Transforming Transportation, Logistics, and Creative Workflows through AI and Generative Models

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Forward Looking Statement

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Thank you

Bob Hitt

Industry Advisor for
Transportation & Logistics,
Salesforce

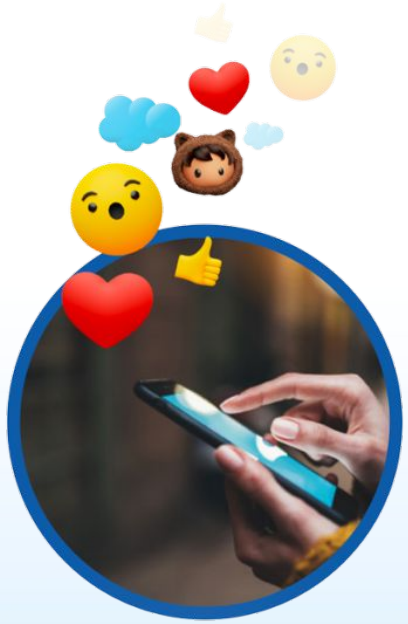
Show of Hands

Who has personally used Chat GPT or some other generative AI tool?

Technology is moving faster than ever

Cloud

Mobile



Social

Data

Artificial Intelligence

We're in an AI revolution

Wave 1

Predictive

How to |

- How to **increase conversions**
- How to **optimize spend**
- How to **personalize experiences**
- How to **grow relationships**

Wave 2

Generative

Wave 3

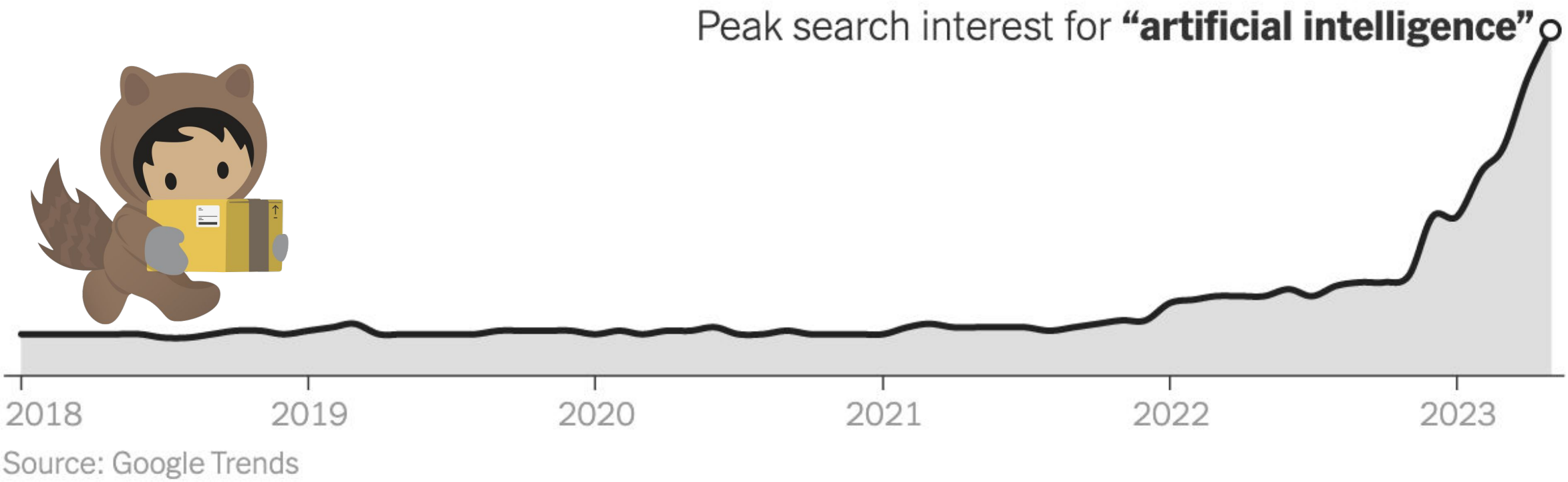
Autonomous & Agents

Wave 4

Artificial General Intelligence

Interest in AI

Google searches

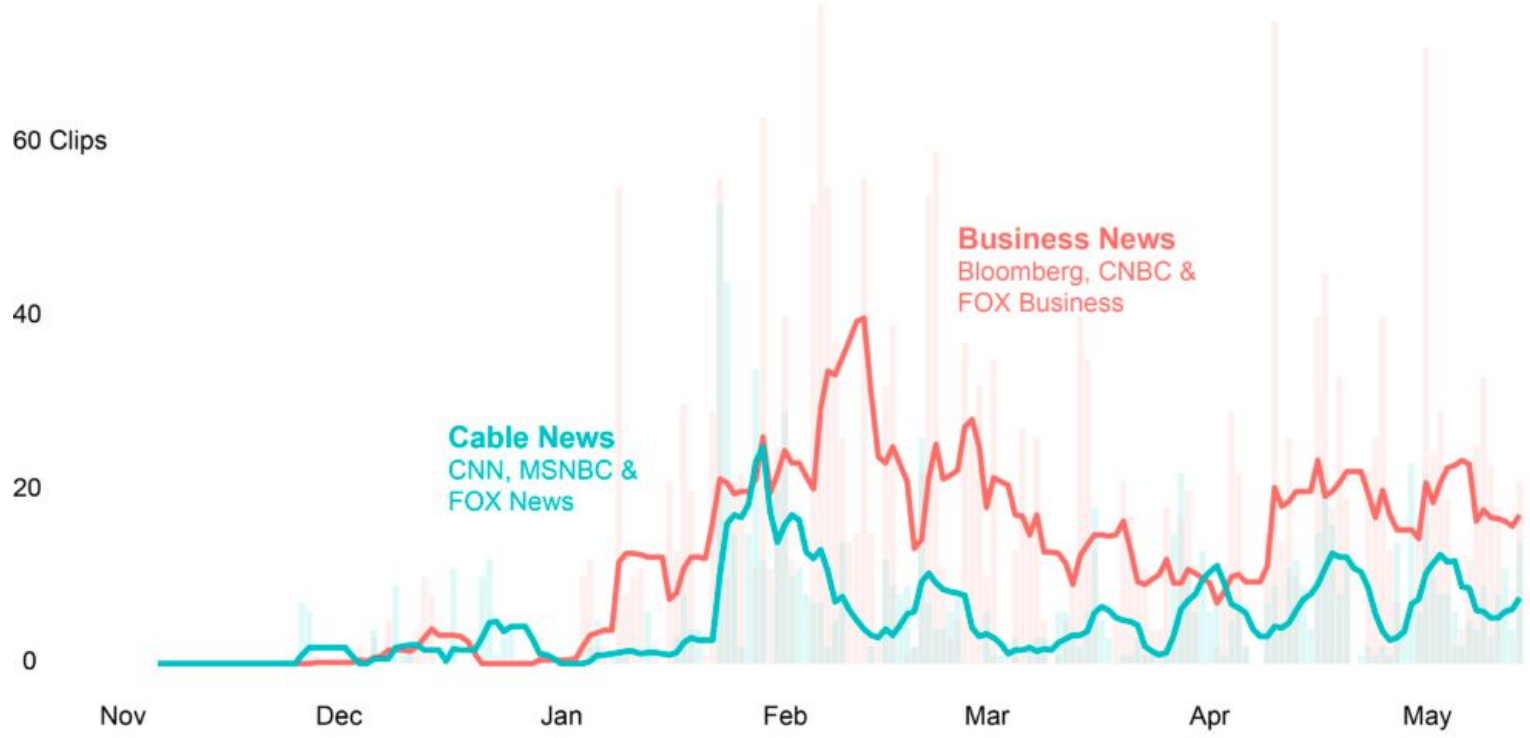


Source: Google Trends

Business is focused on AI

Business TV new more focused on AI

On TV, business news is covering ChatGPT more than cable news
15-second clips on TV that mention chat bots or ChatGPT, 7-day rolling average



*Business news stations have fewer overall clips, so as a percentage of total clips the business news coverage is much higher than cable news.

Data Source: Internet TV News Archive Via GDELT API

Business Leader Response to AI

THE NUMBERS TELL THE STORY

A full 84% of C-suite executives believe they must leverage Artificial Intelligence (AI) to achieve their growth objectives. Nearly all C-suite executives view AI as an enabler of their strategic priorities. And an overwhelming majority believe achieving a positive return on AI investments requires scaling across the organization.

Yet 76% acknowledge they struggle when it comes to scaling it across the business. What's more, three out of four C-suite executives believe that if they don't scale AI in the next five years, they risk going out of business entirely.

With the stakes higher than ever, what can we learn from companies that successfully scale AI, achieving nearly 3x the return on investment and a 30% premium on key financial valuation metrics?

84%

of executives believe they won't achieve their growth objectives unless they scale AI

76%

of executives struggle with how to scale AI across the business

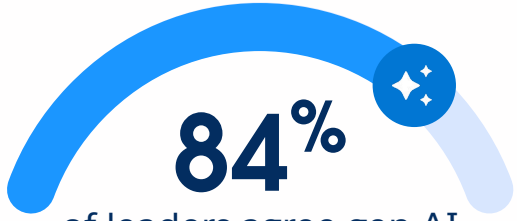
75%

of executives believe they risk going out of business in 5 years if they don't scale AI

Source: AI Built to Scale

The AI opportunity

Customer Success



84%

of leaders agree gen AI better serves customers[1]

Jobs

64%

of execs will hire more skilled workers due to gen AI[3]

Productivity

30%

of employee time freed up by 2030, accelerated by gen AI[2]

Growth

~$4.4T

expected annual GDP impact due to AI[4]

Transformation

3 of 4

of companies are likely to adopt AI by 2027[5]

Strategy

92%

of businesses are seeing returns from AI investments[6]

Sources: [1]McKinsey, Generative AI & the Future of Work in America, 2023. [2]Upwork, 2023. [3]McKinsey, The Economic Potential of Generative AI. [4]World Economic Forum. AI: 3 ways artificial intelligence is changing the future of work, 2023. [5]NewVantage Partners, "Data and AI Leadership Executive Survey," 2022.

The AI Trust Gap

AI is the

#1

priority for CEOs

Islands of data

LLMs taking your data

Hallucinations

Bias & toxicity

Drift

52%

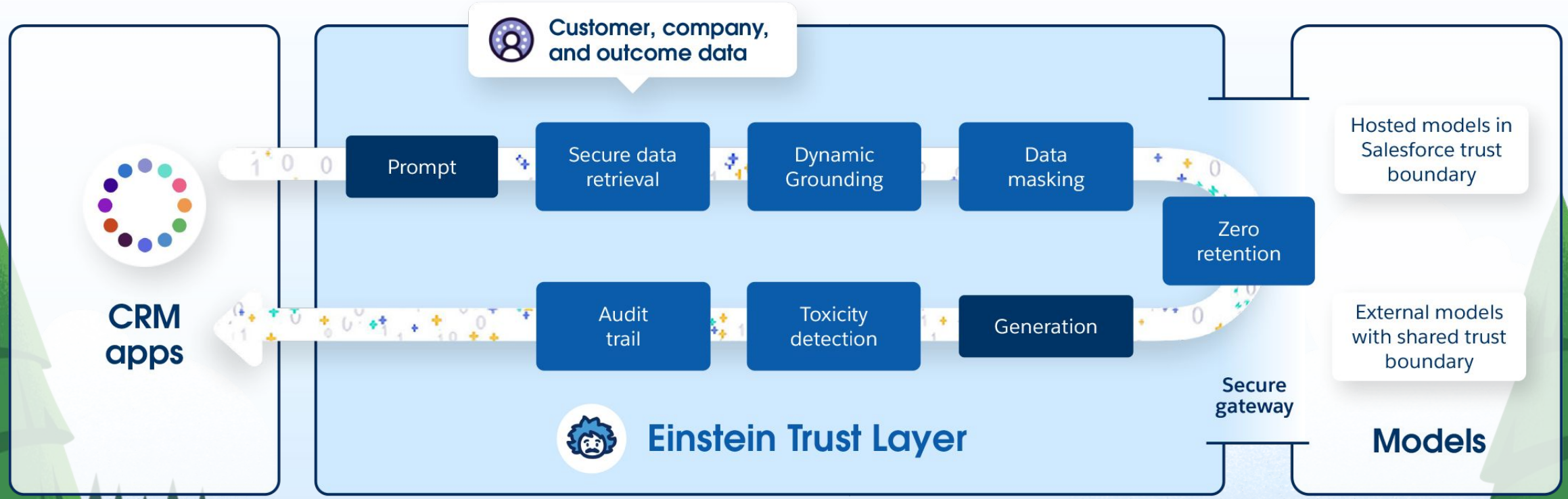
of consumers don't believe AI is safe and secure[1]

1 Source: 2023 MITRE-Harris Poll.

Enterprises are Here

The AI Experience You Want

How the Einstein Trust Layer works



AI Has Never Been More Compelling

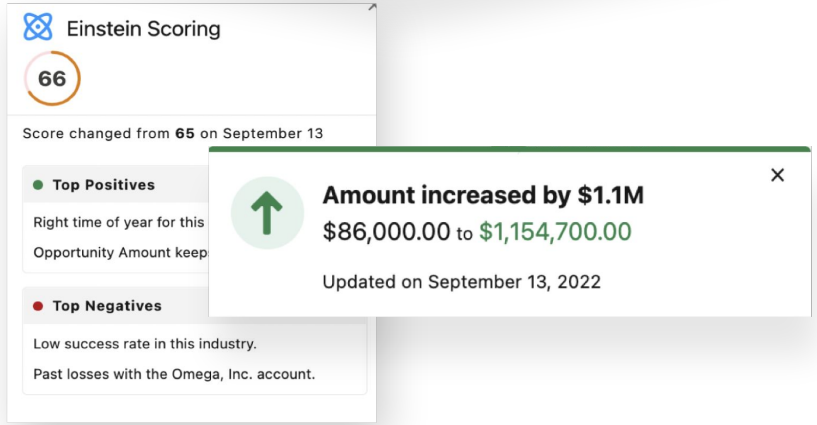
Generative AI drives productivity for sellers

Predictive

Informs

Makes predictions based on what it has **seen** in existing data

Einstein

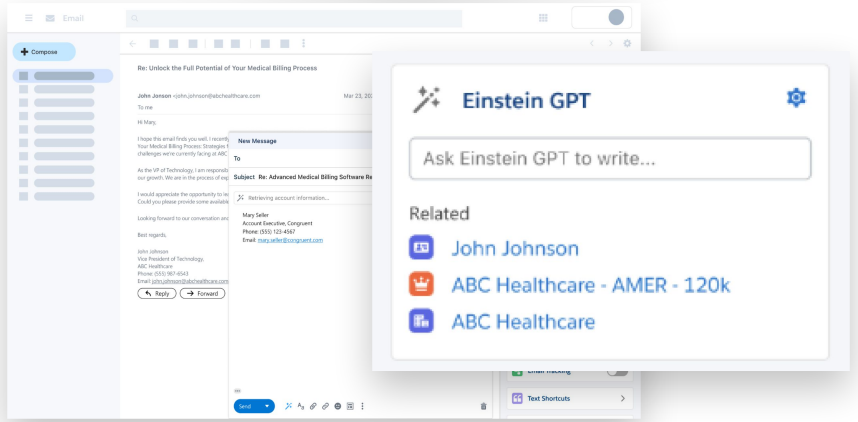


Generative

Assists

Creates new things based on what it has **learned** from existing data

Einstein

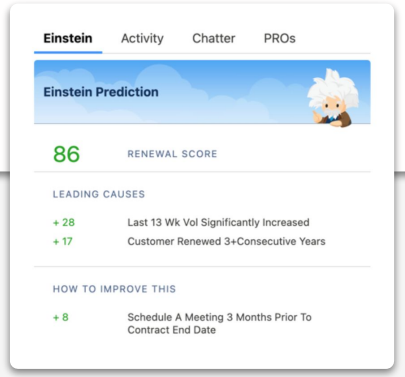


Use Cases for AI

In Transportation & Logistics

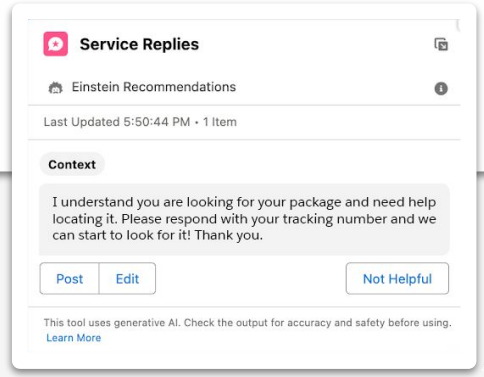
Einstein Predictions

- Churn
- Accessorials
- Lead Scoring
- Cross Sell
- Likelihood to Book



Einstein Generative

- Sales & Service Emails
- Call Wrap Notes
- Knowledge Article Creation
- Sales Assistant



Jack Grennan

Lead Solution Engineer,
Salesforce

How Data Cloud Works

Data Sources

- Customer 360
- Cloud Storage
  - Amazon S3
  - Google Cloud
  - Microsoft Azure
- Bring Your Own Lake
  - Snowflake
  - Google BigQuery
- Mobile & Web
- APIs & SDKs
- Legacy Systems

Connect & Prepare

- Out-of-the-Box Connectors
- MuleSoft Anypoint Platform
- Data Bundles
- Streaming & Batch Data Ingestion
- Streaming & Batch Data Transforms

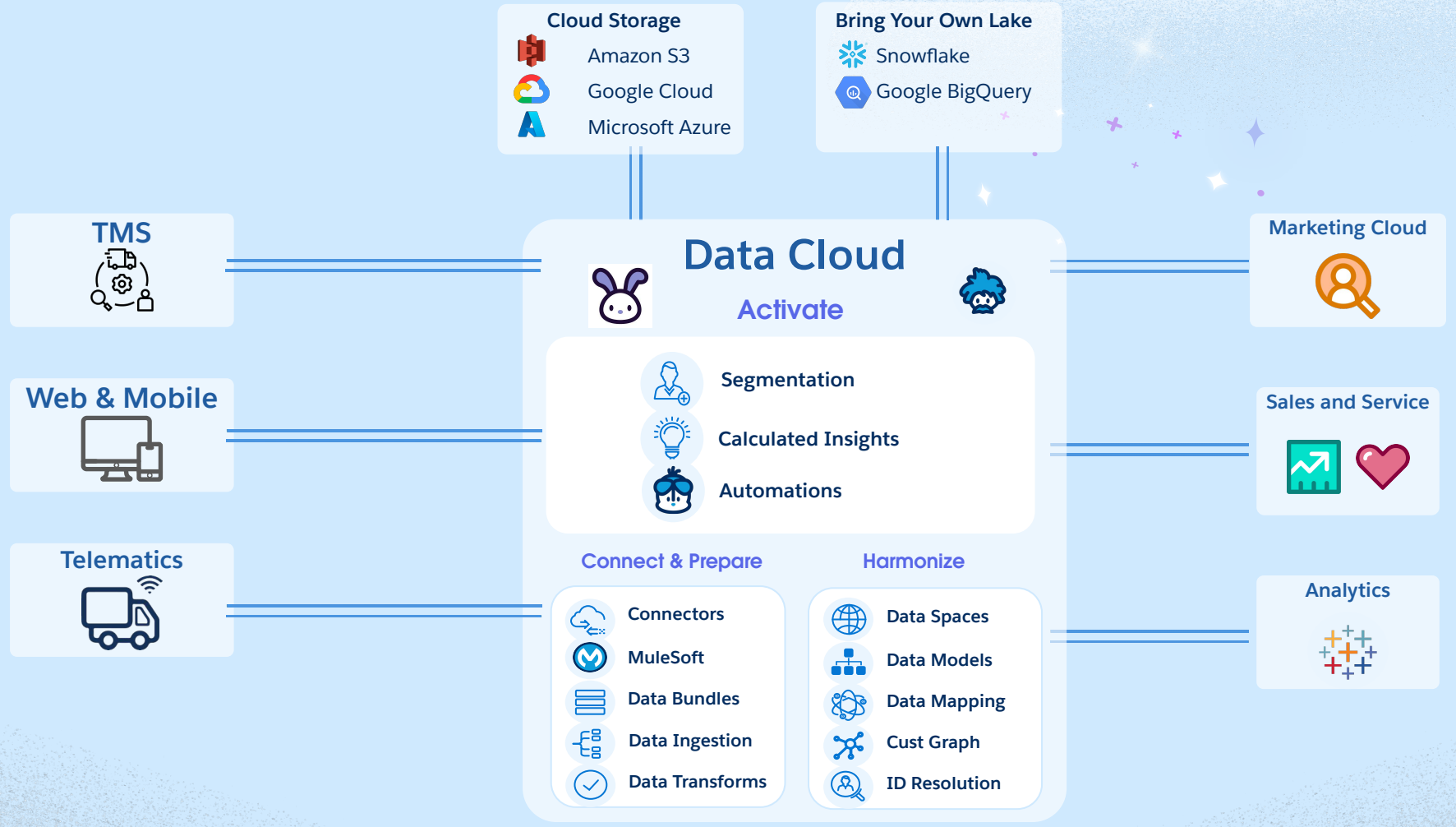
Harmonize

- Data Spaces
- Data Models
- Data Mapping
- Customer Graph
- Identity Resolution

Activate

- Customer 360
- Einstein
- Bring Your Own Model
- Segmentation
- Calculated Insights
- Automations
- Analytics
- Third Party

A different view of Data Cloud



Questions?

Thank you

The Best of Dreamforce for Transportation & Logistics

WEBINAR | October 3, 2023, 9:00 -10:00 AM PT

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