

NY World Tour - Patrick Stokes

Video Transcript

You know, every so often, we remind ourselves of our mission. Salesforce has had the same mission for 27 years, that we wanna help you, our customers, connect with your customers in a whole new way, and that's really what this is all about. How can we help you connect your customers and your employees and all of your workflows and all of your platforms to Agentic AI to benefit from this exponential growth curve before your competitors do? That's our job at Salesforce, to deliver you that platform, and we've been doing it for 27 years, as I said, bringing you from cloud to mobile to Agentforce just about a year and a half ago when we launched it.

But now, we need something new. We need something specifically designed to go fix those problems, those integration challenges of, how do we bring the AI itself to the context and understanding of your business and your customers? What does that actually look like in real life? Not in a demo, but in practice, what does it look like? Well, just two weeks ago at our developer conference at TDx... In fact, it was Joe in Zorellio, he's right up there in the front row, sitting next to Maryanne in the green. He rolled out the solution.

Now, we call this Salesforce Headless 360. Now, in a developer conference, you can roll out a word like headless and everybody understands. (laughs) At New York World Tour, I'm not sure that that word makes any sense. I think per- maybe there's a few of you that are like, "What? Headless? That's a weird name. What does this, what does this mean?" Well, I wanna unpack this just a little bit. You know, what headless means is we've decoupled the underlying platform from the user interface, and that is really important, because what AI has done is it has totally changed software, as I mentioned.

I want you to think about this for a moment. Every single piece of software that has ever existed, that has ever been built and written in the entire history of the world, was coded by a human being alone. If it requires implementation, like a lot of enterprise software, it was implemented by a handful of human beings, and then it's used by only human beings. What Agentic AI does is it changes all three of those things. Your software can now be written, can now be built from the ground up by not just a human, but by a human who's augmented by a coding agent. So, we can innovate faster.

Your implementations, which used to take, uh, dozens, maybe hundreds of individuals and months to complete, six, nine, 12 months to complete an implementation, can now be done in just a few days if we do this right. And then finally, your actual... the end product, the applications, the thing that your users need to use, we don't need complex UIs anymore. In fact, just a few weeks ago at our recent Slack event, Parker Harris, our

co-founder, stood up and said, "You may never have to log in to Salesforce again," and we're gonna unpack what that looks like.

All three of these, uh, these layers are being changed by Agentic AI. And so what Headless 360 represents is a reinvention of our platform designed for all three of those changes. It's customer-first, as you would expect. It's agent-first, it's conversational, it's unified, and it's extensible. Now, let's unpack each of those. Headless 360, it's, it's agent-first, it is open to any agent. Now, what does this mean? Well, if you think about the way agents work, they have an LLM, but they need context, they need data. So, how do we get that data to it, right? That's one of the most fundamental problems that everybody has when building agents, is, how do we get the data to the agent?

Well, what we've had to do is develop new protocols. In partnership with Anthropic, we've developed a new protocol. Well, we didn't, they, they developed it, we helped implement it, uh, called MCP. This is a protocol that connects your data right to the AI, does it securely, so that as you're interacting with an agent, all of that context about your business comes over. The entire Salesforce platform is now available as open MCP servers, so you can build agents with Salesforce, you can build agents outside of Salesforce, and all of that context is available to those agents. You can implement with our... with those agents. You can implement Salesforce with cloud code, whatever you wanna do. All of that is now open. Your developers that are in the room, or back home, tell them this. This is gonna solve one of the most fundamental problems for them.

Now, when I... I keep saying, "Data, connect all this data." Well, what are we really talking about? What we're talking about is the context of your business. And all of that context, how your business works, your sales motion, your service motion, right? All of that context, your products, how your products show up, all of that is codified inside of Salesforce's application. Sales, service, commerce, marketing, and more, and all of the industry add-ons that come on top. Now, all of that is available as an MCP server, so that your agents can start to build and connect with those applications as well.

And we can do this, really, across any workflow. We can do it in any interface. As I said, you may never have to log in to Salesforce again, so where are you logging in? Well, we're seeing user behavior change, right? People are now working inside of meetings and they just want the agent there within the meeting. They're now off on ChatGPT, or, or Claude investigating or researching some things and they want an agent right there as well. And another huge advancement of Agentforce 360 is this ability to bring your agents, to bring Agentforce across any surface.

Now, there's one surface that's really important, and that, of course, is where your employees are. And your employees can really be anywhere. They can be in Teams, but they can also be inside of Slack. Now, what we've done with agent, with Headless 360 is we've

made it possible for Slackbot to connect these agents to all of your business context. So, as your employees are working inside of Slack, they get the answers that they need. They're able to understand what's going on with their programs and, in my case, their campaigns without ever leaving Slack. This is what Parker meant by you may never have to log in to these discrete applications. Again, we're able to just consolidate all of that UI into a conversational experience right here inside of Slack.

And then, of course, we need to get all of our data together. We do that with Data 360, and you all have heard a lot about Data 360 from us in the past. This is incredible now with Informatica as well. We can touch every entity across your organization and connect all of that as well, and we can do it in a federated way. Now, the last thing we need is this needs to be an ecosystem. We need this to be extensible, which is another little bit of a developer word, but it just means that all of your developers, as they're building on Salesforce, they can build that and then can put it back into an ecosystem.

So, everyone in this room can get benefits from what other companies are doing if they want. It's not just about Salesforce, it's about the broader ecosystem. And what pulls this all together is what we've been working on for about two and a half, three years now, which is a complete re-architecture of Salesforce in order to make this possible, in order to get it ready for these agents, for these coding agents, for these implementation agents, and ultimately, for your humans, your agents, and your platforms to work together. It's all based on this agentic architecture with the models, your data, all of your business process, your agents, and then your user experience.

Now, there's agentic enterprises just like Salesforce doing exactly this. We're seeing Pandora hit 60% autonomous case deflection in just a few weeks. That's incredible. We're seeing Lennar, which is the country's biggest home builder, booking home tours now completely autonomously with their Lisa agent.