Bring Your Own Model (BYOM) & AI with Data Cloud

Super-charge your customer data science capabilities with industry-specific models focused on bolstering acquisition, engagement and growth that connect directly into Salesforce for activation

FEATURES

BYOM Deployment to Einstein Studio

Fuel Data Cloud's Einstein Studio with your own AI/ML cloud native models, generated on the breadth and depth of your own data sets. Leverage a cloud native ML framework and inferencing solution, with an easy no-code interface, to easily integrate machine learning models into Salesforce.

Deloitte Data Science Model Accelerators

Industry specific catalog of data science model accelerators to address Marketing & Personalization use-cases across channels, including Digital Engagement, Customer Service and Stores. The business-friendly interface to the models allows an intuitive way to execute against goals such as acquisition, retention, and revenue growth. Automated machine learning pipelines for model development. Model governance for trustworthy AI.

Data Cloud Ingestion Router

The Data Ingestion Router provides direct access to first party customer data to data scientists in cloud storage or data warehouses without tedious, costly, and error-prone ETL jobs.

AI Driven Flows

Deploy advanced data science insights across Salesforce and facilitate end-to-end flows. Improve process efficiency through better visibility, improved data fidelity by supporting real-time and streaming scenarios and ensuring trustworthy AI while reducing labor overheads through lower training efforts.

BENEFITS

- Address niche business specific needs, market conditions and customer behaviors by seamlessly plugging data science insights directly into Salesforce
- Accelerated business outcomes through AI powered predictions of customer behavior and integration in Salesforce end-to-end workflows
- Reduced technical overhead without adding expensive IT resources usually required to integrate disparate systems
- Streamline AI workflow and empower data scientists with easily accessible customer data in cloud native ML frameworks

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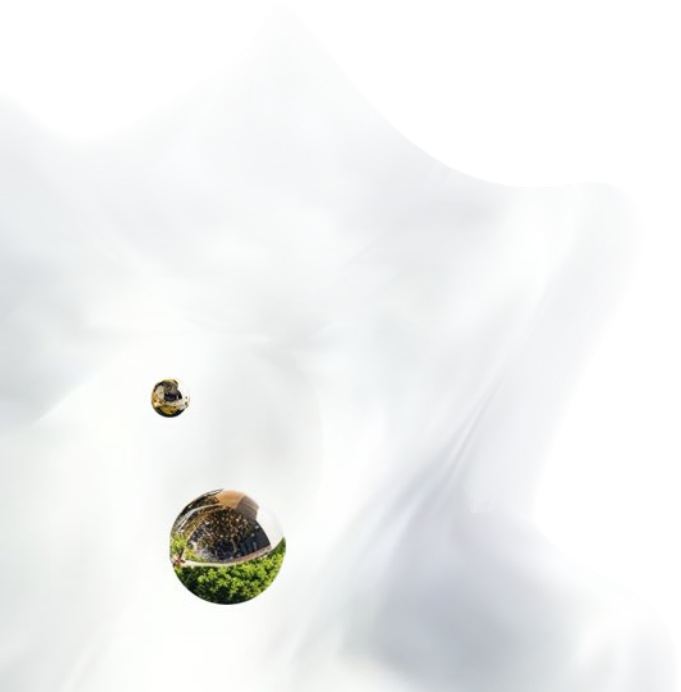

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