



PLEASE WELCOME ACCENTURE GLOBAL SALESFORCE BUSINESS VIDEO TRANSCRIPT

Please welcome Accenture Global Salesforce Business Group Lead Deb Corrao.

[APPLAUSE] Hi everyone. Thank you so much for being here today. We're going to spend the next minutes talking about how you can apply generative AI in your organization. But we're not just going to talk about that. When it comes to generative AI yes we want you to figure out how to use GenAI in an effective way. But also you need to focus on how you transform your data to continue to increase value for your business. And the reason you need to do that is pretty simple.

Generative AI takes action or recommends action based on data. And the old adage still applies garbage in garbage out. So both are very important and we're going to talk about those today. And just a quick walk through I'm going to welcome another person from Accenture here shortly and she's going to help me talk about AI.

We'll talk about data and AI together. Then we'll be joined by Walter from CSL Plasma who's going to share his journey. Both the journey he's been on as well as where he's going. And then Rahul from Salesforce who is the mind behind Data Cloud is going to join us and give you a demo of what we're talking about. OK?

So with that I'd like to welcome to the stage Louise Barrere. She's part of our Center for Advanced AI and she is also the Accenture lead for the joint AI acceleration hub with Salesforce.

Welcome. Thanks Deb.

[APPLAUSE]

Why don't you have a seat. Hi everyone. I'm so excited to be here today. I want to start off by talking about the investment that Accenture is making in generative AI. So recently we announced a \$ billion investment that we are making over the next three years and really doubling down in how we approach generative AI across our organization. Our investment is focused on four key areas.

One of them is around building out our further industry and functional area use cases and how we can apply generative AI across all of the different industries that we work with and across Accenture and really infusing our decades of experience with data and AI into those use cases.

The second area is around talent. We're doubling our talent from trained and experts in



GenAI to people across our organization which is a big undertaking.

The third area is around our ecosystems and our collaborators. We're partnering with startup communities and universities and other resource organizations which you'll hear a little bit about in a minute.

And then the last area is around responsible AI and how we're going to make sure we are infusing that trust and responsible AI into every single engagement in every client that we're working with.

And as part of that \$ billion investment we're creating the epicenter of AI within Accenture called our Center for Advanced AI. And I'll touch on a couple of these areas that we're going to be doing within our Center for Advanced AI. One of them is called the AI Navigator. This is going to be a first of its kind platform a single place where we can work with our clients to help them understand their journey in GenAI across any of their use cases. We are codifying our decades of experience and hundreds of client implementations into this platform to create journey guides and use case libraries all with that responsible AI foundation. Our Gen AI . is really where we're doubling down on building next generation LLM models and building our own foundation models and bringing that deep expertise that we're seeing is demanded in the market around generative AI. So more to come on that but this is a really this is a lot right? \$ billion is a lot. And we believe that's because there's a lot of work that needs to be done. We're at the beginning of our journey with generative AI. Many of us have been working within data and AI for decades but GenAI is still new and many of our clients are very much in the beginning of their journey.

So I wanted to start off with a little survey of the audience to see where we're all at. I'm going to stand up so I can see you all better. So how many of you have data in your organizations? Maybe your data is in different places different islands of data. Maybe it's not connected but you have data. I'm really expecting all of you to have your hand raised right? You all should

have data. We've got data. Keep it up. Keep your hand raised.

So how many of you have started linking your data together and applying analytics onto that data? Yeah. Many many of you because you're all trailblazers. You're trailblazers you're ahead of the game.

How many of you have started to create this Customer that we've been hearing about all week where we're taking multiple data from many different places across the organization infusing in real time data third party data and using that to drive new client experiences? A lot less hands OK. How many of you have then taken on the next step of applying generative AI into that Customer? [

LAUGHTER]

OK. No hands. All right. This is very much in line with what we're seeing from industry analysts like Gartner where they're saying only about % of the organizations have started to do that linking and creating of that Customer . Again you guys are trailblazers. You all are trailblazers so you are far ahead of that %. I saw way more than % of the hands raised. But I think there was consistency in that reduced percentage when we start thinking about how do we implement the Customer apply the analytics and then that next level golden standard of getting that generative AI enabled.

So one of the big things we hear about from our clients is how do we get started how do we do this and how do we make that happen? And Deb is going to help us talk through that.

So before we jump into that part it's important to take a moment and talk about enterprise reinvention. And what do we mean by that? Well Accenture did a survey not too long ago and what we found is there's a small percentage of companies that are continuously transforming



their organizations. And they're investing to make sure that they can transform.

And those organizations are making more money they're being more cost effective and they're being more efficient. And also in the first six months of a transformation they're driving % more outcome in comparison to some of their peers. And we believe what's going on is they're recognizing the need to not only transform but to move at speed.

And why do you need to move at speed? Well to take advantage of the opportunities that are in front of you. Accenture tracks what they call a Disruption Index. And this Disruption Index from to was %. It wasn't too bad. From to it was over %. So if you sometimes feel like you're running really fast and yet you're staying in place there's a reason for that. The pace of business has changed and so it's important to be able to move quickly. Those who are transforming their business what we really encourage and what we're seeing is that there's a need for a digital core. And that digital core is the technology the security the data and the analytics that run your business. And that digital core has to be flexible and adaptable so that as you need to take advantage of business opportunities you can move quickly. Because you have to be able to do that. And the heart of a digital core is Customer.

Customer Louise and I were talking we were trying to figure out how long have we been talking about Customer . I remember and I think it was roughly years ago I was at a retail client and they had thousands of stores. I won't tell you what kinds of servers were in those stores they're dated. But they were worked over a satellite and every keystroke if you supported a system in the store takes about two seconds. We were talking about Customer and one of the other consultants in the room was like you need to envision that there's no latency and really high bandwidth. I'm like I can't do that.

[LAUGHS]

I'm living in a very different world. But I'm happy

to say the world has changed a lot and now we're in a position where Customer has become a reality. Not only can you take the fuel which is your first party second party third party data in your company which is not only the direct customer data but it's the data that gives you context about your customer and really makes them real. Depending on your industry that could be claims data it could be supply chains data et cetera. But you need to take all that and you can infuse that into the brain.

And hopefully since you're all here and you're thinking about a Customer you've decided Salesforce is going to be part of that. Because we've architected so that Salesforce is again the heart of Customer . But that brain is going to synthesize the data and then you can apply macro and micro insights onto that data. But what's super important is actually the activation that you do.

And what's amazing now is you can truly unify the front office in ways we've never been able to do before. Take data that just happened in service or just happened in commerce and apply it to other parts of the organization. To be contextually aware of your customer. And then finally measure and learn and feed that back in. But this is now truly possible and we'll demonstrate in just a little bit.

So Louise tell us what needs to happen next. So in order to achieve this amazing Customer you really need to enable your data with your AI infrastructure. You can see on this two by two many clients are in different places. We always want to be in the top right. Only about % of our clients are in that top right right now where they've got the data capabilities and the data enablement and they have the AI infrastructure enablement. Things that can be made possible with things like Data Cloud which we'll get to hear about later today. There's six key practices that are needed that you need to do to get



started in order to enable your data and have that connected within your AI infrastructure. The first one is around freeing your data from the silos extending it across your cloud and the cloud continuums. Whether that's Sales

Cloud Service Cloud or other cloud hosting where we have our Snowflake or Databricks or other. We're going to be able to bring this all together which we will get to hear about in a little bit in our demo. We want to productize the data you need to automate your data and treat your data as a product. Enable you to have data as code. Democratize your data. Make the data available to the people in your organization so they can use it. And then publish it and share it. Create that sharing of data as a norm. High quality data available across the organization across the silo breaking down the silos will really help you achieve this end to end customer experiences that we've all been talking about.

The next thing I'm going to say is the how do we get started part. We say it's really a three horizon approach to get started. Horizon one is use what you have. Many of you have been investing in Salesforce for a long time. We've been on this journey with data and AI. Maximize what you have. Really take the power of those Einstein and other predictive capabilities that you may have been working on. So really get all of the juice that you can out of anything that you've already been investing in.

The second horizon is consume these out of the box solutions from trusted partners like Salesforce. All the exciting things that we've been seeing over the past two days the things that are generally available in pilots. Starting with your trusted partners like Salesforce is going to give you that ability to start that rapid experimentation and a super low risk way especially when you're using the Einstein Trust Layer. So get started quickly do that experimentation start to be able to realize the value immediately. And then that can help to fund and paved the way for building and scaling custom use cases and going through that more expensive and lengthy build effort if you want to start thinking about how do I build that those distinct capabilities that are really going to be

my secret sauce for my organization. As part of those horizons you'll see data readiness across the bottom. That's because it is not a one and done activity. Do not wait for your data to be perfect to get started it will never be perfect. So data readiness is an ongoing activity. Don't wait for perfect data to get started.

And of course responsible AI underpinning everything that we do. So that's how we would recommend in a simple way to get started with your journey for generative AI.

And now I am very honored and excited to welcome to the stage Walter Charles. He is the SVP and general manager of CSL Plasma. CSL plasma is a global plasma collection company. They have over locations globally. What they do is they collect plasma from healthy donors and they turn it into life saving medication. And during the pandemic Walter was charged with the mission of changing the way that CSL engages with their donor community. He achieved record breaking results in under one year. And prior to that Walter has a deep history as a chief procurement officer. He's been the CPO at legendary brands like Kellogg's Biogen and Kraft Foods. He has built a reputation for driving enormous transformation efforts. We are so honored to be partnering Accenture to be partnering with CSL Plasma in their digital transformation journey. And we also are very thankful to Salesforce for awarding us the Salesforce Partner Innovation Award winner within Health and Life Sciences.

[APPLAUSE]

Walter is going to come on the stage. Walter is a trailblazer so he's already started this journey. They've already yeah you can come on up. He's already started the moving from manual to digital. From getting to this automated place. And we're going to hear from him some of his stories on what he's done his vision for the future. And maybe you'll give us some tips too.



Tips. OK. Tips will cost you a little extra. But no first I am absolutely delighted to be here to share our story. For those that were here yesterday when I shared it I'll give you the second snippet. The impact that we were able to deliver in the last year with the power of three that's our partners Accenture and a Salesforce platform was absolutely game changing for clients for patients.

I started the conversation yesterday that financials were a byproduct of doing the right thing by patients and delivering for patients and that was our core mission. So let me give you just a little bit of the scale because this might be the only time during the session that you hear about someone that tried to deliver a double digit billion dollar consequence in a single year and achieved it. Did you hear me? That was a B not a M. It's a huge huge impact for the business and we did that by saving more lives and turning on the capability to get after it.

So the story kind of begins with this insight. The insight was how do we get donors back to our centers in sufficient quantity to get after delivering medicines? Roughly % of our products that we make at Behring are derived from plasma. And so the challenge for us was this. Pandemic people weren't coming in. We had a % decline. And I boldly and maybe crazily took the job of trying to turn around this very proud awesome organization to kind of deliver what's never been delivered in the history of our business. I get there my first week and I will tell you my first week was probably the worst five days of my entire career. I spent hour days feverishly looking for the things that I could do the levers that I could activate to drive value for the business. And for hour days nothing. And then not to get overly biblical on you on the sixth day three people came in my office and said Walt we have this Salesforce CRM platform that we're going to be rolling out in months. And it will do the following types of things. It will allow us to engage donors and fundamentally get more people in and learn from those interactions. And I started smiling kind of probably weirdly because it was the first time I'd smiled in five days. And I remember Fernando who's in the front row kind of looking at me with

his head slightly a plum going why is this weird guy kind of smiling weirdly? And it was because I said well Fernando what would have to be true for us to not roll it out in months? For us to start in a week? And Fernando then said well what do you mean a week? We're going to build this thing. It's going to take us months to hire people. Walt that's Crazyville. And I said no no. Just hear me out. Can you generate for me the job descriptions that will get what we need? And so just start to talk me through what you'd need to make that happen. And Fernando said OK the job descriptions I could do in a day. And I said great. I said I happen to know people I used to be a chief procurement officer at a lot of companies. So I have a very deep Rolodex. That might be something that doesn't resonate. Outlook maybe resonates better. And I said well I probably know some people who have exactly the skill sets you're looking for. We won't be able to hire them in terms of full time equivalents but we can certainly buy those resources with exactly the right skill sets that know the Salesforce infrastructure and can help us build the digital assets and get after it. And there's a very powerful problem solving framework that my boss uses. He always asks the questions what would have to be true to do something and usually it's in an impossible time frame. That was kind of the jiu jitsu I used on Fernando that day. And thankfully Fernando generated the job descriptions. I got on the phone and called a bunch of people to try to get them in the mix. And if you heard our press releases in July we saw roughly a % increase in the collection of plasma for our business. Now doesn't sound like a lot of money let me quantify what that could mean in terms of revenues. That translates if we sold every drop of every plasma of every bit of plasma we collected it would translate to roughly \$. billion in revenues. We're an \$ billion company. The math around the multiple that we typically enjoy on a revenue line is something like . %. So there's a double digit billion dollar consequence with what we were able to collect by turning on this new capability.



And it's early days right? So we bolted on digital marketing. We bolted on a lot of cool stuff. We still do too much stuff manually. And so as I was thinking through the AI journey we've got to get on. It's about how do I take some of the manual activity that we've got in our Salesforce deployment and do something fundamentally different with it so that we can scale more cost effectively and less labor intensively and with a lot more insight to what's going to happen in our business? But I'm delighted to lead the people that are part of the CSL Plasma business to what was kind of an epic recovery to the light of patients that no longer have a risk of not having their medicines to ensure their lives. So again that's kind of the journey we're on. Still early days like most people on the pyramid slide that was shared earlier. But that's some of the framework.

Now with the slide that's up there we went from analog marketing to digital which I just shared with you. We went from manual to automated. And we went from a one size fits all framework to highly personalized and targeted across the million donations that are going to happen this year. It's been a really really compelling data story. So delighted to share it and delighted to be here to thank those of you on the Salesforce team that are with us and our Accenture partners for their partnership to help us get through it.

Any tips? Any tips?

[LAUGHS]

One tip. Yeah. So one tip right? So as a business leader now I think business leaders who are probably the architects of the status quo the stuff that's busted now that's probably not data informed certainly not AI activated are going to have to think differently about how they conceive their businesses. And I would encourage every business owner to have the intellectual curiosity to understand what you don't know about these new arsenal of tools coming from the AI ecosystem and figure out what the use cases are that can drive the most value for their respective businesses. But the architects the dilemma we've got is the

architects of the current status quo are going to be the ones that you're going to have to go through to change the game. And that's going to be I think the challenge.

Thank you Walter. And with that I am extremely honored and privileged as well to invite Rahul Auradkar to the stage. He's the EVP and GM of Data Cloud and Einstein.

Deb. Walt. Louise. And we have the distinct privilege of getting to see in real life how this is all going to come to life with Data Cloud and Einstein.

Thank you Louise. Thank you Deb. Fantastic story Walt.

That's amazing I didn't know those stats from CSL Pharma. Double digit billion dollar growth that's amazing. So first off I want to start by thanking Deb and our Accenture team. The journey with Data Cloud as we have gotten into a data driven journey has been quite remarkable for us. We keep talking about it that Salesforce is the fastest growing organic innovation in the history of the company and that doesn't happen by accident. It happens through partners like Accenture. So Thank you.

So what I wanted to share with you today was just getting started here. When we think about what we did last year last year around Dreamforce we shipped a product called Genie. And we have renamed it now to Data Cloud. We've been hard at work to define what does Data Cloud mean for the C engagement that was referred to earlier.

What does it mean for your core business strategy? What does it mean for AI? We do believe that your AI strategy our customers' AI strategy our customers' engagement strategy our customers' business strategy is as good as the data as good as the data strategy. So with that in mind we shipped Salesforce Data Cloud



which is a continuum from where we had talked about as Genie. So one of the few things we'll talk through what it means to have this unified profile driven engagement. And one of the key things that we are looking at here is you bring your own lake and bring your own model investment that we have had over the last year and year and a half.

We believe that it is industry defining. Its industry changing partnerships that we have had. You see the logos out there. As a matter of fact I was having a discussion with an analyst. I was having a discussion with a press person from Europe StrongTools VC. And every one of them tells us that what you're able to pull off with bring your own lake with the standards that we have and bring your own model that you have is quite industry defining. Even the Databricks of the world. Even though they are partners we don't compete with Snowflake and Databricks. But even bringing them to the table with Azure and Microsoft and others we are working through with them as well.

This is quite industry defining. So quickly I want to jump into how Data Cloud works. A big animal picture of how it works data sources across multiple different first-party data systems. Hyperscalers. If you want to bring your own lake across all those logos then you want to bring in data from APIs and STKs. Legacy systems. Then the preparation step. The preparation step really is coming down to one of the key tenets that Louise talked about was democratization. So we create the democratization of big data. We have tools that allow you to go from no code spectrum all the way to pro code spectrum in the preparation stage. Even the harmonize and unify stage. In the harmonization and the unification a key concept to focus here is on data spaces. There are multiple customers.

There are some that Accenture is now doing implementation as well who want to have one data cloud and multiple logical separations of that data cloud based on geographic needs based on legal needs based on compliance needs. And we've had customers who are using up to data spaces. So in some sense you can imagine this as being data clouds underpinned

by one data cloud. They're not paying for they're paying for one but we have logically separated that and you can get global insights as well. We ship data models. We'll talk about it as to out-of-box data models through the demo. And then you create the single source of truth or the unified profile. And the most important thing that we're doing here is we are a dynamic lake in that the system runs on a lake house which runs on an Apache spark engine and we built all standards software on top of it. It's dynamic in that it's not static. So that allows us to do key decisions and key actions. The actions could be data driven it could be table driven it could be a combination of both. We have built in this what we refer to as a multi-modal platform data platform that allows for actions across different modalities. So with that I want to get into a demo.

I want to acknowledge Kevin Liu here. Give it up for Kevin Liu he's a product manager in our team. So Kevin runs our activation he runs our activation platform.

So Kevin what are we doing here? What are we looking at?

So today we're going to take a look on a live demo environment using production code and we're going to walk through the end to end. Got it. So this is the home screen for Data Cloud and it's familiar to most of you. It runs on Lightning Web components and it's a CRMA embedded in Data Cloud. If you go into how do you bring data into Data Cloud? So here are the data streams and data streams are essentially the ability for us to bring in data into Data Cloud. What you're looking at on the screen is a screen with data streams and if you want to bring in a new data or new stream of data we have inbuilt connectors to everything Salesforce with the first-party data. No ETL just clicks and no code. You can bring in all the data. We have tons of connectors with MuleSoft. We're bringing in all of that data.



This particular production instance incidentally has got million customer records and that is small for us from a scale standpoint.

One of our customers in Japan uploaded trillion gaming records in the month of November to work on this. So scaling has never been an issue for us. We scale as much as any of the hyperscalers scale which is AWS and Azure so now that we moved from here let's take a look at what the data coming in here was. I referred to the data spaces as a concept.

Here I've built out three data spaces. We've got a global data space we've got a high priority data space and a America GEO data space. From here on for the rest of the demo we'll be looking at the global data space. So once we get into the global data space here's an example of a data stream that we brought in. It's a contact data stream that came from many of you would know working with Salesforce core this contact is coming from core with sales and service. It's got fields that have been mapped. It's got about a million records in the top right you can see. The mappings being done using Data Cloud's mapper that we have which is out of box refer to democratization. This is another example. It's a drag and drop mapping.

We ship over canonical data models as Kevin will see on the right there. These models are something that we ship out of the box. We have our ISVs and even Accenture has been building custom data models that you can package and ship. For example our industries team is driving tons of these data models required for specific industries for airline for health et cetera. Once you're done with the mapping what we're doing here is we're mapping the contact to an individual. So as Kevin scrolls down you can see some of the mapping there. We are mapping the contact ID to the individual ID and we're going through the entire mapping. Why is it important the individual mapping? Individual is a data object. Now going forward everything that comes in will be mapped to individuals so we accept this canonical data models harmonizing data. Everything to the left of it now is legacy data streams.

Everything to the right of it would be what we're doing as activation. So as you get in more data streams we're bringing in data from different systems here or different systems as we look at the next screen here. We have got data systems coming in. We have done the mapping here on the left side bottom. You can take a look at all the data coming in from different systems. We have done the mapping. So we have separated your activation system from that of your source system through the harmonization step.

There's one more step here as we take a look at the harmonization. If you take a look at the relationships so the individual has relationships across multiple different aspects. As in an individual could have engagement data. An individual could have data associated with something else the individual is doing within the system. And this is essentially showing us the relationship of the individual what we refer to as data model objects against other data modeled objects. Boom. Then this gives you the graph. So what you're looking at with this individual at the center you can take a look at everything that's happening with the individual with the all engagement data. Everything that's happening with all the web. For example web clicks. It could be just simple cases against the individual or the individual has picked up. So this is what we refer to as the harmonized view of a data model object. Now there's one more step after this. There still could be multiple Rahul's in the system. I could be coming through multiple identities. I could be coming through multiple channels. So here we refer to this as Identity Resolution. Here on the right side you can see we have . million identities. And when we compress it or when we don't call it compression but when we do an identity resolution this is unification. This is single source of truth. We have four . million unique profiles now.

So the five different touchpoints that I came in to



touch a business now has been unified to one point and I have five different views of me. And you can find different ways in which you

can engage with me. This can be done with deterministic rules-based matching or it can be done AI driven fuzzy matching. We ship our own AI models to do the fuzzy matching. If there's a need for our customers to bring in their models they can bring in their models which is a roadmap item for us to feed in those models here. So now what have we done so far? We've brought in data. You can either federate data meaning you don't need to copy it in. We brought it in we have transformed we have harmonized and we have unified.

Now let's start looking at how we use the data. So as we start looking at this here is an example of what we refer to as calculated insights. These calculated insights are multidimensional cubes. They are being run in real-time against the data that has been harmonized. Here are some examples. Lifetime value by customer. Churn score. Total email engagement. These are insights that a bunch of them they ship out of box. You can create them. They're easy to create. Drag and drop creation. Or you could use developer tools to go make that happen. Now that we have harmonized data unified it and we have created this insights let's start taking a look at engagement surfaces as to how we use this data. This is Databricks. This is Databricks' notebook. And in the notebook we are creating ML models. This is a linear regression model that has been created using the DMOs that we created before. And this is one example of bring your own model.

You can build the model in Databricks and you can bring it back to Data Cloud. Now we have also been doing the same work with SageMaker as well SageMaker from Amazon. We've been doing bring your own model with SageMaker too. Here's an example of a SageMaker model. Take a look at it we have got details. We've got the endpoint. This is all live running on SageMaker right now. The endpoint the variables are going in. The variables essentially data inputs for the model. In this case it's product interest score. Now imagine this product

interest score is coming back. It's a piece of data that can be applied to your entire Salesforce surface. Based on some threshold score you can use that product interest and create a flow automation as in hey there is a lot of interest here on product interest maybe I need to alert a sales rep to go have this call. Or maybe you just inject the product interest score into any other table inside of Sales or Service Cloud or any other surface of engagement that you might want to have.

This is another example bring your own model from an AI standpoint. These two are predictive models. Now we'll talk a little bit from a generative model standpoint as well. So before we go there I want to take a look at segmentation. So you brought in all the data. You've unified it. You've harmonized it. Now let's take a look at segmentation.

Here is an example of segmentation. And we are using Data Cloud to deliver on generative AI but we also are using generative AI for the sake of doing better within Data Cloud as well.

This is an example of generative AI for Data Cloud. What we're doing here is Kevin is putting in a describe your segment as natural language interface. And he's describing a segment as in can you give me high net worth male in the US. But here's an interesting thing our system not only picked that up but it also flagged the fact that you have a gender bias. So our system has picked up gender bias as well. It refused to include gender in the segment. You can override it with a human override but it refused to include gender in there.

Now after we are done with this we can create the segment. And Kevin works on this feature. So Kevin. What else can we do with this once we're done with this? So once your segment is created GenAI has created it it doesn't mean that you can't have a human intervention. You can go in and look at the segment that you've



created and make edits in addition to that. So typical to when you're using the segments you're able to kind of drag and drop reposition it make other rule sets and order rule sets there. You can also go to the left side and drag other attributes that you're interested in. In this example I'm dragging around account type and I'm going to say account type is equal to maybe corporate. And then hit Done. So there's no limitations in what you can do here. You can still create your segment but use the power of AI and have a combination of having something created for you but add addition you know the human element of the marketer. So whatever you want to create and do that. So now that your segment has been created.

Rahul you want to talk about what you could do use the segment for?

Absolutely. Thanks Kevin. So the key point we're making here is that's an example of co-pilot. That's an example of augmentation in that we're creating the segment but giving the control back to the business analyst. We talked about democratization of big data. That's another example of it. What you're looking at here is a data so what the segment we created there was highly engaged buyers segment. That showed up automatically as a data extension in Marketing Cloud. Now the important thing to note here is it's dynamic and anything that happened with this segment with the consent signals that came in there could be some people who would say you put me in this segment but I don't want to be contacted. We honor that. If there's new data coming in about that individual in that segment or that product in that segment or that account in that segment it just flows through.

As you're running through the journey et cetera whatever you're doing with for example you might be doing first-party privacy safe journeys with Google Ads. We have an integration with them. All of that just flows through seamlessly. Now that's one example of what we're showing as an activation. Here's another example of activation. We have several activation partners we can run through partner channels for activation as well. These are ISV partners that

built on top of Data Cloud. So we've looked at predictive AI. We looked at marketing in the activation surface. Now let's one final chapter here from a activation standpoint.

Here's a screen. We're looking at a contact in the core platform. That contact now has been enriched with Data Cloud Engagement objects. On the left side you can see Edward Stamos on the core platform. As a contact you can take a look at Lifetime Value Propensity to Churn. That example Propensity to Purchase came from the predictive AI model. There's an Engagement Score. And more importantly on the right side you can take a look at by reference you can take a look at all the engagement data on the right side. How many web clicks Edward Stamos had? How do we use that? We could either use that we call this a data graph capability. How do we use that? We could use it in real-time access. One of the mortgage companies that we have right now says within two minutes of somebody having touched the website they want to get back to that person. So we go through millions and hundreds of millions of calls there to provide real-time access. So let's take a look at how we want to use this in generative AI.

So here's Prompt Studio. This is Prompt Studio we talked about yesterday in the keynote. This is coming in first quarter of next year. So what we have here is that this is an ungrounded prompt. And what Kevin is doing is he's looking at a cross-sell opportunity where we are asking the LLM to provide insights to the sales lead. This is a very generic this is going through our gateway. This is going through Einstein gateway into an LLM model in this case OpenAI. The response we get is a very generic response. It says personalize the insurance policy highlight the coverage. If he hits preview again which you don't need to do it's going to take another five seconds. If he does a preview again it's going to hallucinate and say a whole bunch of things making up things about the customer.



Now let's take a look at how Data Cloud grounded data graph will allow you to ground this response from GenAI standpoint. This is Edward Stamos again we saw it before. We were actually talking about Edward Stamos' sales. This is a lead.

And let's take a look at this data graph inside of Data Cloud. This is a data graph capability inside Data Cloud on the Unified Profile. And if you look at from the Individual Unified Profile this web engagement we have mapped of the . We have chosen to pick up of the fields here. So that data graph is one API call that made it into the prompt. Let's go back to the prompt here. So if you take a look at the bottom there we have added the flow underscore data underscore prompt in here. So that's the inline feed of everything we know about Edward Stamos. If you did that and you do a preview the response now on the left side has basically rendered all the data about Edward Stamos. And look at what we get back from that. Has shown a strong interest in pet insurance. So it's not a generic response. And as a matter of fact you hit it three times it gives you a different language but the content is still the same. It says that he's shown interest in pet insurance. He works for another company. And this time it didn't show you which company he works for. The LLM actually is flaky but it's not flaky when you ground it. And this is a grounding using Data Cloud. And this capability is coming in the first quarter of next year. Everything that I showed you until now except that is available for you to use now. It's in GA. It's in Production.

So thank you for the demo Kevin.

Yeah no problem. It's been fantastic.

Thank you for doing that. So that's the end of the demo. I want to close with a couple of slides here. So one I referred to as Data Cloud is multi-modal. So if you take a look at our enterprise customers our CIOs our CDOs talk to the fact that they have so many modalities through which they engage with their customers through their applications. Whether it is real-time decisioning or event processing or AI/ML snapshotting for predictive AI for generative AI

for analytics. We built a lake house and on the lake house we support multiple modes. And our single biggest North Star here is the C . We are not a data platform for the sake of a data platform. Our North Star is the C . Being relevant for CRM. Being relevant for the C . So that's the basis in which we designed it. And we've had tremendous success like I said our fastest growing organic innovation in the history of the company. We saw trillion customer records ingested last quarter alone.

Thank you Rahul.

[APPLAUSE]

Rahul thank you so much. You've been an incredible partner in this journey. Hopefully you now see not only what you saw in the keynote yesterday but what happens behind the scenes.

And so for those of you who want to be able to run fast feel free to reach out to us. We're very happy to help. And I just want to thank everyone for coming today.

Walter I want to thank you for sharing your story and your journey which you're still on. And Louise thanks for being a great partner up here. So thanks everyone.

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