

Salesforce Genie

Salesforce Genie is a hyperscale customer data platform (CDP) to enable a single harmonized view of customer data across the enterprise. Positioned as the next step in the evolution of the Salesforce platform (running on Hyperforce), Genie builds on Salesforce's existing CDP product and the Salesforce metadata model, ingesting real-time, streaming, and batch historical data and harmonizing it into a real-time customer graph.

- MuleSoft Anypoint Connectors and Accelerators for Genie enable integration of legacy and cloud applications and data streams.
- Salesforce CDP and Genie Real-Time Journey Orchestration (scheduled for release in Summer 2023) enable marketers to segment and target customers based on real-time data.
- Genie Data Prep Recipes and Transforms (scheduled for release in Spring 2023) accelerate data prep and the aggregation, enrichment, and processing of data.
- Tableau Genie (with new native connectors and live analytics) enable companies to analyze data across every interaction and monitor key performance indicators (KPIs) in real time.

FROM THE SUMMIT



Companies have been hearing about a 360-degree customer view for decades, but reaching that goal has been elusive given the hundreds of applications where customer data lives. The value proposition of Genie is in bringing all streams of data (real-time, streaming, and batch) together and making them accessible to every object in Salesforce for informed engagement with customers in real time.

DEEP DIVE



Much of Genie is leveraging existing Salesforce capabilities (MuleSoft, CDP, Flow, Tableau, and Einstein). Beyond Salesforce, secure real-time data sharing between Salesforce and Snowflake allows bidirectional access to data across the two platforms, and “Bring your own AI” with Amazon SageMaker enables data scientists to build new models on Amazon's platform and use them in real time in Salesforce.

LONG VIEW



Although there's still a lot for Salesforce to explain about Genie, the Genie partnerships with Snowflake (for cloud data warehousing) and Amazon (for artificial intelligence) show that openness of the platform and cross integration with other platforms customers already use or may adopt are strategic for Genie's success.



MONEY: Salesforce has yet to announce pricing for Genie, or even its pricing model, but it's likely to be based on consumption. Given its pricing missteps with the Wave release that inhibited adoption, Salesforce is likely proceeding with caution.



MARKET: Much of Salesforce's partner ecosystem is still digesting the Genie news. However, Salesforce did announce the AppExchange Genie Collection with 18 partners, as well as Snowflake, Amazon, and Meta partnerships.



PEOPLE: Implementation resources will be a big challenge for many in adopting Genie. The Trailblazer Workforce Partner Program is one part of Salesforce's strategy to train more than 20,000 new Salesforce experts by 2028.



TECH: “Bring your own AI” enables data scientists to go beyond Einstein's low-code and no-code machine learning (ML) with SageMaker. The Amazon and Snowflake no-code models reduce the friction and cost of integrations.