



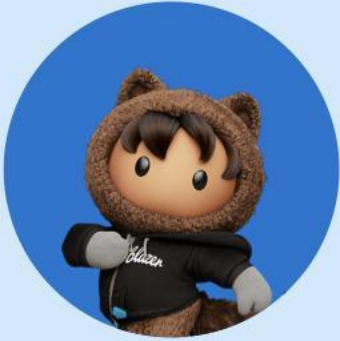
The Perfect Equation for Innovation

Leveraging AI + Data + Action for Enhanced Efficiency in Oil & Gas Operations

Cody Girod, Managing Director - Energy & Utilities Solutions



Thank You



Energy Companies Have Trusted Salesforce for Digital Transformation for Over 25 Years



45

Countries Served in Oil & Gas

800+

Oil & Gas Customers Globally

>20%

Weekly Work Reduction

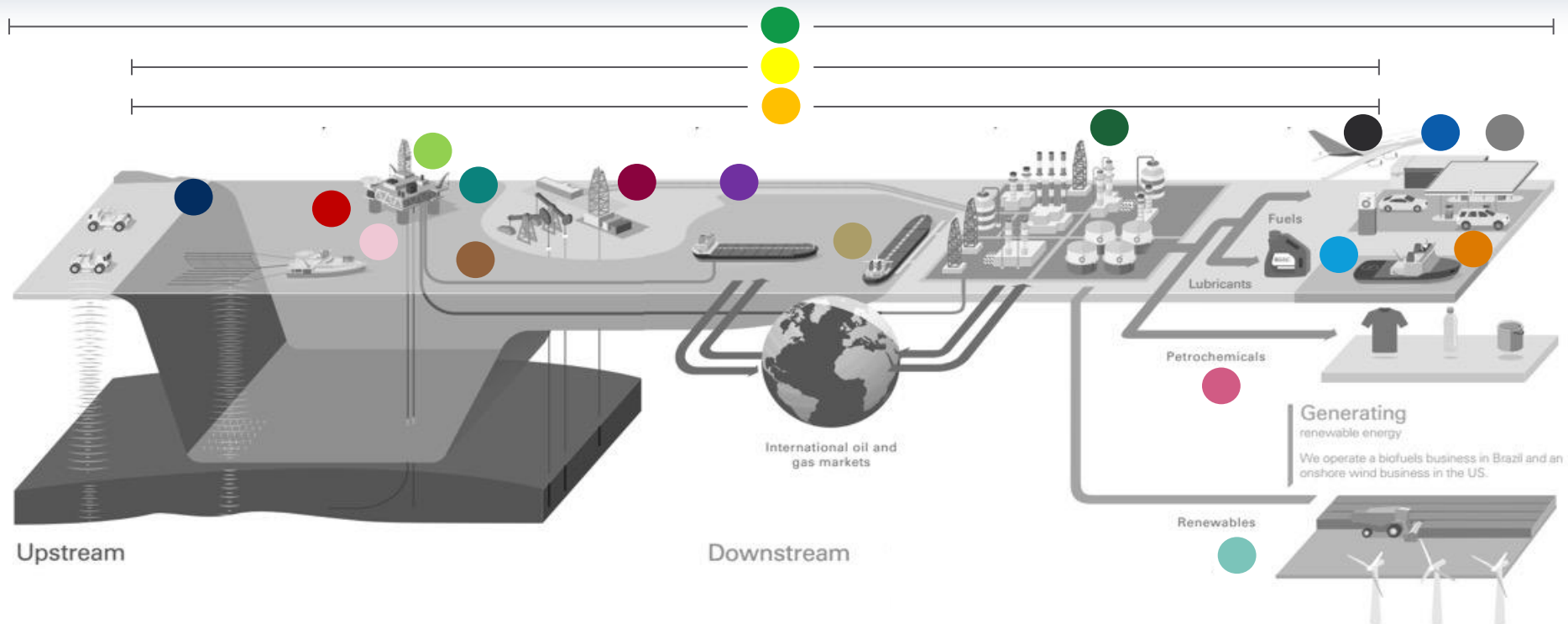




BP Embraces Digitalization Across the Value Chain



● HR Engagement & Service Center (75,000 Employees & Retirees)	● Citizen Developer Program (65,000 users)	● In the Know – Global Business Services (Support Centers)	● EV Charging - B2B Sales, Service, B2C Marketing, Social
● Upstream PSCM & Supplier Performance Mgmt	● Wells Case Management & Knowledge Portal (Connexus)	● Trading CRM & Settlement Workbench	● Castrol – CRM, Protection Plus Safe Driver Program
● Crisis & Continuity Management	● IoT – Preventative Maintenance	● Refining Operations, Maintenance & Tank Turnarounds	● Air BP CRM Tendering:
● Global Wells Risk Assessment	● Joint Venture Mgmt	● Downstream PSCM & Category Mgmt	● Petrochemicals CRM
● Global Operator Workbench: WO Optimization & Operator Rounds	● Supply & Trading Credit Risk	● Renewables - Field Service & Asset Mgmt for Clean Energy Assets	● Fuels CRM, Pricing, Terminal Ops, Dealer Mgmt, & Wholesaler Mgmt

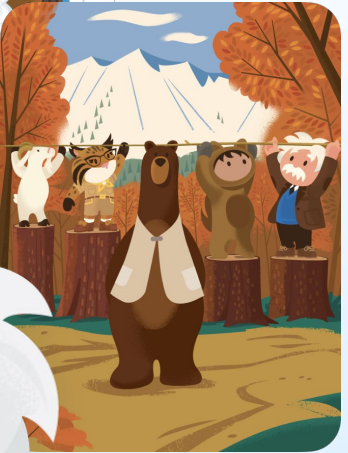




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CORE VALUES

TRUST
CUSTOMER SUCCESS
INNOVATION
EQUALITY
SUSTAINABILITY



**Your data
is not our
product**



Doing well & doing good

\$10.2B

FY24 operating cash flow +44% YoY

30.5%

FY24 Non-GAAP operating margin¹

\$38.0B

FY25 guidance²

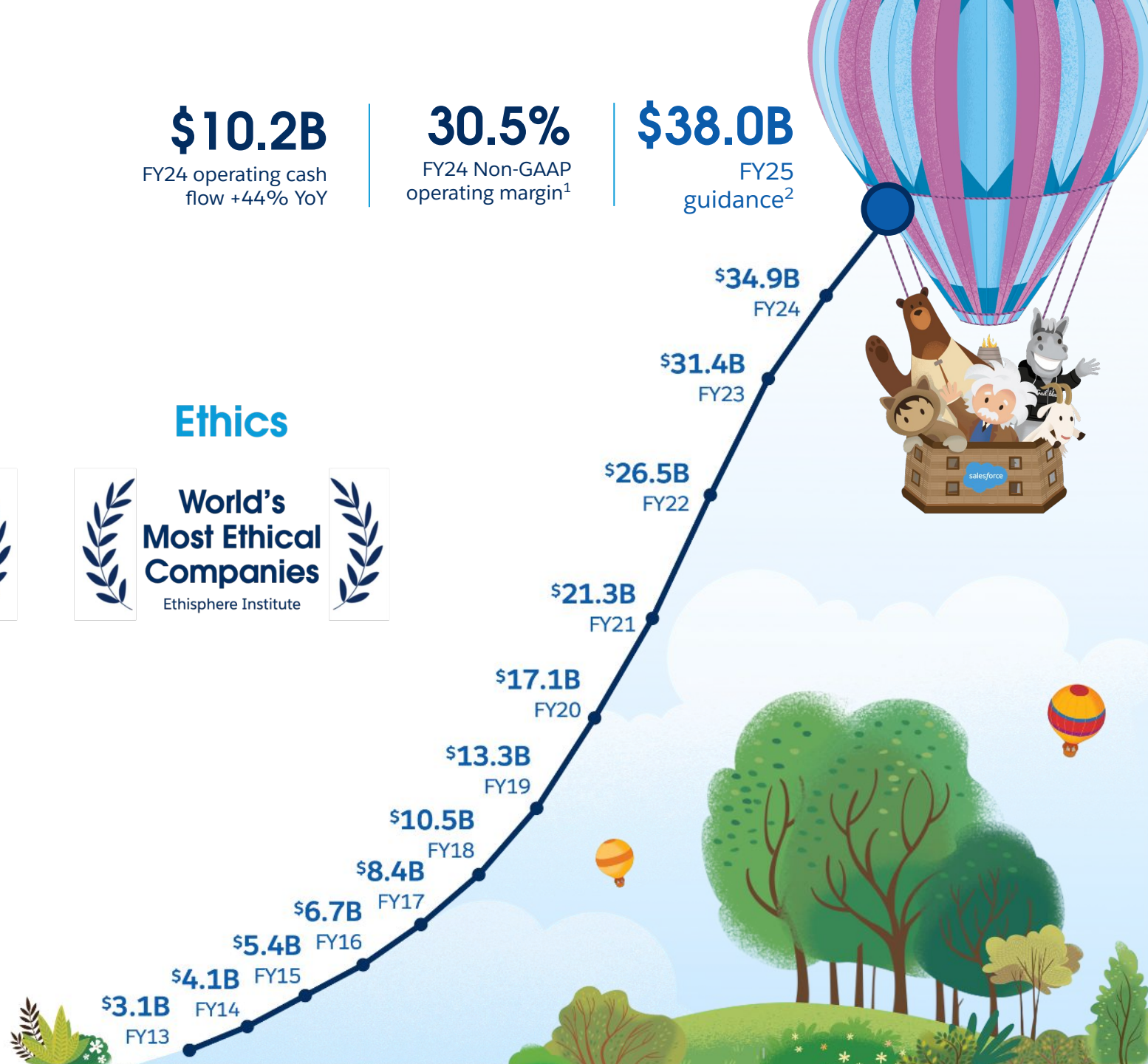
Innovation



Philanthropy



Ethics



Sources:1 Non-GAAP operating margin is a non-GAAP financial measure. Refer to our earnings materials for FY24 available at investor.salesforce.com for a reconciliation of GAAP to non-GAAP financial measures.2 Full Year FY25 Revenue guidance as of Feb 28, 2024. Slide reflects the high end of the FY25 revenue guide of \$37.7 to \$38.0B.

A large graphic featuring the number "1.6B" in a bold, dark blue font. The number is centered within a light blue circle, which is itself surrounded by a white ring. A green leafy branch is positioned at the top left of the white ring.

1.6B

A white rounded rectangular box with a subtle drop shadow, containing text about website visits.

**ChatGPT website generated
over 1.6 billion total visits in
February 2024**



ChatGPT users are under 40 years old

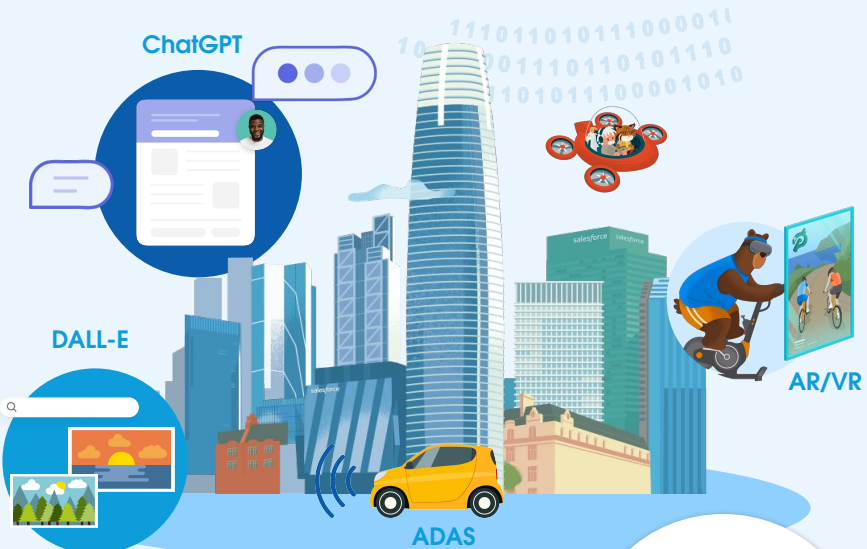


“Midjourney - Show me an image of a mechanical engineer from the year 2120”

Consumers & Kids are Embracing Data + Generative AI



Customers



1M
ChatGPT users
in 5 days

- Data
- Talent
- Regulations
- Integration

67%
don't believe they are prepared to implement gen AI due to security & data concerns

Companies



Adoption Drives Customer & Stakeholder Expectations



THEN

NOW

Long response times

Speed
Seamless processes and communications

One-size-fits-all

Personalization
Relevant content for every audience

Time-consuming tasks

Convenience
Automating repetitive tasks




71%

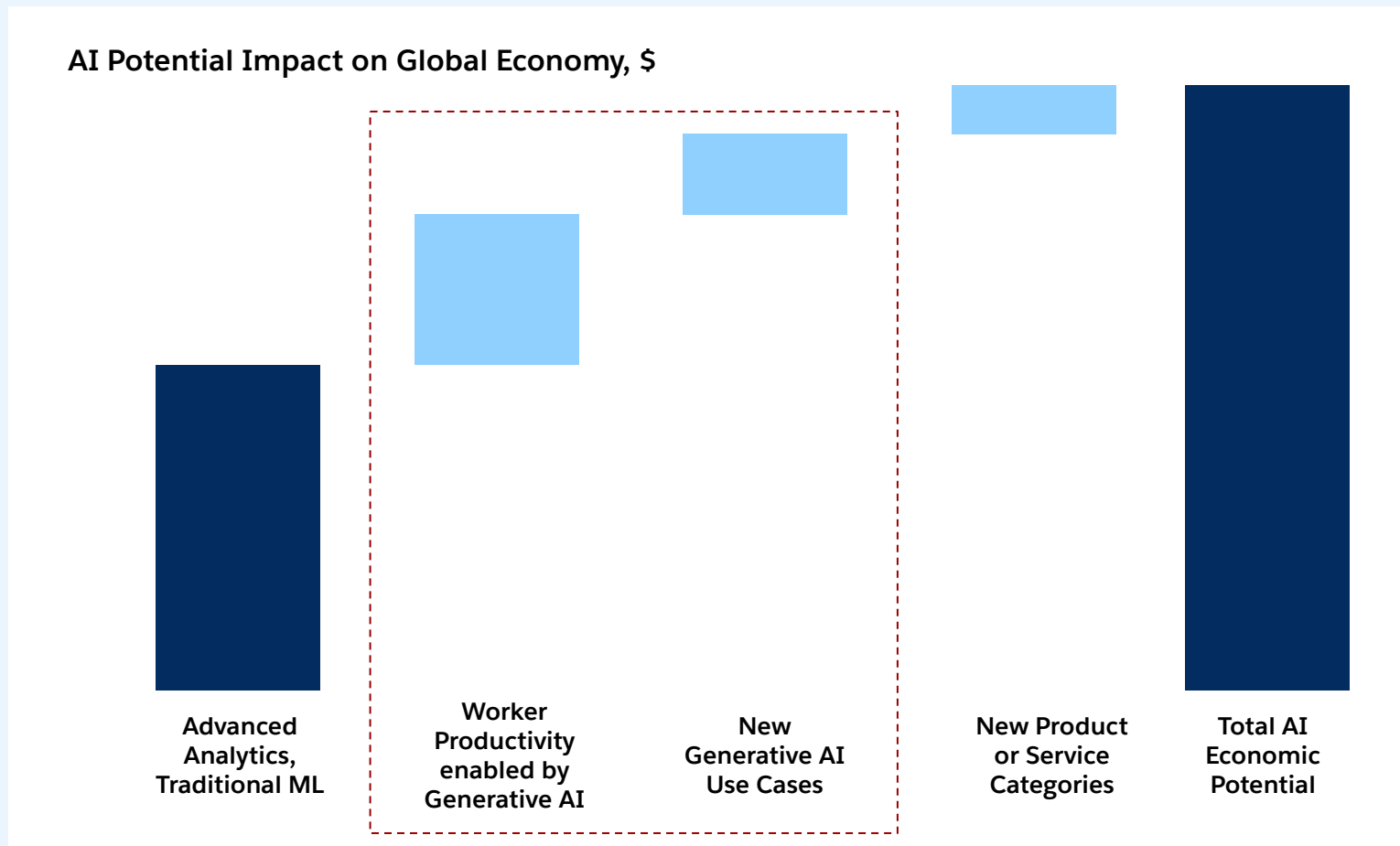
of customers have switched major suppliers or brands at least once in the last year



The Global Economic Potential of Gen AI is Transformational



 Focus of business case



Generative AI could create additional economic benefit value of **\$6.1-7.9T** annually¹



1. [McKinsey - The economic potential of generative AI: The next productivity frontier, 2023](#)
2. [Marketsandmarkets, Generative AI 2023 Report](#)

Businesses Need an Effective Data & AI Strategy



THEN

Long response times

One-size-fits-all

Time-consuming tasks

Integration challenges

Data limitations and quality

76%
of executives struggle to deploy AI effectively

Adapting to change

NOW

Speed
Seamless processes and communications

Personalization
Relevant content for every audience

Convenience
Automating repetitive tasks

Legacy Investments Complicate Digital Agility

Information is siloed and built for a process centric organization

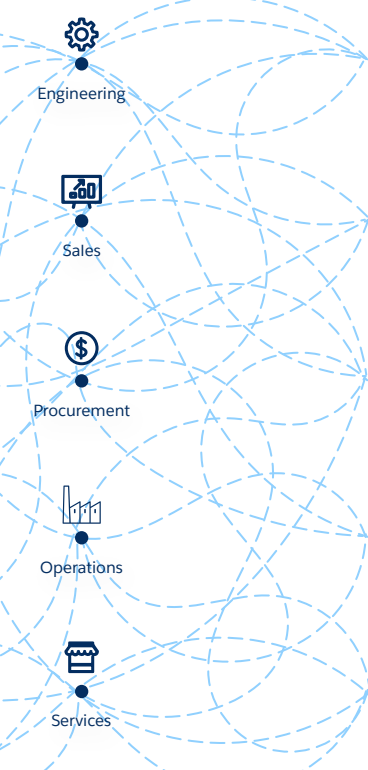
Production/ Operational Systems



Complex Integrations



Line of Business Silos



Disconnected People, Processes and Data

- Logistics
- Assets
- HSE
- Operations
- Maintenance
- Trading
- HR
- Land
- Inventory
- Inspections
- Sales
- Marketing
- Procurement
- Production



SO WHAT

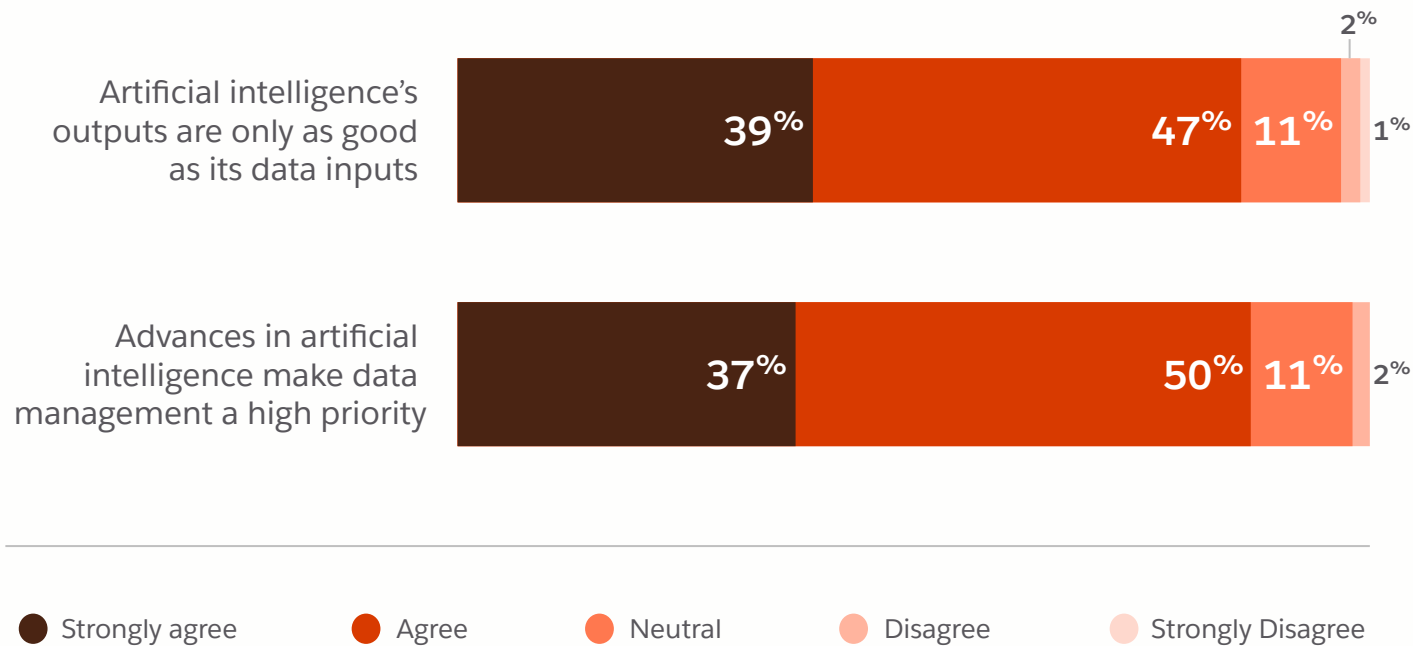


The Power of AI Hinges on a Strong Data Foundation



AI Adds Pressure to Data Management Needs...

Analytics and IT Leaders Rate Impact of AI



...But Provides Compelling Benefits

Analytics and IT Leaders' Top Realized AI Benefits
(Ranked by "significant" benefit)*

- 1 Faster business decision-making
- 2 Operational efficiencies
- 3 Free up time for valuable work
- 4 Automated workflows
- 5 Improved customer satisfaction

*Base: 4,776 analytics and IT leaders who use AI

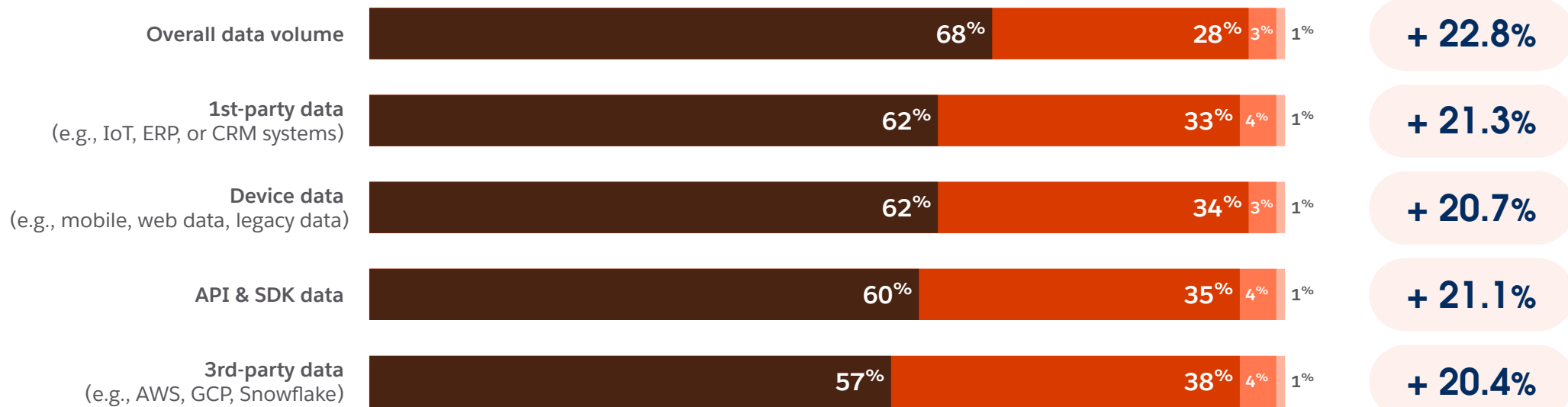
Data's Full Potential and Volumes are Expanding Rapidly



Analytics and IT Leaders See Data Volume Surge

Expected Data Volume Changes Over the Next 12 Months

Average Expected Increase*



● Increase ● Neither increase or decrease ● Decrease ● Not sure / Not applicable

* Average percent growth was calculated from respondents who said they expected their data volumes to increase in the next 12 months.

...Data's Full Potential Still Out of Reach for Many



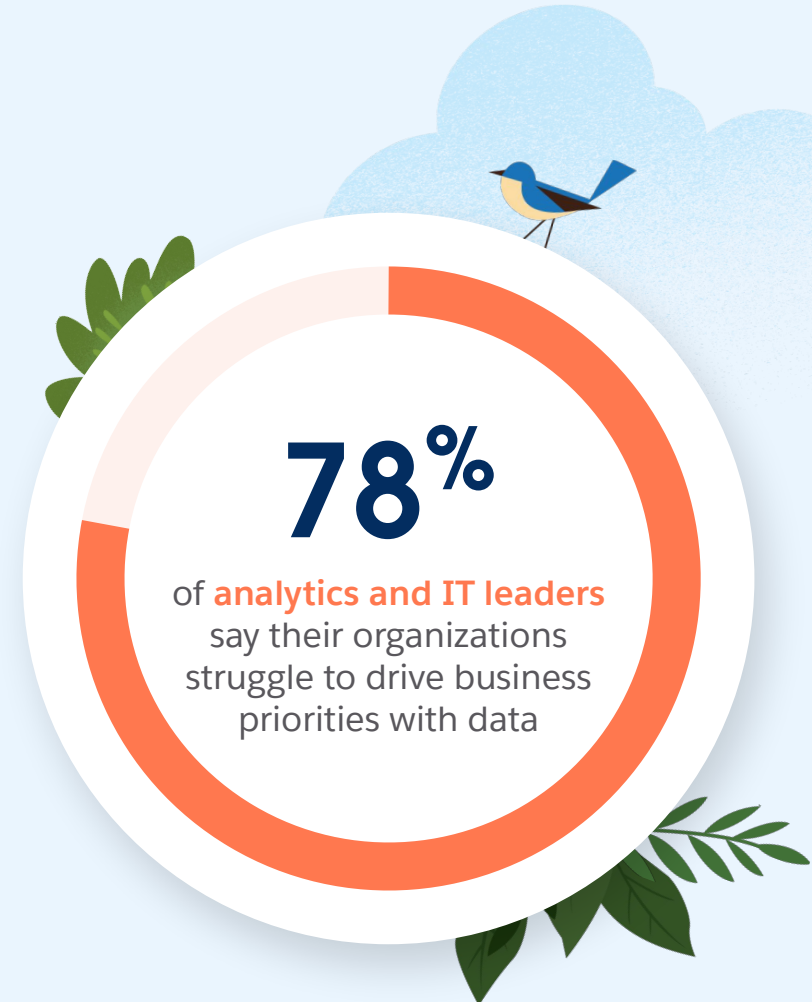
Security Threats Top of Mind for All Leaders

Analytics and IT Leaders' Top Data Challenges

- 1 Security threats
- 2 Lack of data harmonization
- 3 Budget constraints
- 4 Difficulty ensuring data accuracy/quality
- 5 Challenges migrating data architecture

Business Leaders' Top Data Challenges

- 1 Security threats
- 2 Volume of data is overwhelming
- 3 Lack of training
- 4 Takes too long to get insights
- 5 Lack of a single source of truth



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How Can Salesforce Help?



research&insights



Salesforce Einstein

Trusted enterprise AI for CRM + Field Operations

Embedded and conversational
UI

Trusted, low-code studio for AI
Models

Unlock and activate business
Data



Unlock Trapped Data with

Data Cloud



A trusted hyperscale data engine inside Salesforce

Integrates natively with Salesforce metadata

Power AI with unified CRM & engagement data

Open ecosystem of data lakes & models

2.4T+

average records processed per month

How Data Cloud Works



Data Systems

- CRM + Field Ops
- Cloud Storage
- Data Lakes & Warehouses
- Mobile & Web
- APIs & SDKs
- Legacy Systems



Connect at Hyperscale

- Out-of-the-Box Connectors
- MuleSoft Anypoint Platform
- Bring Your Own Lake
- Data Bundles
- Streaming & Batch Data Ingestion
- Streaming & Batch Data Transforms

Harmonize

- Data Spaces
- Data Models
- Data Mapping
- Identity Resolution
- Data Graphs



Activate

- Calculated Insights
- Segmentation
- Automations
- Analytics
- Open Access
Bring Your Own Lake
First-Party Advertising
AppExchange
MuleSoft
- Grounded AI
- Segment Generation
- Einstein Copilot Studio
Google Vertex AI
Amazon SageMaker



Salesforce delivers the power of both embedded and conversational AI

Need for control

Repetitive tasks

Prompts customized by Trailblazers

Service Replies

Newer BrightTV 55-inch QLED SFDC2000 models need a factory reset to eliminate any potential software-related issues. Please note that this will erase any personalized settings and app data on your TV. To perform a factory reset, go to Settings > Support > Self Diagnosis > Reset.

Source: Knowledge

Post Edit

For the latest BrightTV OLED XT7500 models, addressing potential software-related issues may require adjusting the audio delay settings. Keep in mind that this might slightly alter the audio synchronization in relation to the video. To adjust the audio delay, head to Settings > Sound > Expert Settings > Audio Delay and modify the settings as needed.

Source: Knowledge

Post Edit

Thank you for disconnecting any external devices. Now, let's move on to the next troubleshooting step.

Source: Context

Post Edit

Embedded AI

Einstein Beta

I found these Cases that match your request.

Cases

Case Number: 00001270
Case Owner: Lando Norris
Subject: Broken Rear Axle
Status: New
Case Origin: Web

View More

Catch me up on this case

Here's the summary for 00001270.

The customer initiated a chat to report a suspected issue with the rear axle (Case Number: 00001270). The user described abnormal handling characteristics during recent test runs and expressed concern about a potential rear axle malfunction. Lando Norris, the assigned case owner, has acknowledged the case and is in the initial stages of gathering more information. The status is currently marked as "New," and the support team is actively collaborating with the customer to conduct further diagnostics and analysis to determine the appropriate course of action.

Describe your task or ask a question...

Conversational AI

Need for flexibility

Freeform, multi-turn tasks

Prompts that take action

Einstein 1 Studio



Copilot Builder

Extend your Einstein Copilot through custom actions

Prompt Builder

Activate prompts in the flow of work

Model Builder

Build or bring your own AI models to Salesforce



Actions

This Copilot's Actions Copilot Action Library

The following actions are available for use in this Copilot.

Search actions...

9 items • Sorted by XXXX • Filtered by XXX • Updated a few seconds ago

Action Name ↓

- Identify Record
- ...M Records
- ...ords
- ...u
- ...ect
- ...
- ...portunity
- ...ize Contact

1 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt.

Input Search Term: 'Update the amount of the opportunity to 70K' Object Type: 'opportunity' Context Variables:

Output List: (Name: Acme, ID: 0000299288900)

Resolved

2 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt.

Input Search Term: 'Update the amount of the opportunity to 70K' RecordID: 0000299288900

Output RecordOperationResult: ('amount'='70,000')

Resolved

LLM Response

Test Conversation

- What can I help you with?
- Update the amount of the opportunity to 70K
- I need a little more information. Which opportunity would you like to update?
- Acme
- I found two records. Which one do you want to update?
Acme • View
- Done! I've updated the Amount for the opportunity.
Acme
Amount: **\$70,000**



Field Service for Energy

Power the future of energy operations with trusted AI + data

Disrupt Downtime with AI


Ensure reliability when it matters most. Proactively enhance asset reliability and efficiency by anticipating service needs with real-time insights into asset details.

Simplify & Streamline Scheduling

Equip your schedulers and dispatchers with the tools they need to respond swiftly to dynamic schedules. Manage test and inspect, short, medium, and long cycle work seamlessly.

Boost Productivity & Decrease Costs

Connect technicians to live asset data, hazards, and priorities. Slash unnecessary truck rolls, reduce travel time, and minimize equipment downtime for enhanced productivity and cost savings.

A circular inset image showing a worker in an orange safety vest and hard hat holding a drone controller. A drone is visible in the foreground, partially obscuring the worker. The background is a blurred outdoor setting.

32% increase in mobile worker productivity

Reinvent Your Field Visits **with AI**

Transform work execution w/ safe, reliable, efficient, and digital productivity

Pre-Work Brief

Ensure mobile workers have access to the right information prior to service delivery

Post-Work Summary

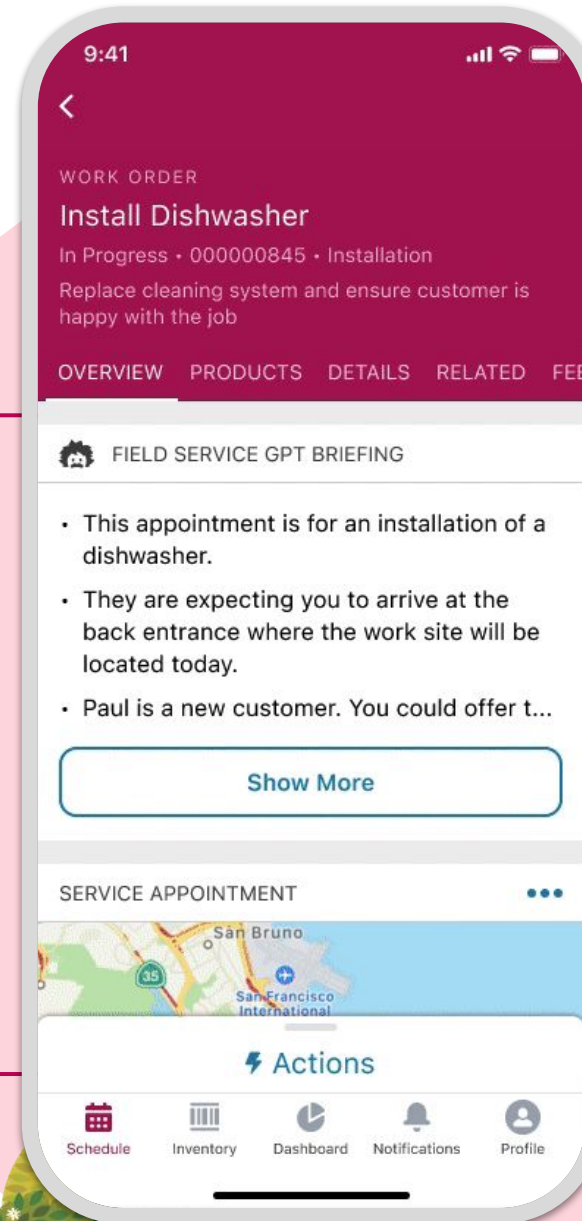
Summarize work conducted onsite to speed up service delivery

On-site Search Answers

Reduce mundane administrative work searching for answers

Mobile Quoting & Invoicing

Help companies quickly create documents like invoices to complete work fast



~30 Mins
Estimated time savings per work order



Get ahead of downtime with Generative Asset Management



Trigger proactive alerts and actions based on insights and predictions from real-time asset data via Data Cloud

Impact

- ↑ Asset uptime & availability
- ↓ Truck rolls
- ↑ NPS / CSAT

The screenshot displays the Salesforce Field Service interface for an asset named "Dishwasher Tsunami 4000XL". The interface includes a navigation bar with options like Home, Reports, Work Orders, Service Appointments, Service Resources, Assets, Service Territories, Operating Hours, and More. The main content area is divided into several sections:

- Alerts (2):** Lists two alerts: "Water Leak" and "Battery needs replacement".
- Asset Insights:** Shows the "Asset Health Score" as 38 (Low), with a "Low" status indicator. A detailed note states: "Carol's Dishwasher is leaking; need to schedule a technician. The dishwasher is reaching end of life, and is out of warranty." Below this, "Metrics" are shown: "Asset Age" (4381 days since installation), "Total Usage" (98,547 Hours), and "Avg. Usage" (38 Hours a week).
- Activity:** Lists recent activities such as "Mobile conversation on Monday" (12:00am | 3/20/17), "Service Appointment" (12:00am | 3/20/17), and "Re: Maintenance Request" (12:00am | 3/20/17).



Putting it all into action





Thank You