000 service cases every day.

With its wearable products, Fitbit empowers and inspires customers to live a healthier, more active life. Fitbit's products need to fit seamlessly into customers' routines so they can achieve their health and fitness goals, whatever they may be. That's why one connected customer experience is critical, so that every customer has the same experience, no matter where their fitness journeys take them.

With Analytics Cloud Einstein, Marketing Cloud Einstein, and Service Cloud Einstein, Fitbit is building products that transform people's lives.

[WATCH THE FILM](#)



**James Park**  
CEO, Fitbit



# Analytics Cloud Einstein

## Predictive analytics apps for everyone



### SMARTER ANSWERS WITH SALESFORCE EINSTEIN

Intelligent data discovery and predictive insights

### FASTEST TIME TO APP

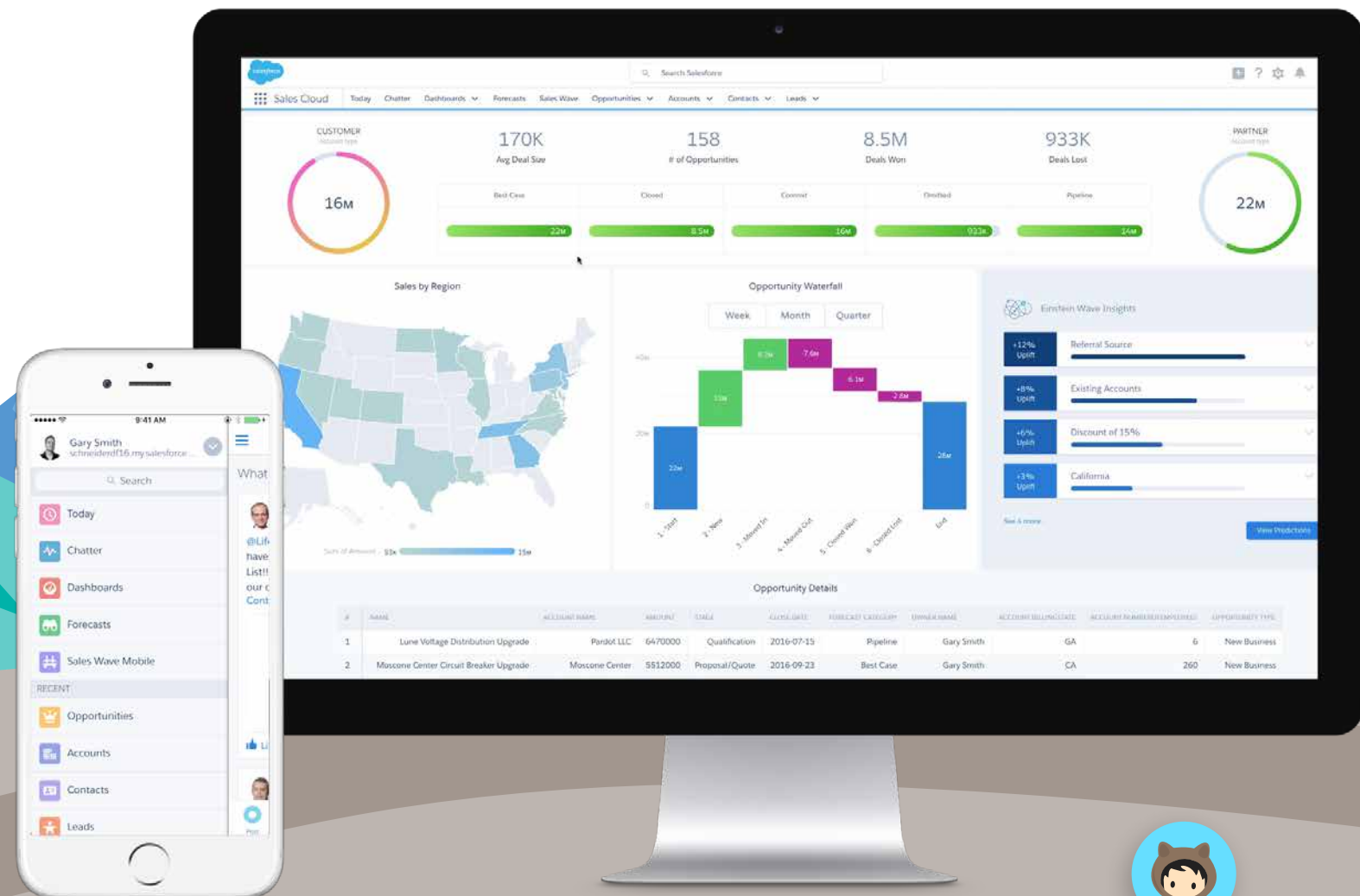
Data prep, app customization, and data from any source

### TAKE ACTION ON ANY DEVICE

Wave for Android & iOS, alerts, and notifications

The power of Einstein meets Analytics Cloud. Use data to take action anywhere, on any device, and get the answers on every business question with Salesforce Einstein. Empower every department to make more decisions based on data with Wave Apps, Lightning Report Snapshots, and the fastest time to app of any analytics tool.

POWER YOUR BUSINESS



+38%  
faster decision making







# Marketing Cloud Einstein

World's #1 marketing app just got smarter

## SMARTER MARKETING WITH EINSTEIN

Predictive scoring, audiences and customer journeys

## INTEGRATED DIGITAL MARKETING PLATFORM

Email, mobile, social, ads, apps, IoT, and web

## MOBILE APPS FOR MARKETERS

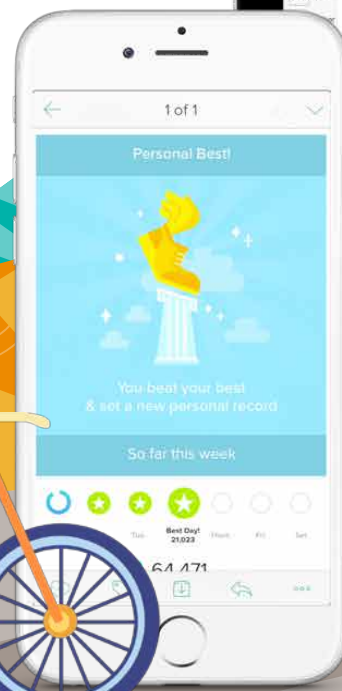
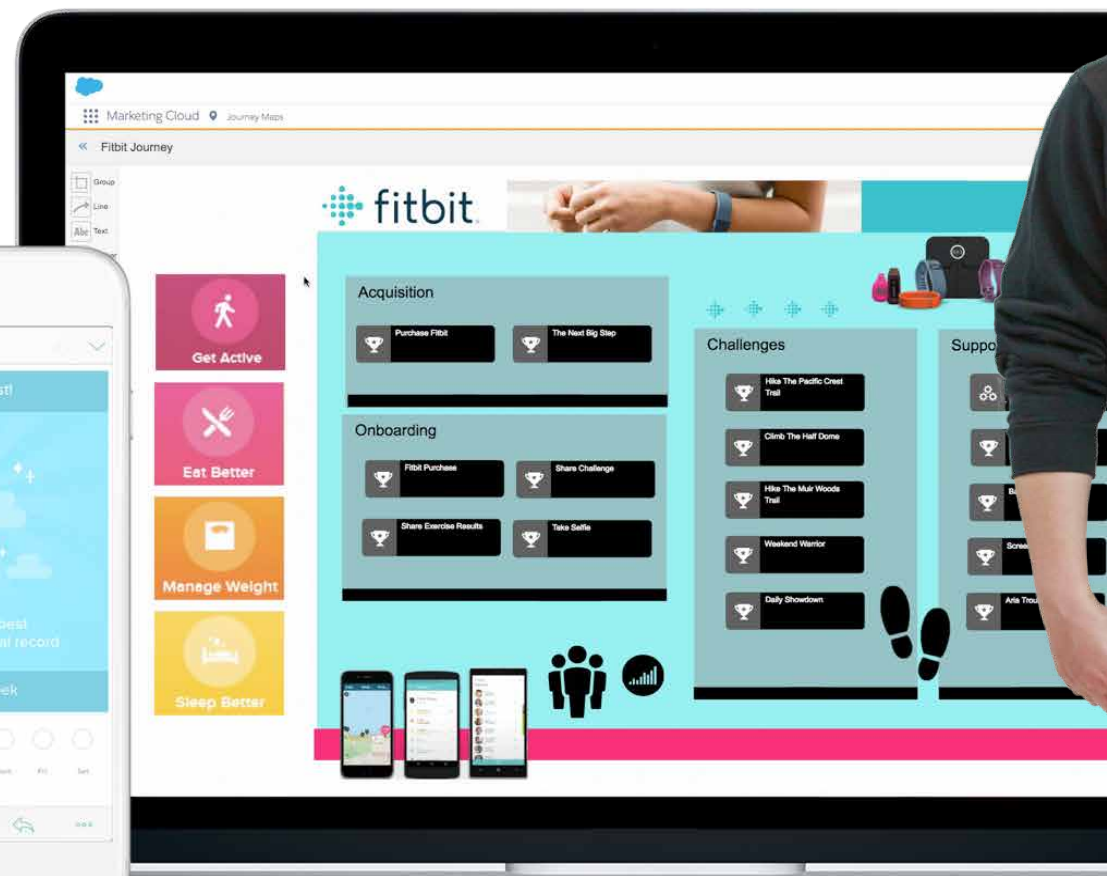
Monitor and manage customer journeys on the go

Reach customers on every channel (email, mobile, social, ads, and the web) and on any device. The world's #1 marketing app is now updated with smarter marketing, thanks to Einstein, and a fully integrated digital marketing platform. Marketers are busy, so improve your team's productivity with Quip and mobile apps that allow marketers to manage journeys on the go.

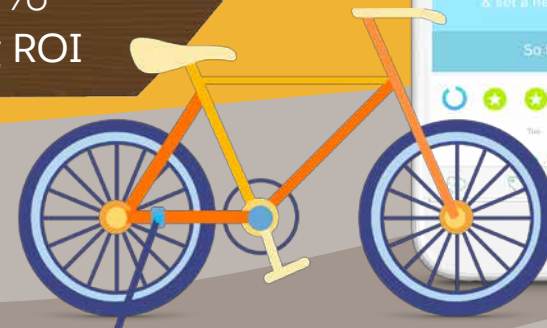
REACH EVERY CUSTOMER

Steven Marjon

Head of Lifecycle Marketing, Fitbit



+25% Marketing ROI



# Service Cloud Einstein

## World's #1 customer service app just got smarter



### SMARTER SERVICE WITH EINSTEIN

Intelligent routing, community sentiment, and predictive service wave analytics

### FASTER SERVICE WITH LIGHTNING AND IOT

Lightning Service Console

### PERSONALIZED SERVICE WITH MOBILE

Field Service mobile, web & mobile Snap-Ins, Facebook messenger

At Dreamforce, we unveiled Service Cloud Einstein, giving you more intelligent, personalized, and predictive service capabilities for mobile, web, social, and more. Also new: Invite your service team to collaborate more productively with Quip, and offer faster time to service with Lightning and IoT.

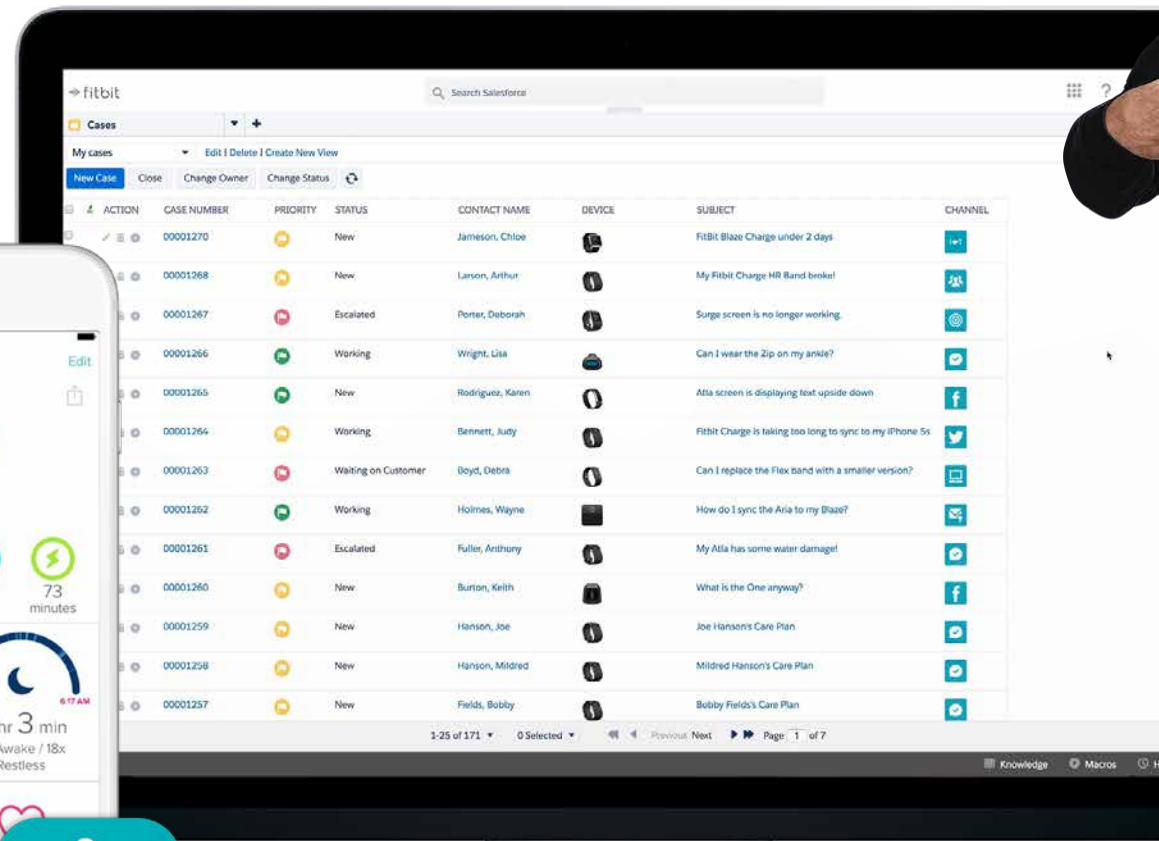
REVOLUTIONIZE CUSTOMER SERVICE

Dale Lampson

Director of customer support, Fitbit



+45%  
Customer Satisfaction



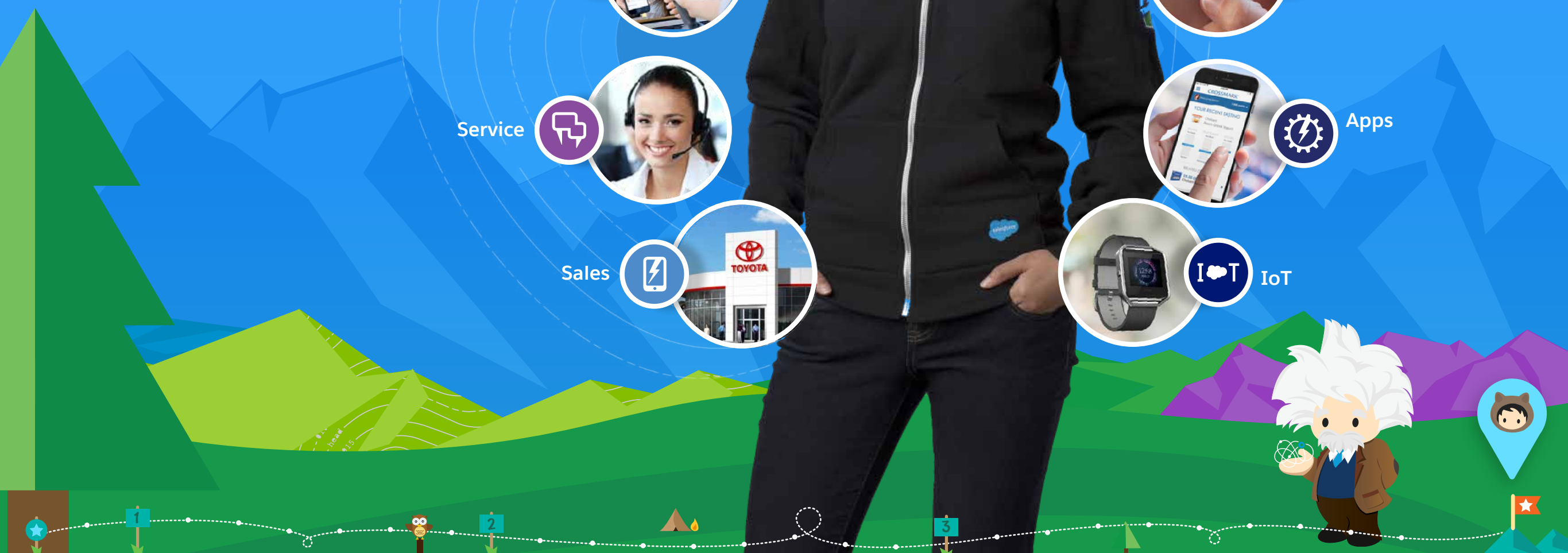


# Dreamforce is a combination of innovation, customer success, fun, and giving back – empowering you to be your best.

With the new capabilities of Einstein, Quip, LiveMessage, Lightning, Commerce Cloud, the Salesforce1 Mobile App, and IoT, the Customer Success Platform is here to help you become a Customer Trailblazer.

**Tami Lau**  
CRM Developer, Sierra Club

BE A CUSTOMER TRAILBLAZER





Thank you

