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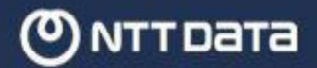


TRAILBLAZERS DAYS @BMW TECHWORKS

11TH OF FEBRUARY 2025

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WELCOME & THANK YOU

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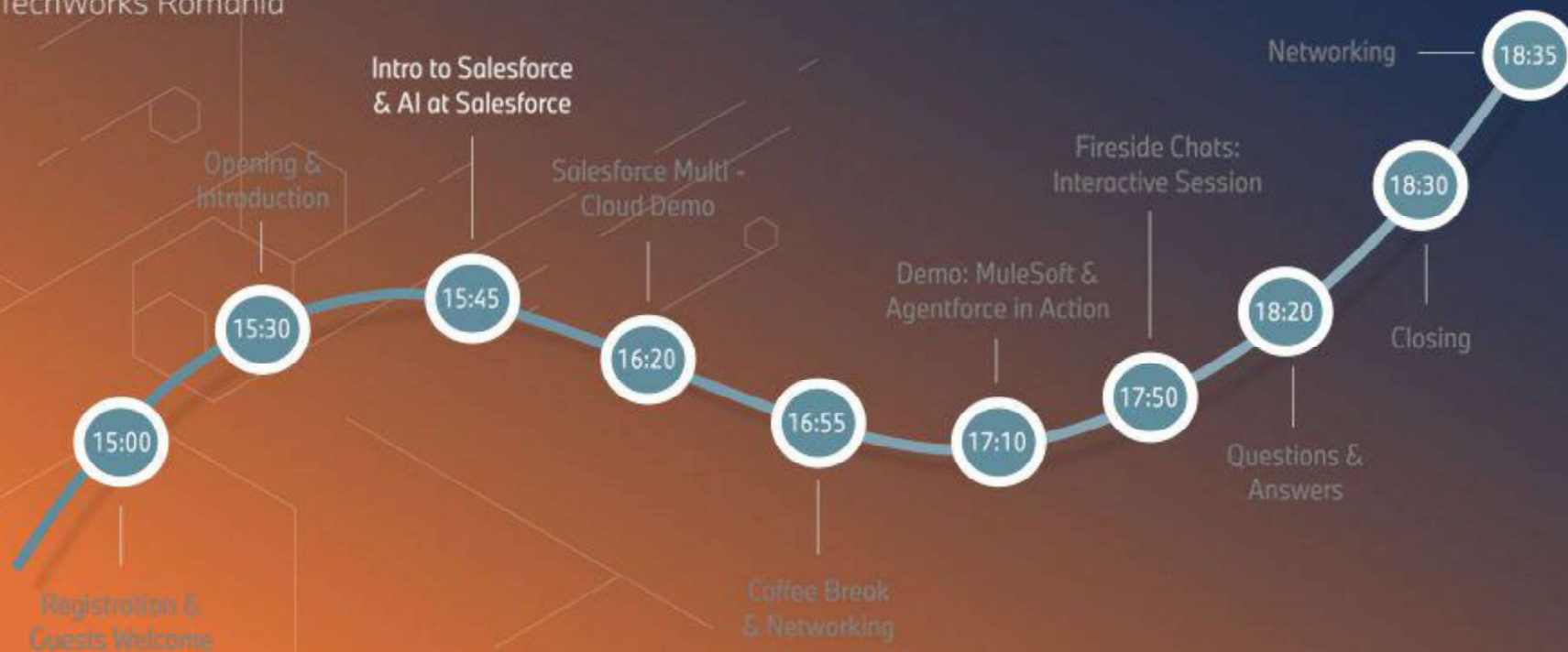


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Meet the Team

BMW GROUP
TechWorks Romania



Berti Soestwöhner



Lars Pfeiffer



Thomas Stauber



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salesforce

Thank you!



salesforce

Who is Salesforce?



Forward Looking Statement



This presentation contains forward-looking statements about, among other things, trend analyses and statements regarding future events, anticipated growth and industry prospects, and our strategies, expectation or plans regarding product releases and enhancements. 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, results or outcomes could differ materially from those expressed or implied by these forward-looking statements.

The risks and uncertainties referred to above include those factors discussed in Salesforce's reports filed from time to time with the Securities and Exchange Commission, including, but not limited to: our ability to meet the expectations of our customers; uncertainties regarding AI technologies and its integration into our product offerings; the effect of evolving domestic and foreign government regulations; regulatory developments and regulatory investigations involving us or affecting our industry; our ability to successfully introduce new services and product features, including related to AI and Agentforce; our ability to execute our business plans; the pace of change and innovation in enterprise cloud computing services; and our ability to maintain and enhance our brands.

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CORE VALUES

TRUST
CUSTOMER SUCCESS
INNOVATION
EQUALITY
SUSTAINABILITY

**Your data
is not our
product**

Doing well & doing good

Innovation



Philanthropy



Ethics



33.1%

Q3FY25 non-GAAP operating margin³

26%

FY25 operating cash flow guidance⁴

\$38B

FY25 guidance⁵

Source:
1.IDC, Worldwide Semiannual Software Tracker, April 2024. CRM market includes the following IDC-defined functional markets: Sales Force Productivity and Management, Marketing Campaign Management, Customer Service, Contact Center, Advertising, and Digital Commerce Applications.
2.Futurum Intelligence. State of the Market Report: Enterprise Software, 2024. Dion Hinchcliffe. 9.14.24

Additional sources:
3. Non-GAAP operating margin is a non-GAAP financial measure. Refer to our earnings materials for Q3FY25 available at investor.salesforce.com for a reconciliation of GAAP to non-GAAP financial measures.
4. Full year FY25 Operating Cash Flow Growth Guidance. Slide reflects the high end of the FY25 operating cash flow guide of 24-26% YoY.
5. Full year FY25 Revenue guidance as of December 3, 2024. Slide reflects the high end of the FY25 revenue guide of \$37.7 to \$38.0B.

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Why did you spend so many years with just One company?





Sales



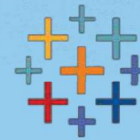
Service



Marketing



MuleSoft



Tableau



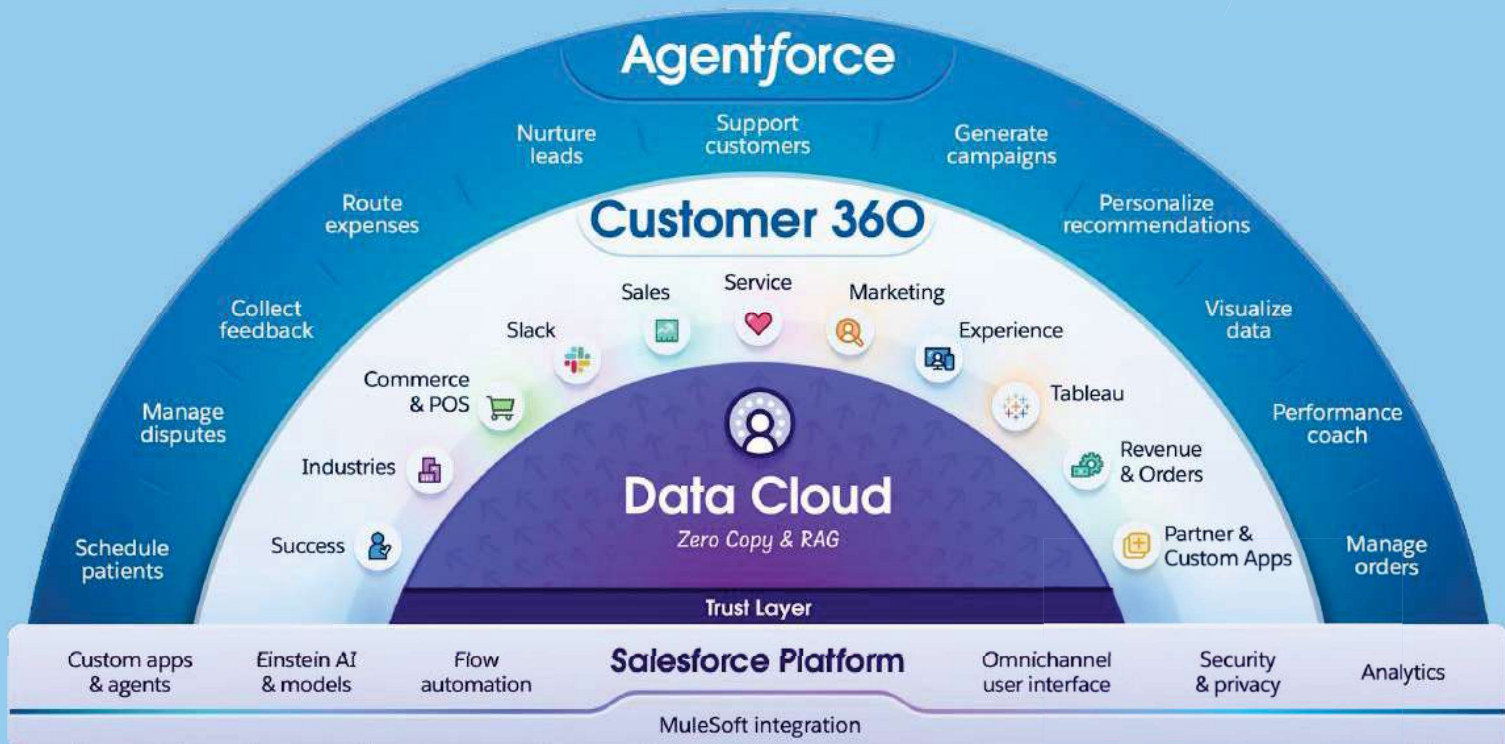
Data Cloud

Agentforce

Your Digital Labor Platform



salesforce



salesforce

Why does Salesforce bet so high on AI?



Businesses are overwhelmed

Labor shortages

Fixed capacity

Stalled productivity

Burnout

41%

of time is wasted
on low value &
repetitive tasks

Employees

Source: Slack, "New trends in AI use at work," 2024

Customers want more

Zero hold time

Personal & empathetic

Work with an expert

Instant scheduling

Customers

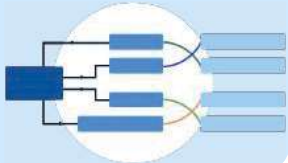


From automation to AI

Evolution of automation capabilities

Chatbots

Fixed rules & repetitive tasks



Copilots

Smart, tailored assistance

Write an email to my team based on this memo.



Sure thing! Here's a draft for you:

Subject: Team Update...

Agentforce

Knows your business

Plans & reasons

Takes action

Scales

salesforce

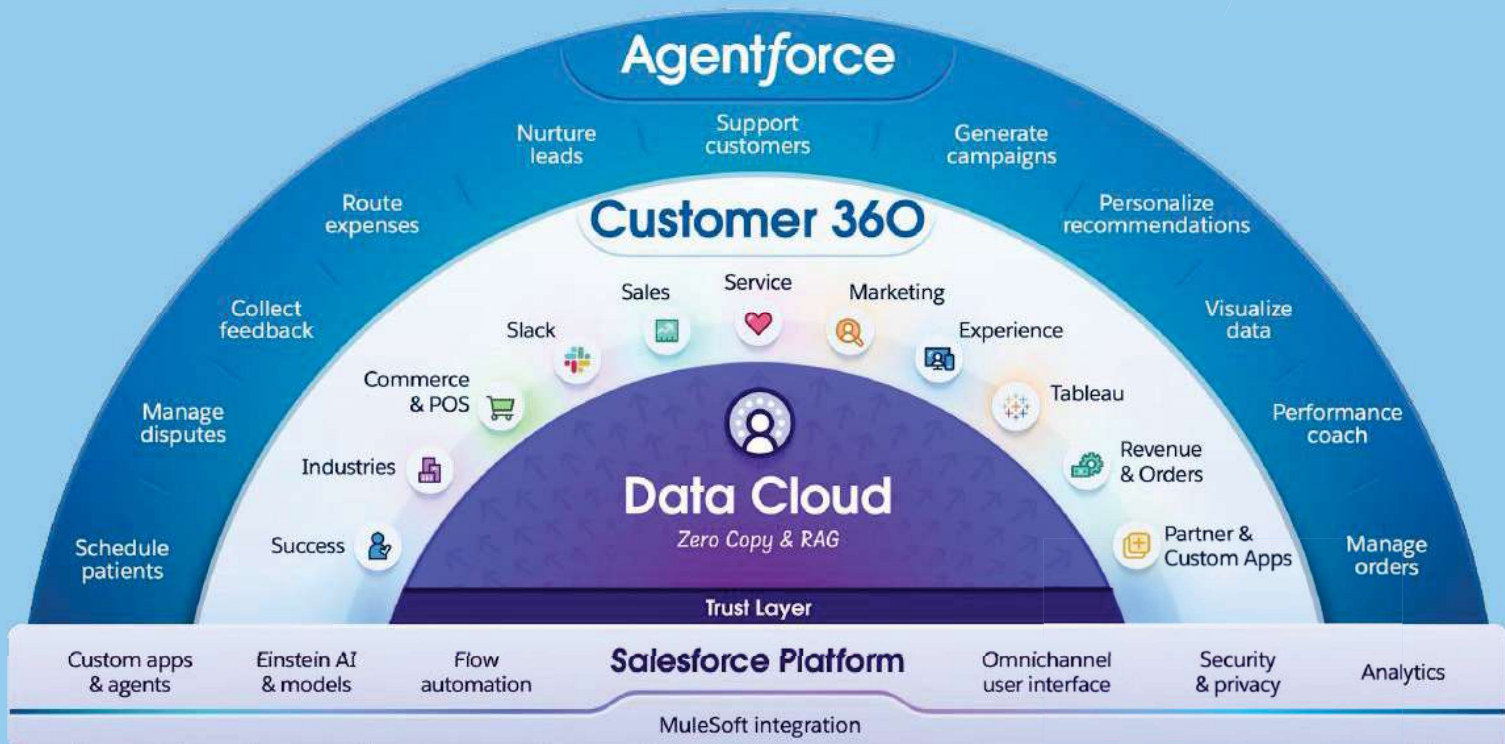


Agentforce

Your Digital Labor Platform



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Where can these agents support?



Agentforce unlocks agentic capacity with digital labor. For every industry.

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Healthcare

Instant medical guidance & care



Retail

Personal stylists for every shopper



Banking

On-demand advisors for every client



Technology

Real-time pattern detection



Human Resources

Dynamic employee onboarding



Manufacturing

Proactive appointment scheduling



Telecom

24/7 support for billing inquiries



Media

Instant RFPs and media plans



Insurance

Proactive risk management



Education







1-1 support & guidance for every student

Agentforce brings digital labor to every team & workflow

salesforce

















 Hey Agentforce, can you....

Take action in Salesforce

-  Qualify leads
-  Schedule field service
-  appointment
-  Create campaigns
-  Manage inventory
-  Update data visualizations

Search Slack

Take any action across any workflow

- | | | | |
|---|--|--|---|
|  Process refund |  Get order details |  Restock inventory |  Provide user access |
|  Analyze & suggest |  Inform customer |  Onboard customer |  Add product |
|  Reprocess orders |  Report defect |  Check stock overview |  Purchase order |
|  Find anomalies |  Enable subscription |  Onboard employees |  Process invoice |

[Products](#)[Industries](#)[Customers](#)[Learning](#)[Support](#)[Company](#)[Salesforce+](#)[Login](#)[Help](#)[Ask Agentforce](#)[Product Documentation](#)[Trailhead Learning](#)[My Cases](#)

How can Agentforce help?

Agentforce can answer your support questions and connect you to support experts.



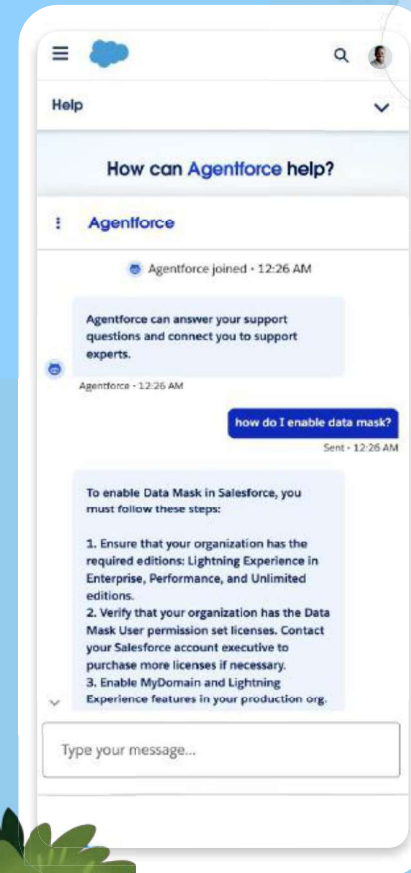
Bildschirmfoto

Salesforce is the first to be live with digital labor

30K weekly conversations handled by Agentforce

85% of conversations resolved

2% escalated to humans



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Agentforce

Your Digital Labor Platform



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**Thank
you!**



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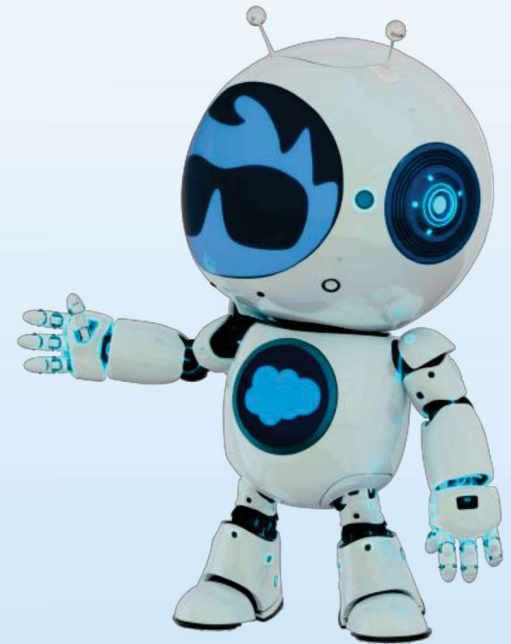
NTT DATA



Multi Cloud inter - action



Tom Birke
Principal Solution
Engineer Data Cloud



Automotive Customer Demo Journey

Interactive Demo

salesforce



Who are you?

How to serve the unknown customer



Welcome

How to drive personalized experiences



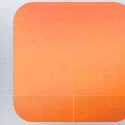
It's for a lifetime

How can Auto Cloud and Einstein help us to retain and upsell



OEM View - Electra Brand

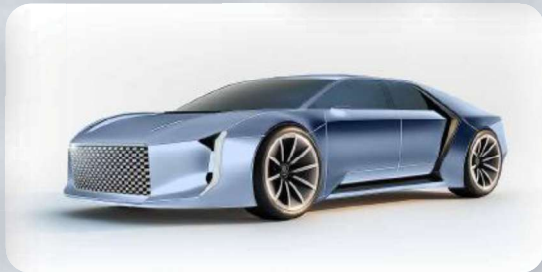
 ELECTRA



suv



hyper



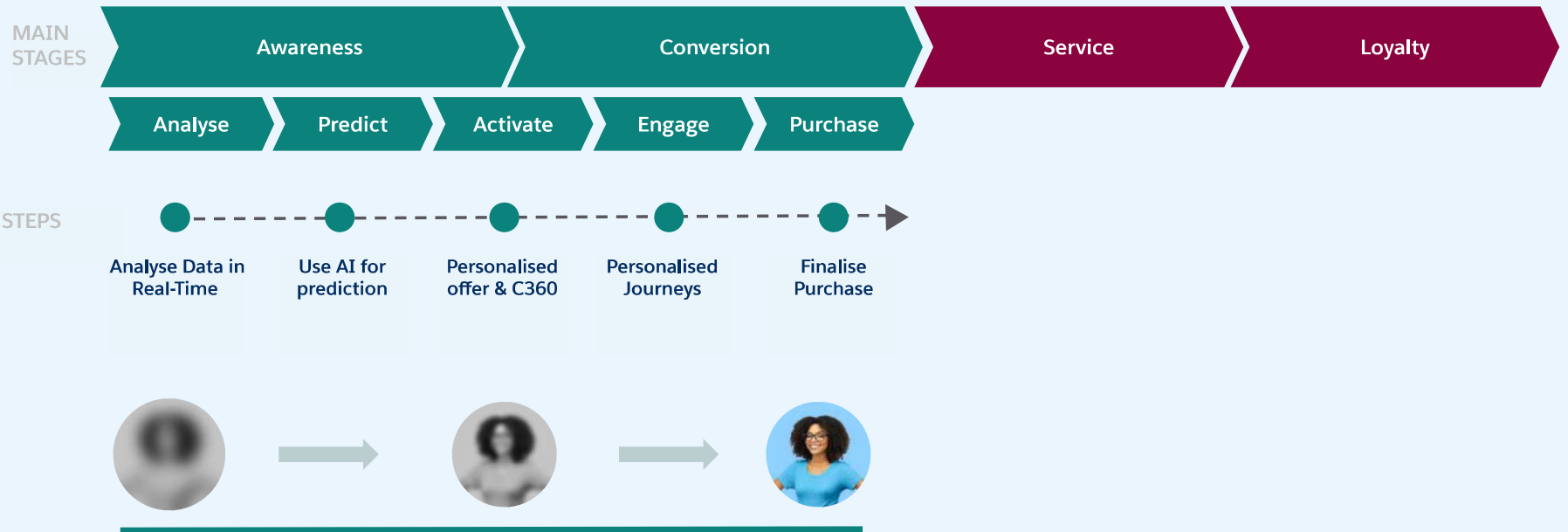
sedan



van



Our Ride Today - Part 1



From unknown to known

How to drive personalised experiences even for unknown customers?

So why did we do that?

we can use the obtained information to segment and personalize



What does data cloud do?

See how data cloud powers real time data at scale to be used in Sales, Service and Marketing



Real Time descisioning

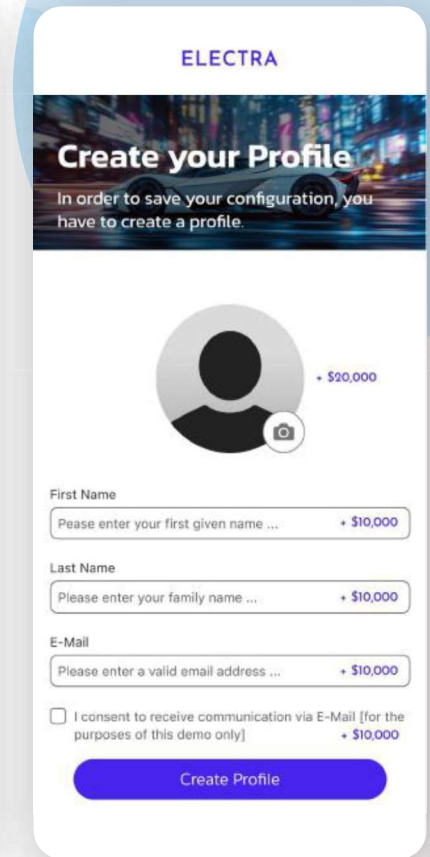
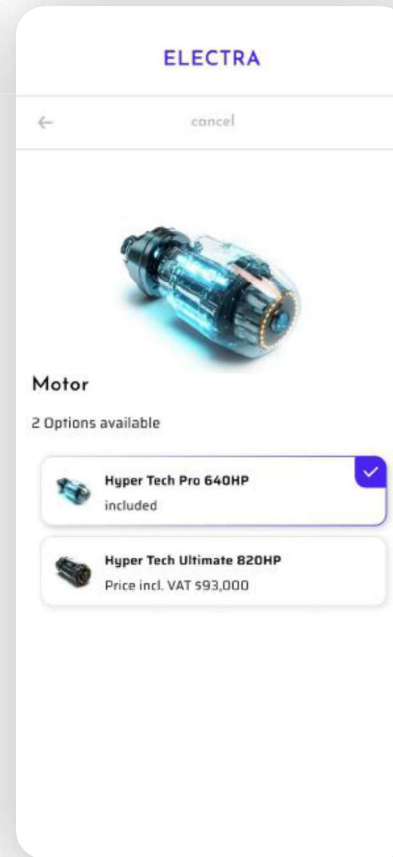
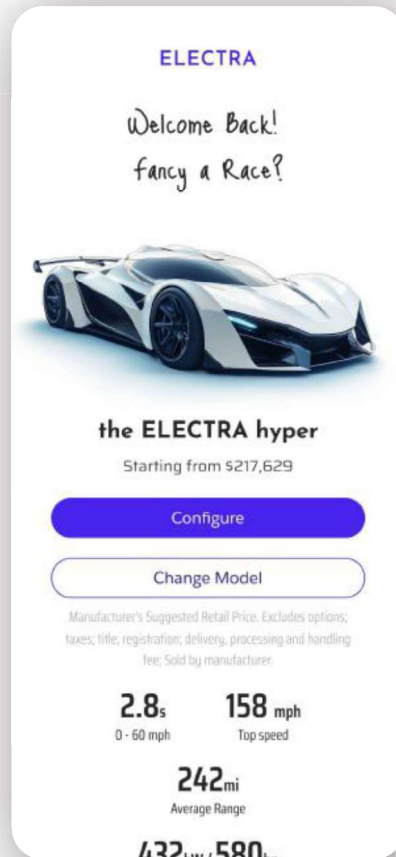
set rules to serve content based on observed behaviour.



Game 2

1. when the customer reloads his browser, he will get a targeted homepage, based on his interests and color preferences
2. he can either configure the proposed vehicle or select a new one
3. configuration is just basic three steps - color, battery, motor
4. customers can then buy their vehicle, or save it for later. In both cases, we ask to create a profile
5. this profile then gets linked to the previous unknown history

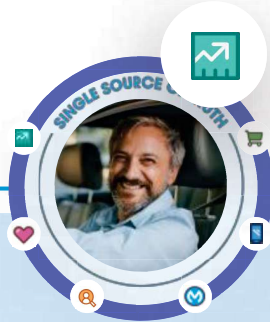
while the game is running, we show a log on screen that displays all streaming events



now what do we know?

With few clicks, we generated a lot of data!

salesforce



Customer 360

The full profile of a customer that has been created. It is amazing how much data we have from just a few clicks!



What a treasure

we analyze the whole game round. Who had the most miles? Who was fastest? Who had the most crashes?



how is this possible?

See how data cloud powers real time data at scale to be used in Sales, Service and Marketing



where is everybody?

salesforce

Let's see where you have driven and how we can leverage this knowledge!



What a treasure

we analyze the whole game round. Who had the most miles? Who was fastest? Who had the most crashes?



Proactive Service

See how we have used IOT data to automate service and helped most of you on the road during the last game.



Let's do some marketing again

This time focus on how we can leverage IOT data to orchestrate marketing cloud journeys and upsell based on your behaviour and location



how is this possible?

See how data cloud powers real time decisions and huge amounts of IOT data





**Thank
you!**

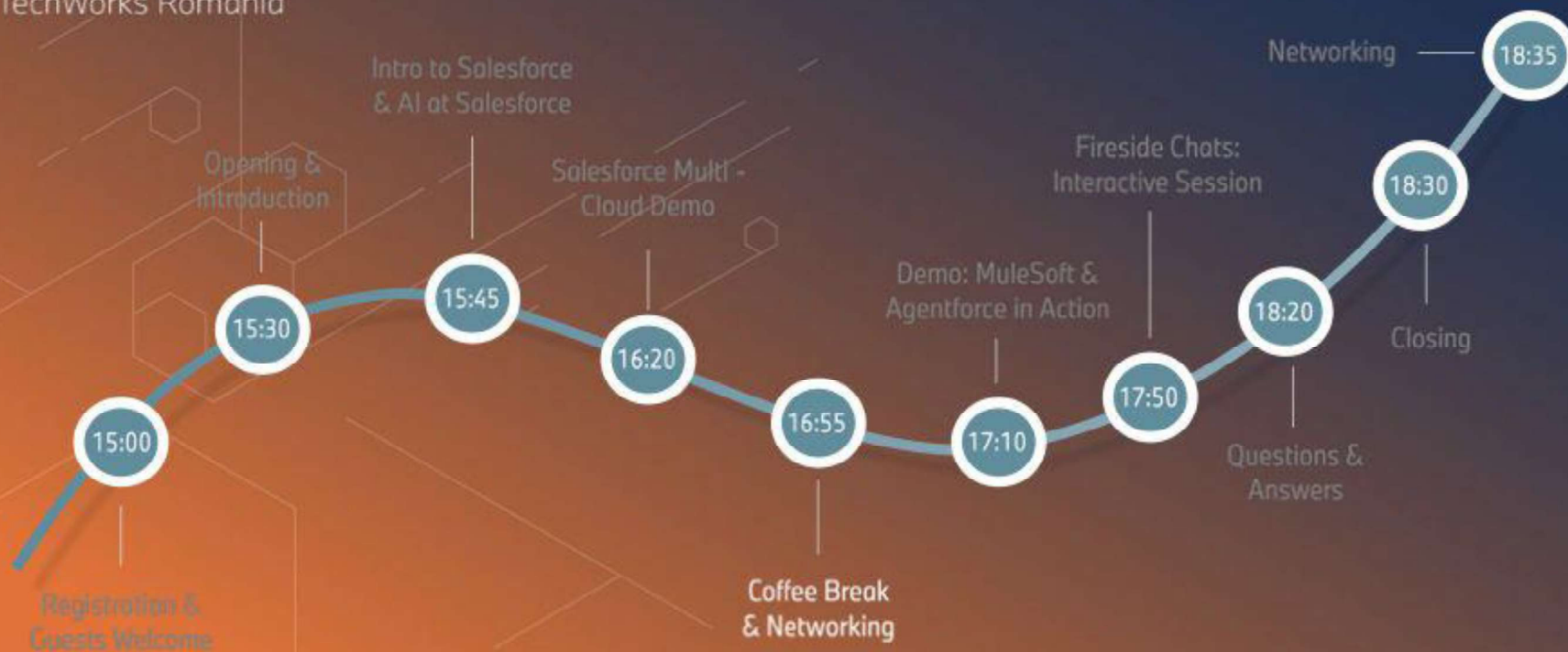


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Agenda

Trailblazer Days @ BMW TechWorks Romania

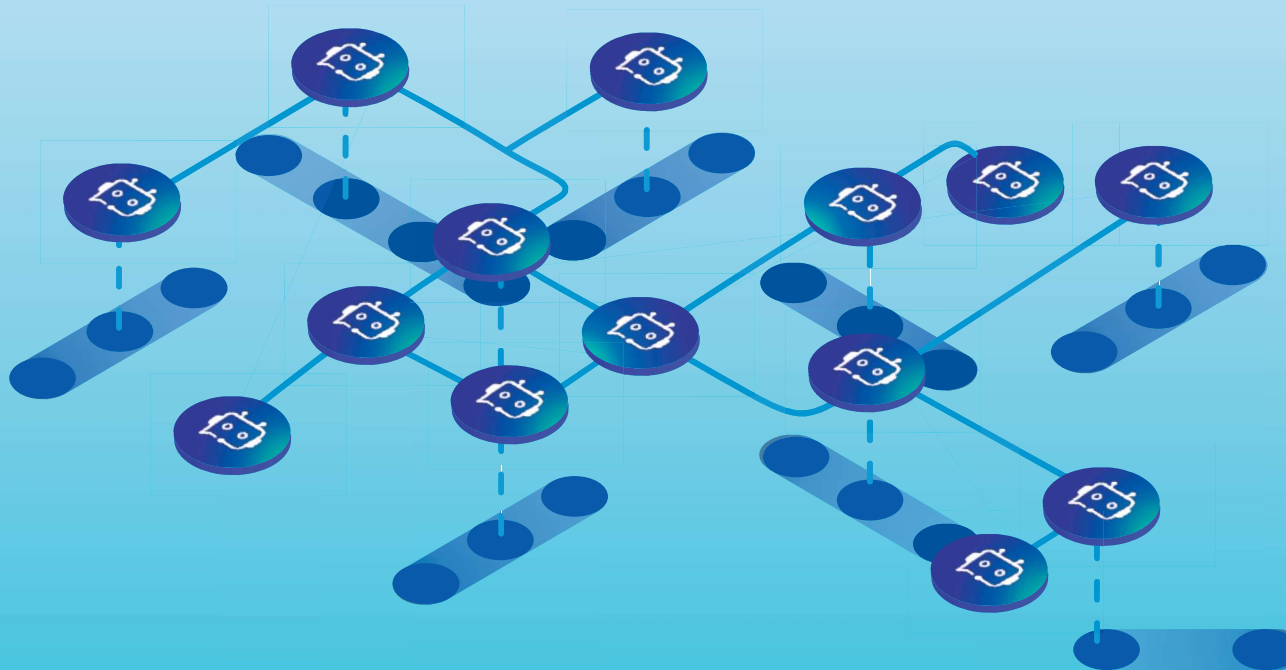
15:00	Registration & Guests Welcome
15:30	Opening & Introduction
15:45	Intro to Salesforce & AI at Salesforce Salesforce Multi-Cloud Demo
16:55	Coffe Break & Networking
17:10	Interview Session: How to become a Mulesoft Expert Demo: Mulesoft & Agentforce in Action
18:20	Questions & Answers
18:30	Conclusions & Closing
18:35	Networking



Agentforce



The World of AI



is a World of APIs



Different AI Paths

Agentforce & Mule AI Chain

MuleSoft AI Chain MAC

MuleSoft AI First Unified Platform
Agentforce: Build Powerful AI Agents



Agentforce



Different AI Paths

Agentforce & Mule AI Chain

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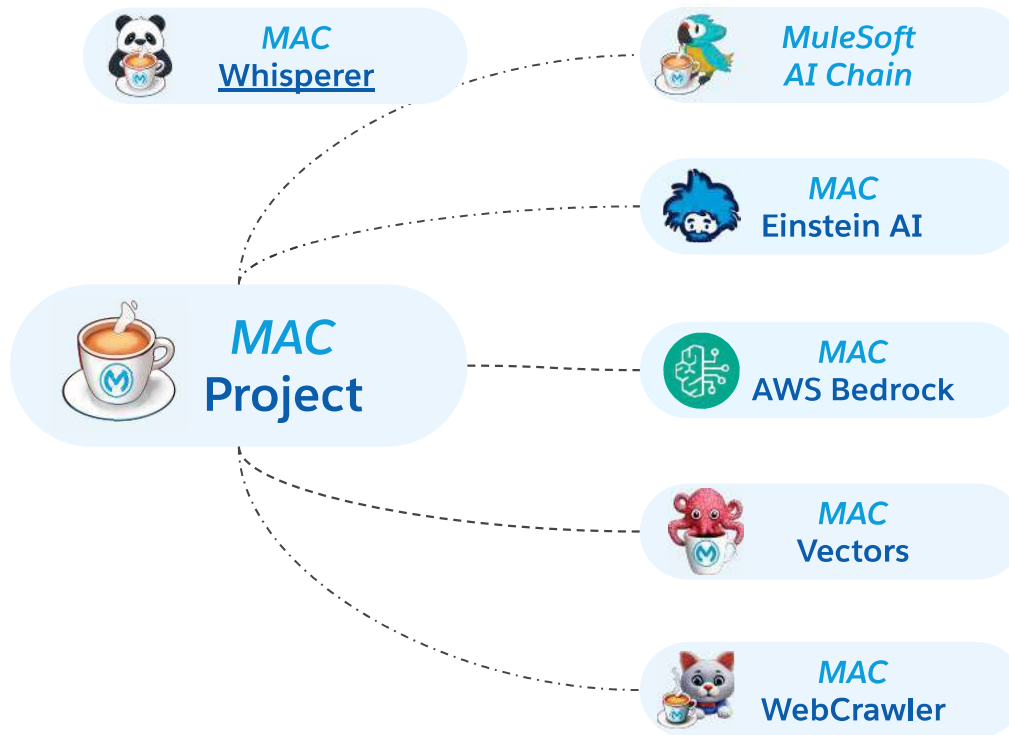


MAC Project: MuleSoft AI First Unified Platform

Agentforce: Build Powerful AI Agents



MAC Project: Build Powerful AI Agents



MuleSoft | The AI Unification Layer



Easy



- **No-code** development
- Leverage existing MuleSoft **skills**
- Leverage existing **investments**
 - Use Mule APIs and Integrations as tools for the AI agents



Flexible



- Connect to **multiple LLMs** and switch at any time between LLM providers.
- Connect to **multiple Vector Databases** and switch at any time between database providers.
- Leverage **AI innovations** as they arrive



Manageable



- **Deploy** your AI building blocks **anywhere**
- **Secure** your AI building blocks with MuleSoft API management
- **Monitor** your AI building blocks from a central control plane
- **Contain costs** with MuleSoft API management



New



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Meet your Agentforce

Easy to deploy & customizable for every customer experience

Provide 24/7
support with

**Service
Agents**

Maximize your
pipeline with

**Sales
Agents**

Optimize
campaigns with

**Marketing
Agents**

Give shoppers
a concierge with

**Commerce
Agents**

Deploy customized
agents with

**Platform
Agents**







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The 5 attributes of an Agent



Role

What job
should they do



Data

What
knowledge can
they access



Actions

What
capabilities do
they have



Guardrails

What shouldn't
they do



Channel

Where do
they work



Trust



Underneath the surface....



991
applications



72%
are disconnected



Underneath the surface....



991
applications



72%
are disconnected



Power Agentforce with APIs

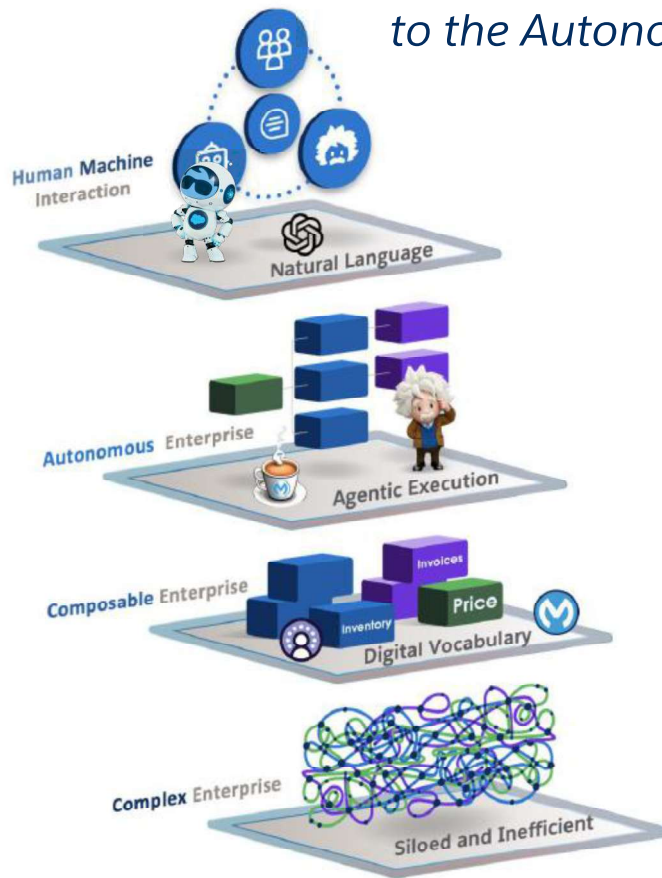


Power Agentforce with APIs



Autonomous Enterprise

*From Siloed and Inefficient Integration
to the Autonomous Enterprise*



Agentforce + MuleSoft and Salesforce Flow



Accelerate time to value by actioning data securely from any system or model

Connect all your data to AI Agents

Ground AI Agents in data from any system; including on-prem, hybrid or transactional systems

Action anything across any system

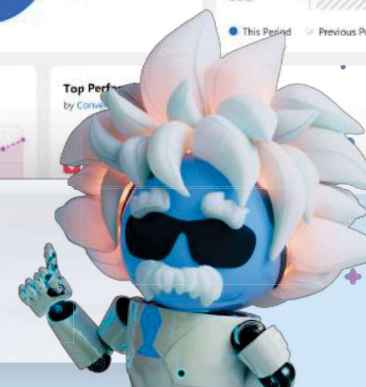
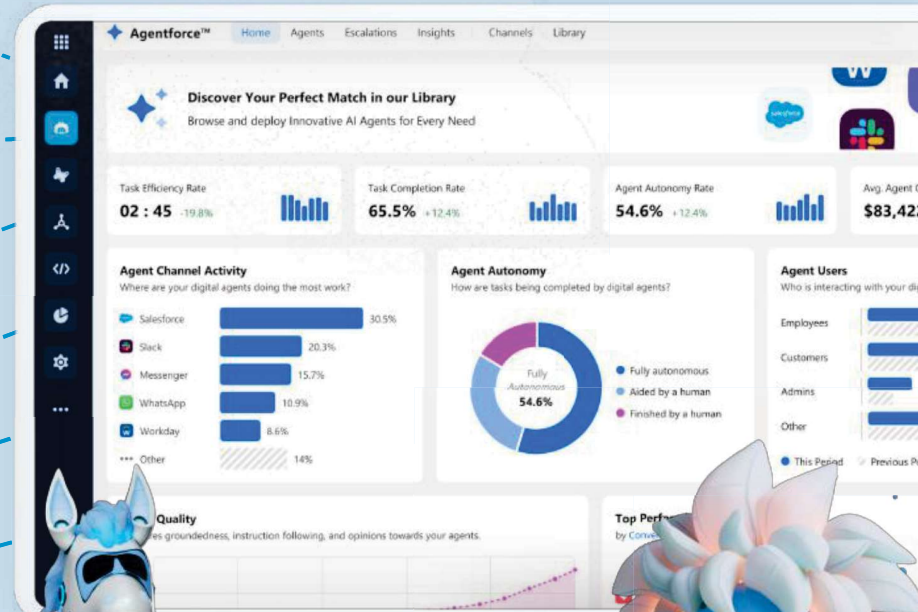
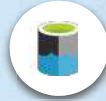
Automate complex, multi-step actions to any external system and bring insights back to Agentforce

Create and seamlessly package topics

Categorize data from external systems into priority topics for use directly in Agent Builder

Govern and scale every interaction

Easily manage access to APIs and LLMs on a single dashboard with Universal API Management



Different AI Paths

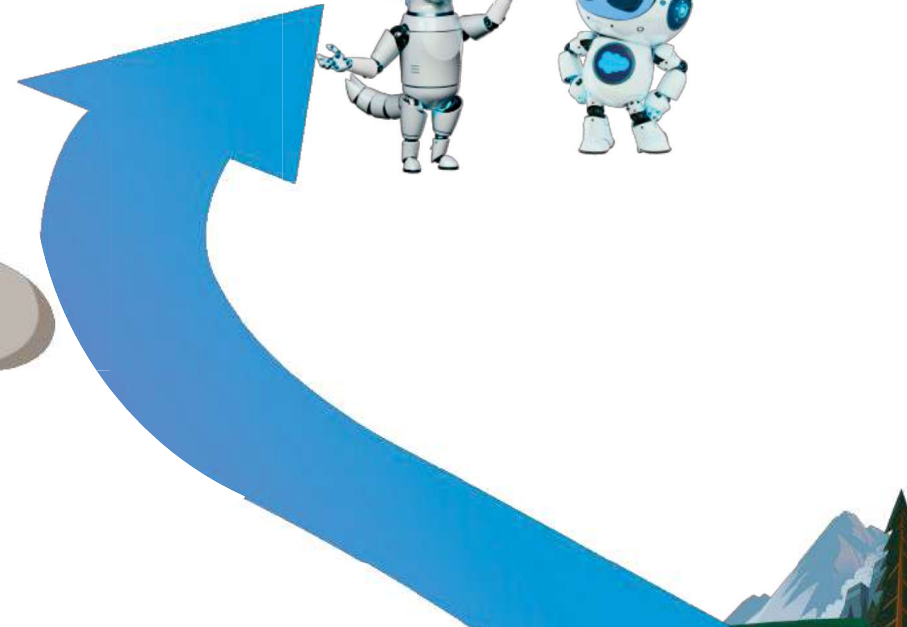
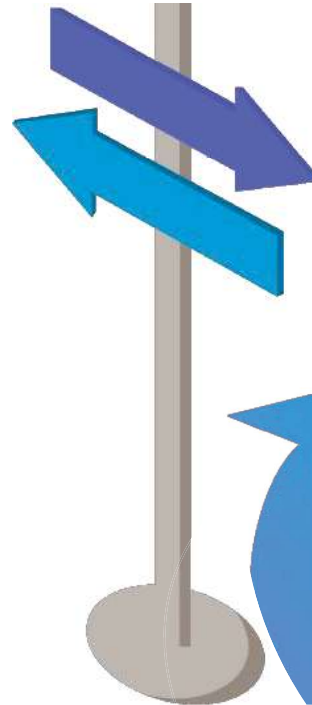
Agentforce & Mule AI Chain

MuleSoft AI Chain *MAC*

MuleSoft AI First Unified Platform
Agentforce: Build Powerful AI Agents



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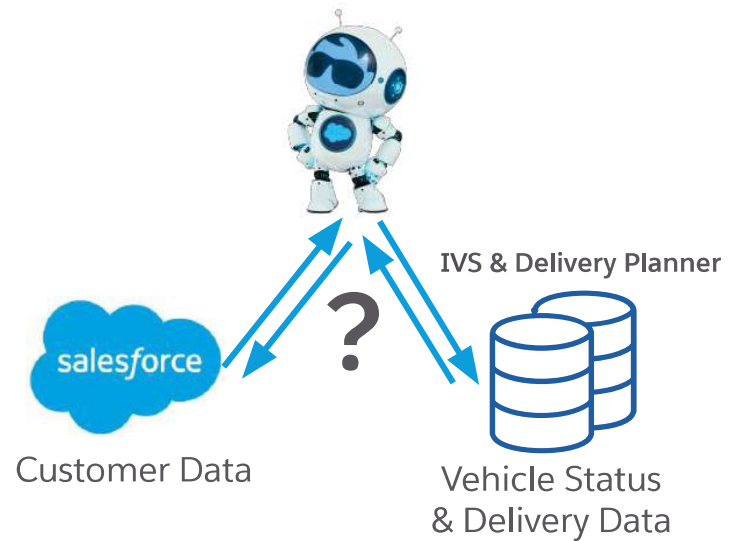


BMW Customer Service Agent

Powered by MuleSoft



“Adam is a loyal BMW customer and ordered two new cars. As some time has already passed, he would like to enquire about the status of his orders.”

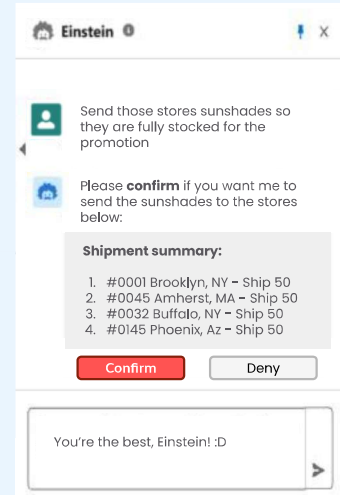
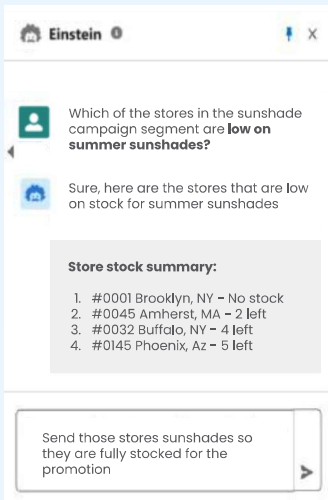
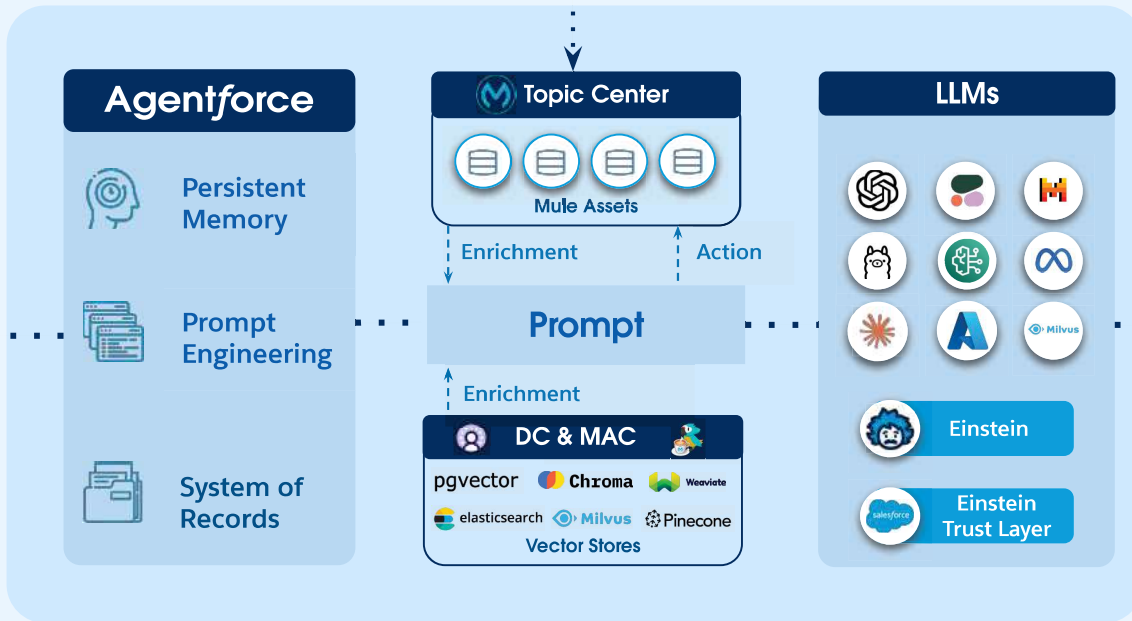




How MuleSoft will maximise BMW's Agentforce value

Roadmap





Prompt Agent to take action

Enrich the Agentforce prompting process with MuleSoft Topic Center and MuleSoft AI Chain (MAC)

Add security with LLM policies

Empower LLMs to generate actionable responses



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**Thank
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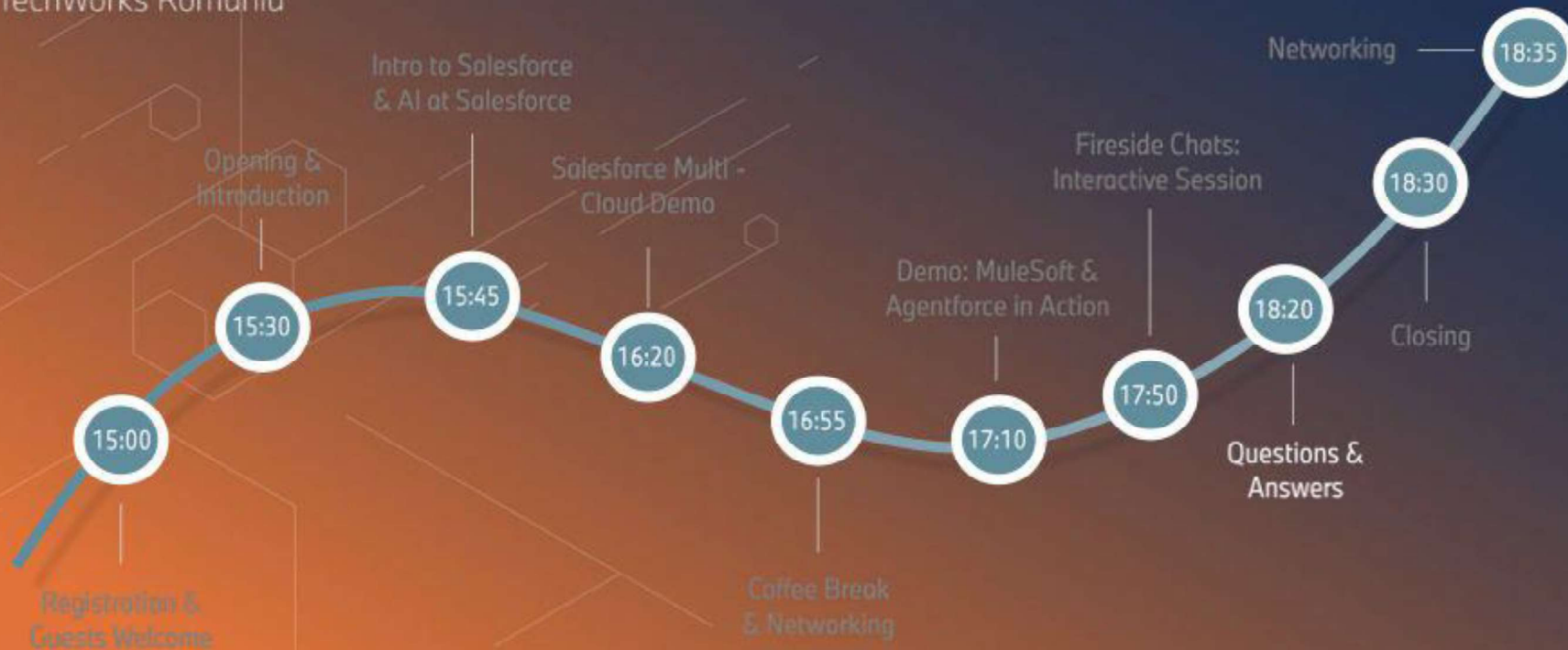


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Q&A SESSION

10 MINUTES

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