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Einstein Taught Us That...

Creating **simplicity from complexity** can change how we see the world.

\[ e = mc^2 \]
We Embarked on a Journey to Bring AI to CRM
Einstein Built into the Customer Success Platform

- Sales
- Service
- Marketing
- Community
- Analytics
- Apps
- Commerce
- IoT

Applications

Development Platform

AppExchange
force.com
Heroku

AI Platform Services

Predictive Analytics
Machine & Deep Learning
Natural Language Processing & Generation

Data Services

IoT Events
CRM Data
Email, Calendar & Social Data

Multitenant Infrastructure

Applications

Development Platform

AI Platform Services

Data Services

Multitenant Infrastructure
Einstein Today & Roadmap

Dreamforce

17 Einstein features across 5 clouds

H1-2017

35+ Einstein features across all clouds

Dreamforce 2017

Einstein platform

Customers and ISVs can extend or build predictive apps

The “Force.com” of AI
Sales is Smarter with Einstein

Discover insights around every lead, opportunity & activity
Predict which leads are most likely to convert
Recommend best next steps to close deals faster
Automate tasks so you can spend more time selling