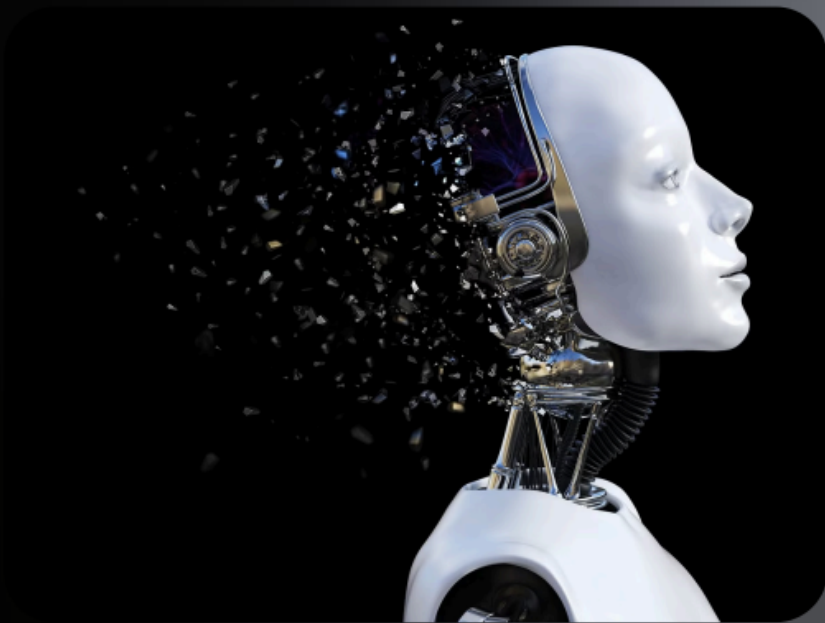


Artificial Intelligence: Transforming the Future

Artificial Intelligence (AI) is the groundbreaking concept of enabling machines to mimic human intelligence and perform tasks like reasoning, planning, learning, and understanding language. While we're not yet at the level of human parity, AI is already revolutionizing how we live and work. The driving force behind AI is a technology called machine learning, designed to make our jobs easier and more productive.



Why Businesses Need AI

Elevated Customer Expectations

Today's customers are accustomed to the personalized, on-demand experiences provided by tech giants like Uber, Google, and Amazon. Businesses must now meet these heightened expectations by leveraging customer data to offer tailored, efficient service across every interaction.

Competitive Advantage

Implementing AI can give businesses a significant edge over competitors. By automating tasks, generating personalized content, and providing predictive insights, AI empowers organizations to work smarter, boost productivity, and deliver exceptional customer experiences.

Increased Efficiency

AI-powered tools can streamline workflows, reduce manual effort, and accelerate decision-making, allowing employees to focus on higher value work. This increased efficiency translates to cost savings and improved business outcomes.

Salesforce Einstein: AI for the Customer 360

1 Trusted, Extensible AI

Salesforce Einstein delivers AI capabilities that are grounded in the Salesforce Platform, ensuring data privacy, security, and responsible use across your organization.

2 Customizable AI Experiences

Leverage Einstein to create personalized, predictive, and generative AI experiences that fit your unique business needs, from customer service to marketing and beyond.

3 Conversational AI Assistance

Empower your teams with Einstein Copilot, a conversational AI assistant that can help them work smarter and more efficiently across Salesforce applications.

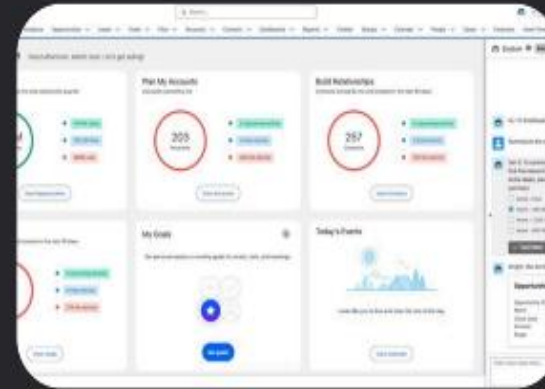


The Power of Einstein Copilot



Conversational AI Assistant

Einstein Copilot is a customizable, conversational AI assistant that is natively integrated into the Salesforce platform. It can help your teams be more productive by answering questions, summarizing content, and automating manual tasks.



Embedded in Salesforce

Unlike other language models, Einstein Copilot is built directly into the Salesforce system, allowing it to leverage your organization's data and seamlessly integrate with your existing workflows and processes.



Secure and Trustworthy

Salesforce's commitment to data privacy and security is at the core of Einstein Copilot, ensuring that your sensitive customer information remains protected while you harness the power of generative AI.

Customizing Einstein Copilot



Prompt Builder

Easily create and save reusable AI prompts to streamline content generation and ensure consistent, on-brand messaging.



Copilot Builder

Customize the day-to-day functions of Einstein Copilot with a pre-built library of actions, tailoring it to your specific business needs.



Model Builder

Extend Einstein Copilot's capabilities by connecting it to other large language models, unlocking even more powerful AI-driven experiences.

Generative AI: The Future of Work

1

Content Generation

Generative AI models can create a wide variety of content, from sales emails and customer service responses to blog posts and marketing copy, all tailored to your specific needs.

2

Intelligent Automation

By integrating with your Salesforce data and workflows, Einstein Copilot can automate manual tasks, freeing up your teams to focus on higher-value work.

3

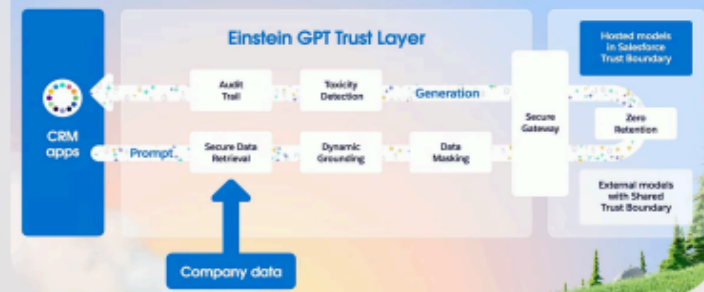
Personalized Insights

Leveraging your organization's data, Einstein Copilot can provide personalized recommendations, analyses, and predictions to support better decision-making.



Unleash the Power of Trusted AI

How the Einstein GPT Trust Layer Works



Data Privacy and Security

Salesforce's Einstein Trust Layer ensures that your sensitive customer data remains protected and secure, allowing you to harness the power of generative AI with confidence.

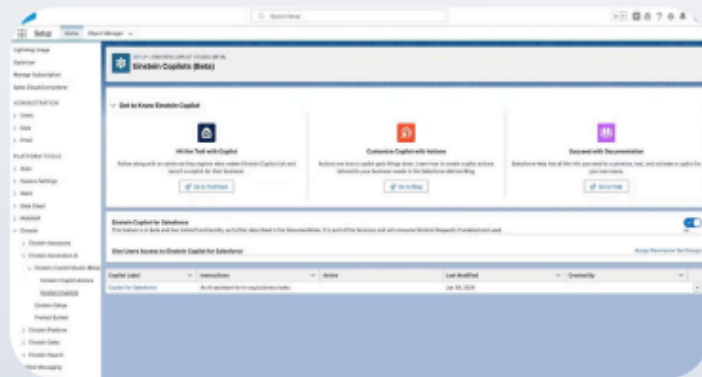
Ethical and Inclusive AI

Salesforce is committed to promoting the responsible use of AI, with built-in guardrails and best practices to mitigate bias and ensure your AI-powered experiences are accessible and inclusive.

Seamless Integration

By natively integrating with the Salesforce Platform, Einstein Copilot and other AI tools can seamlessly connect with your existing data, workflows, and business processes, driving maximum value and impact.

Get Started with Einstein Copilot



1

Enable Einstein Generative AI

Turn on Einstein Generative AI in your Salesforce org to unlock the full capabilities of Einstein Copilot and other AI-powered features.

2

Set Up Data Cloud

Ensure that Data Cloud is provisioned and configured to securely connect your Salesforce data with Einstein Copilot and other AI tools.

3

Empower Your Teams

Provide your employees with access to Einstein Copilot and train them on how to leverage this powerful AI assistant to boost productivity and enhance customer experiences.