

26 years ago - with Dalai Lama on the wall

... Encouraged
employees to
“Think different”



1449 Montgomery St.

San Francisco





Lars Oskar Heer Amlie

Principal Solution Engineer



Ina Conrado

AI Innovation Lead



Forward looking statements



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.

The Data-Driven Data Center - With a focus on trust, agility and cost

A typical 24 h cycle @ Salesforce

Platform Scale

Consumer Scale

Employee Scale



Enhanced Availability in Planned Maintenance



First-Party

Hyperforce today

Major
Releases

15mins

ZERO minutes



Database
Maintenance

1 hour

ZERO minutes



Instance
Refresh

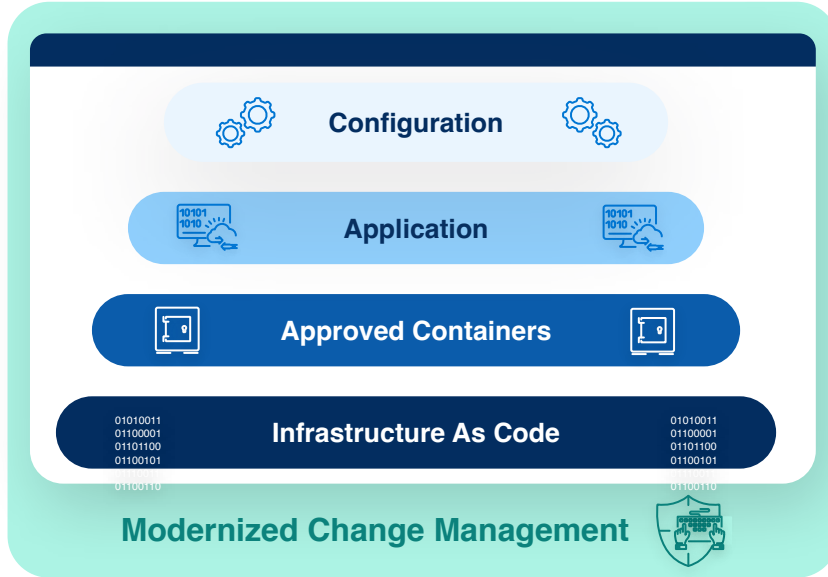
**Approx every
3 years**

NEVER!



Immutable Infrastructure-as-Code

Predictable state by eliminating drift



```
provider "aws"
profile  = "default"
region  = "us-east-1"

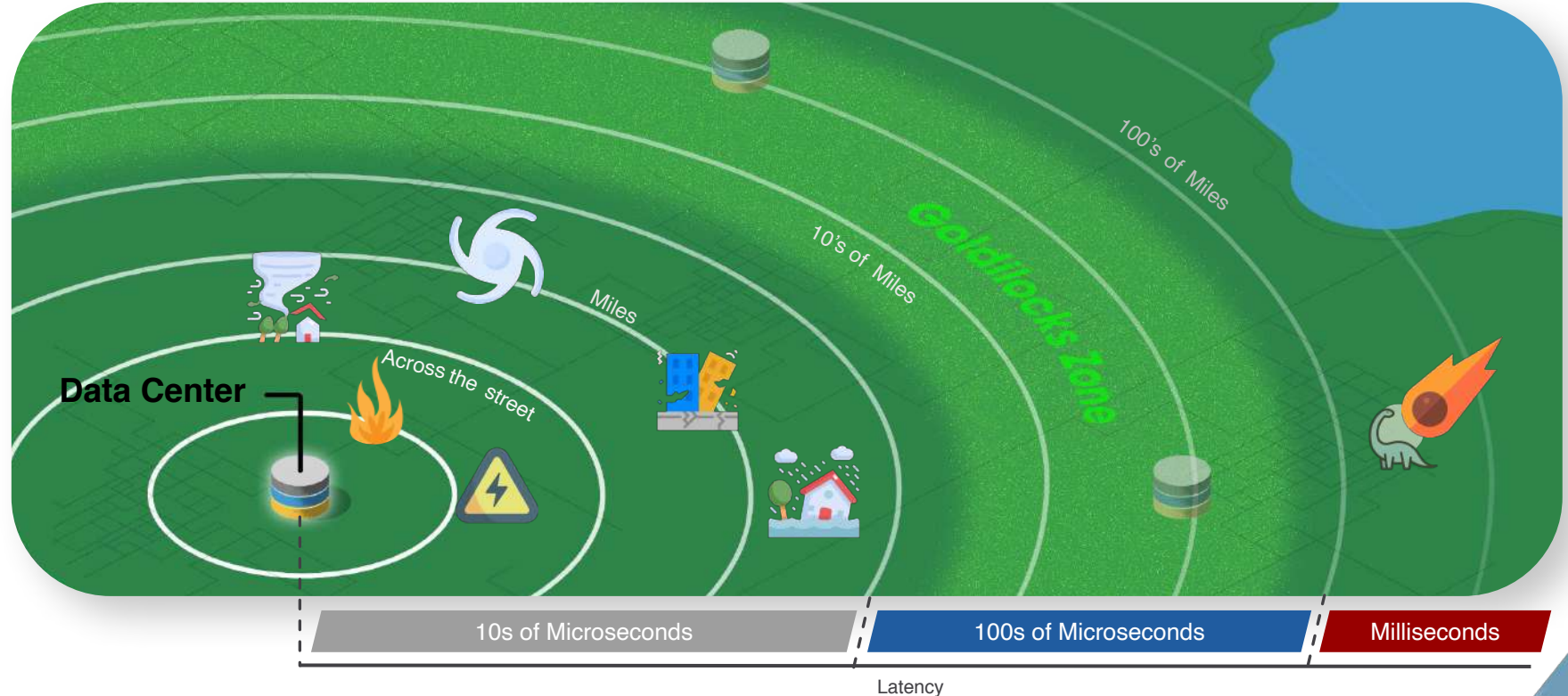
resource "aws_instance" "example" {
  ami           = "ami-2757f631"
  instance_type = "t2.micro"
}
```

salesforce

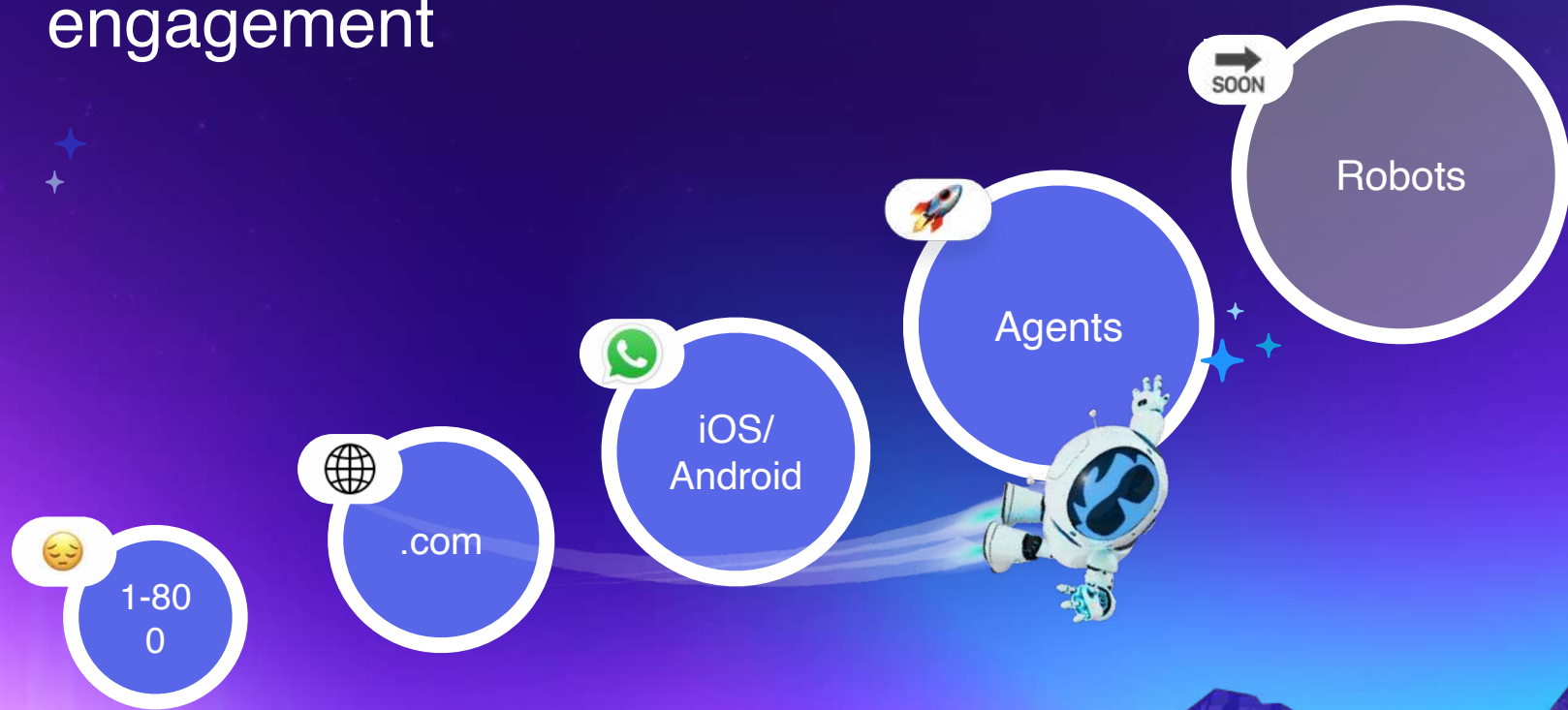
Availability Zone Continuity



Hyperforce 3 AZs architecture balances resilience with performance



Agents (and robots!) are the future of customer engagement



Agentforce builds on Salesforce's platform investments



Custom apps
& agents

Einstein AI
& Models

Flow
Automation

Salesforce Platform

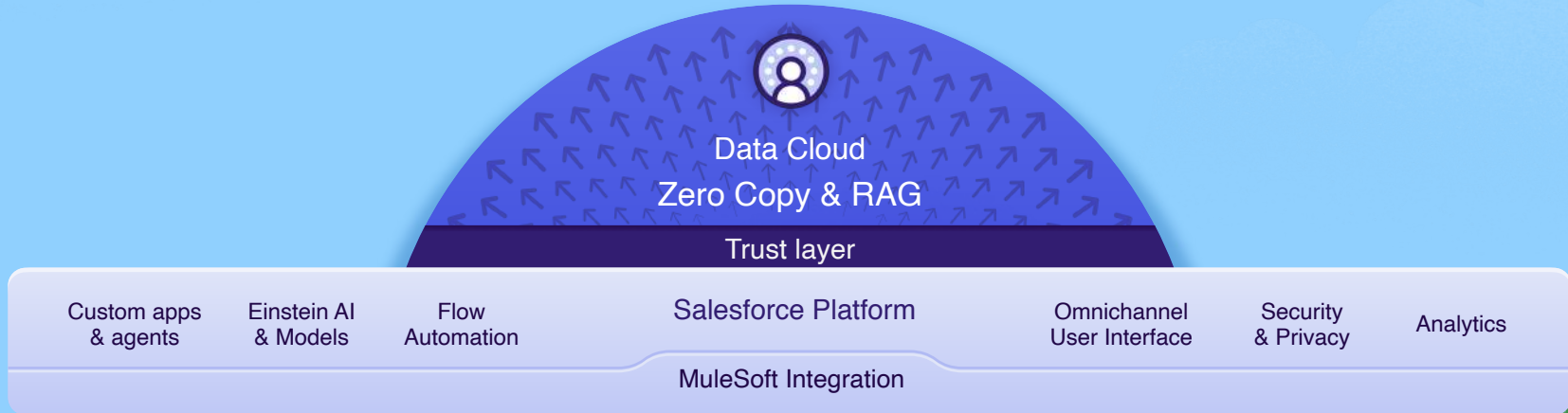
Omnichannel
User Interface

Security
& Privacy

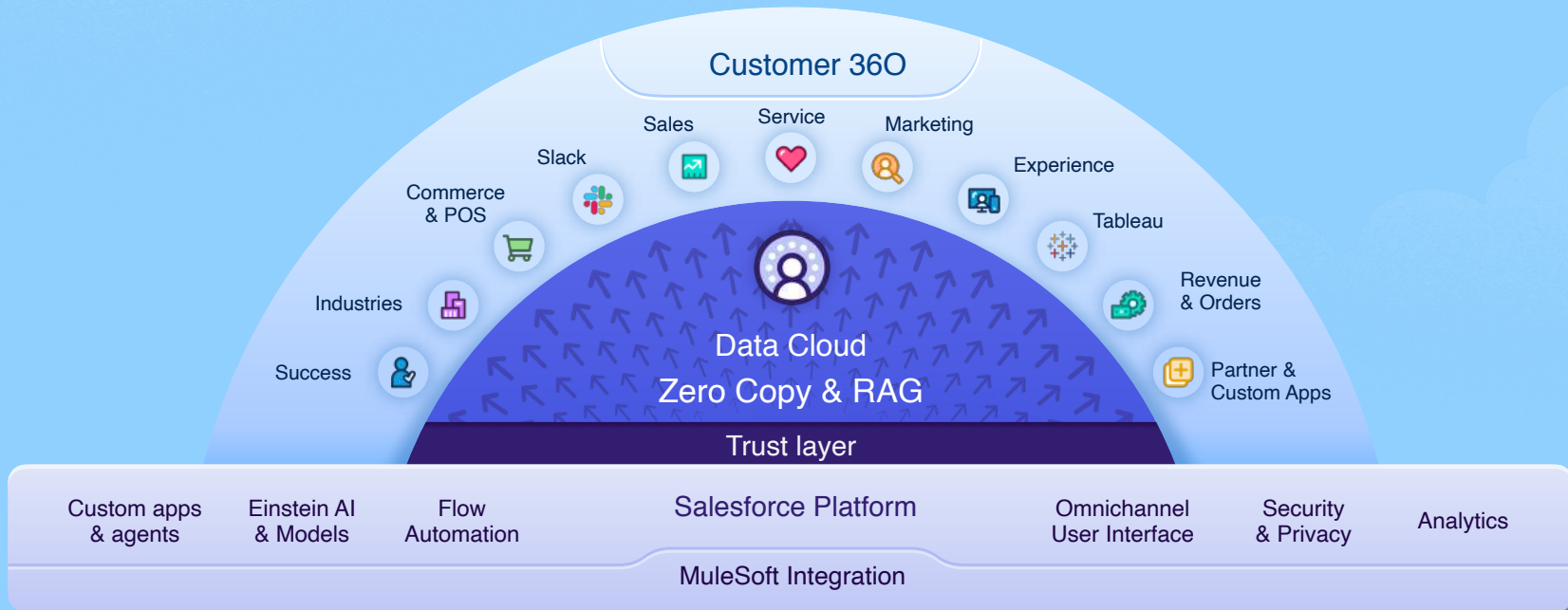
Analytics

MuleSoft Integration

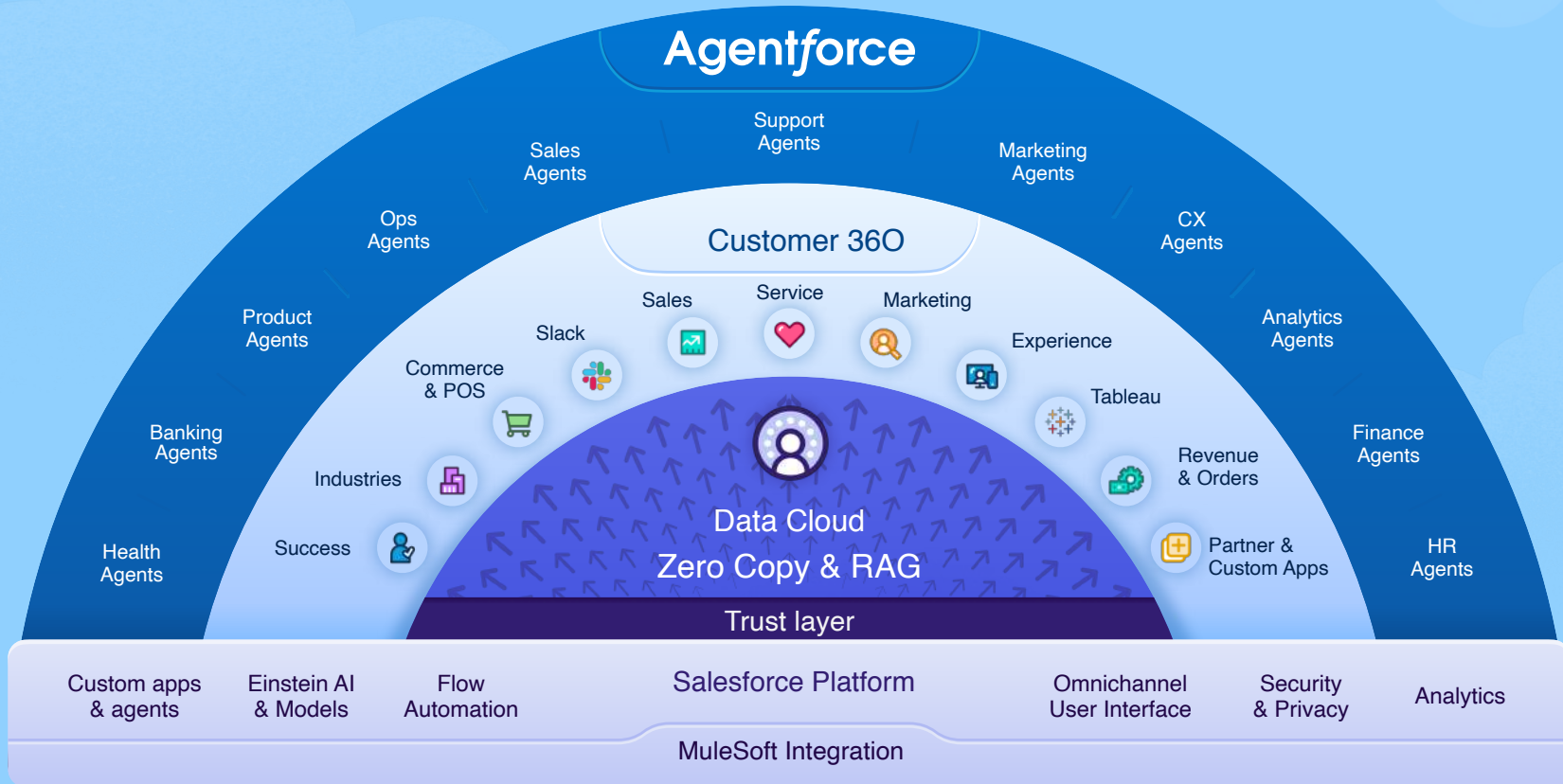
Agentforce builds on Salesforce's platform investments



Agentforce builds on Salesforce's platform investments



Agentforce builds on Salesforce's platform investments



Our 3 Pillars 4 Net Zero

1

Operationalize
Values

2

Earn & Sustain
Trust

3

Use Your
Superpowers

Values Guide Everything We Do

Our values are: trust, customer success, innovation, equality, and sustainability.



Trust

Trust Requires Transparency

Deep listening and rigorous
disclosures earn stakeholder
trust.



Focus on Core Competencies

Salesforce is bringing digital transformation to the world's greatest challenges.



Thank you

