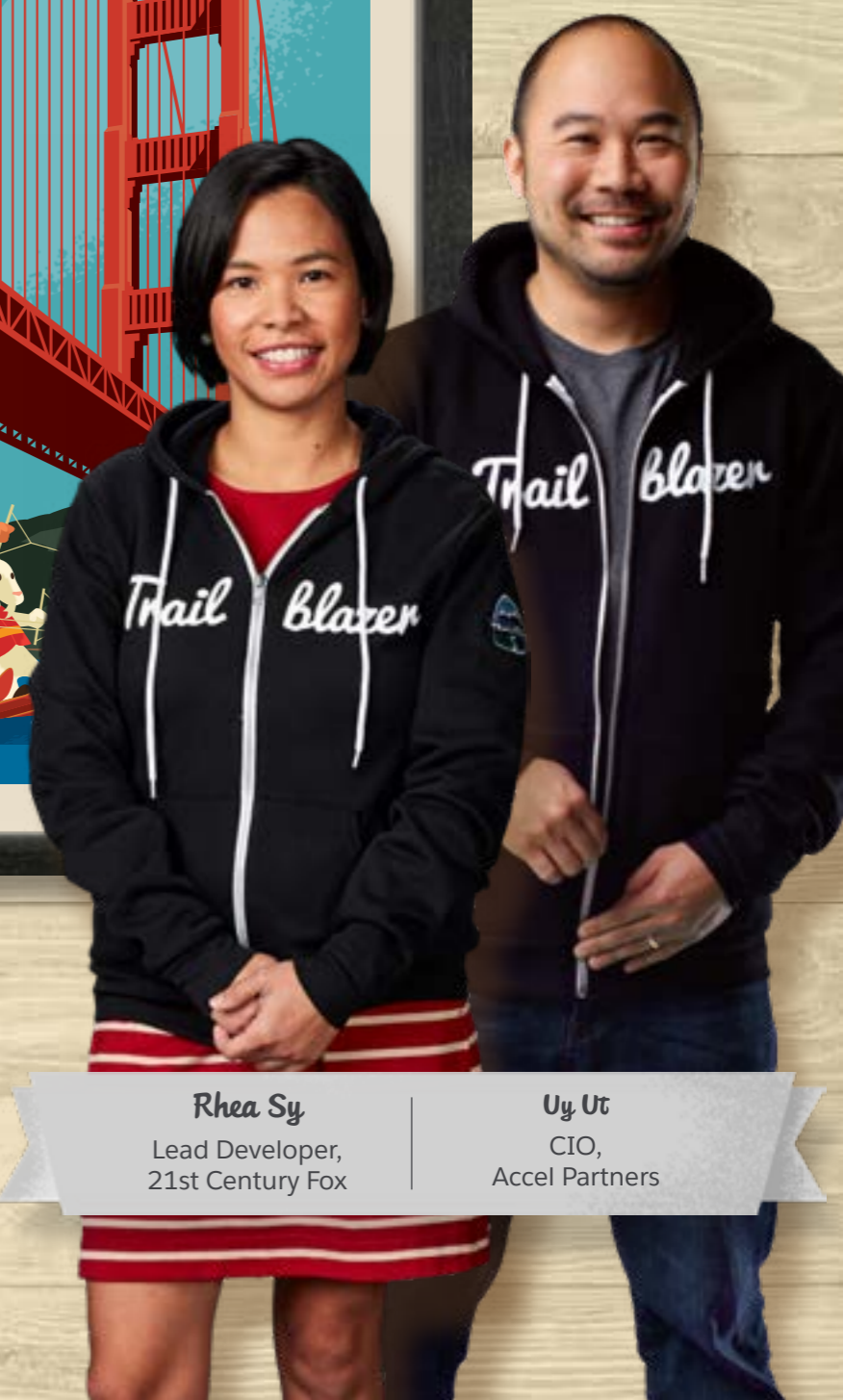




# We Are All Trailblazers

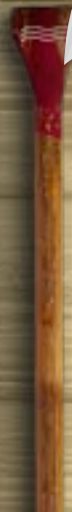
Customer Success in the Fourth Industrial Revolution

New Products, Highlights, and Innovations from Marc Benioff's Keynote at Dreamforce 2017



**Rhea Sy**  
Lead Developer,  
21st Century Fox

**Uy Ut**  
CIO,  
Accel Partners



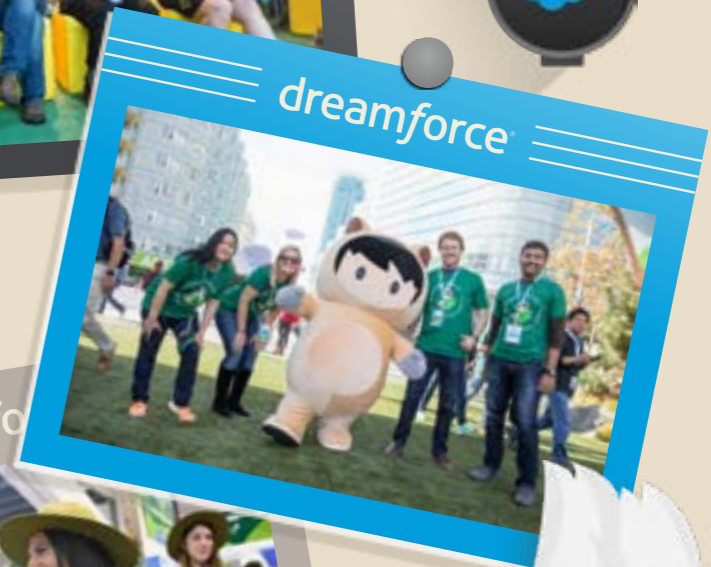


# Introduction

Every year since 2003, Trailblazers from all over the world have gathered together at Dreamforce for four fun-filled days of career transformation, innovation, giving back, and connecting with fellow Trailblazers – all at the largest software conference in the world.

At each Dreamforce, Salesforce Chairman and CEO Marc Benioff shares the company's vision for the future and announces key innovations to our Customer Success Platform. These innovations will empower you to move faster, work smarter, grow your career, improve the world – and connect to your customers in a whole new way. This year, we also share how Salesforce is embracing the Fourth Industrial Revolution.

Read on to get the highlights from Marc Benioff's Dreamforce 2017 keynote address. Let's go, Trailblazer!







## Chapter 1

We Are All Trailblazers



## Chapter 2

The Customer Success Platform for the Fourth Industrial Revolution



## Chapter 3

Trailblazers in Action



# We Are All Trailblazers

Trailblazers are customer innovators, technology disruptors, and global shapers. We believe anyone can be a Trailblazer – developers, administrators, sales leaders, marketers, and CEOs.

Trailblazers are people like Stephanie Herrera. Ever heard of Salesforce Saturdays? Stephanie created that. She also founded ATX Girly Geeks and co-founded PepUp Tech, a nonprofit that helps community-based organizations offer computer science and technology programs to marginalized groups. Though she didn't have a background in technology, Stephanie has always had a passion for learning and blazed a trail to become a Salesforce MVP and a Director of Salesforce and Business Systems. We're inspired by stories like Stephanie's every day.



“Your past does not have to define your present. The opportunities within the Salesforce ecosystem are endless. You can blaze whatever path you like.”

**Stephanie Herrera**  
Co-Founder, PepUp Tech





# Our Core Values

Our core values are the guiding lights that drive what we do every day. Here's what our values mean to us:

## TRUST

We communicate transparently with our customers, do what it takes to keep customer data secure, and are completely committed to customer success.

## GROWTH

We're obsessed with helping our customers grow their relationships with their customers.

## INNOVATION

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

## EQUALITY

We respect and value our employees, partners, customers, and community members from every background, and we thrive as a result.

[Our Success Model >](#)





# The Age of Equality

Equality is a core tenet of how we run our business. Each day we work to build a path forward to equality for all. We are blazing new trails across five key areas:



**PUBLIC EDUCATION**  
We believe technology is a human right, and we contribute to support K-12 education.



**GENDER EQUALITY**  
We advocate for equal pay and equal rights, paving the way with \$6 million in salary adjustments.



**LGBTQ EQUALITY**  
We stand for marriage equality and against discriminatory legislation.



**DIVERSITY**  
We strive for a diverse and inclusive workplace for all, bringing together diverse team members and their allies.



**ENVIRONMENT**  
We all deserve a healthy, clean environment, so we've achieved net-zero greenhouse gas emissions and provide a carbon-neutral cloud for customers.



## Meet Girl Scouts

Girl Scouts of the USA builds girls of courage, confidence, and character who make the world a better place. With 2.6 million members strong and led by CEO Sylvia Acevedo, Girl Scouts is a Trailblazer, empowering girls to gain four important leadership skills in many areas, including in leadership: STEM (science, technology, engineering, and math), outdoor-based activities, life skills, and entrepreneurship.



# Helping Make the World a Better Place



1% Time

2.3M+ Volunteer Hours



1% Equity

\$168M+ Grants



1% Product

32K+ Nonprofits & Education

We believe that together we can make great things happen. With our 1-1-1 model, we're proud to have achieved millions of volunteer hours, contributed over \$168 million in grants, and helped nonprofits and higher education institutions use Salesforce to manage operations through our pro bono program.

Thanks to our Ohana – the Hawaiian word for “family,” which includes our employees, customers, partners, and community – the 1-1-1 model has become a movement. Over 3,000 companies have joined in and pledged their 1%, proving that business can be the greatest platform for change.

Join Us: Pledge Now >



# Doing Well and Doing Good, Together



The way that we do business is unique. Our core values, dedication to equality, 1-1-1 model, and focus on customer success have led us to where we are today. We couldn't have done it without the millions of Trailblazers who have joined our journey to become one of the fastest-growing enterprise software companies in the world.

**\$ 8.4B**  
FY17 revenue

### Salesforce. #1 in CRM Applications.

Our success is measured by your customers' success and your wins. We thank you, our Trailblazers, for continuing to grow your companies and careers with our technology, and for driving success with us every single day.

## FORTUNE

#1 The World's Best Workplaces, 2017

#1 Workplace for Giving Back

## HUMAN RIGHTS CAMPAIGN

Best places to work for LGBT Equality

## Forbes

#1 World's Most Innovative Companies

**\$1.7B**  
FY11

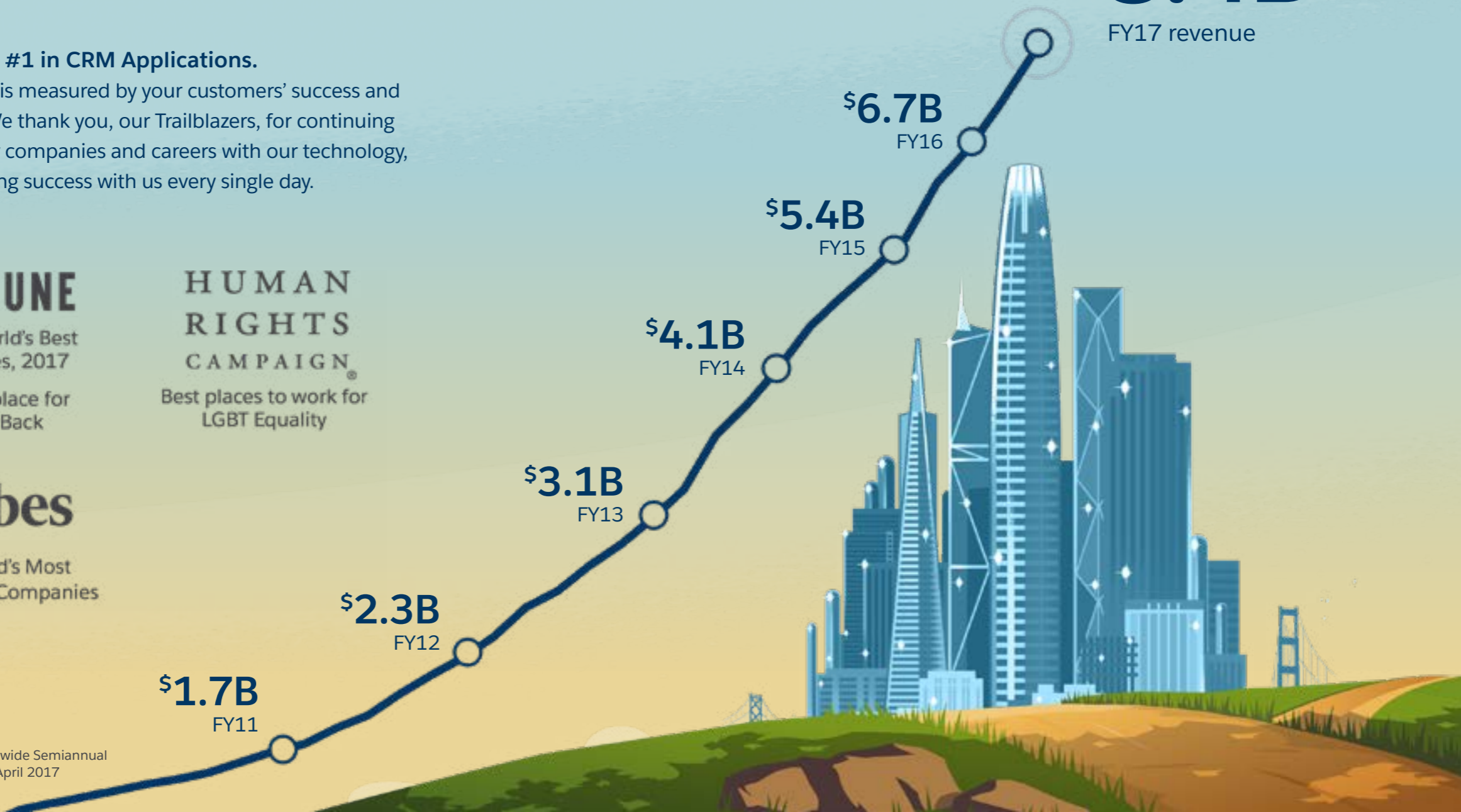
**\$2.3B**  
FY12

**\$3.1B**  
FY13

**\$4.1B**  
FY14

**\$5.4B**  
FY15

**\$6.7B**  
FY16





# 24 Hours in the Life of Salesforce

How are we achieving all this growth? The secret sauce is powering B2B and B2C interactions and delivering trust at scale. This year alone, 1.9 trillion transactions will take place on Salesforce. Think of a retail store during the holiday season – it needs to quickly increase its online marketing tactics or scale up operations to support large transaction volumes to respond to consumer demand. We power B2C at scale with over 1.4 billion emails sent, *and* B2B at scale with over 5 million cases logged – all in one day.





# The Salesforce Economy

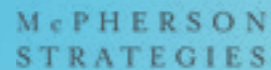
As the success of our customers and our Ohana grows, we create lots of relationships. Those relationships build more relationships, making us more than a technology company. We're our own relationship-making economy – the Salesforce Economy.

Together with our customers and partners, we're in the early stages of a massive economic opportunity driven by the cloud. By 2020, our ecosystem will create 3.3 million jobs, drive \$859 billion in GDP impact, and deliver \$1.8 billion in social impact.

**2** of the  
**Top 10**  
jobs in 2017<sup>1</sup>



**\$1B+**  
in social impact<sup>2</sup>



**3.3M**  
New jobs by 2022<sup>3</sup>



**\$859B**  
GDP impact by 2022<sup>3</sup>



Source: 1. Burning Glass Report, "Salesforce Skills Demand," August 2016. 2. Study by McPherson Strategies sponsored by Salesforce.org. 3. IDC White Paper sponsored by Salesforce, "The Salesforce Economy Forecast: 3.3 Million New Jobs and \$859 Billion New Business Revenue to Be Created from 2016 to 2022," October 2017.





## Chapter 1

## Chapter 2

## Chapter 3

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The Customer Success Platform for the Fourth Industrial Revolution

Trailblazers in Action

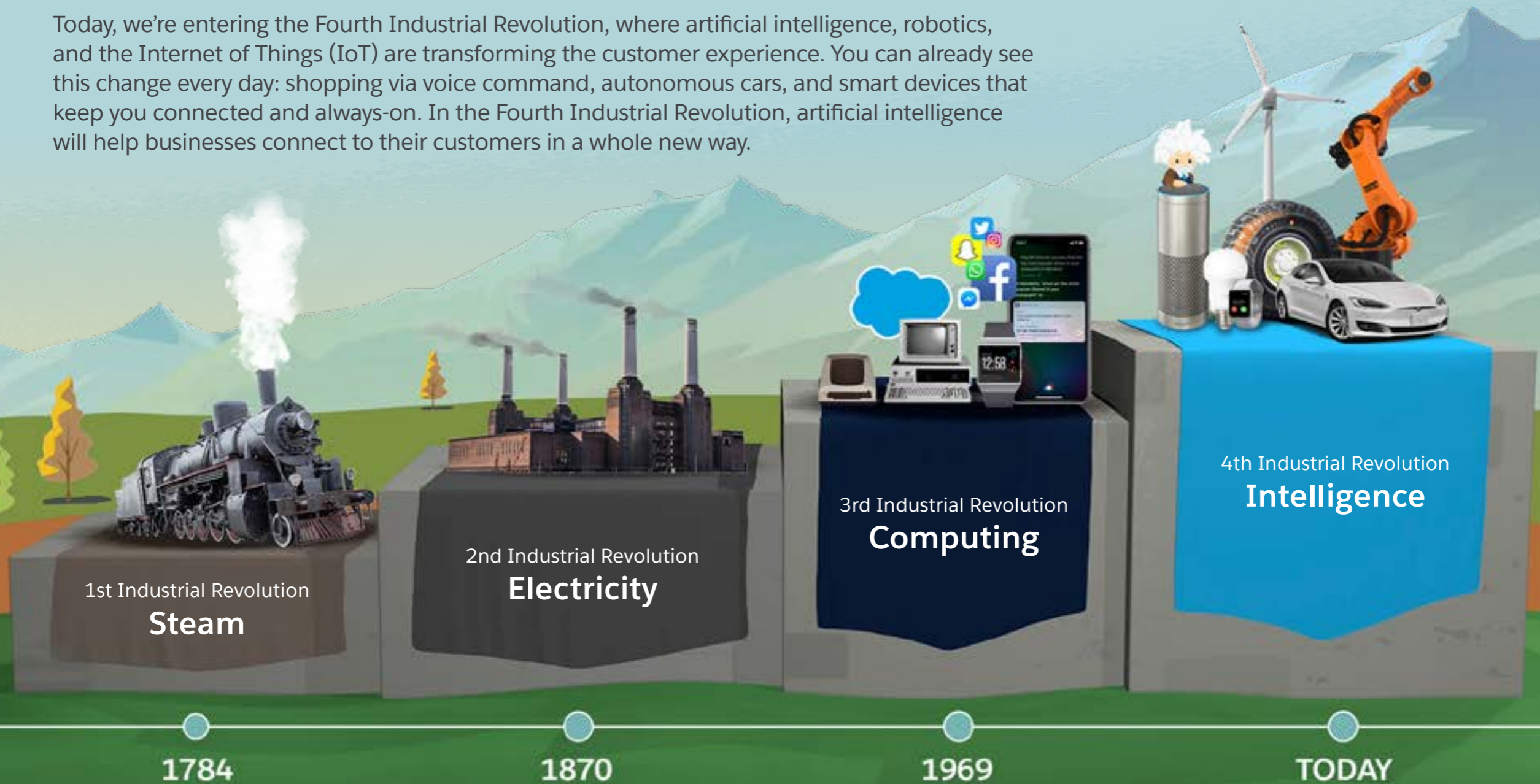




# The Fourth Industrial Revolution

In the late 1700s, steam became a new power source and helped usher in the First Industrial Revolution. We kept moving forward, building on previous technology, going from electricity, to computing, to what we're experiencing now: artificial intelligence.

Today, we're entering the Fourth Industrial Revolution, where artificial intelligence, robotics, and the Internet of Things (IoT) are transforming the customer experience. You can already see this change every day: shopping via voice command, autonomous cars, and smart devices that keep you connected and always-on. In the Fourth Industrial Revolution, artificial intelligence will help businesses connect to their customers in a whole new way.





# Every Customer Is Connected

It's today's customers that are behind the Fourth Industrial Revolution. These customers are digitally savvy and empowered in their buying choices. They have access to smart technologies like fitness monitors and digital personal assistants that keep them connected and informed 24/7 – and they expect your business to be just as smart, always-on, and as connected as they are. In fact, 70% of B2B buyers want personalized experiences. Today's customers expect the same caliber of connected experience no matter what service or product they're purchasing.





# The Customer Crisis

In fact, 89% of B2B buyers expect companies to understand their needs and expectations. But businesses are not meeting customer demands to deliver the seamless, connected experiences customers want in the Fourth Industrial Revolution. Companies are not making the right recommendations at the right times, losing out to competitors who can. The question for every company becomes: How will you adapt? How will you shift your strategy to meet your customers' needs?





# Trailblazers Drive Customer Success

It will be Trailblazers who bridge that divide and drive customer success in the Fourth Industrial Revolution. Whether it's delivering awesome user experiences, accelerating productivity, or improving their business acumen, Trailblazers propel the future of technology. Above all else, Trailblazers are customer innovators, technology disruptors, and global shapers.



Customer  
Innovators

Technology  
Disruptors

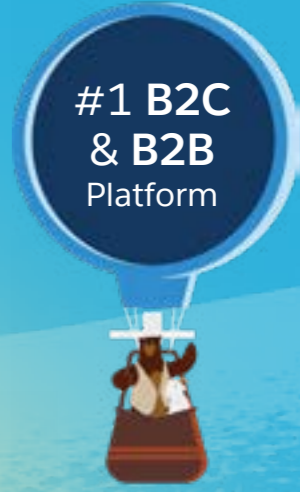
Global  
Shapers



# The Customer Success Platform for the Fourth Industrial Revolution

As the #1 B2B and B2C platform, the Customer Success Platform empowers Trailblazers to drive success in the Fourth Industrial Revolution by providing a single view of the customer. While we started our journey with sales automation software in 1999, we now offer a breadth of tools for full customer relationship management across sales, service, marketing, commerce, and more.

And today, we have the Salesforce Platform, including Trailhead, Einstein, Lightning, and more, enabling you to create a smarter and more personalized Salesforce experience. Let's take a look under the hood to find out what's new in the Customer Success Platform.



*Stephanie Herrera*  
Co-Founder, PepUp Tech

TRAILHEAD   EINSTEIN   LIGHTNING   IoT   HEROKU   ANALYTICS   APEXCHANGE

**SALESFORCE PLATFORM**



# Trailhead Empowers All Trailblazers

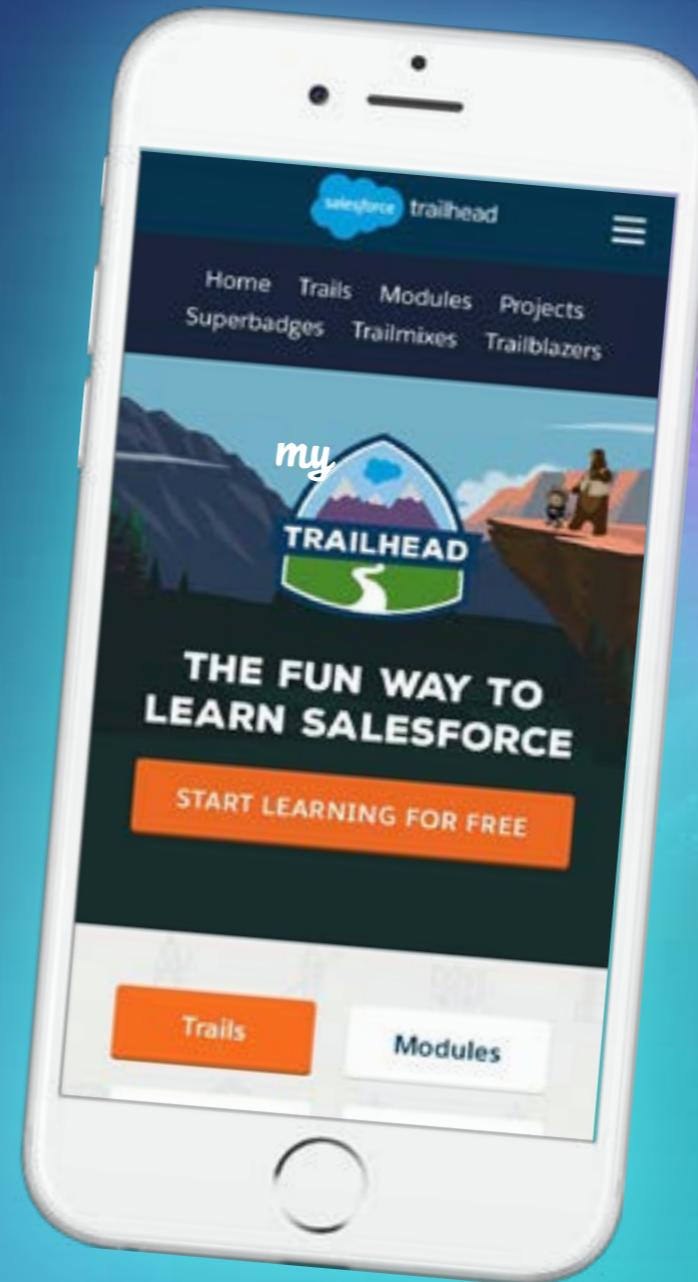
Start your journey toward becoming a Trailblazer in the Salesforce Economy on Trailhead, our learning platform. Learn the skills you need to excel in the Fourth Industrial Revolution, earn skill-based credentials, and connect with your fellow Trailblazers. With over 50 expert-led courses and over 285 self-paced challenges, you can take the trails at your own pace.

[Become a Trailblazer >](#)

## Introducing **myTrailhead**

NEW

With myTrailhead, you'll reinvent corporate learning and enablement. Personalize Trailhead for your business with your brand and content. Use Trail Checker, Trail Mixer, Trail Maker, Tracker, and Profiles to fully-customize learnings, goals, and tracking for every employee.







# Einstein: Artificial Intelligence for the Salesforce Platform

Last year we introduced Salesforce Einstein, artificial intelligence for CRM. One year later, Einstein has made AI a reality for businesses, and is powering the world's leading brands. As part of our mission to bring AI to everyone, we've empowered companies to build AI-powered apps.

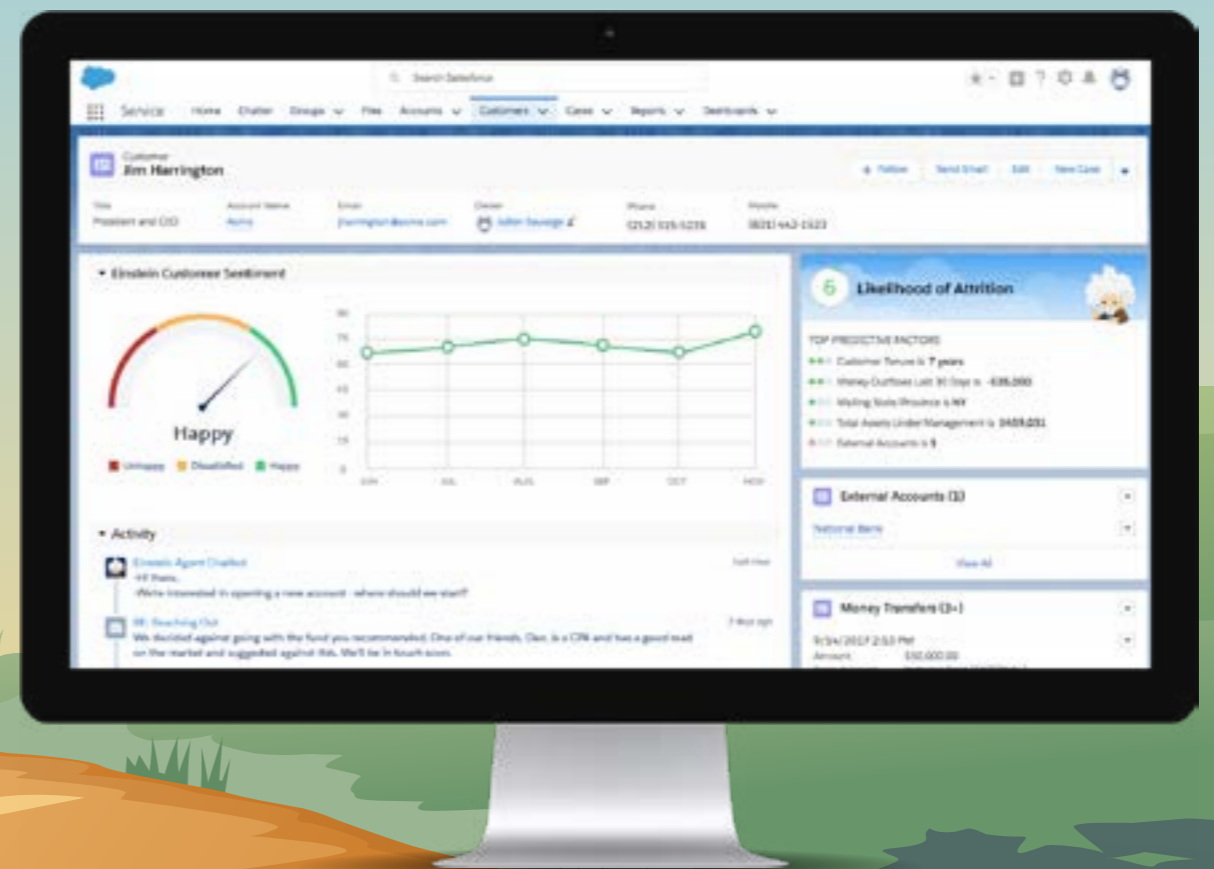
More than 7,000 developers of all skill levels are already bringing Einstein's computer vision and natural language processing capability to their CRM apps. Einstein is also generating more than 475 million predictions across the platform each day.

[Learn More About Einstein](#) >

## Meet **myEinstein**

NEW

With myEinstein, businesses can give customers and employees the AI-powered apps that they love. Einstein Vision, Language, Prediction Builder, Bots, and Einstein for AppExchange enable Trailblazers to build apps that gain valuable customer insights *and* deliver meaningful, predictive experiences to all customers.



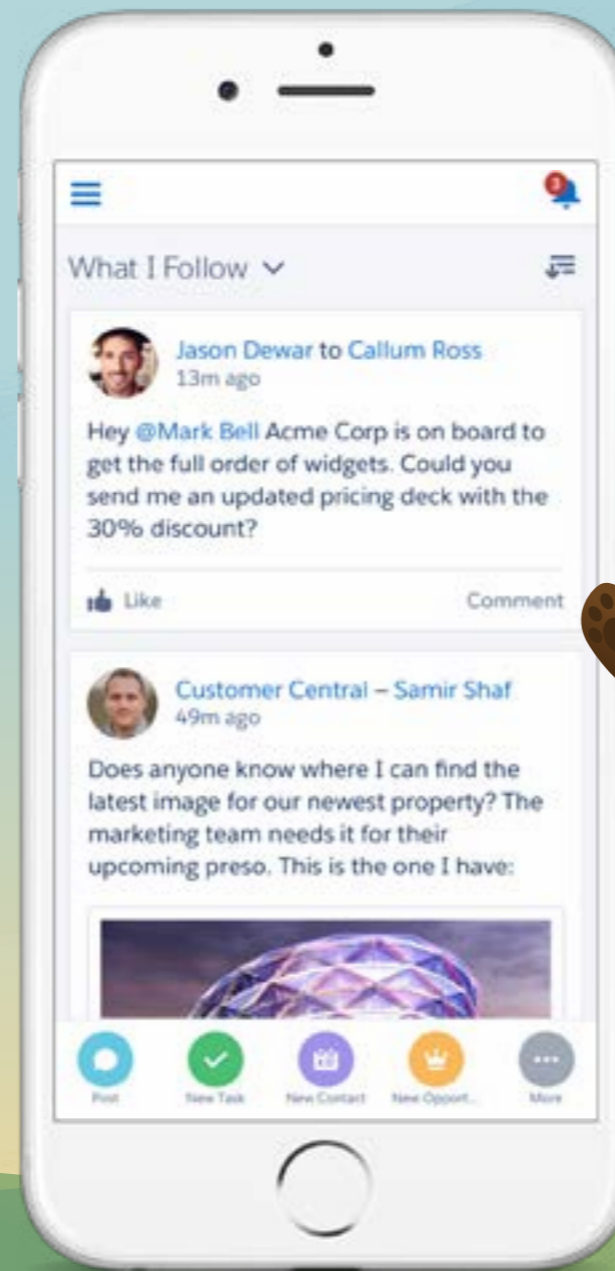




# Your Path to Productivity with Lightning

Salesforce Lightning is your path to a productivity surge. Logging in can be as simple as a click, a tap, and a touch with Lightning Login. Sales teams work faster with the new Lightning for Gmail, Lightning Dialer, and Voice Mail Drop integration, all automating contact integration. The new Lightning Service Console improves agent productivity with new UI shortcuts and tools, making agents and customers happier. The new Lightning Data Service enables developers to build Lightning components faster and easier without APEX or SOQL. Try Lightning for yourself: Customers report a 41% increase in productivity.

[Make the Move to Lightning >](#)



## Announcing **myLightning**

NEW

With myLightning, you can completely personalize Salesforce for your business, and for every user – your apps, themes, flow, and components. With App Builder, Lightning Theming and Design System, Lightning Flow, Components, and Bolt, you can easily create modern experiences for employees and customers.

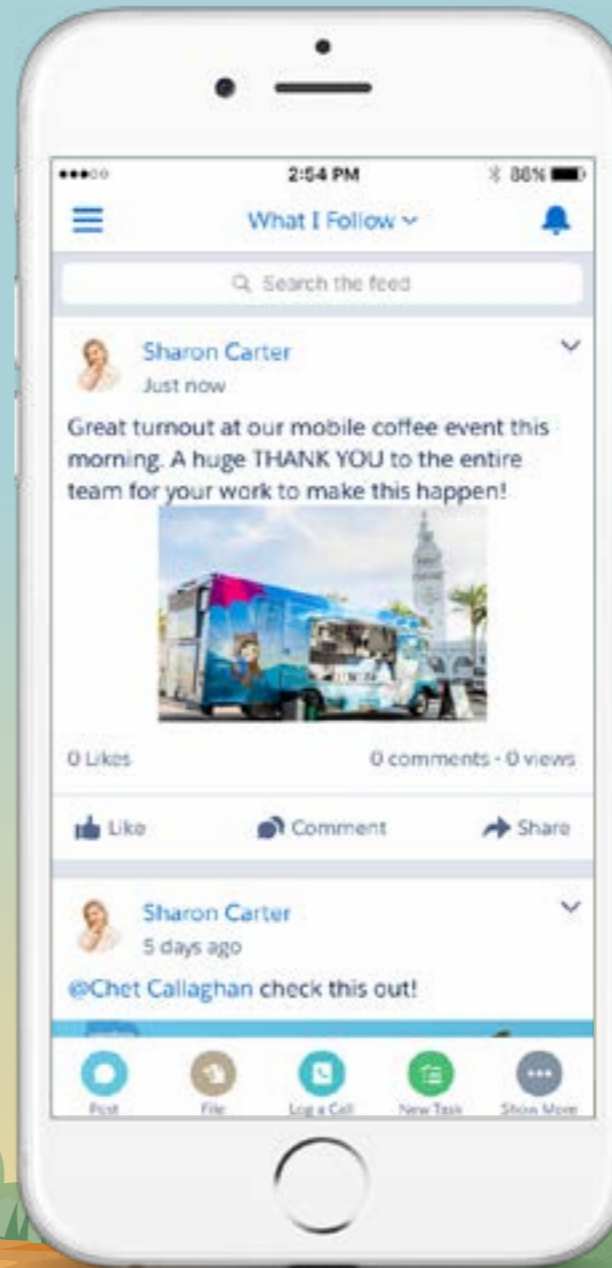




# Your Brand and Your Data on Salesforce, Everywhere

People are always on the go. Your smartphone goes wherever you are, and so should your CRM. The Salesforce mobile app is the full CRM solution that moves with you, helping you run your business from your phone. Drive sales, manage leads, collaborate, and keep all your CRM data current from anywhere.

[Get Started on iOS or Android](#) >



Check out **mySalesforce**

NEW

With mySalesforce, make the Salesforce app your own. Brand the app specifically for your company with Theming, and tailor the app for your business needs with Lightning App Builder, Components, and Process Builder. Then use Listing Wizard to launch on the App Store or Google Play fast.





# Connect Every *Thing* with Salesforce IoT

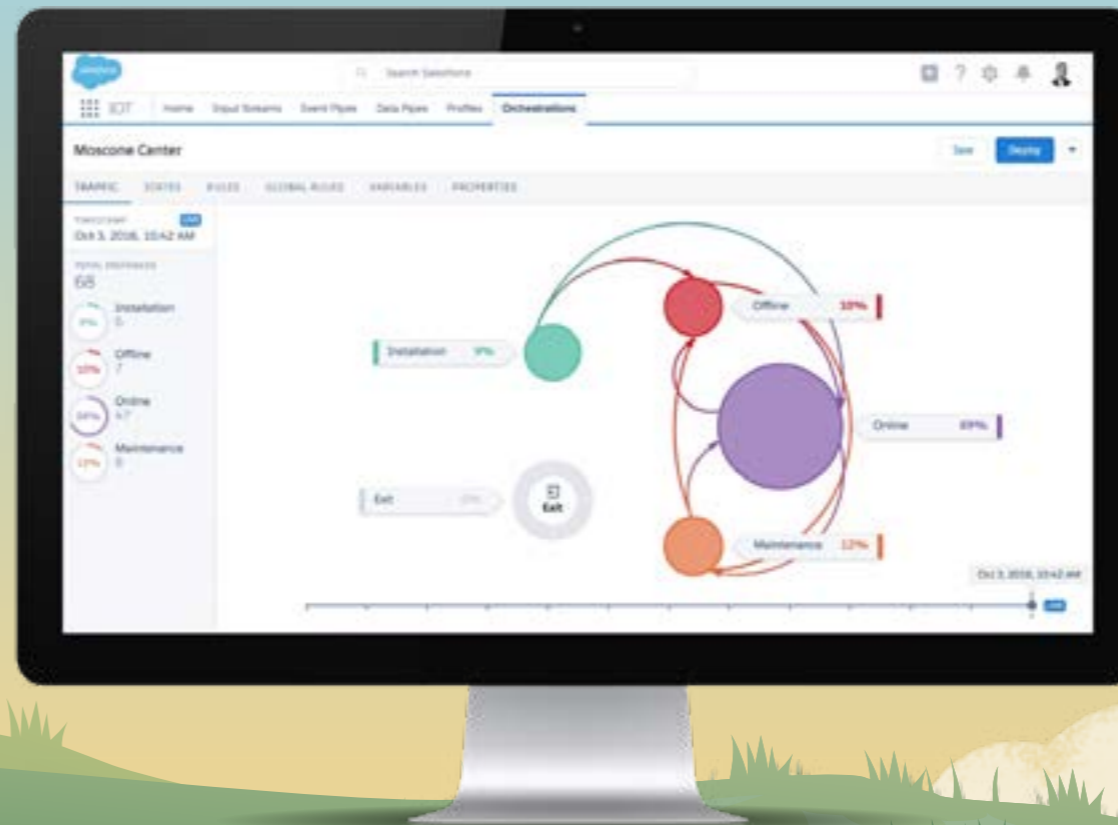
There are countless new business opportunities waiting to be unlocked from the plethora of data generated by today's internet-connected products. Connect the billions of connected apps, devices, and customer touchpoints to the Salesforce Platform. Connect your products to your customer, trigger in-the-moment interactions, and get to know your customers better.

[Get to Know Salesforce IoT >](#)

## Introducing **myIoT**

NEW

With myIoT, you can empower everyone to create connected, personalized experiences. With rules automation, low-code orchestration, and contextual customer insights, businesses can turn IoT data into actionable information.





# A Smarter, More Personalized Salesforce

People expect highly personalized experiences today, so let's meet and exceed the expectations of your customers, employees, and partners. With our personalization tools, we make it easy for you to build personalized experiences across your business from intelligent apps that know your customers' tastes, to beautiful UIs that serve up the information that matters most to employees. Every Trailblazer can build and personalize experiences, driving success for everyone.

## Meet T-Mobile

T-Mobile is a Trailblazer. Using Lightning to create smarter, personalized experiences, T-Mobile built a new quoting system that took the company from 120 clicks to seven. T-Mobile also created a custom, branded app for its retail reps that easily captures in-store data, and hands it off to the company's back-end infrastructure.

myTrailhead



myEinstein



myLightning



mySalesforce



myIoT



T-Mobile

*John Legere*  
CEO, T-Mobile

*Mike Katz*  
SVP, T-Mobile  
for Business





# Build Around the Customer with the Salesforce Platform

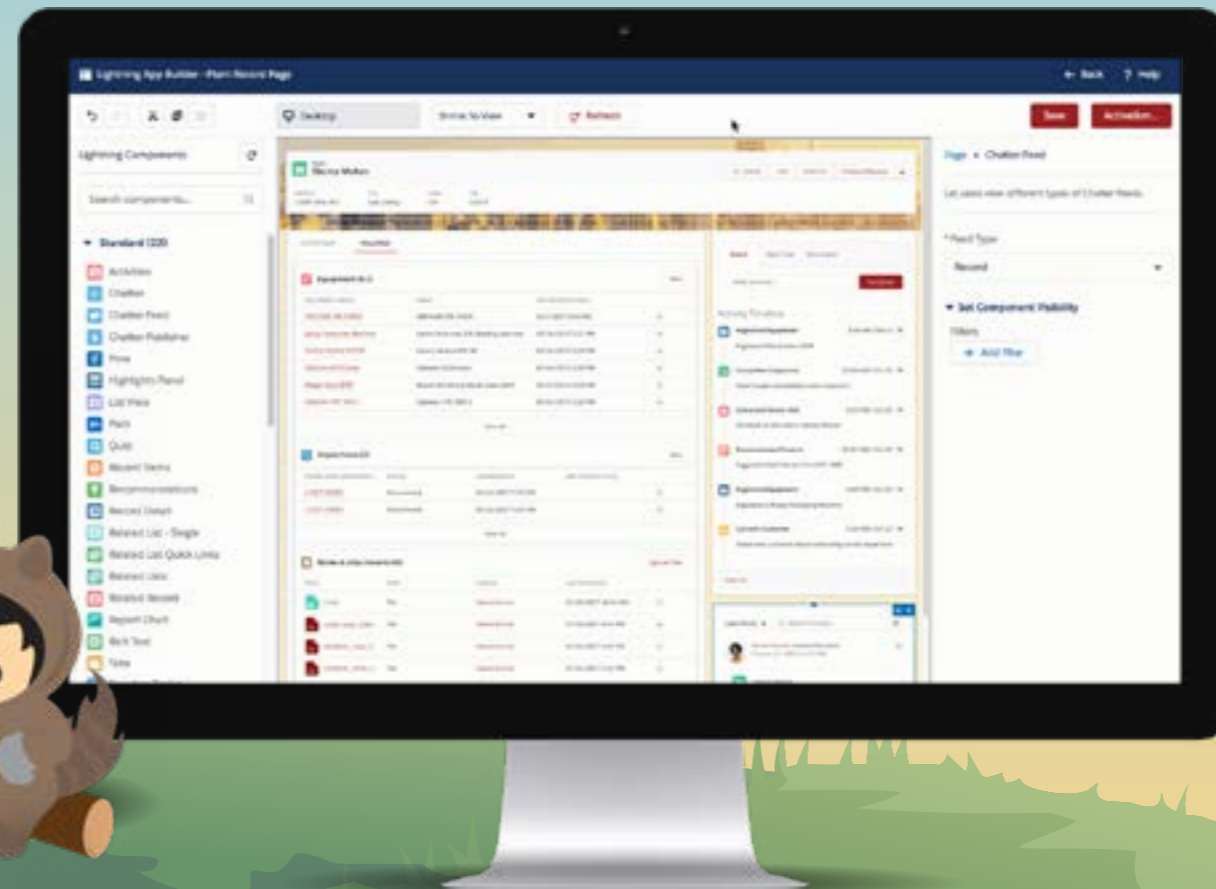
The Salesforce Platform brings together all the tools and services that have made us the world's #1 platform as a service. Customize and extend your CRM with any-code, low-code, or no-code tools that empower every Trailblazer to build – including developers, admins, and business users. Create AI-driven, personalized apps that keep your customers and employees engaged and happy. And with the world's most trusted cloud platform, you can add layers of security and compliance controls tailored to your industry or customers' demands.

Build Smart Apps Fast >

## Heroku Connect

NEW

Heroku Connect is a cloud-based data synchronization service, where service performance is tied to geographic location. With the addition of four additional geo regions, Heroku Connect now helps improve speed and performance for customers in six regions across the globe.





# Announcing Salesforce and Google Strategic Partnership

We're proud to announce a new global strategic partnership with Google to enable smarter, more connected experiences for businesses and their customers. The leader in cloud-based productivity joins the world's #1 CRM to deliver joint solutions that integrate Salesforce with G Suite by Google Cloud and Google Analytics 360.

By integrating Salesforce with Google Analytics 360, customers can deliver complete consumer analytics and smarter engagement throughout the entire customer journey. New G Suite by Google

Cloud integrations will enable users to surface powerful customer intelligence from Salesforce directly within Google's Productivity Platform. We're excited that this new partnership enriches our strong ecosystem of strategic partners.

[Click for More Info >](#)



+



## G Suite by Google Cloud Integration

Real-time collaboration and higher productivity with CRM and G Suite by Google Cloud

## Google Cloud Platform

Salesforce available on Google Cloud Platform

## Google Analytics 360

Complete insights about customer journeys to drive smarter engagement





### Chapter 1

### Chapter 2

### Chapter 3

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Trailblazers in Action





# adidas is a *Trailblazer*

People associate the name adidas with speed, fashion, and high performance. In an industry facing massive disruption, the sportswear giant stands alone as a Trailblazer, operating 2,800 stores with 60,000+ employees.

As a global retail powerhouse in both the B2C and B2B spaces, adidas recognizes that its industry is rapidly changing. Consumer journeys are multichannel experiences that often begin on smartphones. The company needed a solution to help deliver smart, seamless, and convenient experiences across the entire shopping journey. Through its partnership with Salesforce, adidas is blazing new trails by delivering the connected retail experience of the future using our marketing, commerce, and service platforms.

*Joseph Godsey*

Head of Digital Brand Commerce,  
adidas

*Kasper Rørsted*

CEO, adidas





# Personalized Marketing at Scale

1-to-1 consumer engagement with our leading Marketing Platform

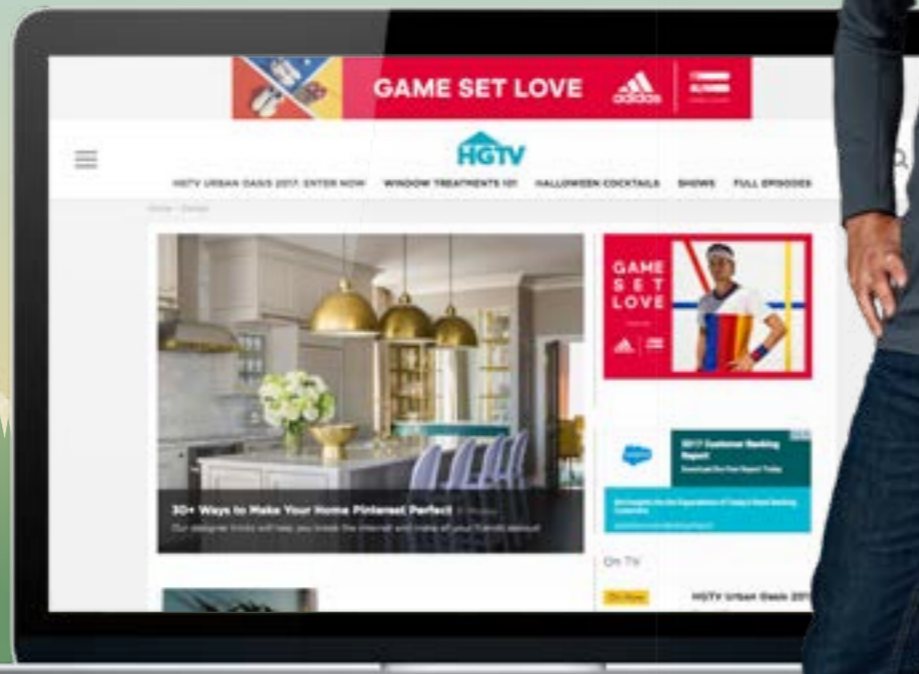
Deliver relevant, personalized journeys across channels and devices. The Marketing Platform enables marketers to deliver the right message at the right time throughout all phases of the relationship. With integrated solutions for customer journey management, email, mobile, social, web personalization, advertising, content creation and management, and data analysis, every imaginable customer interaction and engagement is covered.

[Get Consumer Engagement at Scale >](#)

## Einstein Vision for Social

NEW

The millions of photos people share on social media represent many consumer behaviors, preferences, wants, and needs that are going undetected by marketers. Einstein Vision for Social Studio delivers AI-powered image recognition directly within the Marketing Platform. Now, marketers can automate the discovery and identification of images, and respond appropriately.



**Joseph Godsey**

Head of Digital Brand Commerce, adidas

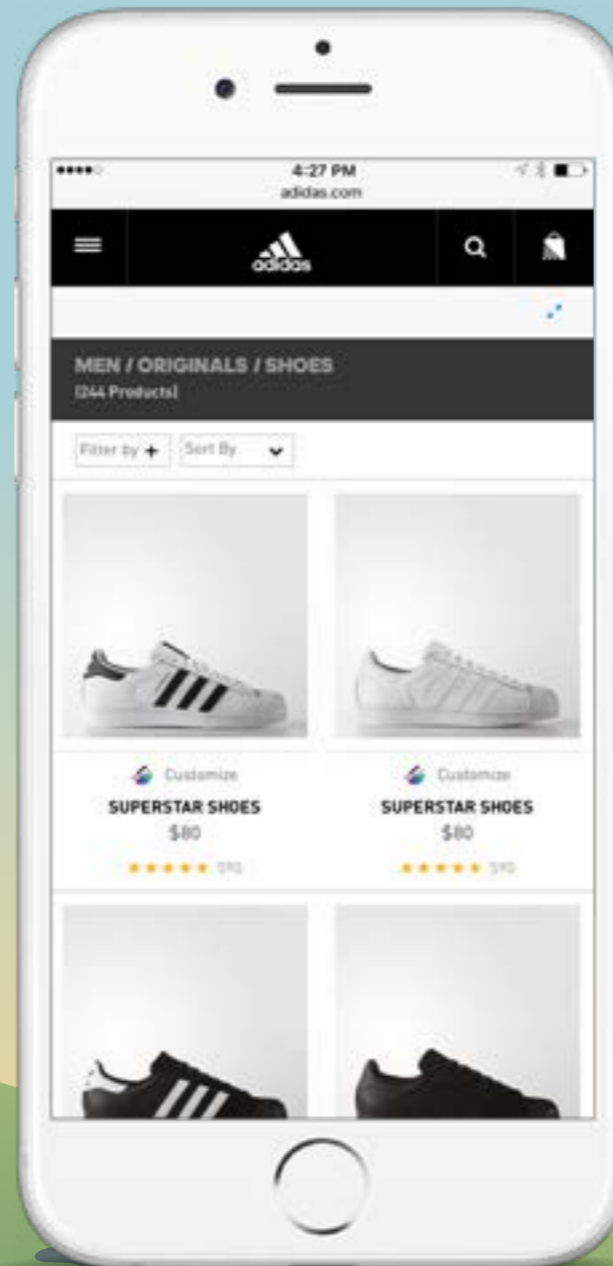


# Unified Commerce Across Every Channel

Intelligent, unified, shopper experiences on our leading Commerce Platform

Build a better shopping journey for your customers – from discovery to delivery, whether they are online or in the store. Whether you are an experienced retailer or just getting started, we're focused on helping our customers deliver personalized, intelligent shopping experiences. Whether it's connecting with customers anytime and anywhere, delivering flawless order fulfillment, or reinventing the in-store experience, the leading Commerce Platform can turn your retail vision into reality.

[View Comprehensive Commerce Solutions](#) >



## Einstein Search for Commerce NEW

For retailers, search is a gateway to their products, driving conversion rates and revenue. By leveraging AI, retailers can help shoppers find what they want, faster. With features like Einstein Search Dictionaries, Einstein Search Recommendations, and Keyword Search Sorting Rules, retailers can deliver intelligent, relevant, and fast site search results.

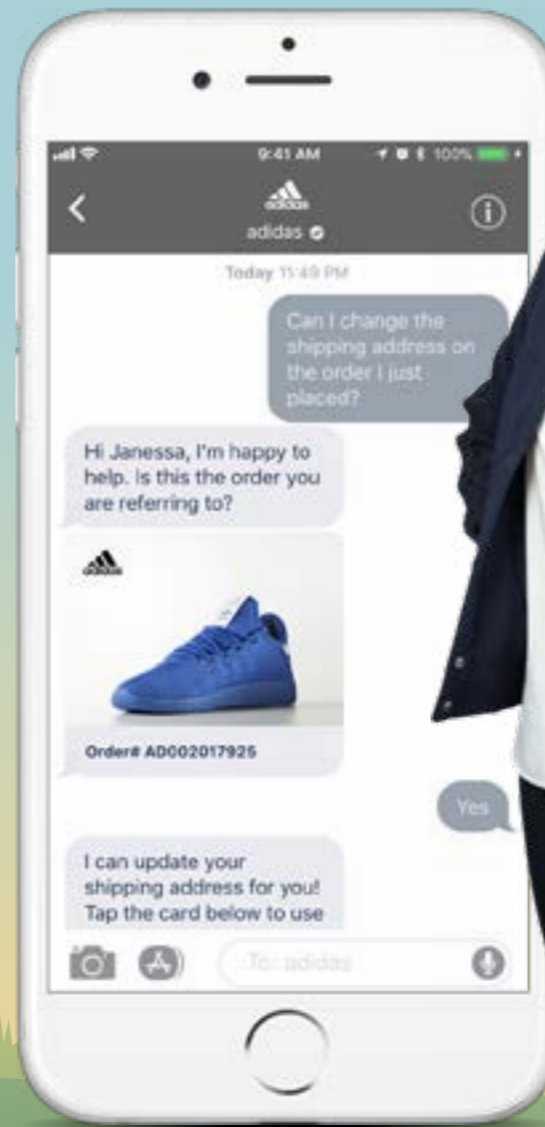


# Drive Service Transformation

Connect every customer service touchpoint on the world's #1 Service Platform

When your customers need answers, your service teams need to be equipped to respond quickly and easily. The #1 Service Platform gives agents the tools to deliver smarter, faster, more personalized service experiences on multiple channels. Automate service processes, streamline workflows, create self-service communities, and connect your entire mobile workforce for consistent, convenient service.

Make Your Customers Happier >



## Einstein Bots

NEW

Einstein Bots chat directly with your customers on your customer service agents' behalf. Qualify and resolve routine customer requests automatically with AI-powered chatbots that are connected to CRM and existing business process.

*Jacqueline Smith-Dubendorfer*

VP, Digital Experience Design, adidas



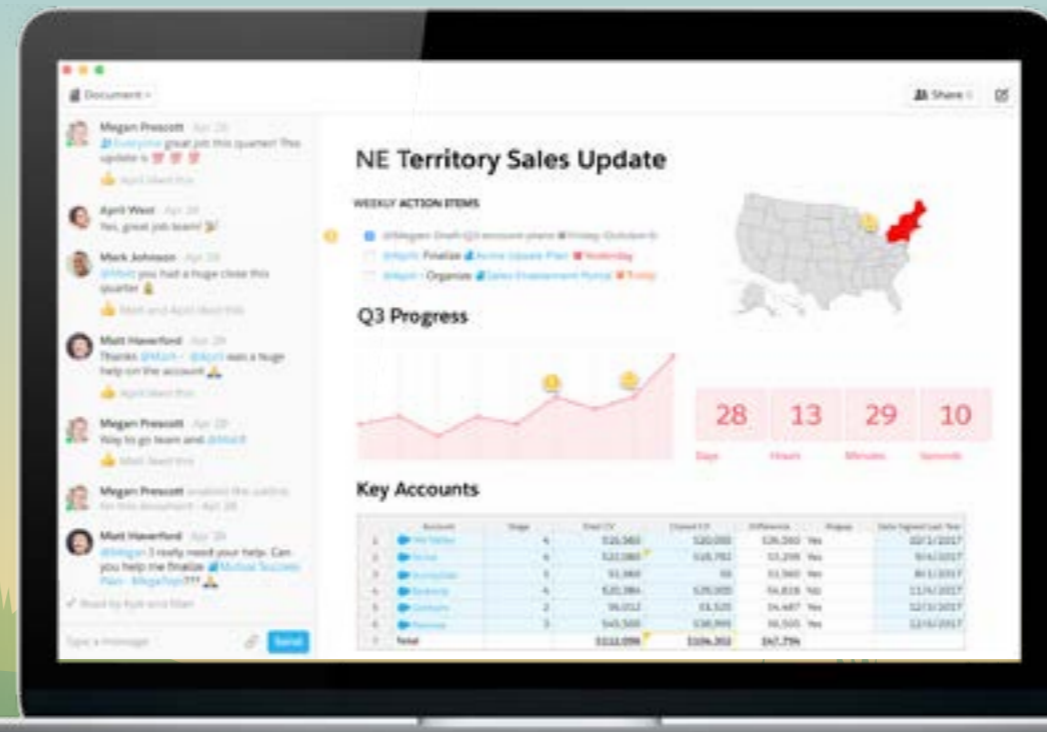
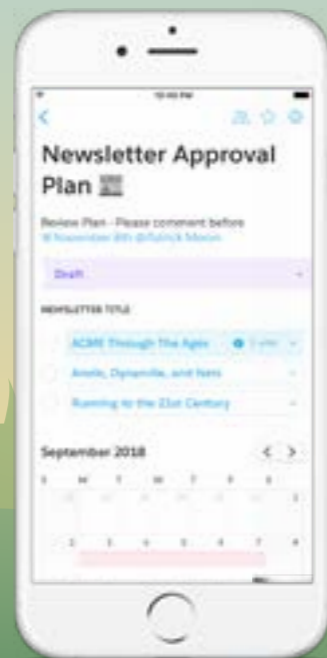


# Fast Collaboration

Help your team get more done, faster with Quip

Work together faster with collaborative documents that connect to your CRM solution. Quip combines documents, spreadsheets, task lists, team chat, and CRM in one seamless experience known as a living document. Create work together, work from anywhere, and keep important conversations and decisions in one place. Quip is 100% cloud-based, and built for both your desktop and mobile device so you can work with your team the way you want to.

Get Stuff Done with Quip >



## Live Apps

NEW

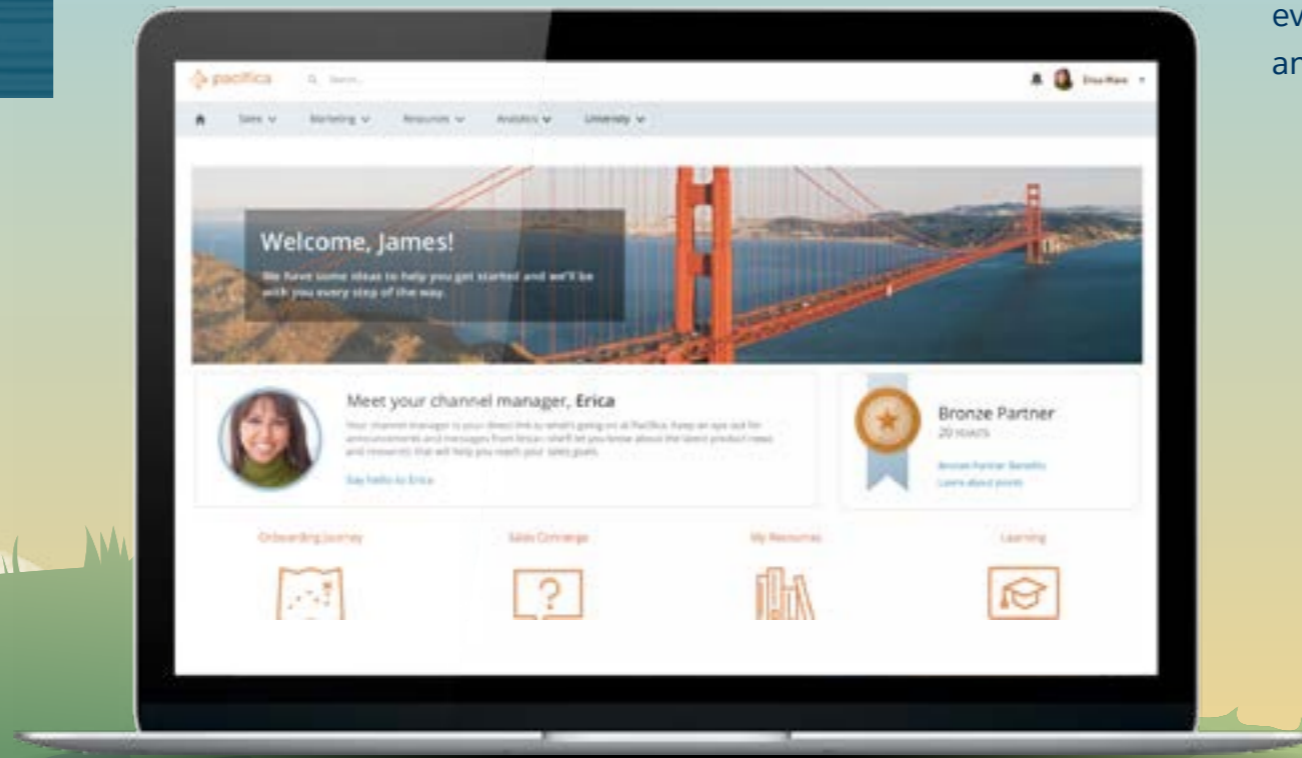
Now you can connect your favorite productivity suite with the third-party apps you love. Integrate apps like Google Drive, Lucidchart, Jira, Smartsheet, and more within Quip for next-generation collaboration. Your data is live, so you'll never have to worry about looking at out-of-date information.

# Create Connected Digital Experiences

Build intelligent and branded communities and portals with the #1 Community Platform

Our Community Platform allows you to create beautiful, branded portals, websites, and forums. Through our Community Platform, you can extend your CRM to customers, partners, and employees. It allows you to put your customers in the driver's seat, and empowers them to take control of their relationship with you. Build communities to gain deeper relationships with customers, or provide better service by enabling customers to find information and assist each other online. Connect customers, partners, and employees with experts and information – and each other.

Build Your Community >

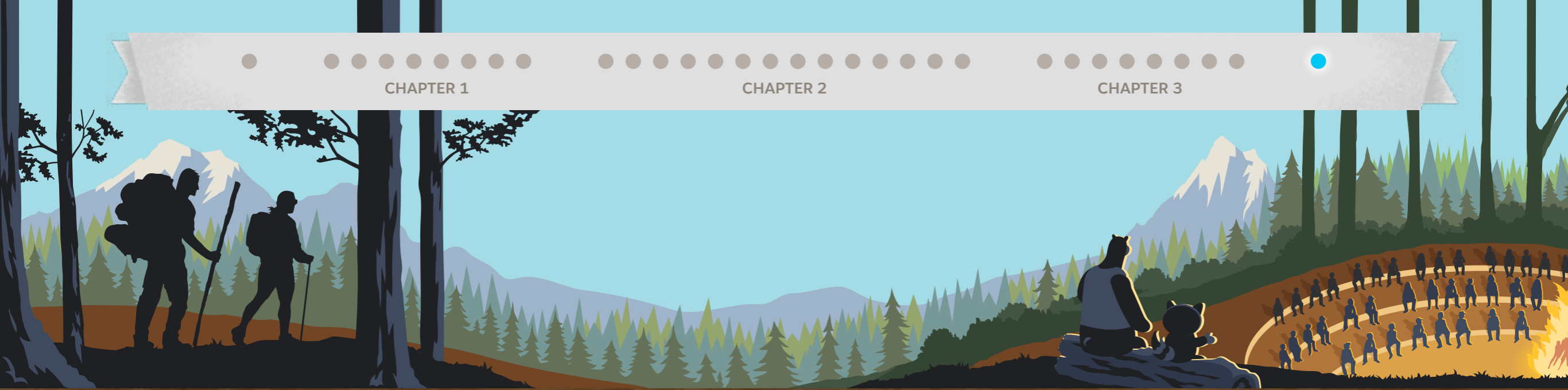


## Einstein Answers

NEW

A customer community enhances the self-service experience by harnessing the collective knowledge of your customer base. Einstein Answers takes self-service further by automatically delivering answers to common questions in real time. With the power of Einstein and your data in Salesforce, you'll answer every customer question faster and more accurately.





## We Are All Trailblazers

Dreamforce is where our Ohana gathers together each year, family reunion style. We relish the opportunity to connect with each other, learn, and give back – celebrating customer successes and uniting to make the world a more equal place.

The Fourth Industrial Revolution brings unprecedented change to our lives, but it also brings unprecedented opportunity for growth and deeper customer connections. As we scale up and prepare for the future together, be on the lookout for ways that you, too, can blaze a trail. We'll all be here to help you succeed.

[Blaze Your Trail on Trailhead >](#)





THANK YOU

