

Change Intelligence and Salesforce



Richard Clark

VP EMEA Alliances & Success





Einstein 1

Now AI works for business & everyone can be an Einstein

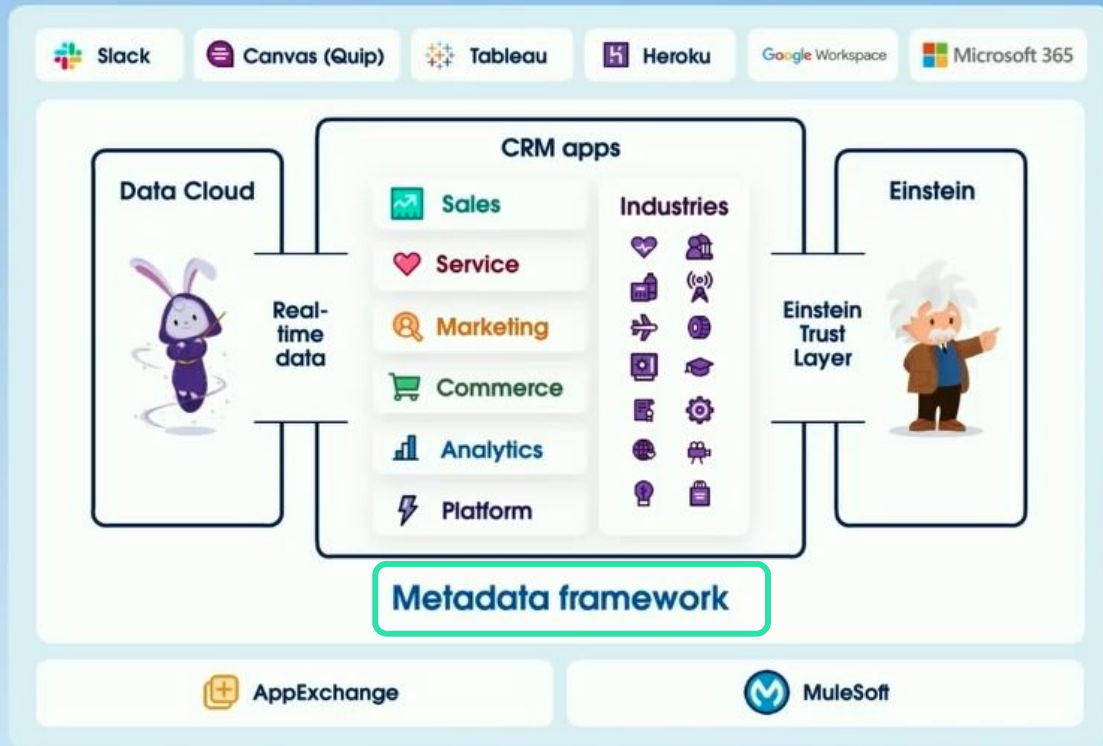
Integrated

Intelligent

Automated

Low code & pro code

Open



AI Needs GOOD Input

Metadata Descriptions
(beyond fields & objects)

Plus Data Quality *matters*:

- Accuracy
- Completeness
- Consistency
- Integrity
- Uniqueness
- Validity



New Challenges

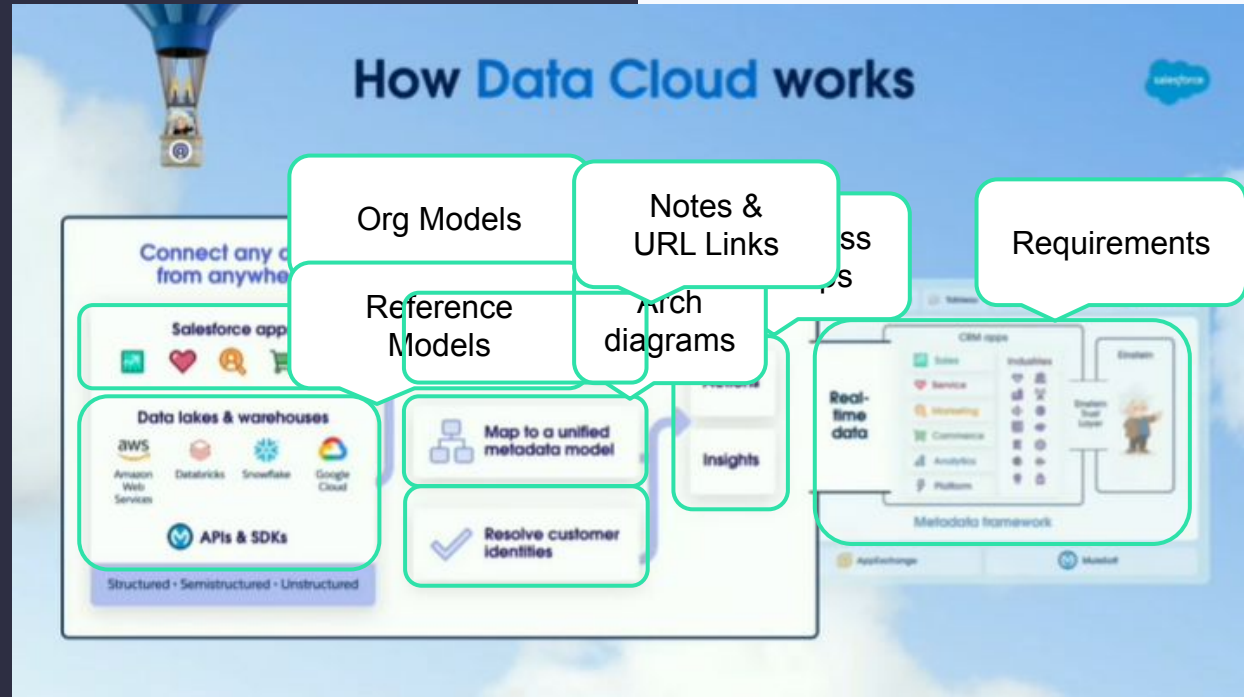
Choose the right data

Understand the system & integration landscape

Data Privacy & Ethics

Centralise Data Dictionary

One way vs two way doors



Elements GPT Demo

Existing features

Process
Generation

Story Generation

Suggested Solution

Ask Elements
Chatbot

Org Enquiry

DEMO

Elements GPT



Introducing...

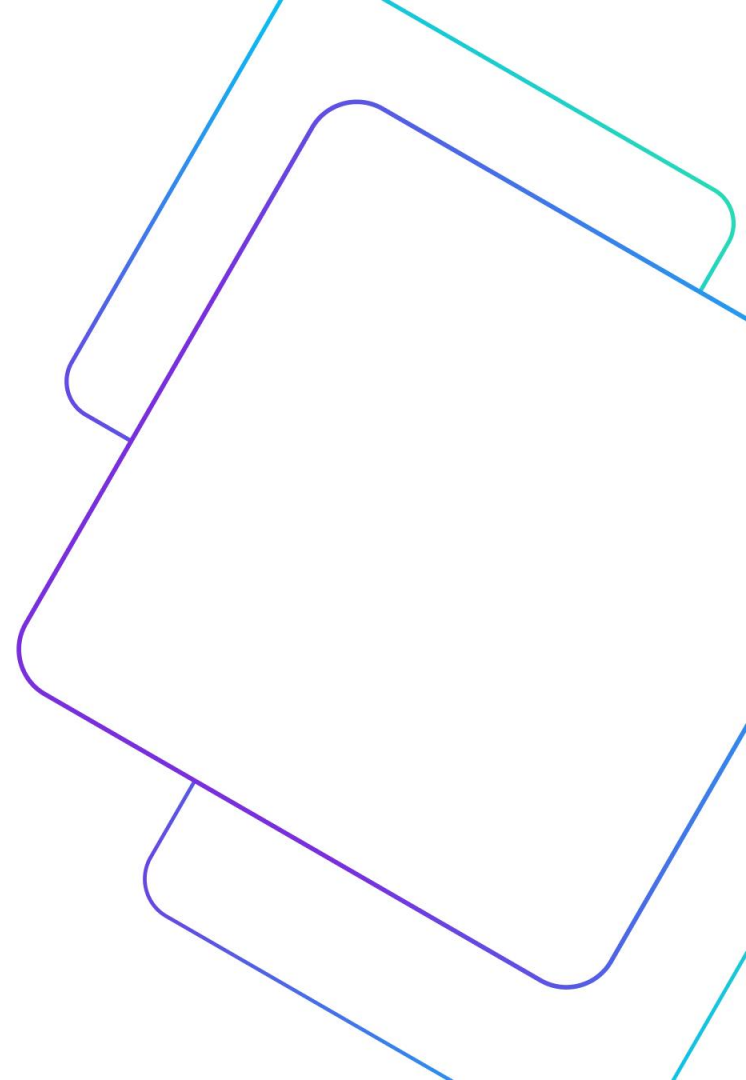
ElementsGPT

Elements GPT Charades!

Shout out when you
recognise the book,
film, song, or play!



IMPACT



Where can AI take us tomorrow?

Think outside the box

Generate diagrams from image files

Conversion of graphical processes to UPN

Conversational Org Co-Pilot

What about YOUR Ideas?
Video, Voice, Interactive Automated tech debt removal



IMPACT



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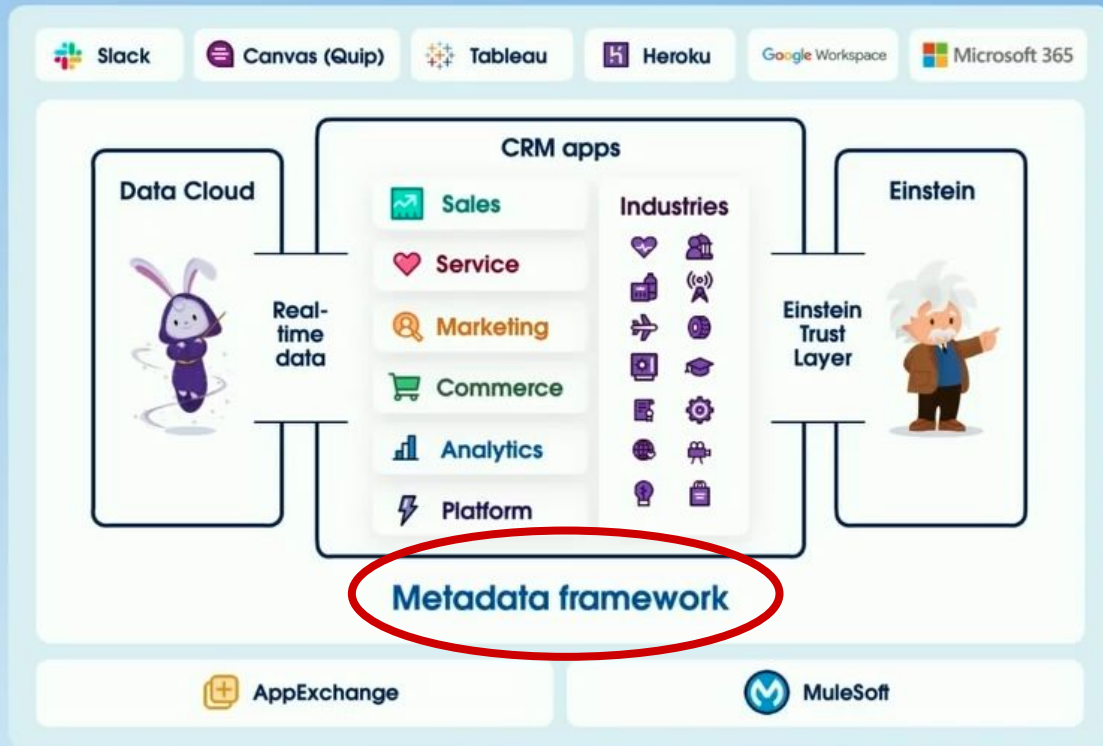
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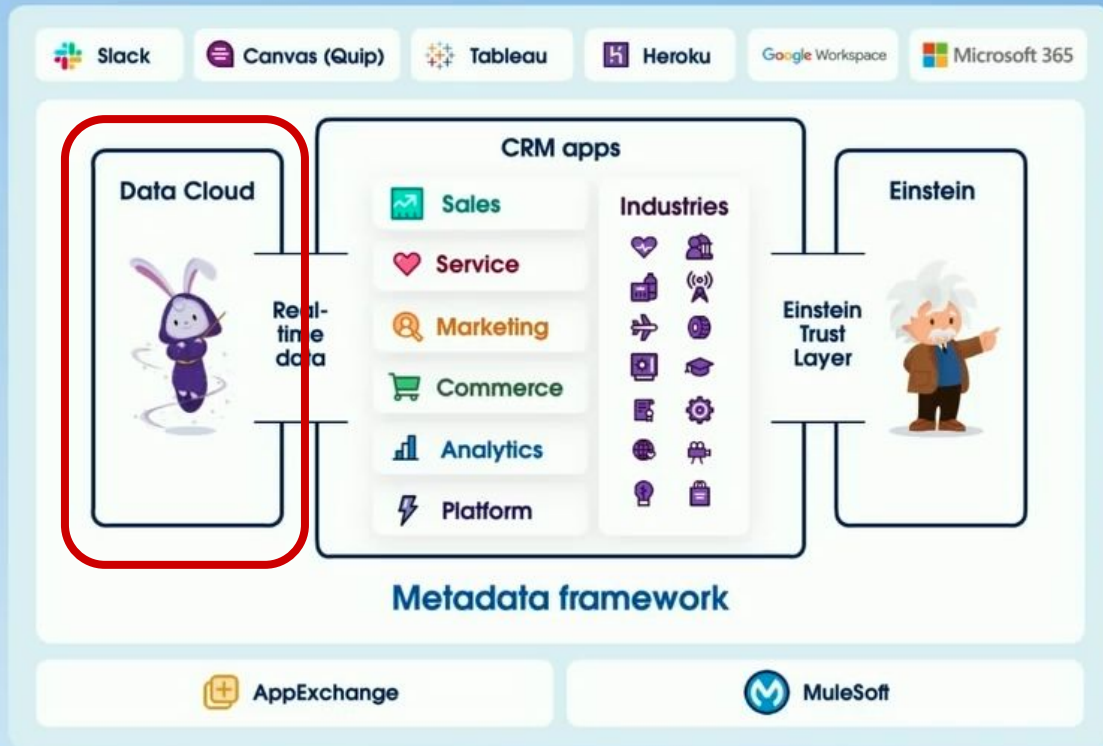
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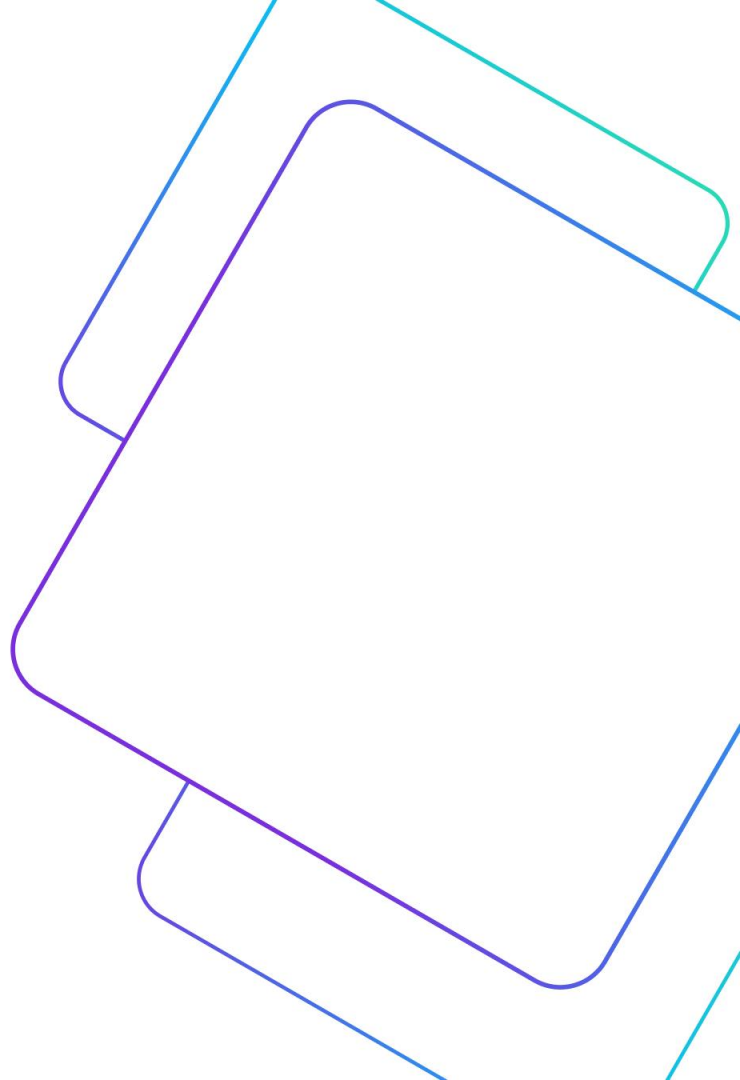
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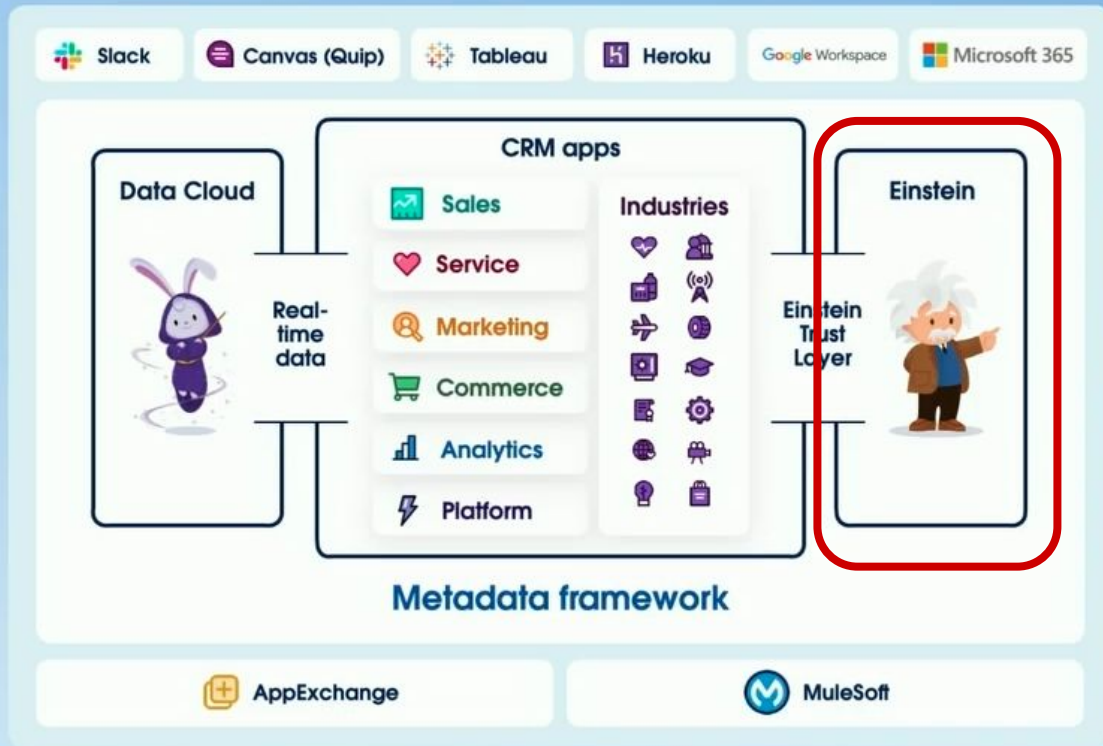
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Data Cloud brings trusted data to Einstein

