

The Salesforce logo, consisting of the word "salesforce" in white lowercase letters inside a blue cloud-like shape.

salesforce

## Improving Customer Experience through Context: Real Connected Infrastructure Implementations

Charlie Isaacs  
CTO for Customer Connection

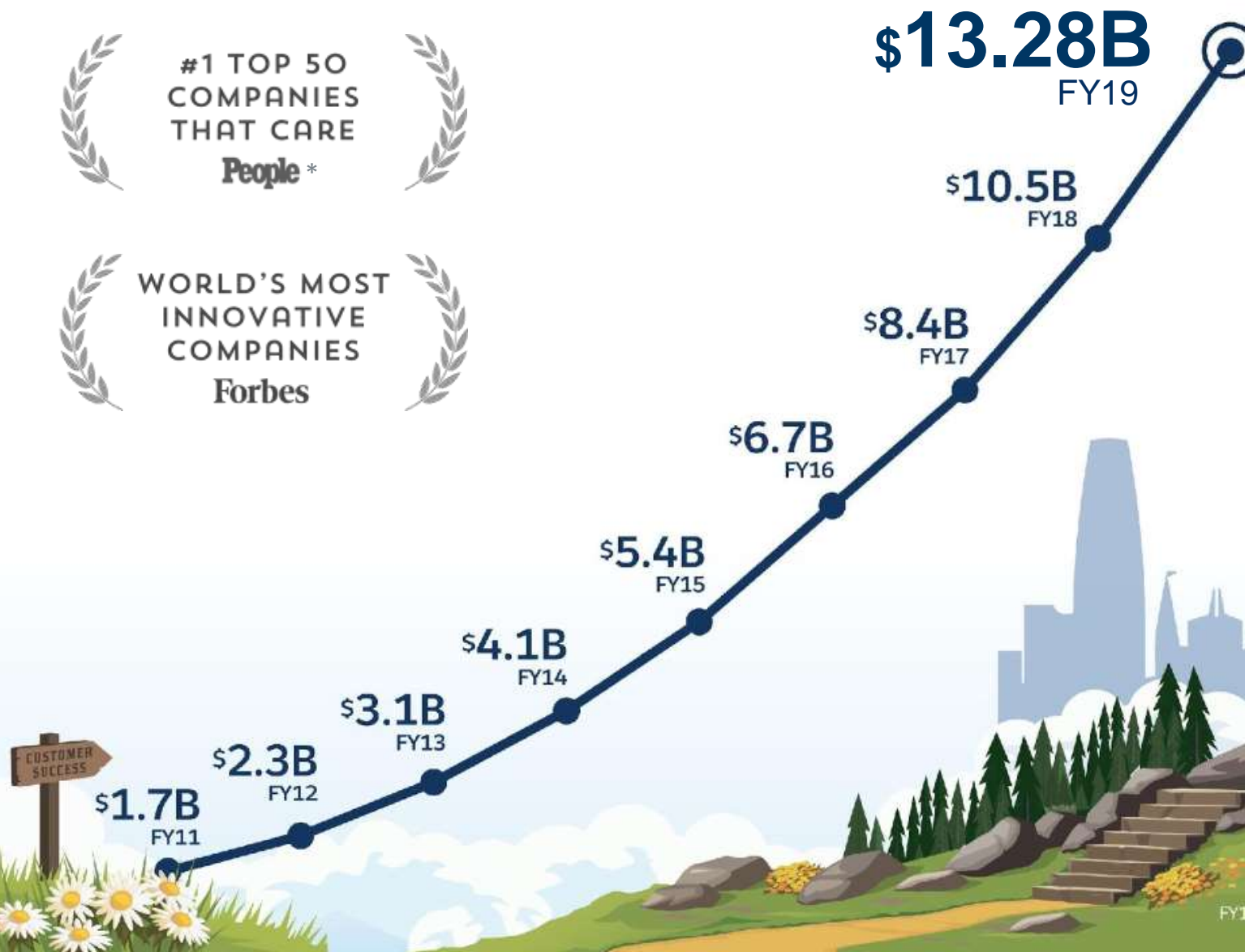
@charlieisaacs  
cisaacs@salesforce.com

THANK YOU



# Doing Well and Doing Good

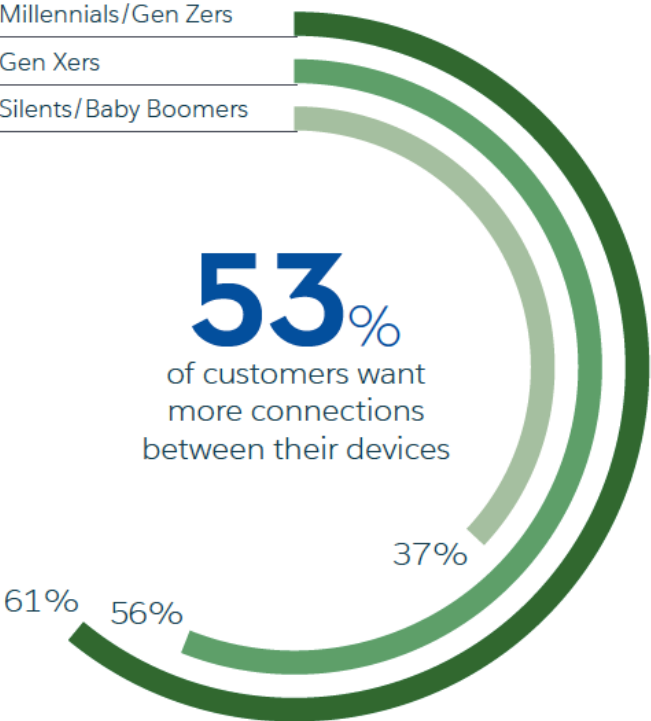
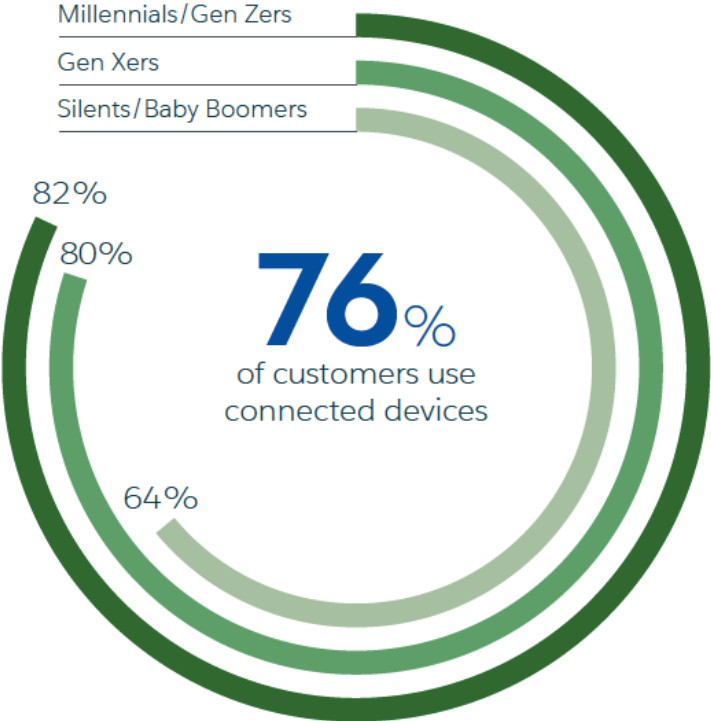
salesforce



\*From People, August 5, 2019,  
Meredith Corporation.  
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FY17 and beyond reported under ASC 606.  
All prior years reported under ASC 605.

# Connected Devices Power Customer Engagement



# Business is the Greatest Platform for Change



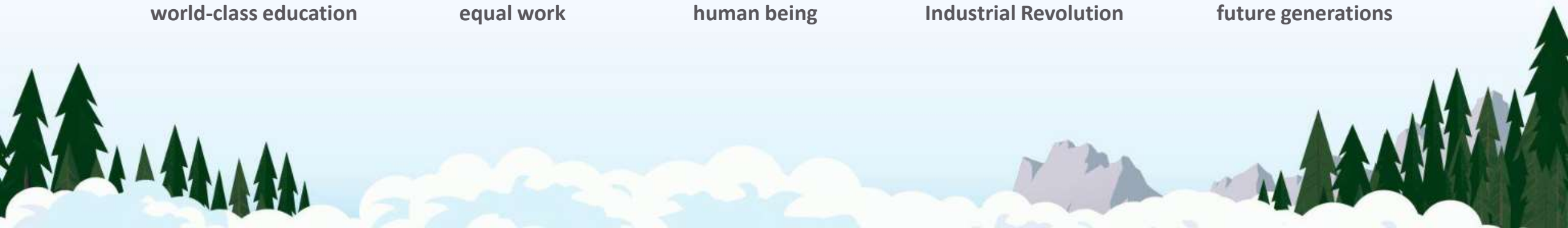
Every child deserves a world-class education

Equal pay for equal work

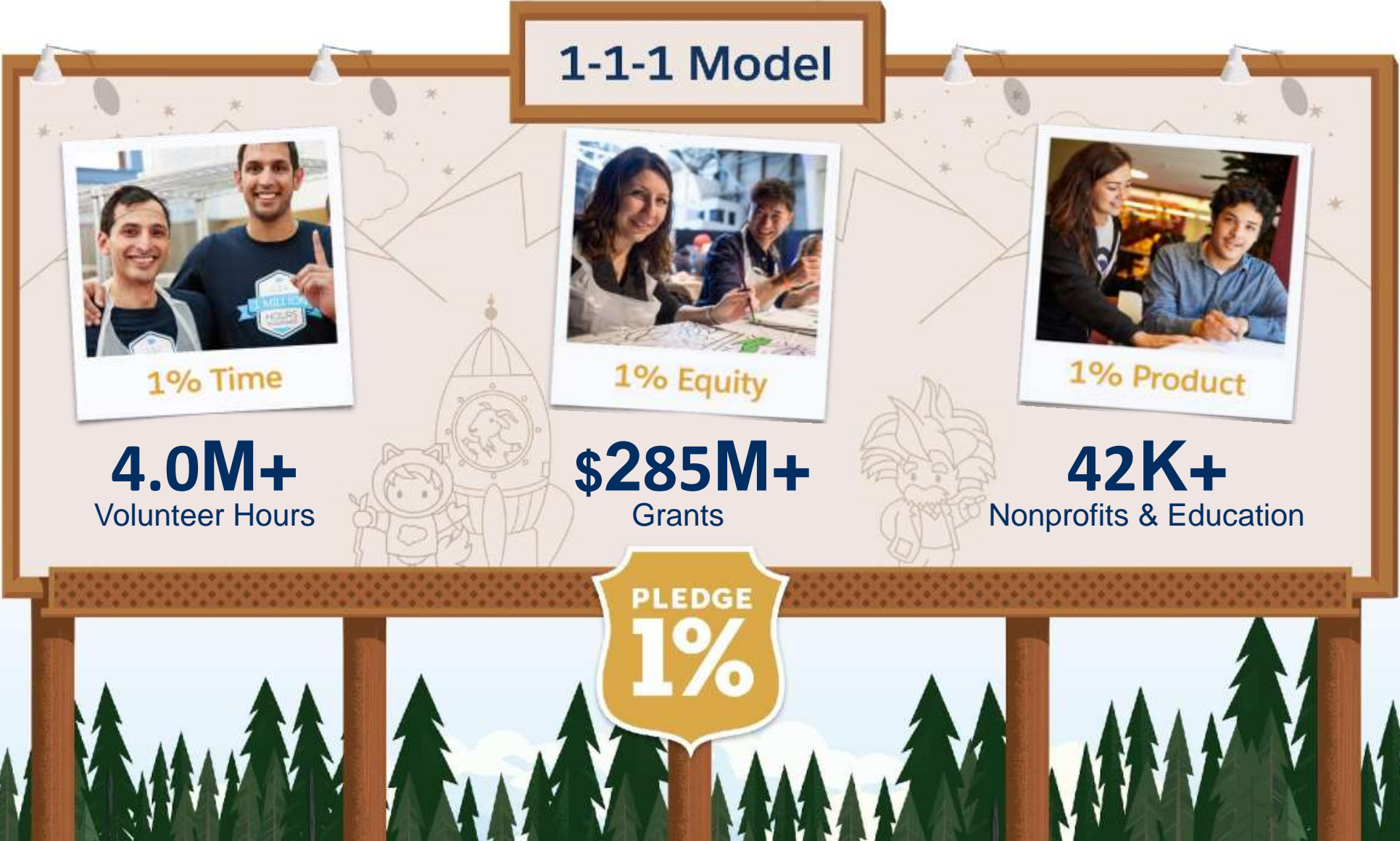
Equality for every human being

Inclusion for all in the Fourth Industrial Revolution

Protecting our planet for future generations



# Putting Our Values into Action



# Leveraging the Platform for Change for Equality

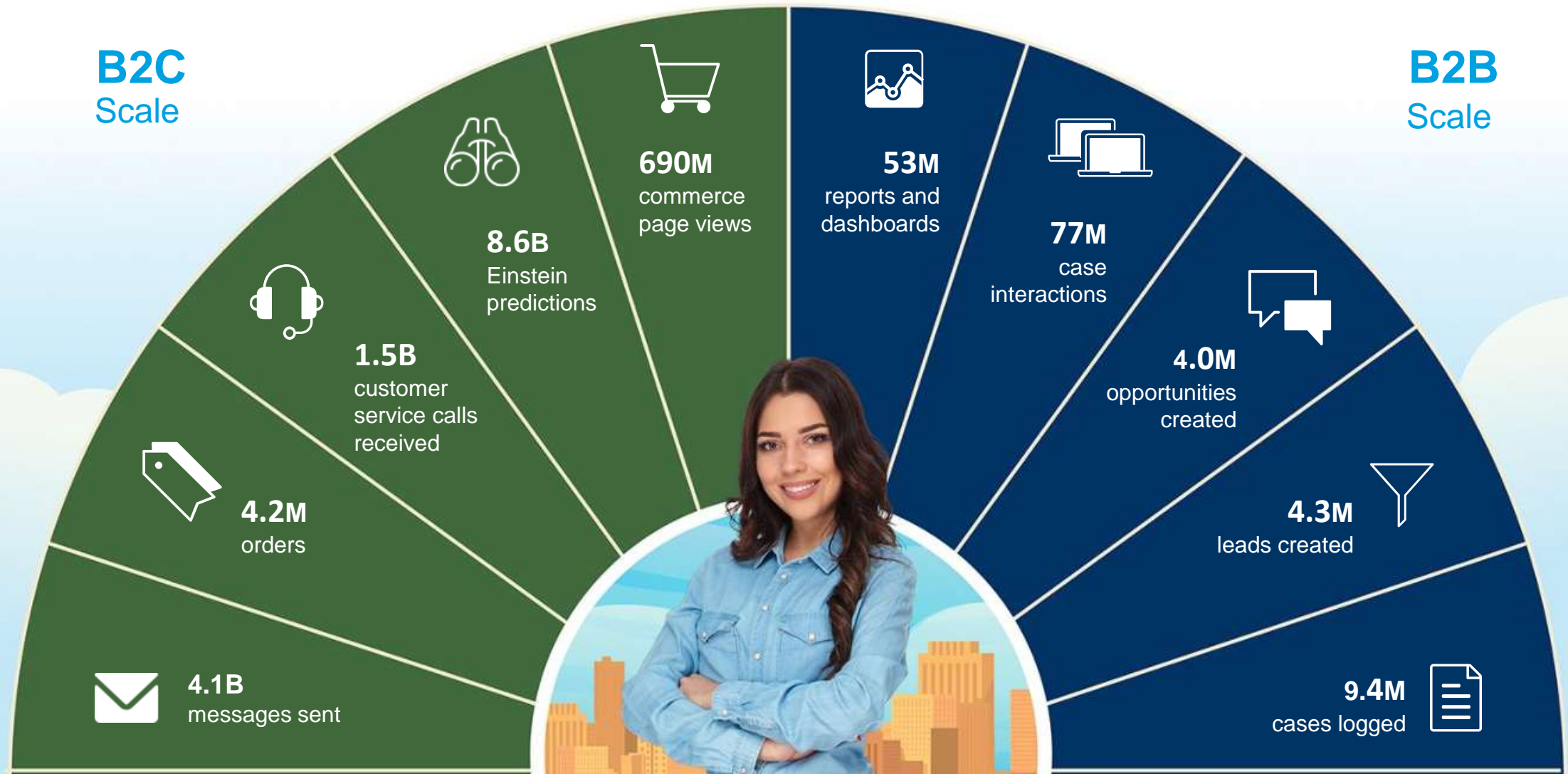


PEPUPTECH



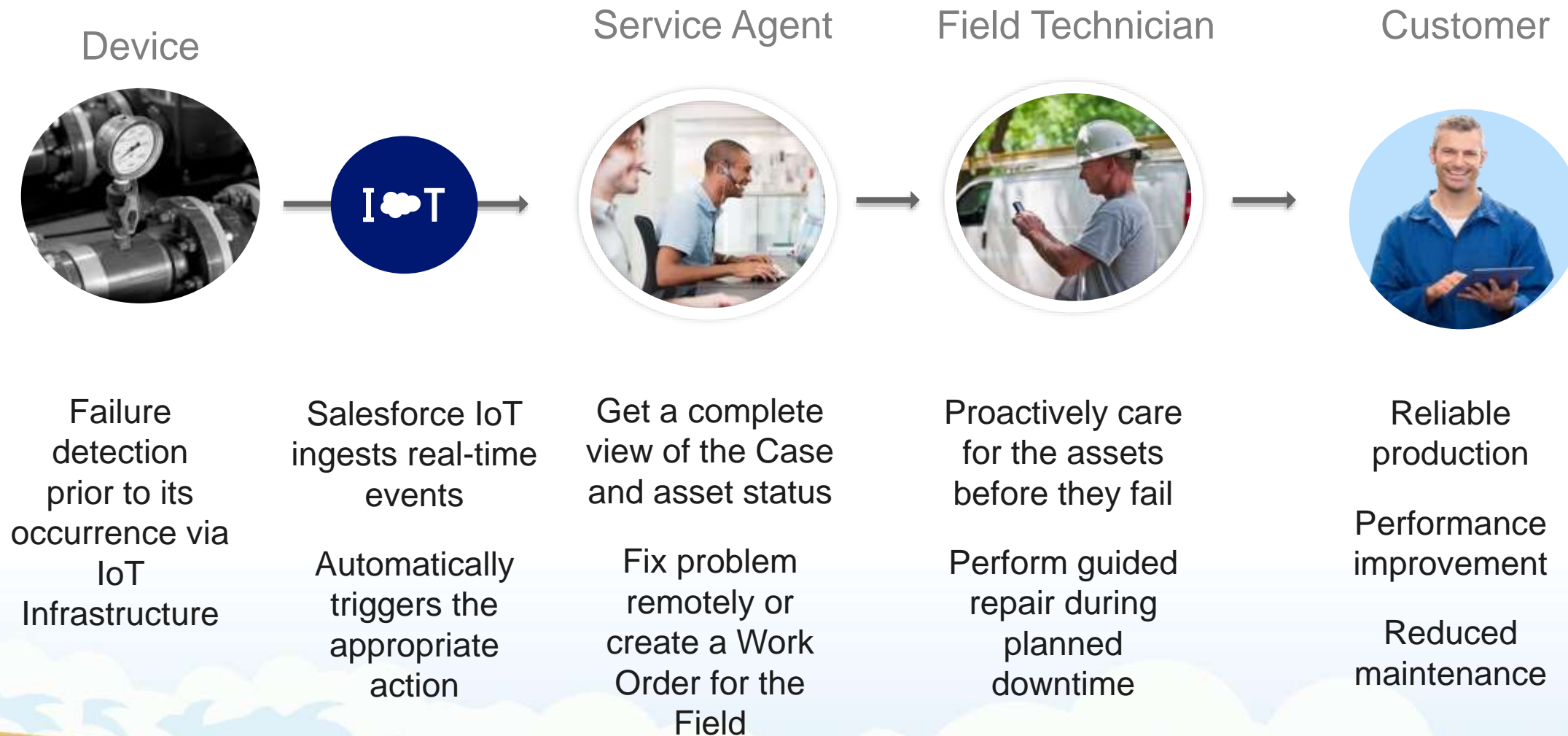
salesforce

# 24 Hours in the Life of Salesforce

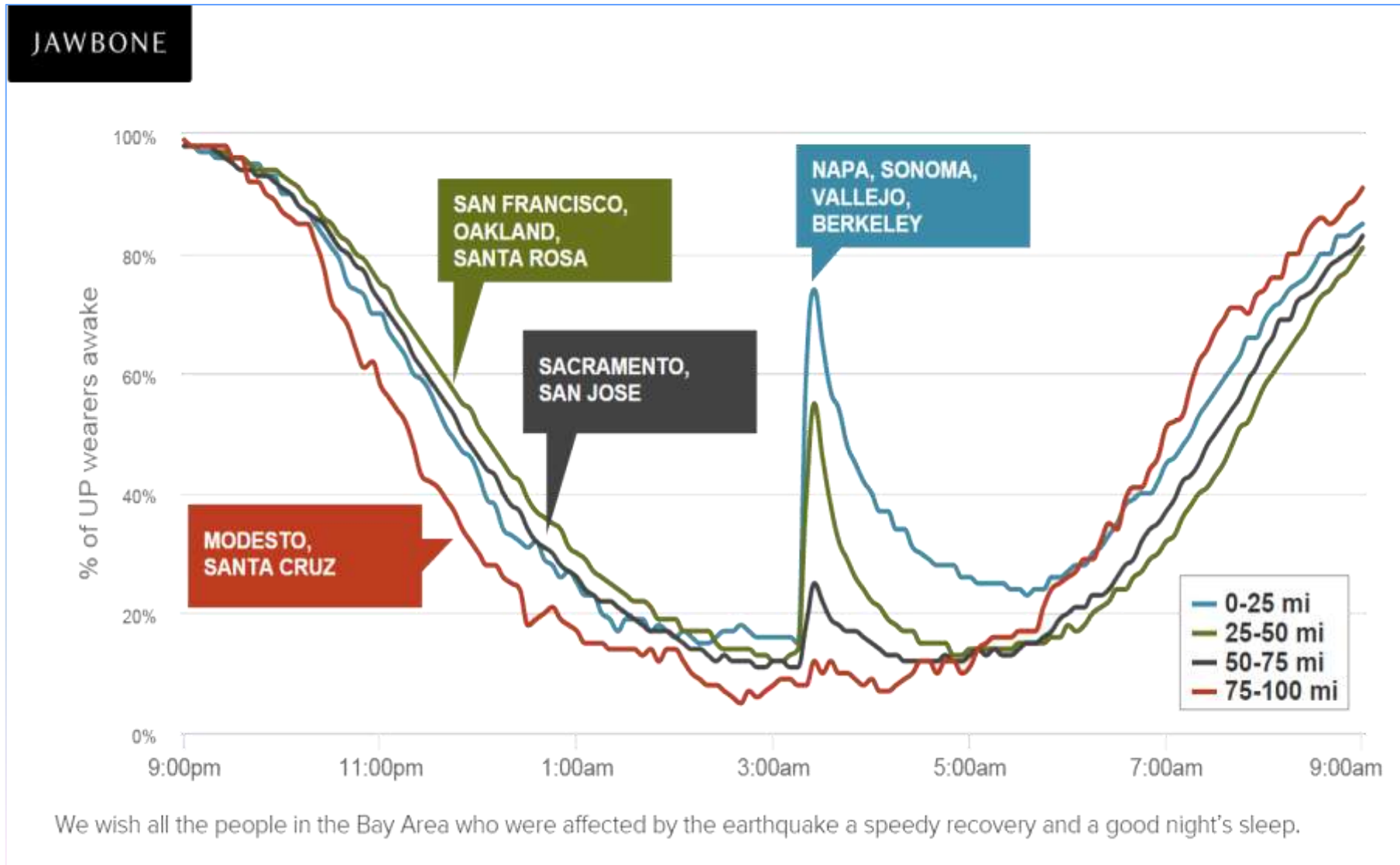


Source:  
Salesforce Aug.  
2019.

# Why and How Salesforce IoT Completes the Customer Experience



# IoT, AI and Context: Did you feel the Earthquake?





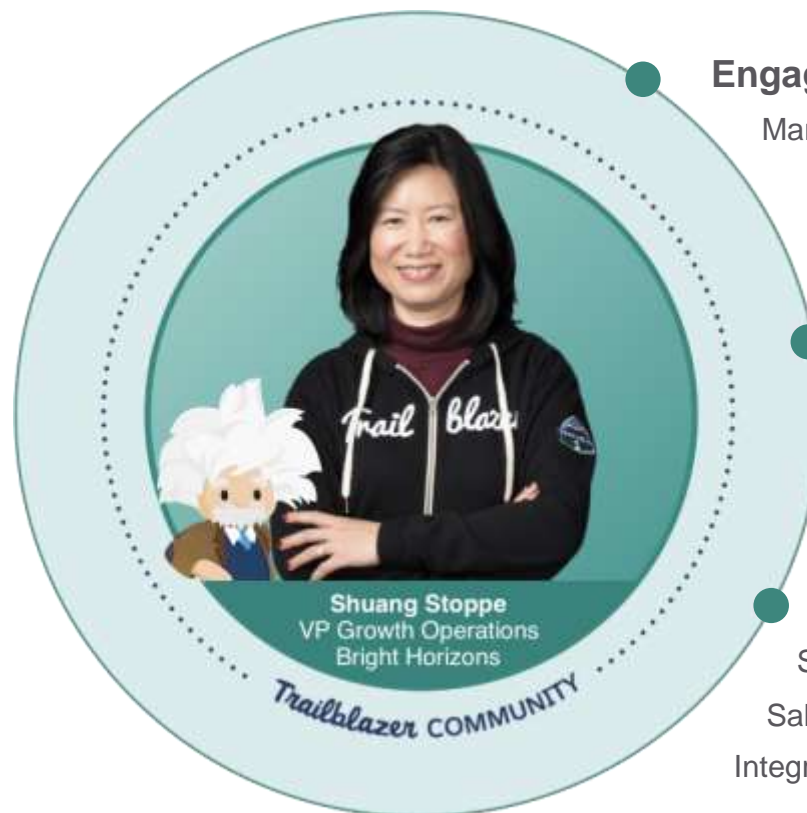
# AI Is Real

# Connecting Sales to IoT

Built on the world's #1 CRM platform

## IoT Use Cases

**Automated Consumable  
Ordering**  
**Smart Speaker Connection**  
**Upsell Maintenance Plans**  
**Subscription Services**  
**Capacity up-selling**



### Engage Prospects

Marketing Automation  
Social & Virtual Selling  
Customer Lifecycle Management

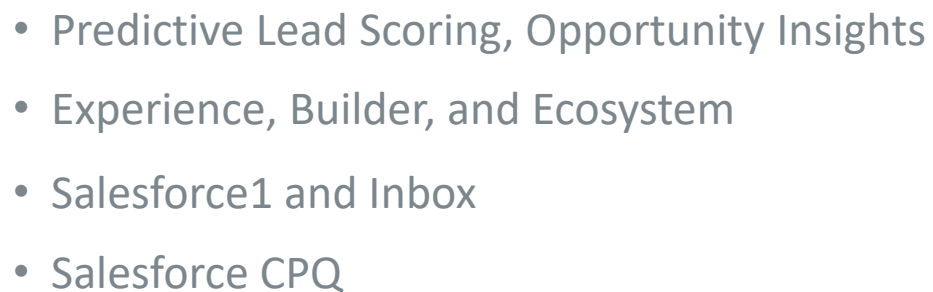
### Drive Sales Execution

Sales Automation  
Quoting & Billing Automation  
Partner Management

### Boost Team Performance

Sales Intelligence  
Sales Collaboration & Enablement  
Integrated Back Office





+29%  
revenue increase

# Connecting Sales to IoT



Is the water turbidity level too high? Sell them more chlorine tablets  
Are Operational Hours > X? Sell them a new filter  
Are Operational Years > Y? Sell them a new unit

# Salesforce Service for IoT

Built on the world's #1 CRM platform

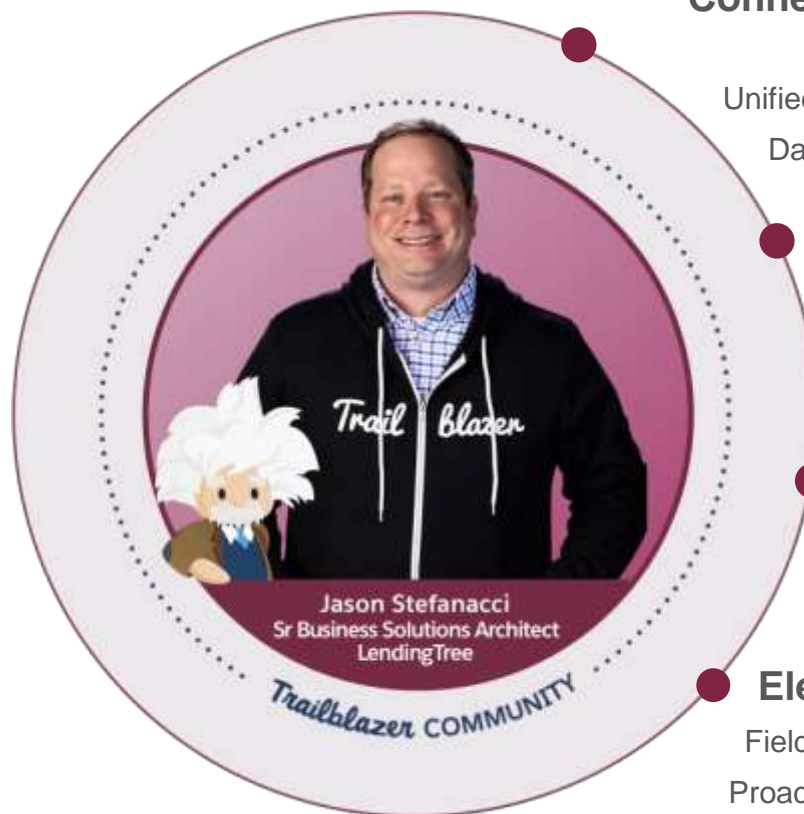
## IoT Use Cases

### Proactive Service

Automated Work Orders

Knowledge Article Delivery

Just-in-time repairs



### Connect Your Service

Unified Agent Workspace

Data Integration from Any Source

### Empower With Intelligence

Service Automation

AI-powered Recommendations

AI-powered Bots

### Personalize Across Channels

Portals & Communities

Messaging, Chat, Social, Email & Voice

### Elevate Your Mobile Workforce

Field Service

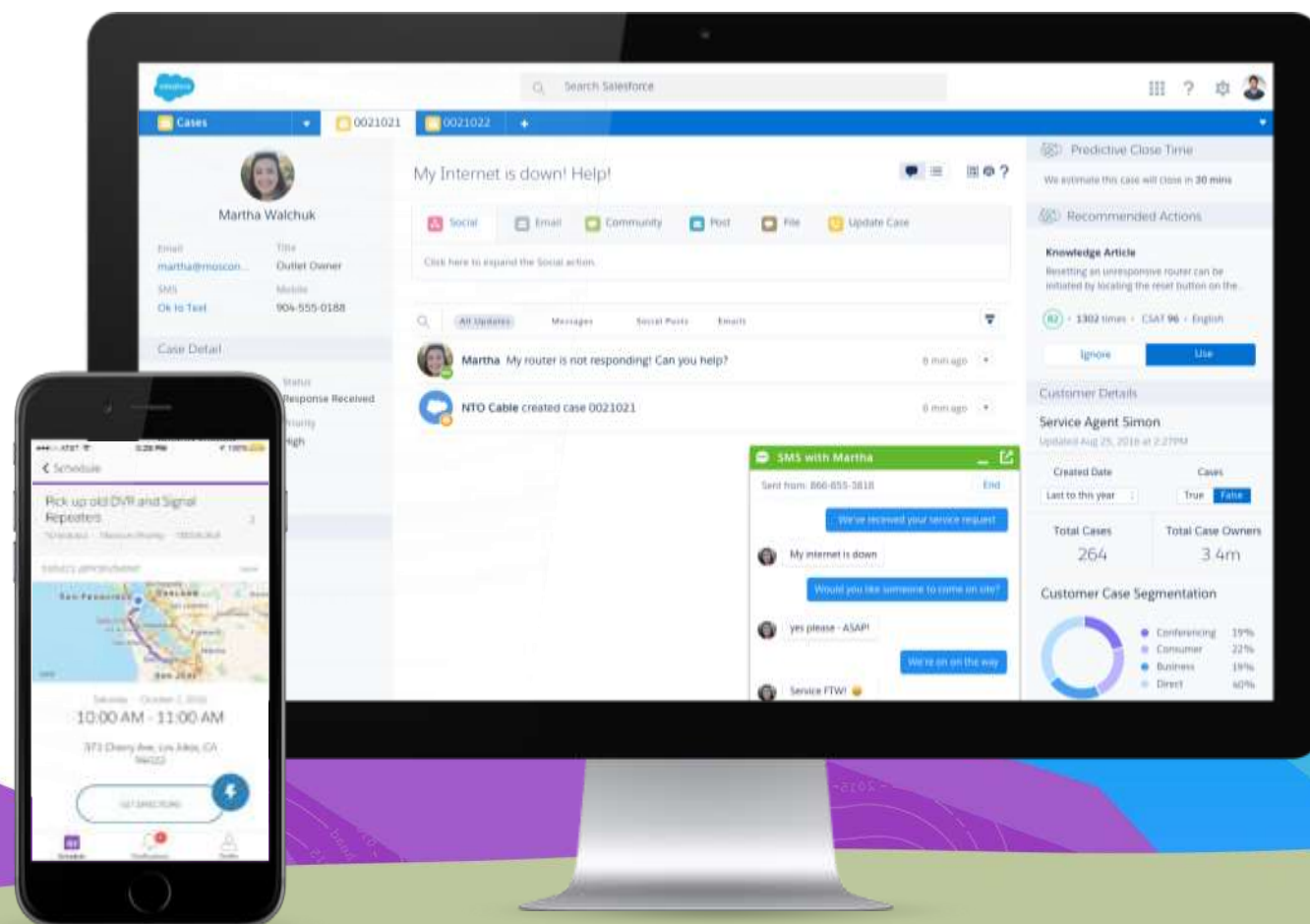
Proactive Service



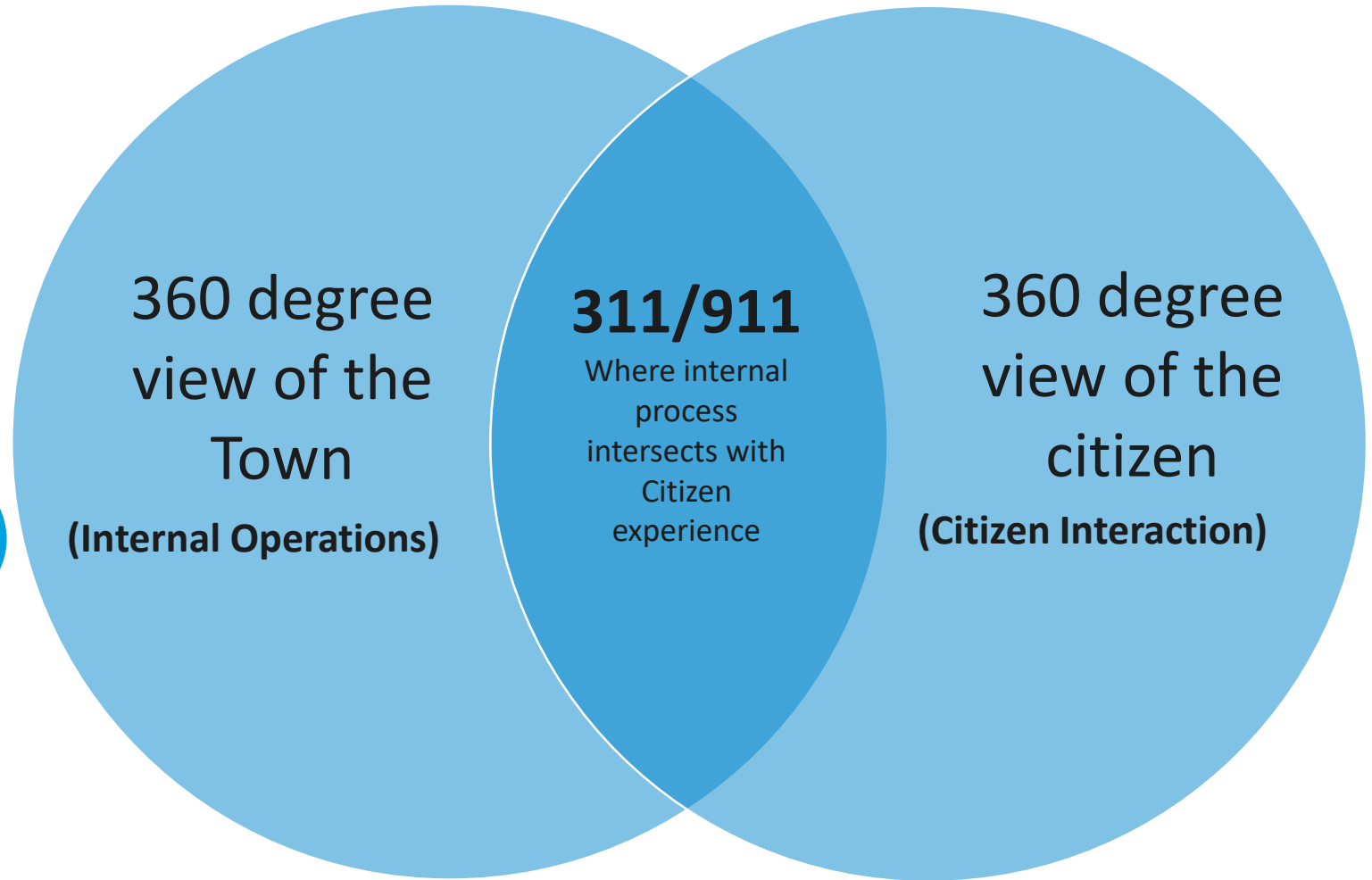
# Making Customer Service Smarter



- LiveMessage, Lightning Console, Lightning Snap-Ins
- Einstein for Service, Wave and Communities
- Field Service Lightning, IoT Cloud



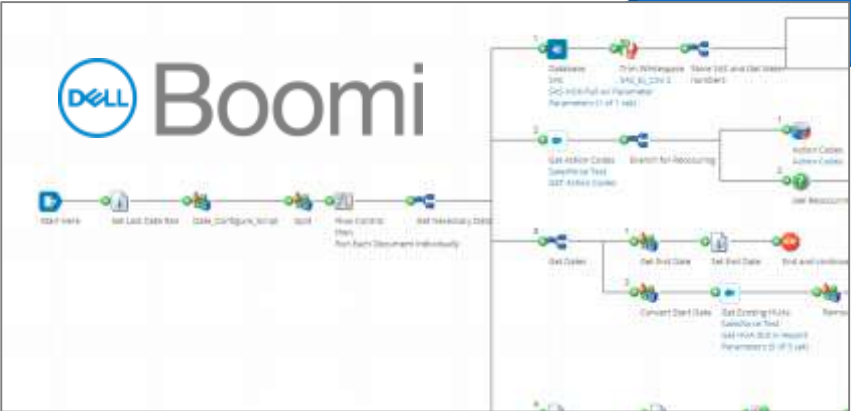
# OneCary – the overall Town of Cary (collective view)



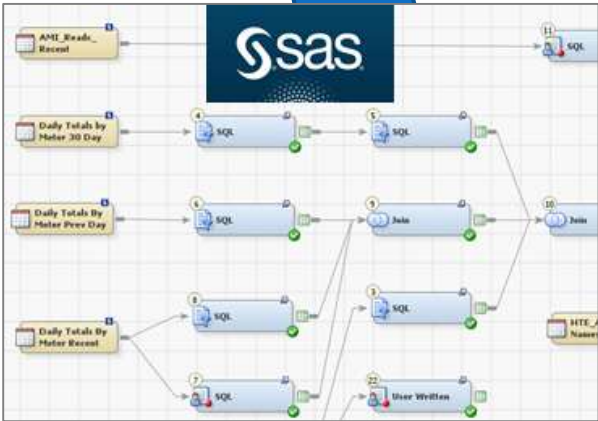
# Leak Detection

Use Case:  
Leak  
Detection

Proactively  
connecting  
Citizens with  
the work order  
process



Case ID	Case Name	Case Type	Case Status	Case Priority	Case Created Date	Case Last Modified Date
000000001	High Usage Alert	Alert	Open	Medium	7/10/2018 10:00 AM	7/10/2018 10:00 AM
000000002	High Usage Alert	Alert	Open	Medium	7/10/2018 10:00 AM	7/10/2018 10:00 AM
000000003	High Usage Alert	Alert	Open	Medium	7/10/2018 10:00 AM	7/10/2018 10:00 AM
000000004	High Usage Alert	Alert	Open	Medium	7/10/2018 10:00 AM	7/10/2018 10:00 AM
000000005	High Usage Alert	Alert	Open	Medium	7/10/2018 10:00 AM	7/10/2018 10:00 AM
000000006	High Usage Alert	Alert	Open	Medium	7/10/2018 10:00 AM	7/10/2018 10:00 AM
000000007	High Usage Alert	Alert	Open	Medium	7/10/2018 10:00 AM	7/10/2018 10:00 AM
000000008	High Usage Alert	Alert	Open	Medium	7/10/2018 10:00 AM	7/10/2018 10:00 AM
000000009	High Usage Alert	Alert	Open	Medium	7/10/2018 10:00 AM	7/10/2018 10:00 AM
000000010	High Usage Alert	Alert	Open	Medium	7/10/2018 10:00 AM	7/10/2018 10:00 AM



Citizen  
via LiveMessage,  
CTI, Email

Salesforce Field  
Service Lightning

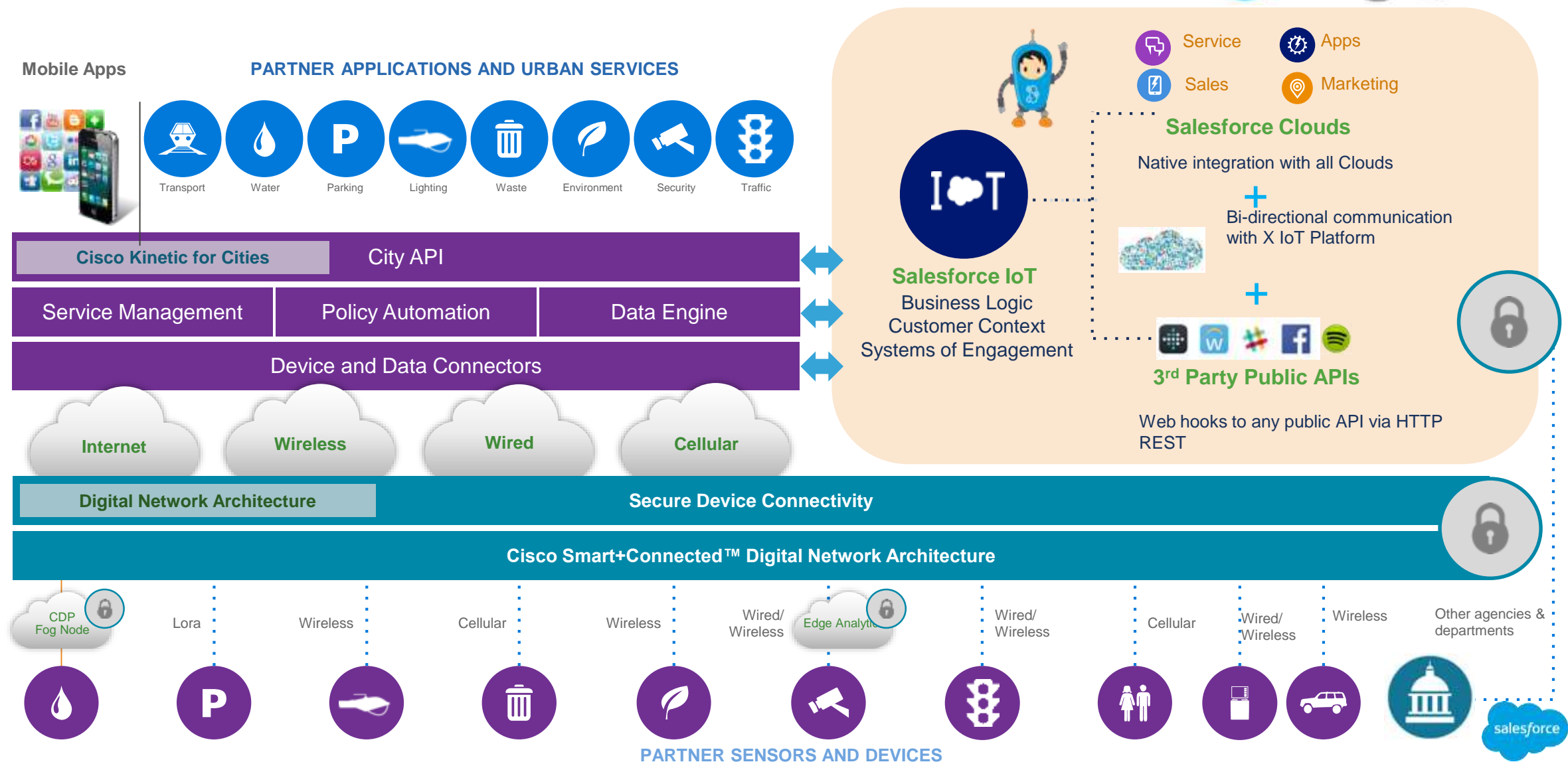


# Cary Smart Cities Ecosystem



# Cisco Kinetic for Cities and Salesforce.com

## IoT + Service Cloud integration example







Ca

CAPTIS

Realtime More...

Info

Measurements

Alarms

Configuration

Control

Software

Events

Service monitori...

Captis Configur...

Identity

## Temperature Measurement

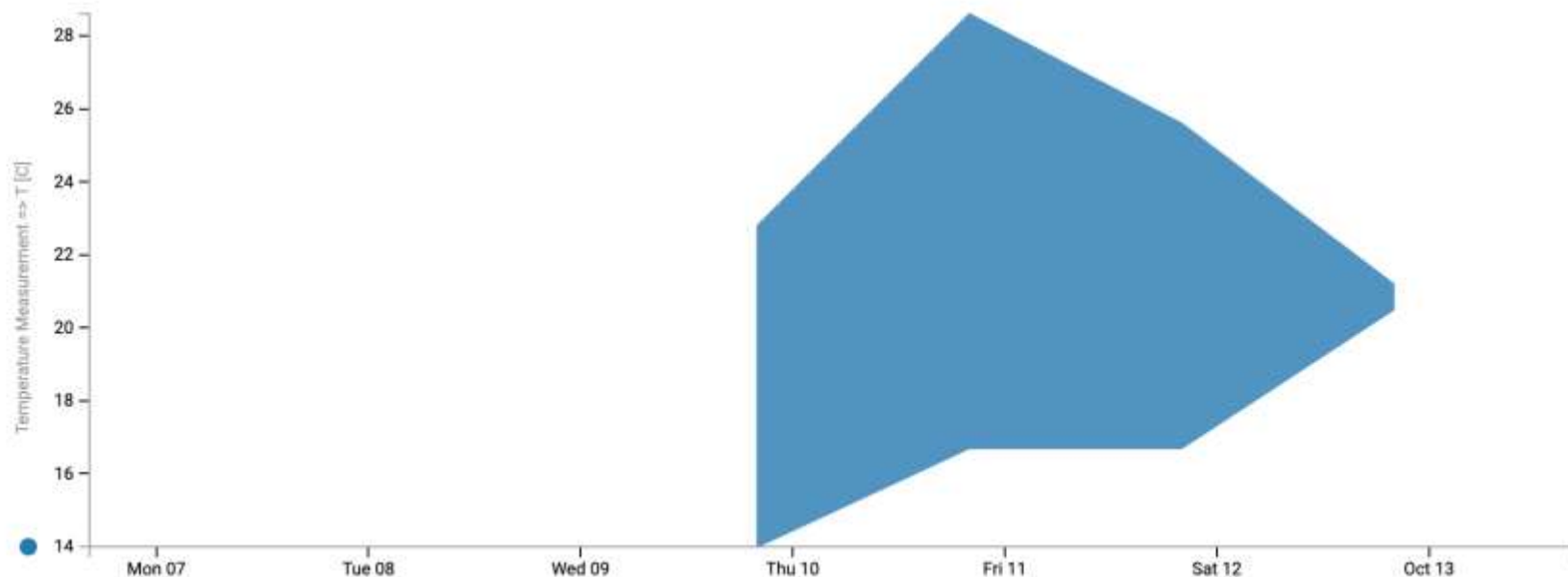
Aggregation

Daily

Last week



FROM 2019-10-06 16 : 25 TO 2019-10-13 16 : 25





Telstra

All ▾ 🔍 Search TelstraCaptiveLog and more...



Setup



Telstra

Home

Accounts ▾

Assets ▾

Cases ▾

Contacts ▾

Field Service Analytics

Knowledge ▾

TelstraCaptiveLog ▾



TelstraCaptiveLog

All ▾



New

Import

Change Owner ▾

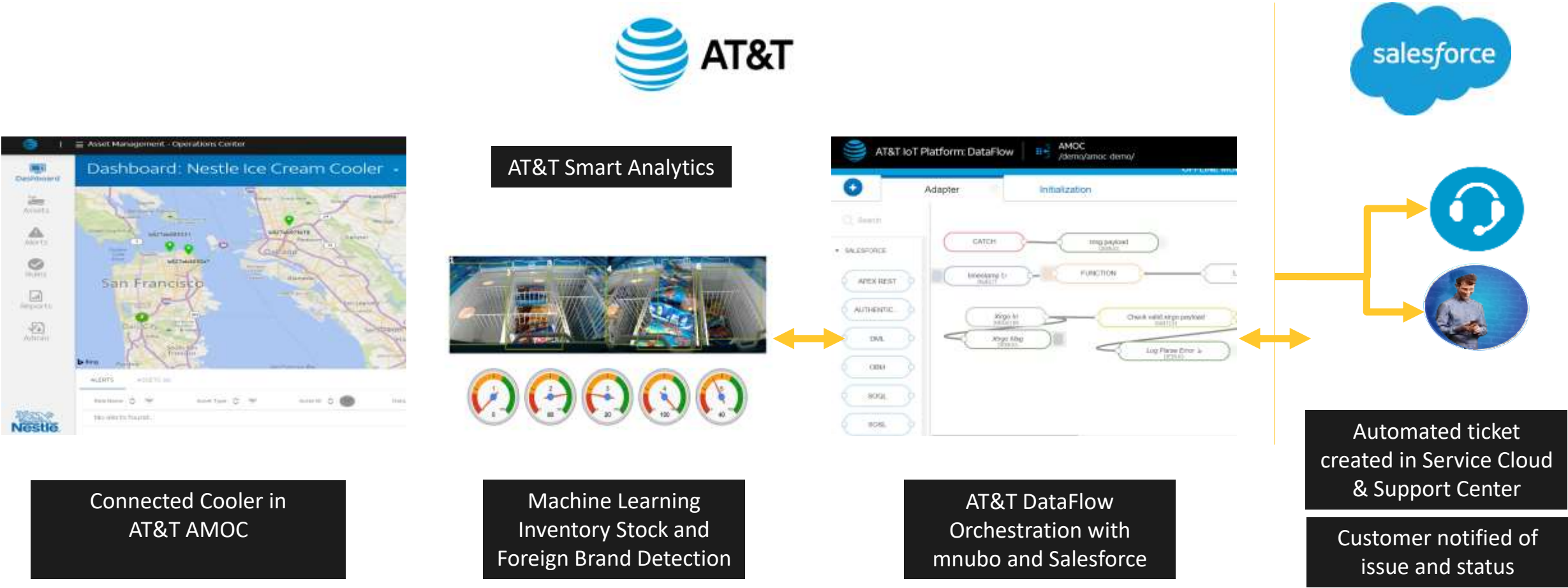
🔍 Search this list...



20 items • Sorted by Last Modified Date • Filtered by all telstracaptislog • Updated 3 hours ago

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2	<input type="checkbox"/> a8M3i000000b1l0	10/13/2019 10:43 AM	21987	10/12/2019 9:54 PM		1			▾
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# Automated Service Request – Customer Connected Experience



# Salesforce Marketing for IoT

Built on the world's #1 CRM platform

## IoT Use Cases

Coupon Delivery  
Location Based Services



### Know Your Customer

Data Management & Sharing

### Personalize with Intelligence

Marketing orchestration, real-time interactions, and lead management

### Engage Across the Journey

Channel execution across email, SMS, push, apps, advertising, OTT, and social

### Analyze the Results

Marketing intelligence across any source



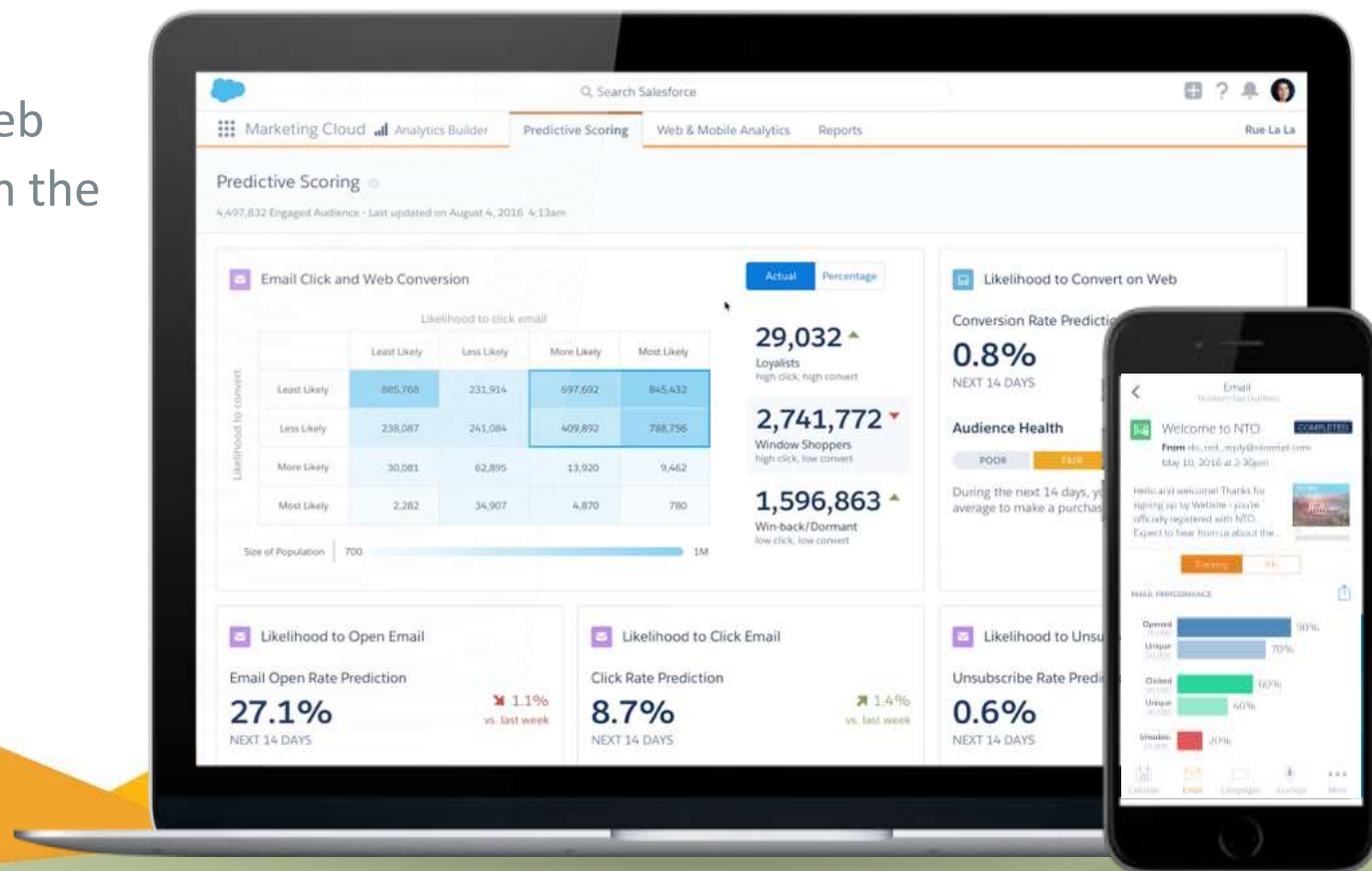
# Making Marketing Apps Smarter



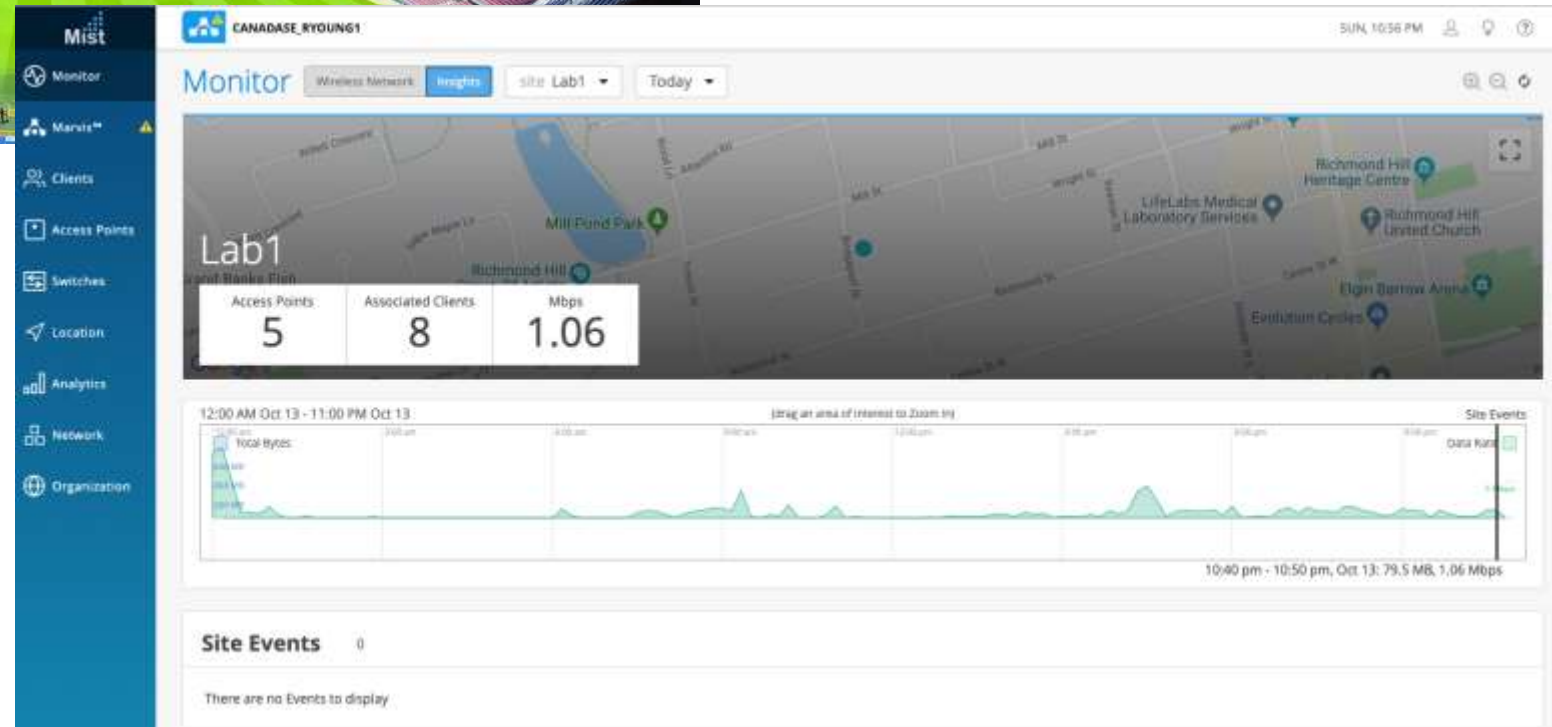
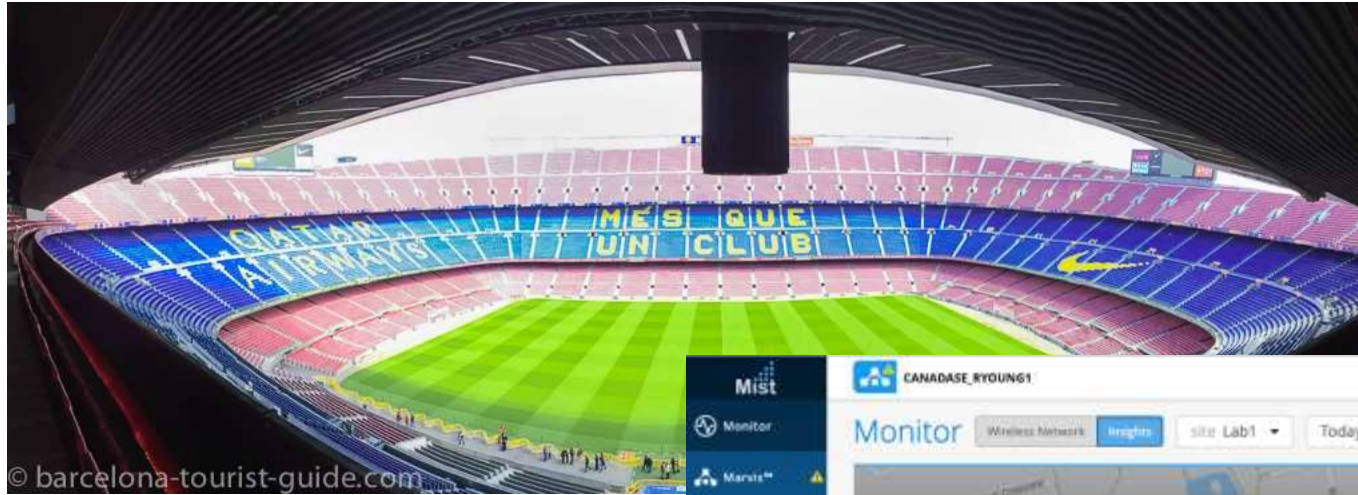
- Predictive Scoring, Audiences & Customer Journeys
- Email, mobile, social, ads, apps, IoT, and web
- Monitor and manage customer journeys on the go



+23%  
marketing ROI



# Where's my Beer?



# Salesforce Commerce for IoT

Commerce Cloud for B2B and B2C Commerce



## IoT Use Cases

**Automated Just-In-Time  
Ordering**  
**Connected Vehicle Commerce**



### Acquire Customers with Personalization

Digital Advertising, SEO, Social & Email  
Connected Marketing & Sales

### Engage with Intelligence

AI-powered Shopping  
Search, Merchandising & Multi-site Management  
Single Customer View

### Transact with Speed and Scale

Cart, Checkout & Payments  
Order Management

### Retain Customers with Connected Service

Integrated View Across Every Channel for Agents  
AI-powered Bots and Self-service for Customers

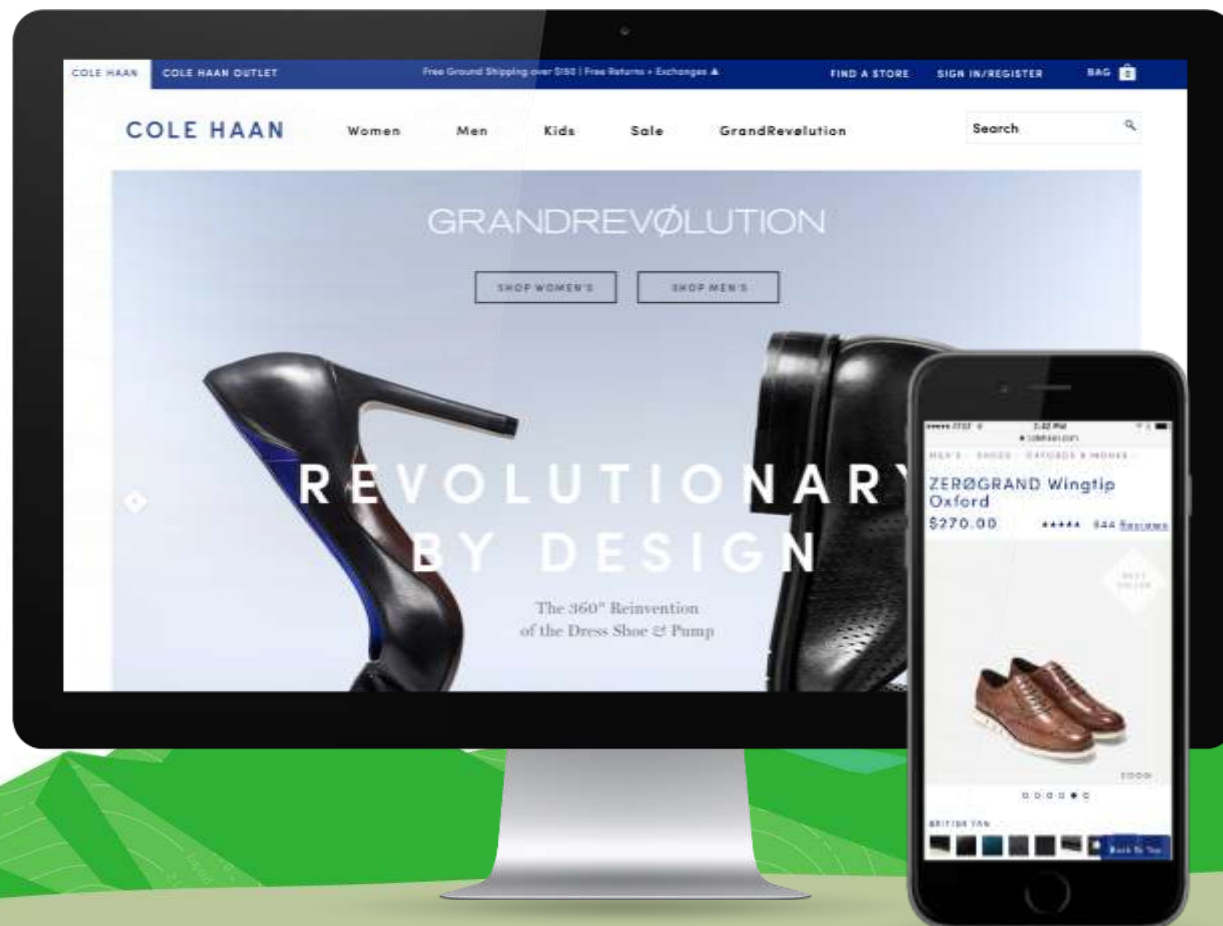
### Proven Customer Success

Global Success Management  
Practice Expertise  
Learning Platform | Partner Ecosystem

# Making Online Shopping Smarter



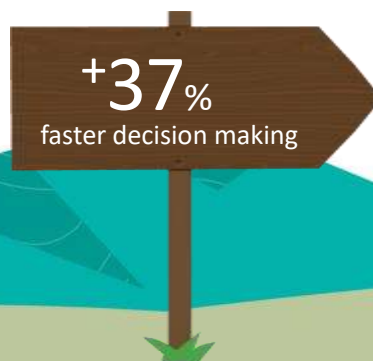
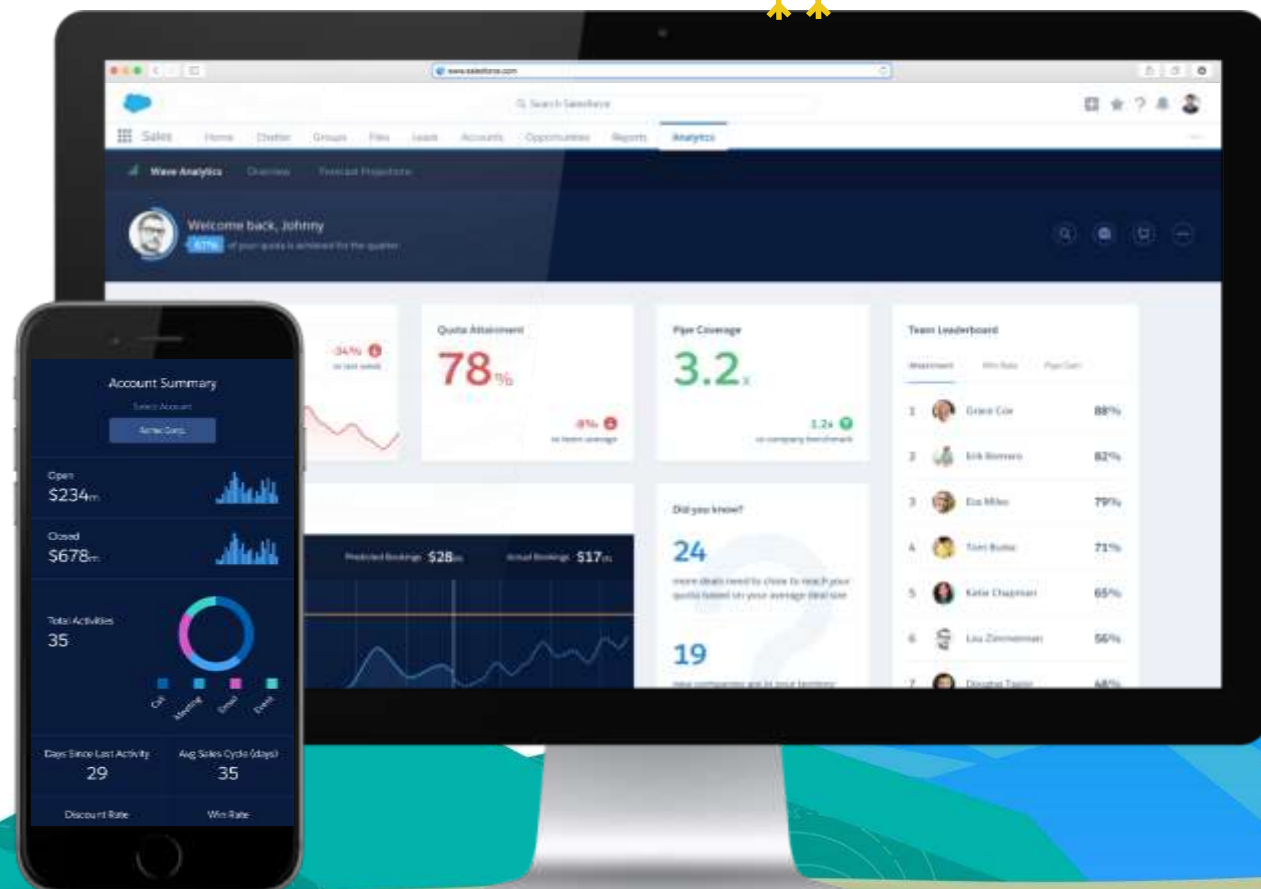
- Across web, mobile, social and store Digital Commerce
- Empowering and increasing store personnel effectiveness
- Automate 1-to-1 shopping experiences



# Making Analytics Smarter



- Apps for Sales, Service, Marketing & IT
- Smart Data Discovery from BeyondCore
- Alerts & notifications, Wave for Android & iOS
- Wave Platform, Data Prep, App Designer & Connectors



# AppExchange for IoT

Leading enterprise cloud marketplace

## IoT Apps on the Appexchange



### Ready-to-install solutions

- Third party applications
- Low code building blocks, data enrichment
- Pre-built processes and community templates

### Certified expertise

- Consultants and specialists
- Proven Industry and Salesforce knowledge



# Mulesoft: The easy button for IoT integration

Connect any app, data, or device

Integrates Salesforce apps  
with external systems

Unlocks data  
throughout the enterprise

Increases agility through an  
application network



Integration

Google

IBM

Microsoft

ORACLE

SAP

aws

NETSUITE



PostgreSQL

workday



# Customer interactions will become personalized journeys



# Thank You

Charlie Isaacs

VP, CTO for the Internet of Things

[cisaacs@salesforce.com](mailto:cisaacs@salesforce.com)

[@charlieisaacs](https://twitter.com/charlieisaacs)