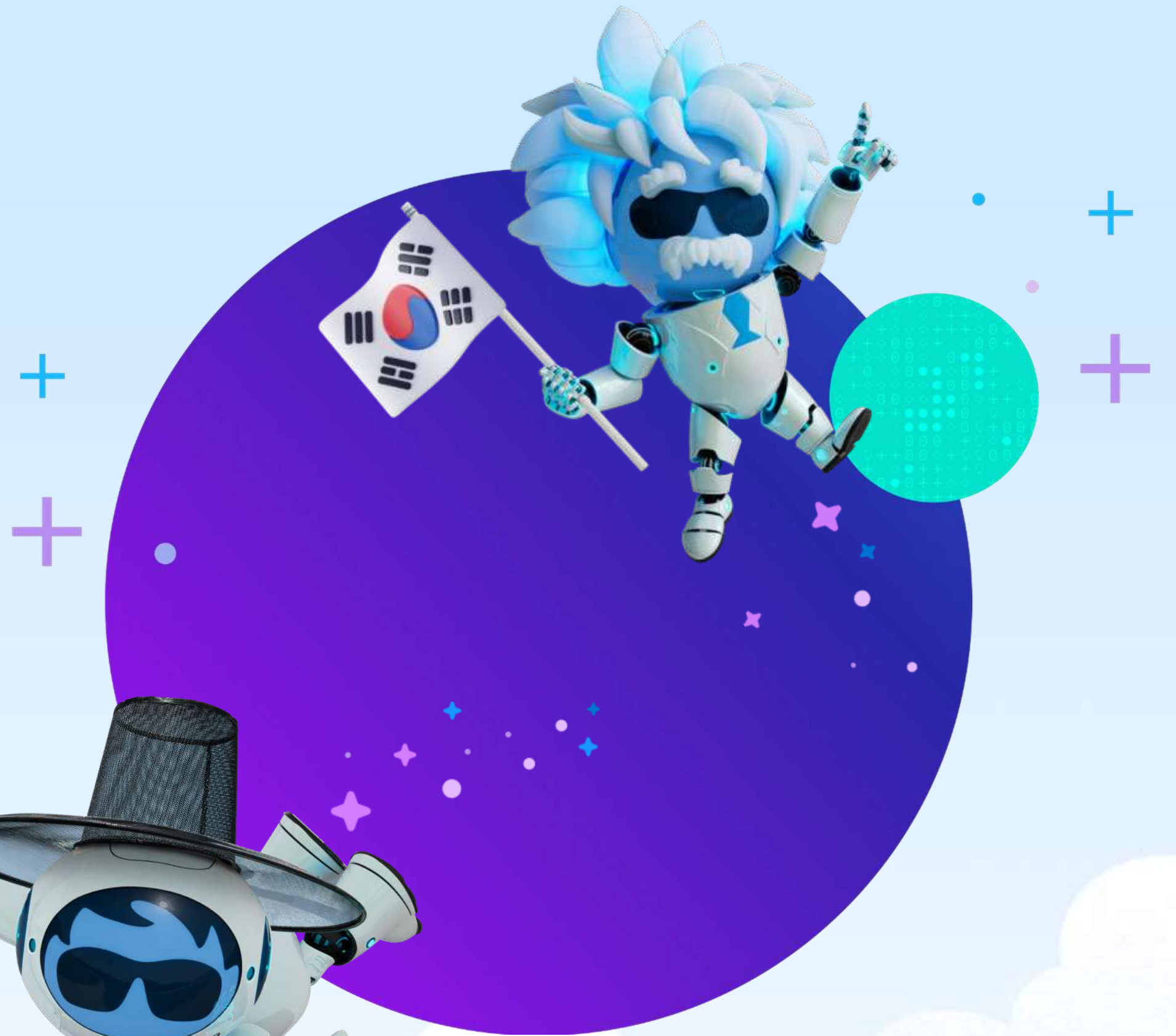




# Agentforce World Tour Korea



# Forward looking statement

This presentation contains forward-looking statements about, among other things, trend analyses and statements regarding future events, anticipated growth and industry prospects, and our strategies, expectation or plans regarding product releases and enhancements. The achievement or success of the matters covered by such forward-looking statements involves risks, uncertainties and assumptions. If any such risks or uncertainties materialise or if any of the assumptions prove incorrect, results or outcomes could differ materially from those expressed or implied by these forward-looking statements. The risks and uncertainties referred to above include those factors discussed in Salesforce's reports filed from time to time with the Securities and Exchange Commission, including, but not limited to: our ability to meet the expectations of our customers; uncertainties regarding AI technologies and its integration into our product offerings; the effect of evolving domestic and foreign government regulations; regulatory developments and regulatory investigations involving us or affecting our industry; our ability to successfully introduce new services and product features, including related to AI and Agentforce; our ability to execute our business plans; the pace of change and innovation in enterprise cloud computing services; and our ability to maintain and enhance our brands.



# Agentforce야, 데이터 분석 좀 해줘!



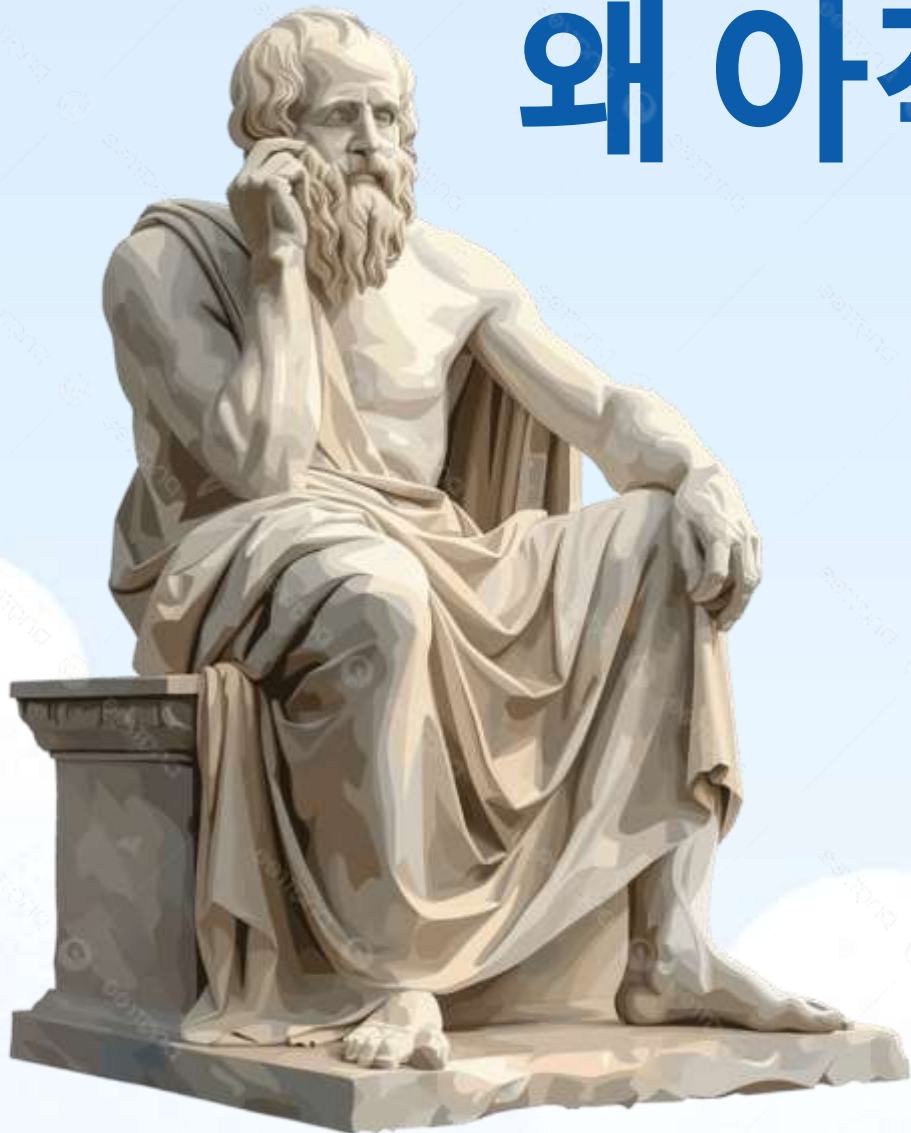


THANK  
YOU  
☺

Korea



# 왜 아직도 데이터 분석은 어려운가?

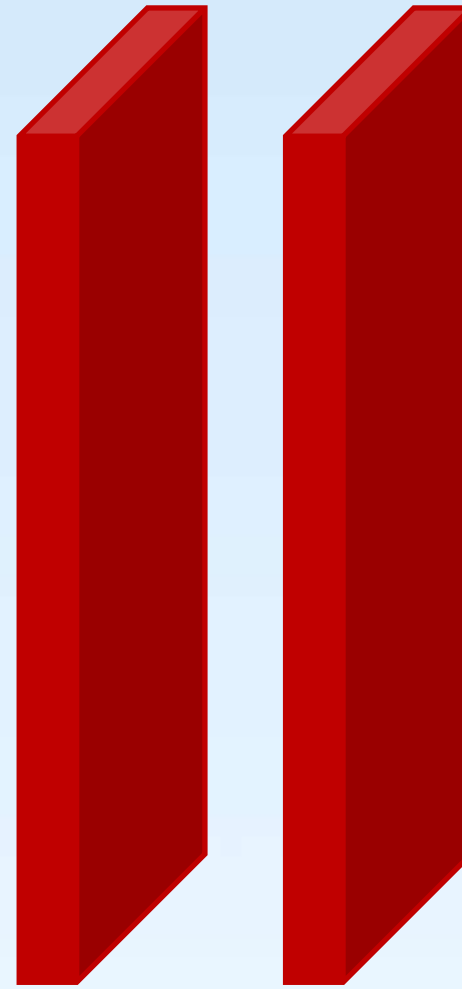


# 데이터 접근부터 어려움



권한

언어  
(SQL 등)



CS 관리

ERP

POS

영업 관리

이커머스

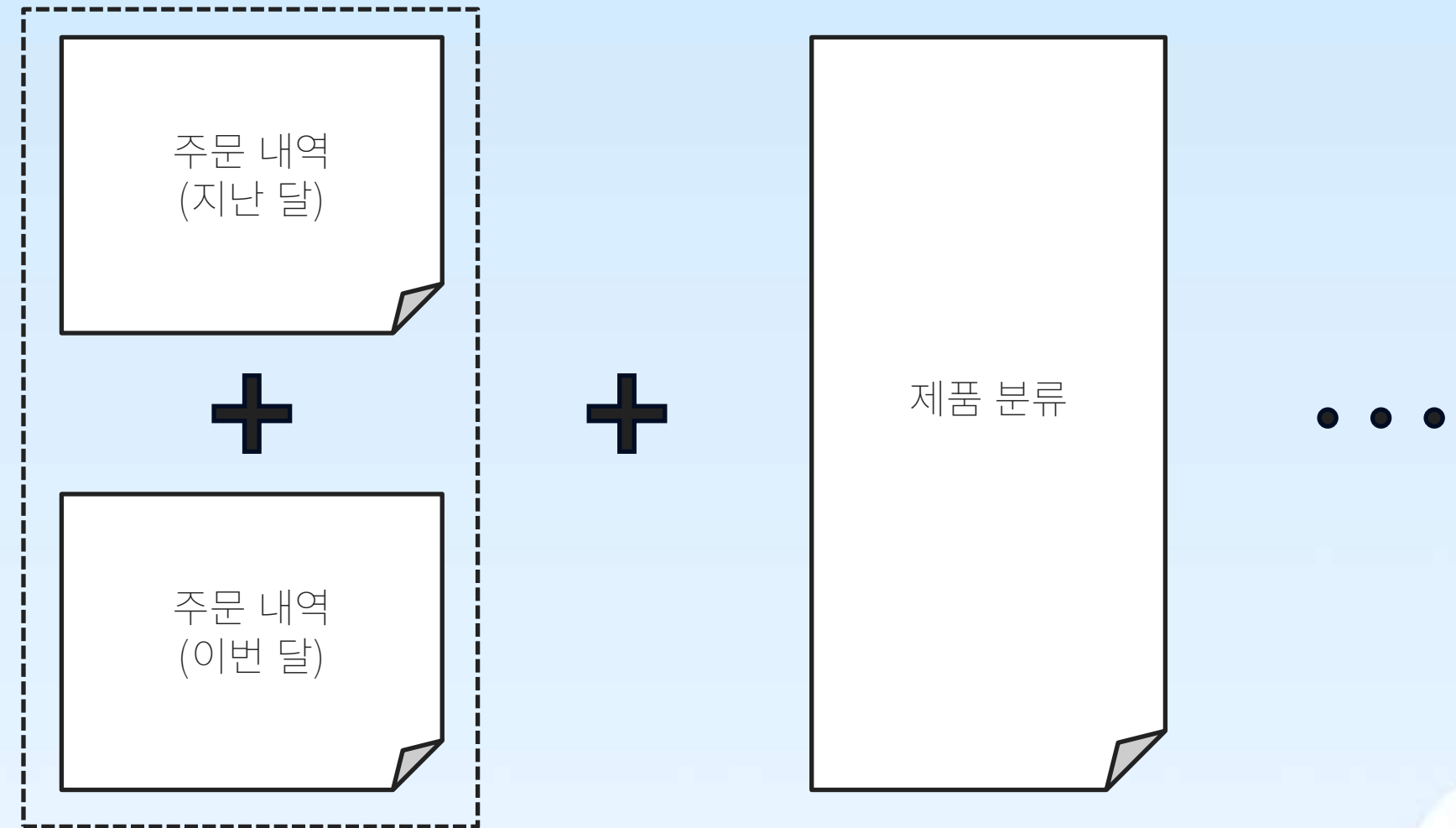
광고 플랫폼



분석이 아닌 정리에 시간 사용

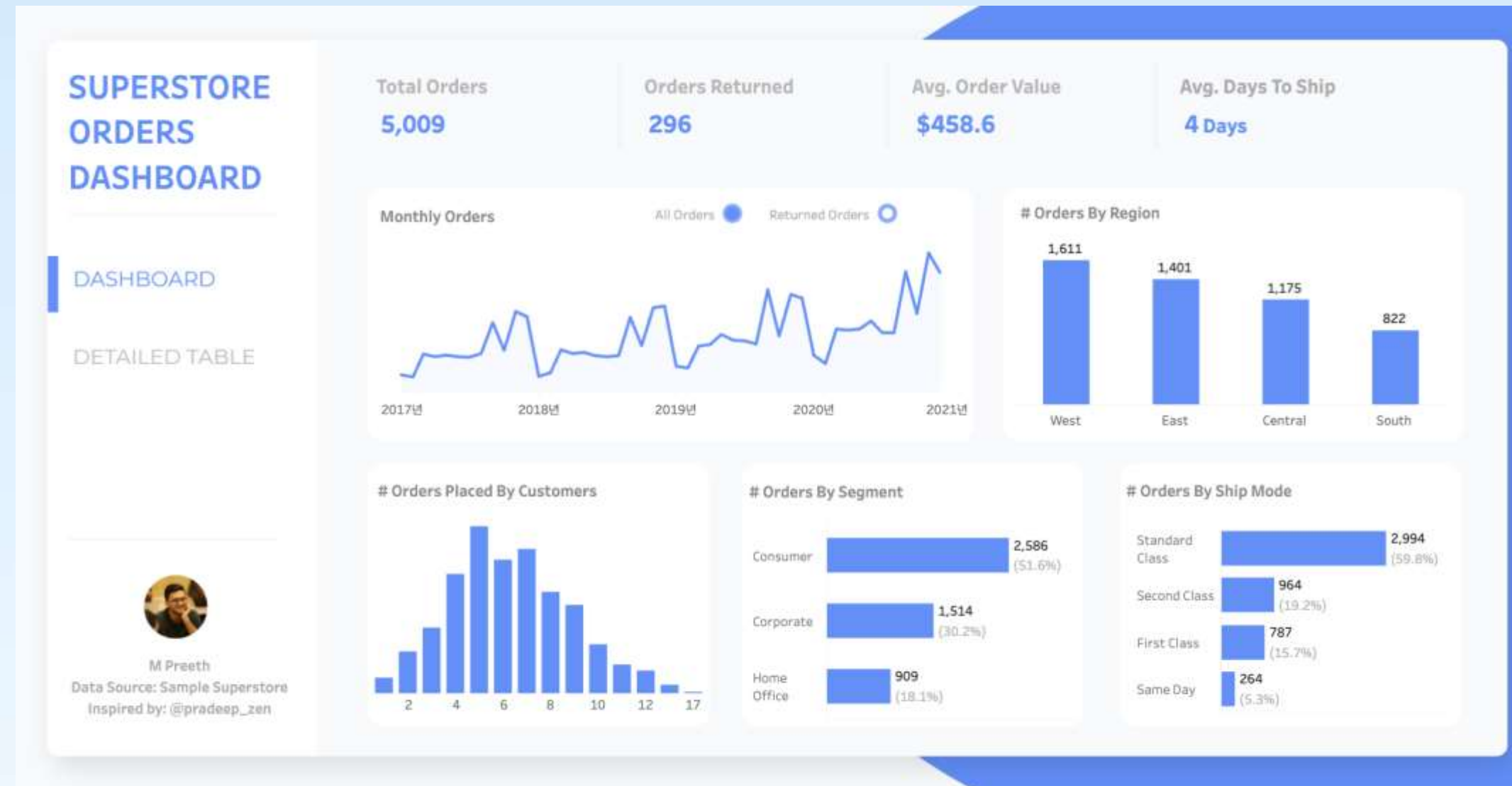


매주, 매달 반복되는 정리



매번 같은 지표만 반복 모니터링

큰 변화 없는 지표와 동일한 Dimension에 대한 반복 분석



분석을 위해  
매번 담당팀에  
데이터 요청해야한다

요청 후에도  
엑셀을 일일이 정리해야한다

보다보니  
매번 동일한 지표만  
보고 있다

### 데이터 접근의 장벽

- 시스템이 여러 개, 데이터가 분산됨 (CRM, ERP, Web, 마케팅 등)
- 권한, 포맷, 적재 주기 등으로 접근성 낮음

### 반복적이고 비효율적인 작업

- 리포트 템플릿 갱신, 동일한 엑셀 처리 작업 반복 실행
- 인사이트보다는 결과 제출이 목적화

### 무엇을 봐야할지 모름

- 데이터가 많지만 인사이트를 찾기 어려움
- 분석 설계나 가설 세우기가 쉽지 않음





# 이제는 다르게!

접근 ~ 질문 ~ 인사이트 ~ 실행까지 연결되는 흐름



# 세일즈포스에 대한 이해



**사용자 경험 (UX/UI)**  
Lightning App Builder  
Lightning Community Builder

**인텔리전스**  
Einstein Prediction Builder

**업무 로직**  
Process and Flow Builders

**데이터 모델**  
Schema Builder



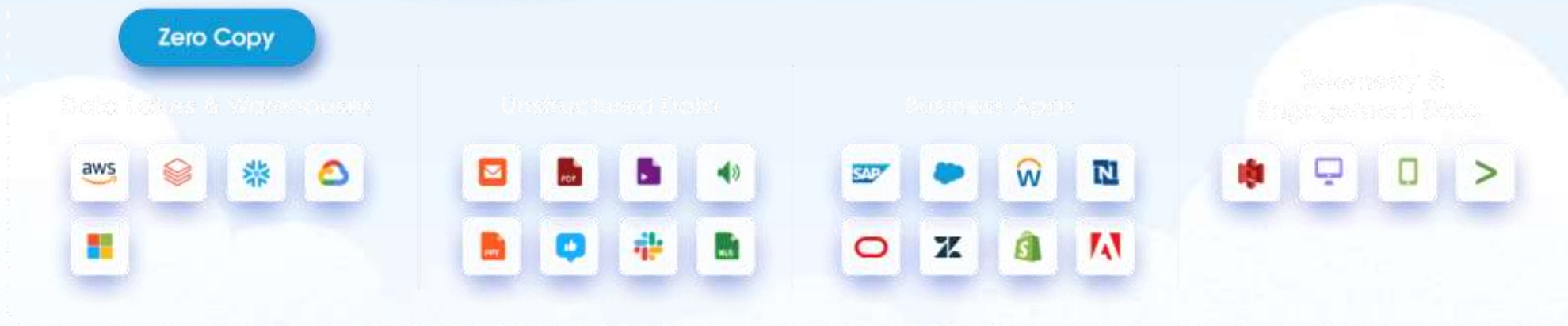
AI Agents   Business Apps   Analytics/BI   Ad Platforms   AI/ML Platforms



Activating Apps & Experiences



Your Data from 3rd Party Apps and Data Services



데이터 접근 용이

데이터 전처리

질문 및 인사이트

salesforce

데이터 연동 커넥터

### New Data Stream

- Act! CRM** (Beta) - Ingest data from Act! CRM
- Act-On** (Beta) - Ingest data from Act-On
- ActiveCampaign** (Beta) - Ingest data from ActiveCampaign
- Acumatica** (Beta) - Ingest data from Acumatica Cloud ERP
- Adobe Analytics** (Beta) - Ingest data from Adobe Analytics
- Adobe Commerce** (Beta) - Ingest data from Adobe Commerce
- Adobe Marketo** - Ingest data via MuleSoft's Anypoint Exchange
- Adobe Marketo Engage** - Ingest data from Marketo Engage
- ADP** (Beta) - Ingest data from ADP
- Airtable** (Beta) - Ingest data from Airtable
- Amazon Ads for MI** - Ingest data for Marketing Intelligence from Amazon Ads
- Amazon DSP for MI** (Beta) - Ingest data for Marketing Intelligence from Amazon DSP
- Amazon DynamoDB** - Ingest data via MuleSoft's Anypoint Exchange
- Amazon EC2** - Ingest data via MuleSoft's Anypoint Exchange
- Amazon Kinesis** - Ingest streaming data from Amazon Kinesis
- Amazon Kinesis** - Ingest data via MuleSoft's Anypoint Exchange
- Amazon Lambda** - Ingest data via MuleSoft's Anypoint Exchange
- Amazon Marketplace** (Beta) - Ingest data from Amazon Marketplace
- Amazon RDS** - Ingest data via MuleSoft's Anypoint Exchange
- Amazon Redshift** - Ingest data via MuleSoft's Anypoint Exchange

Next

**Google Ads**  
Ingest campaign delivery and conversion data from Google Ads

**Amazon Ads for MI**  
Ingest data for Marketing Intelligence from Amazon Ads

**Meta Ads**  
Ingest campaign delivery and conversion data from Meta Ads

**Tiktok Ads for MI**  
Ingest data for Marketing Intelligence from Tiktok Ads

**Shopify** (Beta)  
Ingest data from Shopify

**Google Sheets** (Beta)  
Ingest spreadsheets from Google Sheets



Stream Name	Status	Active	0	46	6/15/2025, 3:41 AM	
ES471	Ingest	Success	Active	0	46	6/15/2025, 3:41 AM
ES471	Ingest	Success	Active	0	0	6/15/2025, 3:41 AM



데이터 접근 용이

데이터 전처리

질문 및 인사이트

salesforce

Workspace: MILVUS

## New Semantic Model

Suggested Relationships

Test Model

Create Visualization

Model New

Search Filter Sort

Metrics (2) +

CPC

CTR

Data Objects (4) +

MediaMix.csv (20)

Performance.csv (26)

Superstore\_Order.csv (28)

Superstore>Returns.csv (7)

연관 데이터 관계 설정



DATA LAKE OBJECT  
Superstore\_Order.csv

Outline Filters

특정 데이터만 필터링

Filter

Add Filter

CustomerID

OrderID

SubCategory

Region

City

Data Source

State/Province

Texas

Illinois

Illinois

Illinois

Pennsylvania

Kentucky

Kentucky

Georgia

Kentucky

Internal Organization

"

"

"

"

"

"

"

"

"

RELATIONSHIP  
relationship

Select Matching Data Object Fields

Superstore\_... Superstore\_...

Superstore\_Re... = Superstore\_Or... Remove

+

데이터 간 관계 설정

Remove

Cancel

Apply

Preview (Superstore\_Order.csv)

Preview (Superstore>Returns.csv)

State/Province

Texas

Illinois

Illinois

Illinois

Pennsylvania

Kentucky

Kentucky

Georgia

Kentucky

Internal Organization

"

"

"

"

"

"

"

"

"

Product

Message Bo

GBC Stand

Avery 508

SAFCO Bolt

Avery Hi-Lite

Global Delux

Rogers Hand

Dixon Prang

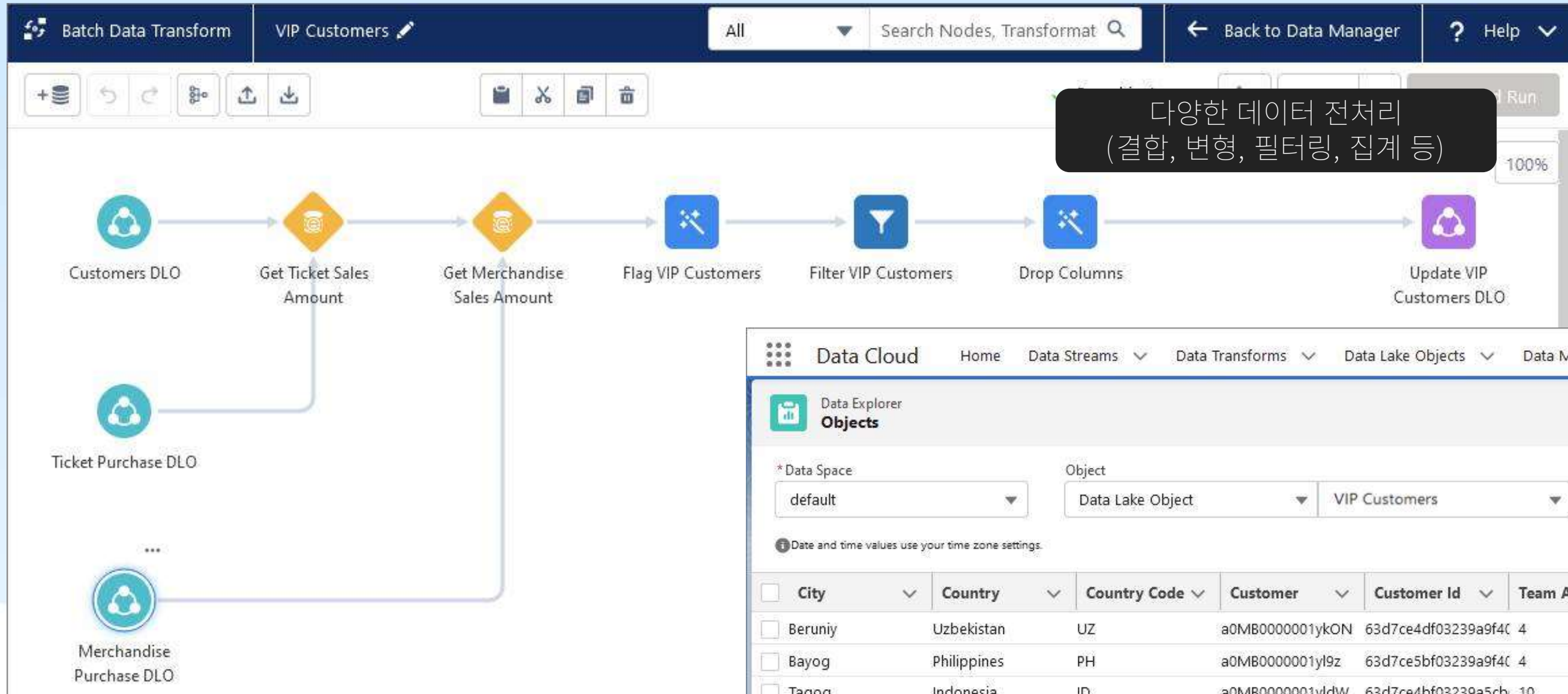
Ibico Hi-Tech

데이터 접근 용이

데이터 전처리

질문 및 인사이트

salesforce



The screenshot shows the 'Data Explorer' interface for the 'VIP Customers' object. The table displays the following columns and data:

City	Country	Country Code	Customer	Customer Id	Team Affinity	State	Player Affin...	Lifetime Va...	Engagemen...
Beruniy	Uzbekistan	UZ	a0MB0000001ykON	63d7ce4df03239a9f4c	4		16	100,226	4.42
Bayog	Philippines	PH	a0MB0000001yl9z	63d7ce5bf03239a9f4c	4		5	100,376	81.57
Tagog	Indonesia	ID	a0MB0000001yldW	63d7ce4bf03239a5cb	10		9	101,070	11.15
Ketapang	Indonesia	ID	a0MB0000001ynTc	63d7ce51f03239ac1e	1		6	100,532	82.9
Piracicaba	Brazil	BR	a0MB0000001ynZR	63d7ce54f03239a5cb	5		9	100,026	94.82
Temaiku Village	Kiribati	KI	a0MB0000001yncC	63d7ce56f03239a8f6c	4		6	100,430	94.26
Cruz das Almas	Brazil	BR	a0MB0000001ynmF	63d7ce54f03239a58c	9		1	100,944	41.3
Casal	Portugal	PT	a0MB0000001yo7a	63d7ce57f03239a5cb	4	Aveiro	1	100,402	44.19
Baykonyr	Kazakhstan	KZ	a0MB0000001yoHe	63d7ce4ff03239a6f40	1		10	99,994	66.87
Santa Rosa de Cabal	Colombia	CO	a0MB0000001yoql	63d7ce51f03239a6f4c	8		9	100,789	18.23
Buenos Aires	Colombia	CO	a0MB0000001ypM4	63d7ce4cf03239a8d4	1		13	100,136	1.23
Magisterial	Mexico	MX	a0MB0000001ypMx	63d7ce4df03239a8d4	5	Jalisco	19	100,665	25.36

데이터 접근 용이

데이터 전처리

질문 및 인사이트

salesforce

The screenshot shows the Salesforce Semantic Model interface. The workspace is named 'MILVUS'. The main title is 'New Semantic Model'. A dark overlay contains the text 'CTR 필드 생성'. The interface includes a 'Suggested Relationships' toggle, 'Test Model', and 'Create Visualization' buttons. On the left, a 'Model' sidebar shows a search bar and a list of 'Data Objects (4)': MediaMix.csv (20), Performance.csv (24), Date, and Vehicle. The central canvas displays a semantic model diagram with four nodes: Superstore\_Ord..., Superstore\_Ret..., Performance.csv, and MediaMix.csv, connected by lines. A video player control bar is visible at the bottom left.

The screenshot shows the Salesforce Semantic Model interface. The workspace is named 'MILVUS'. The main title is 'New Semantic Model'. A dark overlay contains the text '구매주기 필드 생성'. The interface includes a 'Suggested Relationships' toggle, 'Test Model', and 'Create Visualization' buttons. On the left, a 'Model' sidebar shows a search bar and a list of 'Metrics (2)': CPC and CTR, and 'Data Objects (4)': MediaMix.csv (20), Performance.csv (26), Superstore\_Order.csv (27), and Superstore\_Returns.csv (7). The central canvas displays a semantic model diagram with four nodes: Superstore\_Ord..., Superstore\_Ret..., Performance.csv, and MediaMix.csv, connected by lines. A video player control bar is visible at the bottom left.

데이터 접근 용이

데이터 전처리

질문 및 인사이트

salesforce

### Edit Metric

Menu

- Details
- Value**
- Insights

**Value**

Set the field you want to track and how you want to track it over time.

**모니터링 지표**

\* Measure  
# Superstore\_Order.csv.Sales

> Measure Advanced Setup

Filter

Q Add Filter

\* Time Dimension **기간 항목**

-A<sub>a</sub> Order Date\_Adj

Additional Dimensions ⓘ

Add dimensions...

**모니터링 차원**

- Superstore\_Order
- Superstore\_Order
- Superstore\_Order.csv.Category
- Superstore\_Order.csv.CustomerName
- Superstore\_Order.csv.Region

**Sales**

All

**2.3M** Expected

**Metric 자동 생성**

Jan 1, 2022 Jan 31, 2025

1.4M  
+40.6% (+392.5K) vs. prior period

1.36M

2.33M

**Top contributors** by Category are: **Technology** with **839.9K (36.1%)**, **Furniture** with **754.7K (32.4%)**, and **Office Supplies** with **731.9K (31.5%)**.

Jun 15, 2023 Jun 15, 2025

Compared to the previous period, **Sales increased by 392.5K.** **California, Pennsylvania, and Indiana increased the most.**

Cancel Save



데이터 접근 용이

데이터 전처리

질문 및 인사이트

salesforce

Agentforce Builder | Data Insights Agent | Version 1

Settings | Help

Batch Test | Activate

### Topics

Manage the topics assigned to your agent. To make changes, your agent must be deactivated.

New

Search topics...

1 items - Sorted by Topic Label(asc)

Topic Label ↑

Data Analysis

---

Plan ID: bb6c676c1523

왜 매출이 하락했을까?

**응답 프로세스 확인**

User Prompt

Reasoning: Topic Selection (0.44 sec)

Prompt Used

Select Topic

**# Data Analysis (Data\_Analysm)**

This topic handles user requests related to analyzing sales, marketing, and customer data to extract business insights. Users may ask for sales trends, key drivers, campaign performance, customer segmentation, causal analysis, or KPI summaries.

Instructions 7

Actions 1

Select Action (15.63 sec)

**AMR Prompt Orchestrator Agent V2 (AMR\_PromptOrchestrator\_Agent\_V2)**

Input | Output

---

### Conversation Preview

안녕하세요, 데이터 인사이트 에이전트입니다. 마케팅 데이터를 바탕으로 성과 요인을 분석하고, 전략적인 인사이트를 제공해 드립니다.

예시 질문: - "의 한국 매출 하락 원인이 뭐야?" - "대만에서 성장의 주요 요인은?" - "포인트 적립률을 10% 높이면 어떻게 해야 해?"

더 정확한 답변을 위해, 원하는 목표를 구체적으로 알려주세요 (예: 매출 20% 증가, 특정 시작할 준비되었습니다).

**질문 및 응답 확인**

최근 매출 추이 알려줘

최근 매출 추이는 다음과 같습니다:

- 2025-01-05: ₩1,995,190
- 2025-02-09: ₩1,860,903
- 2025-03-22: ₩1,249,354

이러한 수치는 매출 성장의 중요한 신호입니다.

25년 3월에 매출이 하락했는데 주요 원인이 뭐야?

2025년 3월 매출 하락의 주요 원인은 다음과 같습니다: 주요 비즈니스 드라이버

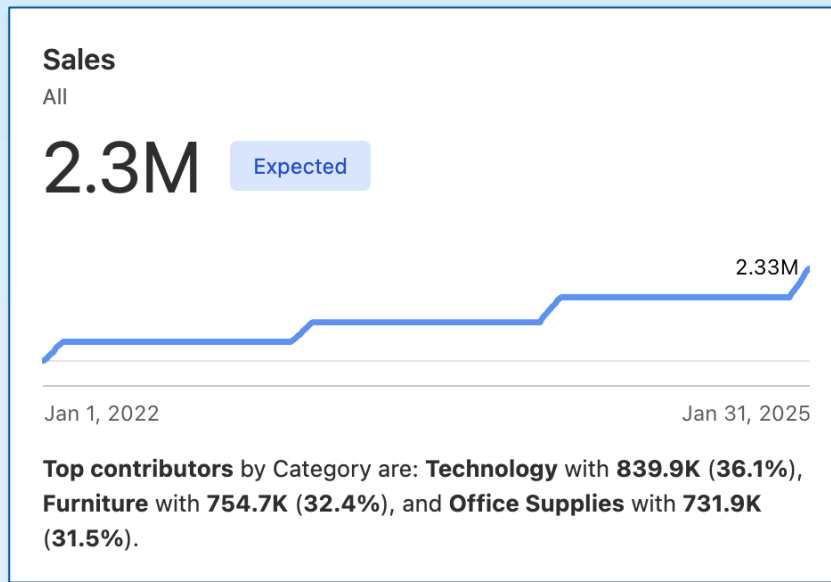
- 싱가포르
  - ATE: -₩100,576
  - 비율: -11.66%
  - 설명: 이 기능은 매출을 ₩100,576 감소시키며 (-11.66%), 이는 낮은 ROI, 약한 타겟팅 또는 포화 상태와 관련이 있을 가능성이 높습니다.

Describe your task or ask a question...



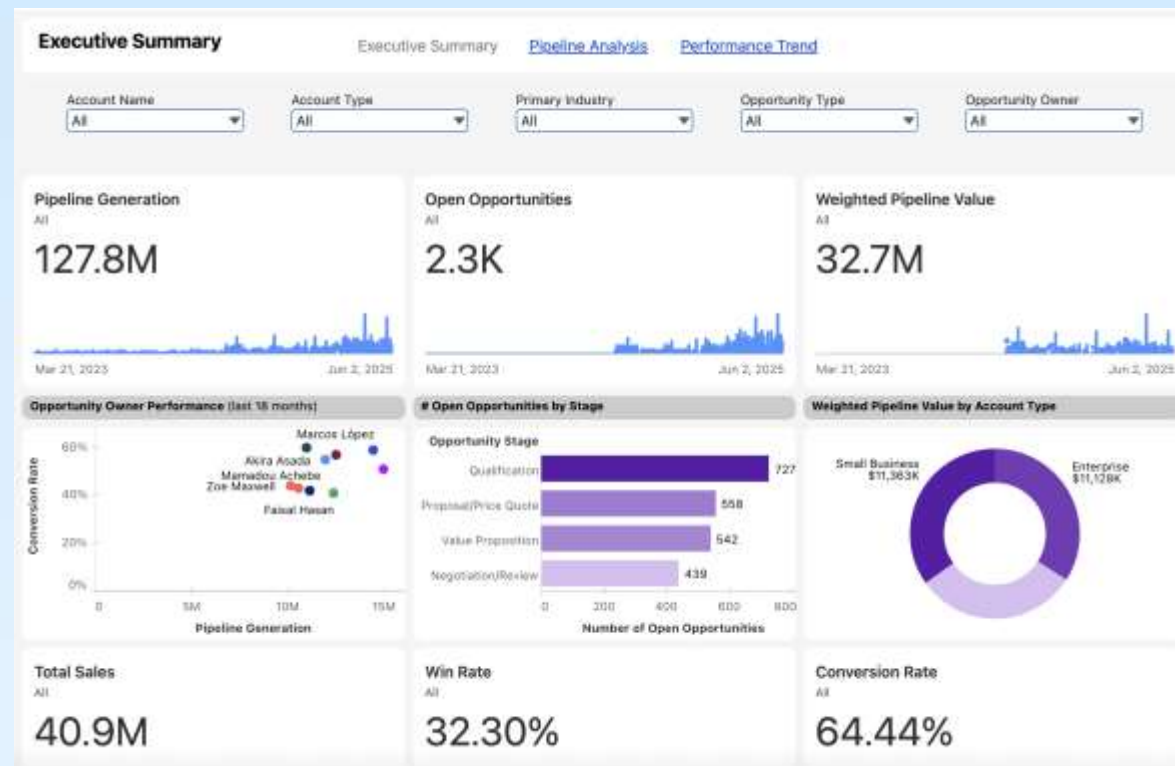
### Metric

- 모니터링할 주요 지표 선정
- 지표 영향을 줄만한 차원을 자동 분석



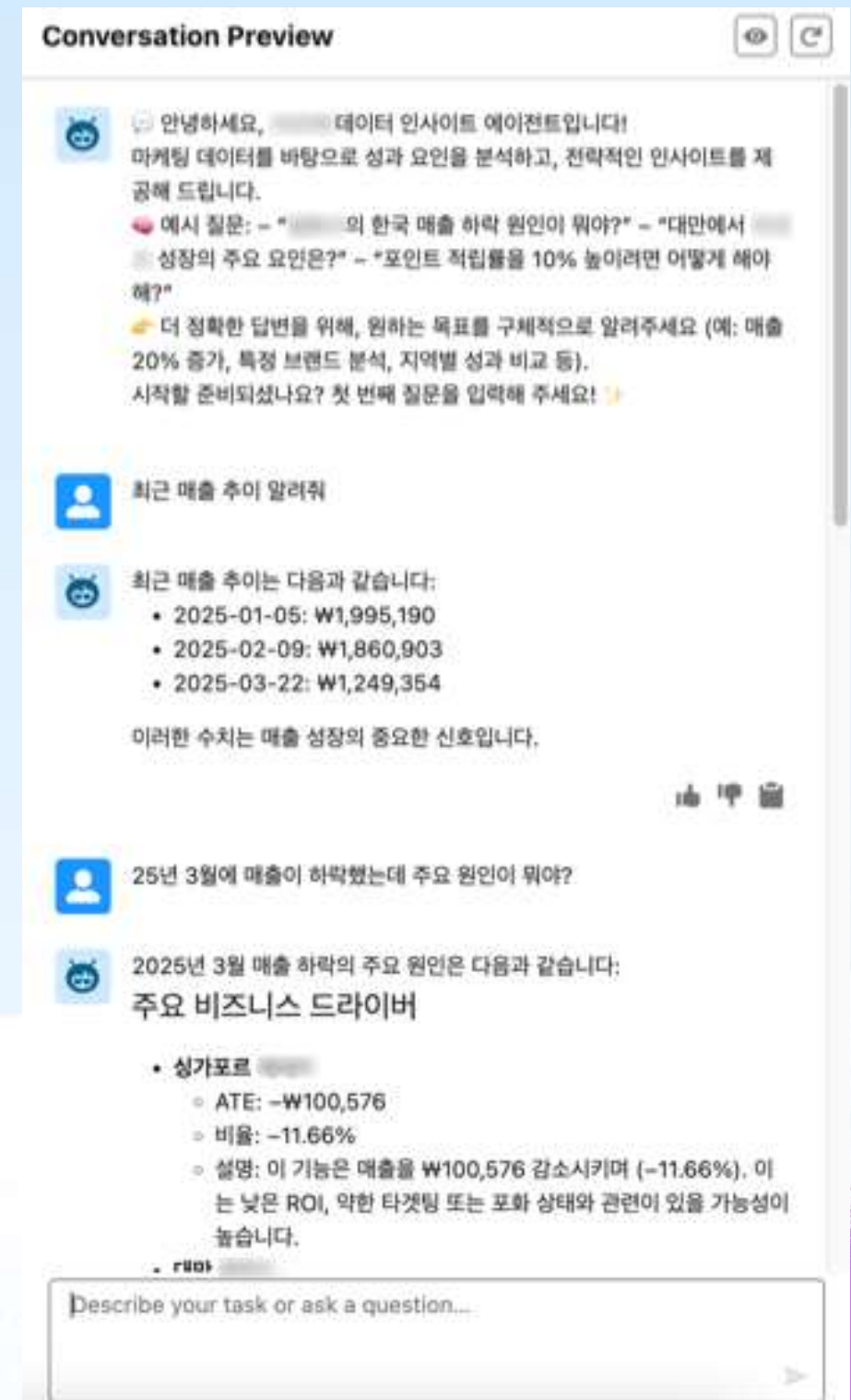
### Dashboard

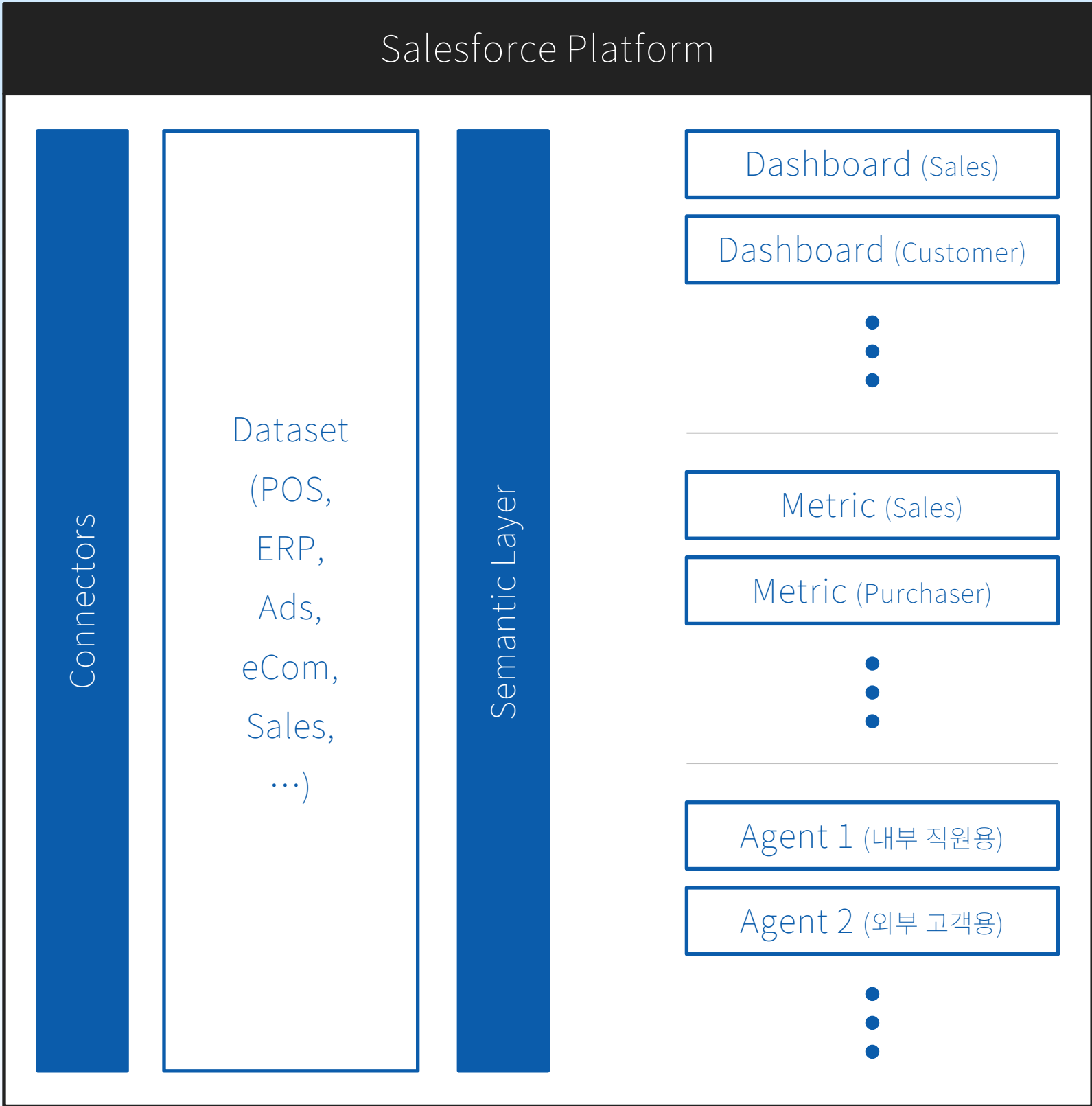
- 주제별 다양한 지표를 시각화
- Metric과 다양한 차트를 혼합하여 구성



### Agentforce

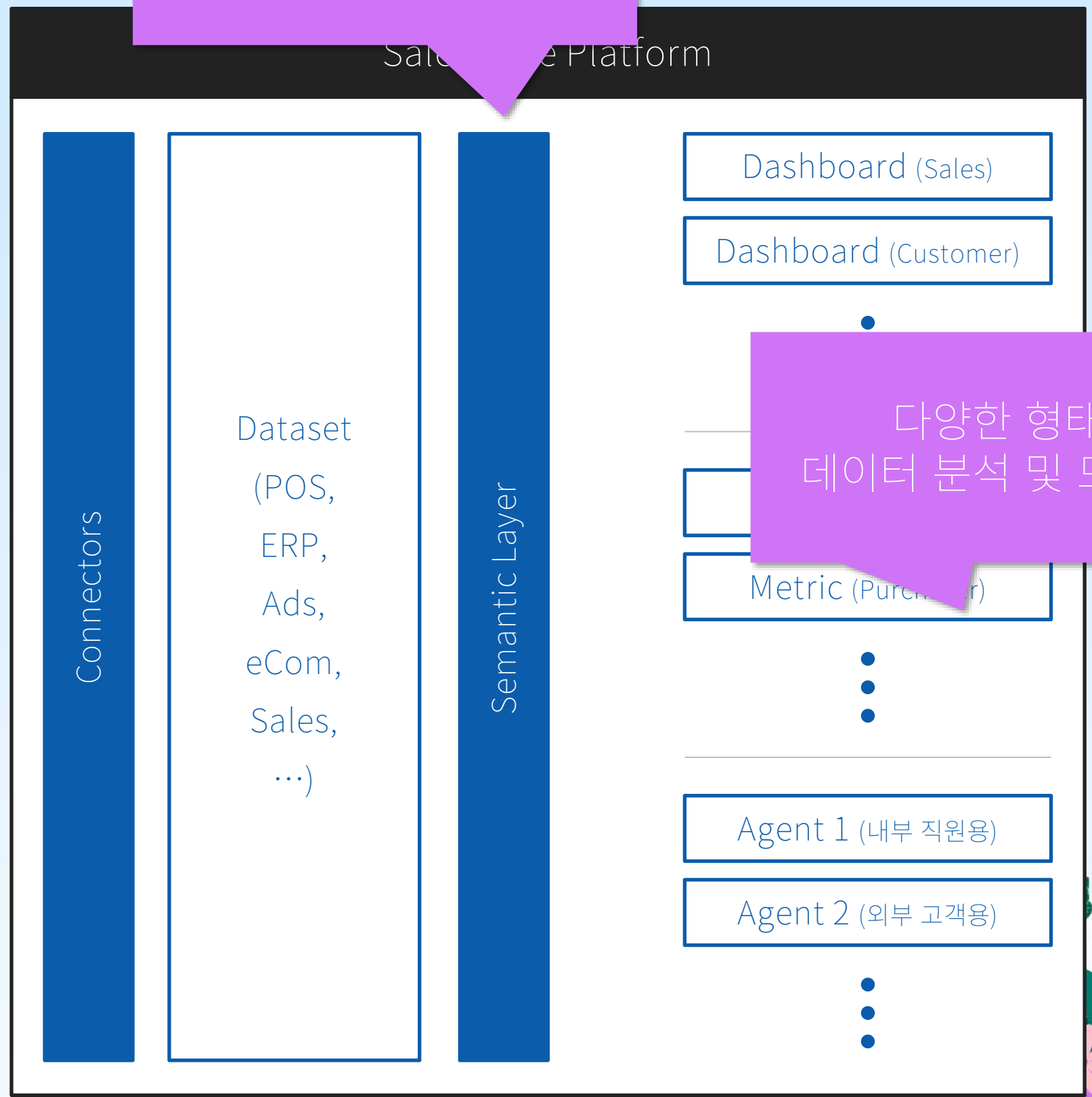
- Semantic layer 내 데이터 활용
- 자연어 기반의 데이터 탐색 및 분석





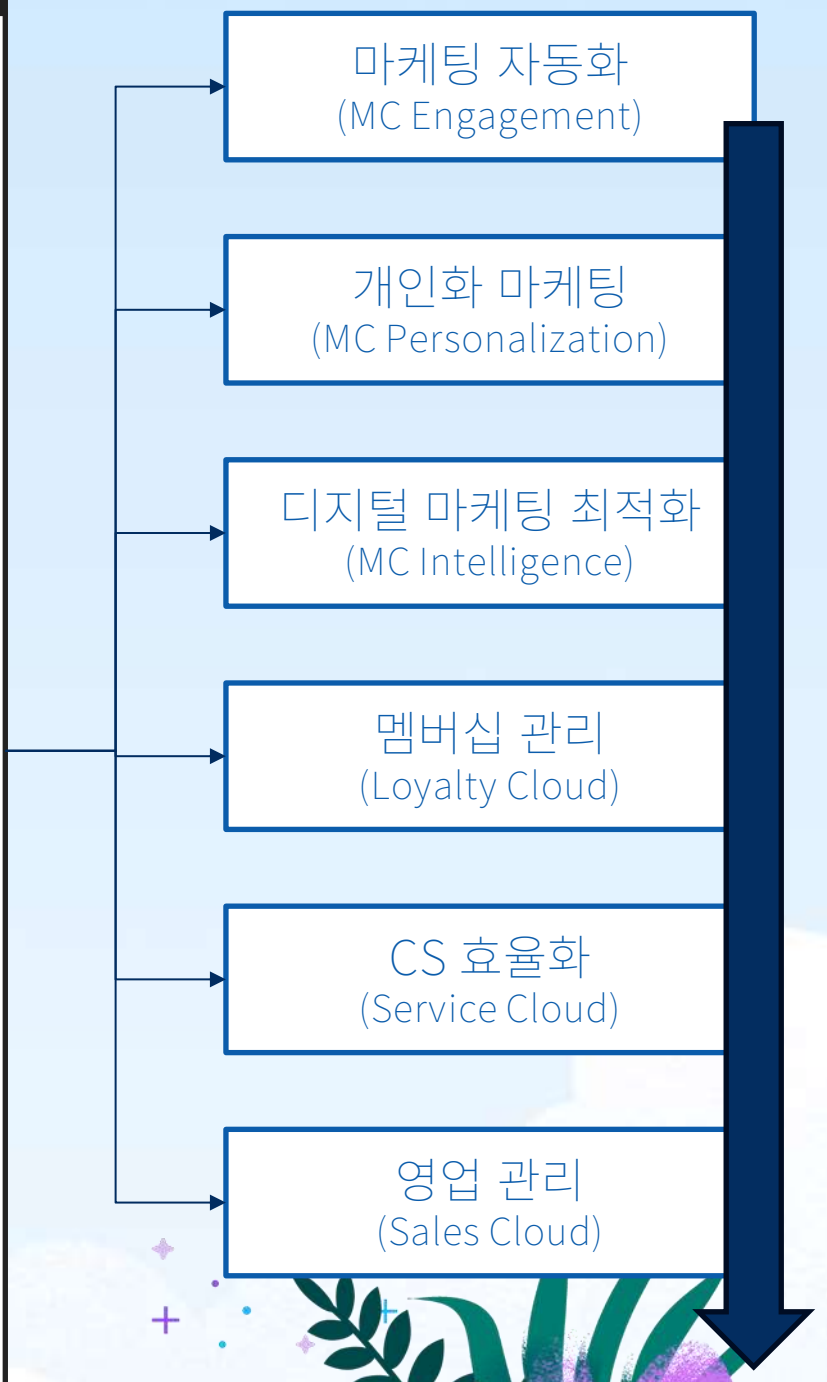
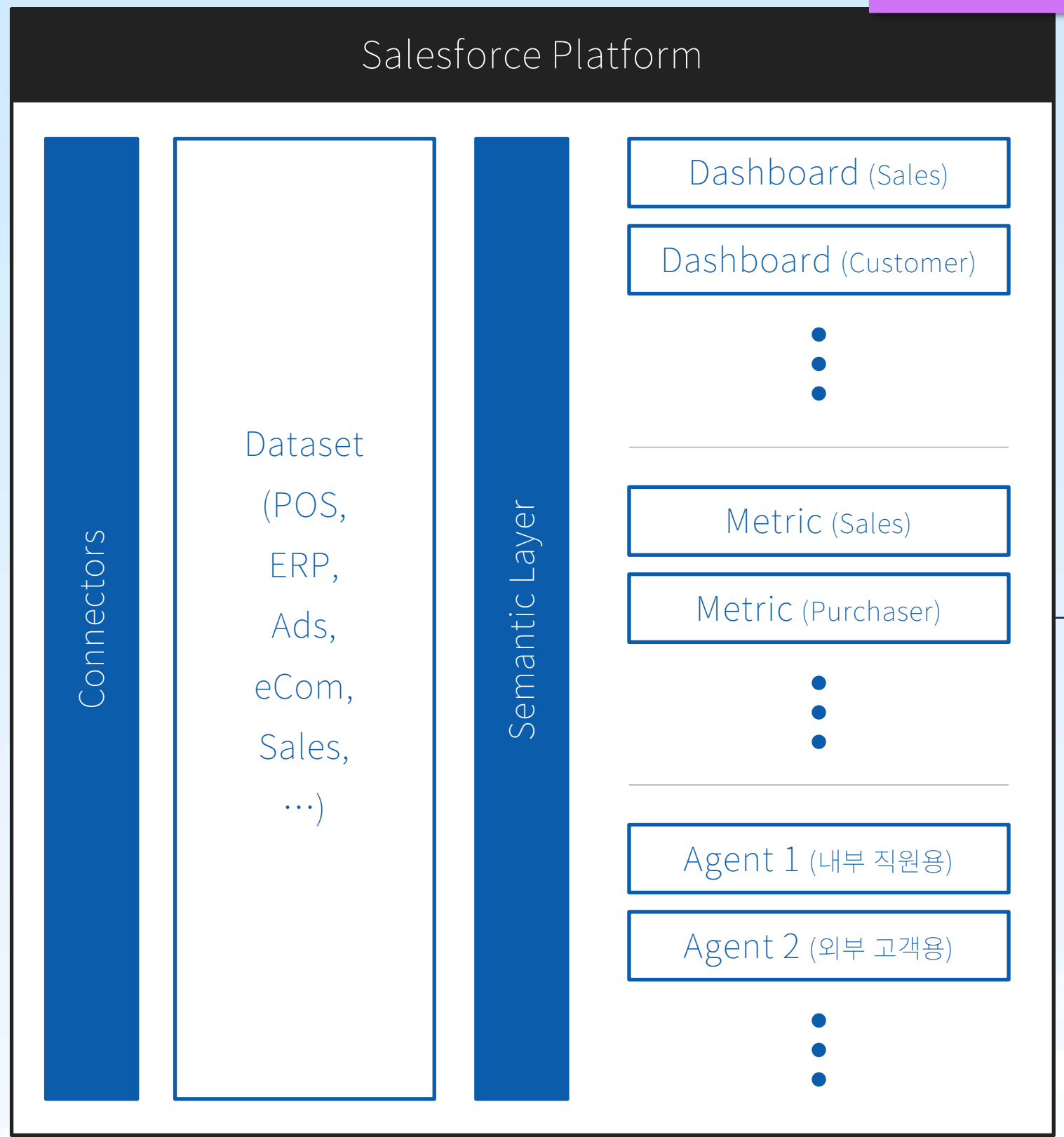
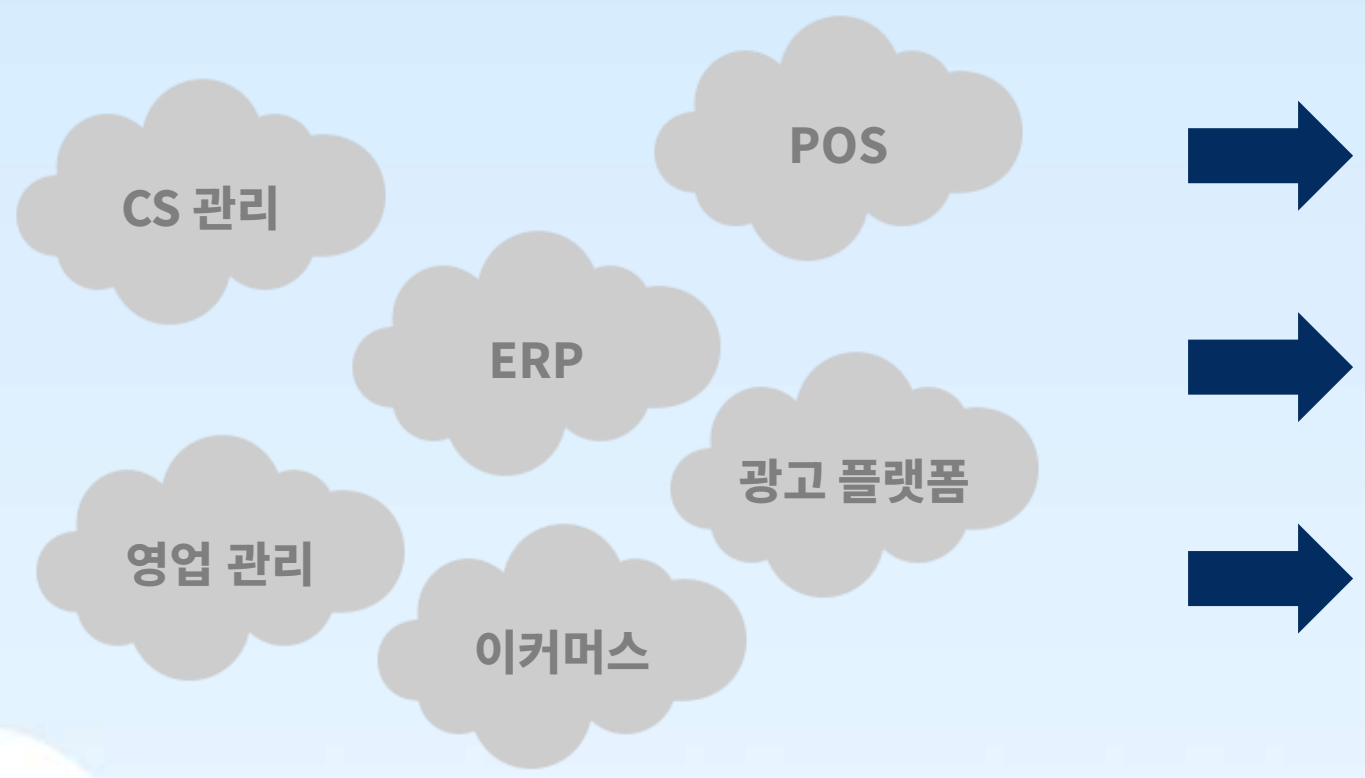
흩어진 데이터를 한 곳으로 통합

통합된 데이터를 권한별로 접근 제어



다양한 형태로 데이터 분석 및 모니터링

다양한 영역에서  
실행으로 연결





Workspace: Title

### Dashboard Title

Saved 2 minutes ago [Preview](#) [Save](#) [Share](#)

Home Workspace Title X Dashboard Title X

Date Range: All Priority: All Account: All Work Type: All Status: All

**Total Work Orders**  
Filters  
**47**  
+5.8% period vs period

**New Work Orders**  
Filters  
**12**  
-5.6% period vs period

**Closed Work Orders**  
Filters  
**76**  
-5.6% period vs period

**Avg Response Time**  
Filters  
**48.2**  
-5.6% period vs period

**Avg Completion Rate**  
Filters  
**36.2**  
-5.6% period vs period

**Work Orders**

Account #	Account Name	Account Type	Status	Customer Score
7130432659	Isdom	Partnership Proposal	Overdue	100
4913760825	Gogotom	Feedback	Paid	53
6235821943	Zerocorporation	Billing Question	Paid	75
8209417635	Wangphase	General Inquiry	Closed	23
4597683012	Y-corporation	Report a Bug	Open	84
6487915203	Sumace	Job Application	Overdue	67
3803642197	Sunnamples	Technical Support	Paid	99
2750894613	Opentech	Sales Inquiry	Closed	94

[Recommend Action](#)

Action 버튼 추가

### 주요 Action

- Slack으로 주요 Metric 공유
- Flow를 통해 유관 솔루션 연동
- 대시보드 및 특정 URL로 이동

### ← Add Action

Action: Salesforce Flow

Change Owner: X

Open in Flow Editor

Map Flow Inputs

Flow Input	Map to
Action	Recommendation
Input	Recommended Action
Record_ID	Account_ID

Edit

Cancel Save

### ← Add Action

Action: Salesforce Flow

Navigate to

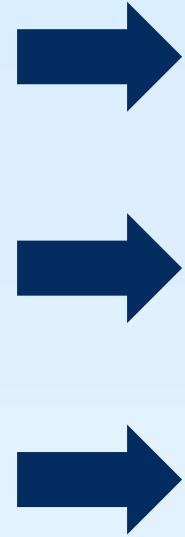
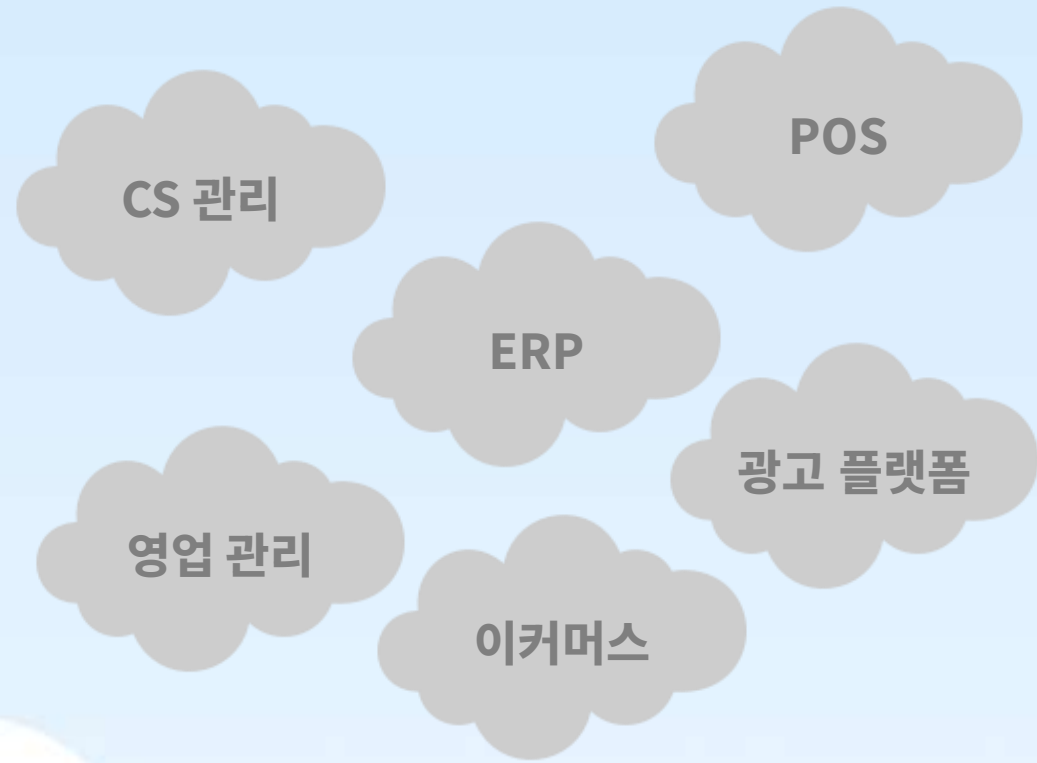
✓ Salesforce Flow

\* Flow

Search Flows...

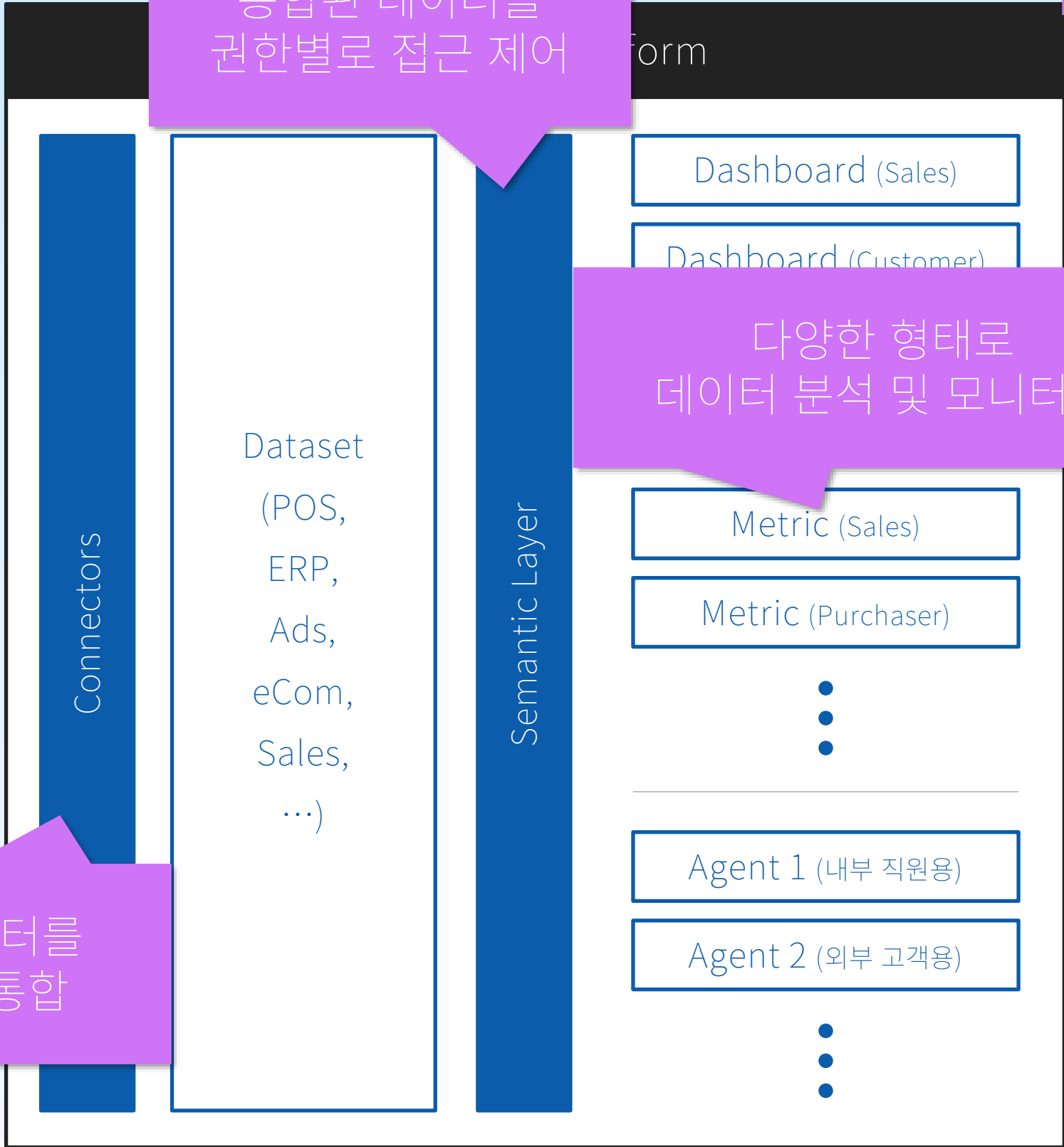
- Send Analytics Pulse Digest To Slack
- CMS: Notify Content Author
- CMS: Review Content
- CMS: Submit Content for Review
- CMS: Withdraw Review Request
- Orchestration flow for Recurrence Scheduler





흩어진 데이터를 한 곳으로 통합

통합된 데이터를 권한별로 접근 제어



다양한 형태로 데이터 분석 및 모니터링

다양한 영역에서 실행으로 연결





# Thank you

