Salesforce Introduces myEinstein, Empowering Everyone to Build Custom AI-Powered Apps

New Einstein Prediction Builder and Einstein Bots enable admins of all skill levels to build and deploy custom AI models and bots with clicks, not code

SAN FRANCISCO—DREAMFORCE 2017 —**November 6, 2017—**Salesforce [NYSE: CRM], the global leader in CRM, today announced myEinstein, powerful machine learning platform services that enable admins and developers of all skill levels to build custom AI apps across Salesforce, with clicks, not code. Now every Trailblazer—the hundreds of millions of individuals using Salesforce to drive innovation, transform their companies and grow their careers—are armed with the tools they need to deliver smarter and more personalized customer experiences.

myEinstein includes two new services: Einstein Prediction Builder, which allows customers to automatically create custom AI models that can predict outcomes for any field or object in Salesforce; and Einstein Bots, which can be trained to augment customer service workflows by automating tasks such as answering questions and retrieving information.

"Salesforce reimagined AI, bringing it out of the lab and into the hands of business users with Salesforce Einstein, which now generates more than 475 million predictions every day," said John Ball, GM and SVP, Salesforce Einstein. "Today, we are further democratizing AI by empowering admins and developers to transform every process and customer interaction to be more intelligent with myEinstein. No other company is arming customers with both pre-built AI apps for CRM and the ability to build and customize their own with just clicks."

Introducing myEinstein AI Platform Services
Every business process and workflow within a company stands to be more intelligent or more efficient. Employees need more insights into the future and to deflect repetitive tasks that take up their days. However, companies are hindered by the infrastructure costs, lack of expertise and the resources required to optimize their workflow with AI. With myEinstein, the employees who are actually managing and driving business processes have the power to build and customize AI apps to fit their specific needs.

Here's how myEinstein works. With simple clicks, the declarative setup guide walks users through building, training and deploying AI models using structured and unstructured Salesforce data. myEinstein automates the model building and data scoring process and custom predictive models and bots can be easily embedded directly into Salesforce workflows. Models automatically learn and improve as they're used, delivering accurate, personalized recommendations and predictions in the context of business. myEinstein services include:

- **Einstein Prediction Builder** allows admins to create custom AI models on Salesforce any field or object-- custom or standard-- to predict business outcomes, such as a customer's likelihood to churn or the lifetime value of an account. For example, an admin at a financial services company can build a predictive attrition model to understand which

customers are most likely to churn based on all Salesforce fields related to the account, such as the number of external accounts they link to their checking account and history of customer support calls. Using a declarative, point-and-click setup tool, admins define the prediction, identify the field to build the model on and select which data to use. The attrition score based on these signals can be directly embedded into the Salesforce customer account page and create a task, automatically alerting reps to high-risk customers so they can deliver personalized, one-on-one interactions to reduce attrition risk.
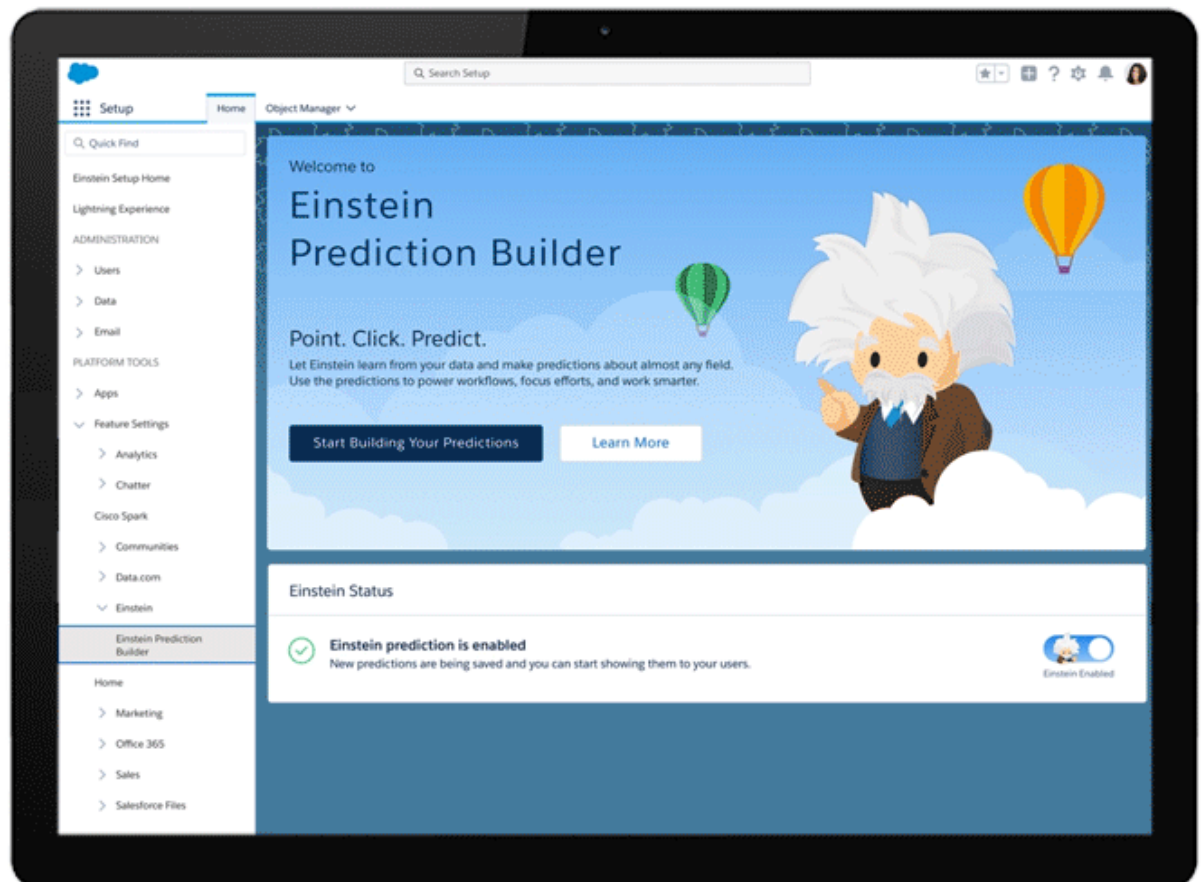
- **Einstein Bots** enable admins to build, train and deploy customized service bots with just clicks. Using natural language processing, Einstein Bots can communicate with customers, freeing up customer service agents to focus on more complex inquiries. Einstein Bots are connected to customer service workflows and trained with historical service and CRM data to quickly and accurately respond to common customer inquiries, resolve routine issues, and seamlessly handoff cases to customer service agents, if required. Both agents and customers have the ability to provide feedback to the bot models, which continuously learn and improve to deliver more accurate and relevant information. For instance, a Salesforce admin at an ecommerce company can deploy Einstein Bots to handle common service issues like tracking an order status, resetting a lost password or initiating a return. The bots understand what the customer is asking and

can collect basic information, initiate the appropriate workflows and deliver personalized, relevant information to the customer.
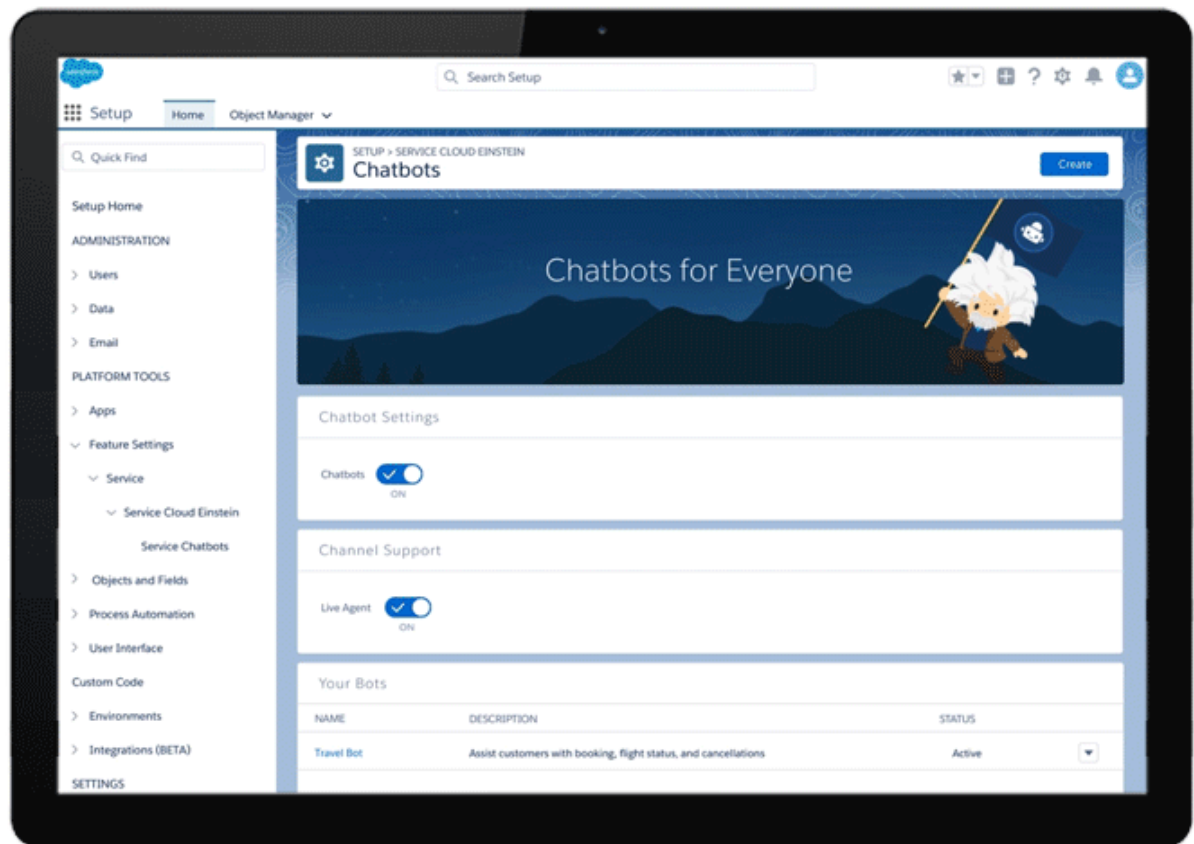
myEinstein Extends the Power of AI to Any Developer
As the demand for intelligent apps increase, the speed that developers need to build at skyrockets. myEinstein also includes Einstein Language and Einstein Vision, a powerful set of APIs launched in June 2017 to empower developers of all skill levels to build AI-powered CRM apps that business users need. With Einstein Language for Intent developers can train a model to classify the underlying intent of customer inquiries in order to automatically route leads, escalate service cases and personalize marketing campaigns. Einstein Language for Sentiment enables developers to classify the tone of any text as positive, negative or neutral so that companies can quickly gain insight into customer attitudes and then take appropriate actions. Developers can also leverage computer vision with Einstein Vision for Image Classification, which brings visual search, brand detection and product identification capability to CRM apps; and Object Detection, which enables developers to train models to recognize multiple unique objects within a single image, as well as the location, size and quantities of those objects.

About Salesforce Einstein
Einstein is a set of advanced AI capabilities embedded across the entire Salesforce Platform, making Salesforce the world's smartest CRM. Powered by deep learning, predictive analytics and natural language processing, Einstein democratizes AI by delivering intelligence directly within

the context of business. Einstein automatically discovers relevant insights, predicts future behavior, recommends best next actions and automates tasks to empower every Salesforce user to deliver smarter, more personalized customer experiences. Now, sales reps can focus on the right opportunities, service agents can deliver proactive service, marketers can create more personalized journeys and developers can build AI-powered apps with clicks, not code.

Pricing and Availability
- Einstein Prediction Builder is currently in pilot and expected to be generally Summer of 2018.
- Einstein Bots are currently in pilot and expected to be generally available in Summer 2018.
- Einstein Vision for Image Recognition is generally available and Einstein Vision for Object Detection is in beta and is expected to be generally available in early 2018.
- Einstein Language for Intent and Sentiment is expected to be generally available in early 2018.
- Salesforce Einstein is generally available across Salesforce. Pricing for each Einstein feature varies as some are included as part of existing licenses and editions while others are an additional charge.

Additional Information
- Learn more on other announcements made at Dreamforce 2017 [here](#).
- Images of myEinstein can be downloaded from the Salesforce Newsroom https://www.salesforce.com/company/news
- Get started building custom AI-powered apps with the [Einstein Prediction Builder Trail](#)
- Take the [Get Smart With Salesforce Einstein Trail](#) to learn more about Einstein
- For more information on Salesforce Einstein visit https://www.salesforce.com/products/einstein/overview/
- Connect with Salesforce on [Facebook](#) and follow @salesforce on Twitter
- Take the Fourth Industrial Revolution Trail to learn more at https://sfdc.co/4ir
- View thousands of hours of Dreamforce content, including keynotes, sessions and interviews online at http://salesforce.com/live.
- Like Salesforce on Facebook at http://facebook.com/salesforce.
- Follow @dreamforce, @salesforcenews, #DFTrailblazers and #DF17 on Twitter.
- Watch Marc Benioff's keynote, beginning at 3 p.m. PT on Monday, November 6, 2017: http://salesforce.com/live
- Stream all Dreamforce content on Salesforce Live: www.dreamforce.com

About Dreamforce
Dreamforce 2017 is fours days of inspiration, growth, innovation, learning, equality and fun for the Salesforce community. More than 170,000 Trailblazers from more than 91 countries are registered to attend, and 10 million viewers will join online for the sold out event. Salesforce will share its vision for customer success, unveil the latest industry innovations and showcase the Trailblazer community that is driving innovation, transforming their companies and advancing their careers.

Dreamforce includes more than 2,700 sessions to give Trailblazers the opportunity to get hands-on with the latest product innovations, learn from Salesforce experts and each other and earn Trailhead badges. Dreamforce also brings together global leaders and visionaries to share how they have challenged the status quo in their own unique way. Every day, attendees will have a new opportunity to learn about Salesforce's commitment to equality through sessions and activities focused on workforce development, education, environmental sustainability and philanthropy. Dreamforce provides attendees a number of opportunities to give back, including our Dreamfest, featuring Grammy award winners Alicia Keys and Lenny Kravitz, which is expected to raise $10 million for UCSF Benioff Children's Hospitals.

About Salesforce
Salesforce, the global CRM leader, empowers companies to connect with their customers in a whole new way. Salesforce has been democratizing business technology since 1999 for companies of every size and industry. With industry-leading clouds that span sales, service, marketing, commerce, communities, collaboration and industries, all on a single trusted platform, the Salesforce Customer Success Platform will power more than 1.7 trillion B2B and B2C transactions this year for more than 150,000 customers. For more information about Salesforce (NYSE: CRM), visit: www.salesforce.com.

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