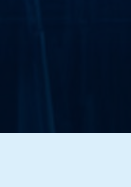


The Salesforce Economy: Fueled by AI-powered Cloud Solutions



Ritu Jyoti
Group Vice President, Worldwide Artificial Intelligence and Automation Research Practice, Global AI Research Lead, IDC



Dave Schubmehl
Research Vice President, Conversational Artificial Intelligence and Intelligent Knowledge Discovery, IDC



Alan Webber
Program Vice President, Customer Experience, IDC



Carla La Croce
Senior Research Analyst, Data and Analytics, Europe, IDC

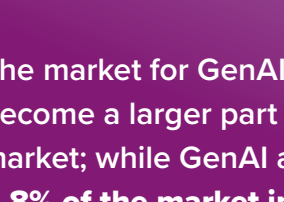
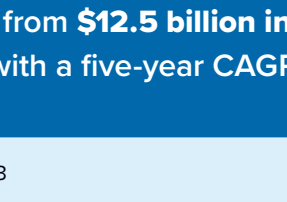
Establishing The New Foundation: The State of AI

Artificial Intelligence is transforming everything.

AI is already well established and transforming how businesses operate. **AI is as important as the cloud was in terms of giving customers competitive advantage over the next 5–10 years.** Though many companies are still in the first phase of digital transformation by moving to cloud, AI will accelerate this transformation as it gains momentum. The dawn of generative AI (GenAI) will further revolutionize how businesses interact with their customers.



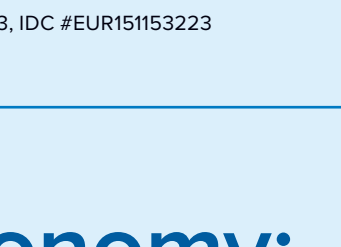
IDC estimates that IT spending on AI delivered through the cloud will grow from **\$46.9 billion in 2022 to \$222.4 billion in 2027** with a five-year CAGR of 37%.



Furthermore, AI applications delivered through cloud will grow from **\$12.5 billion in 2022 to \$42.6 billion in 2027** with a five-year CAGR of 28%.

Source: IDC AI Spending Guide, v2 August 2023

The market for GenAI applications is expected to become a larger part of the AI-centric applications market; while GenAI applications accounted for **4.8% of the market in 2022**, their share of the market will increase to **31% by 2026**.



Source: Generative AI: The Path to Impact, Market Perspective, August 2023, IDC #EUR15153223

The Salesforce Economy: The Revenue Impact of AI-Powered Cloud Solutions

AI-Powered cloud solutions generate massive potential revenues in the global economy.

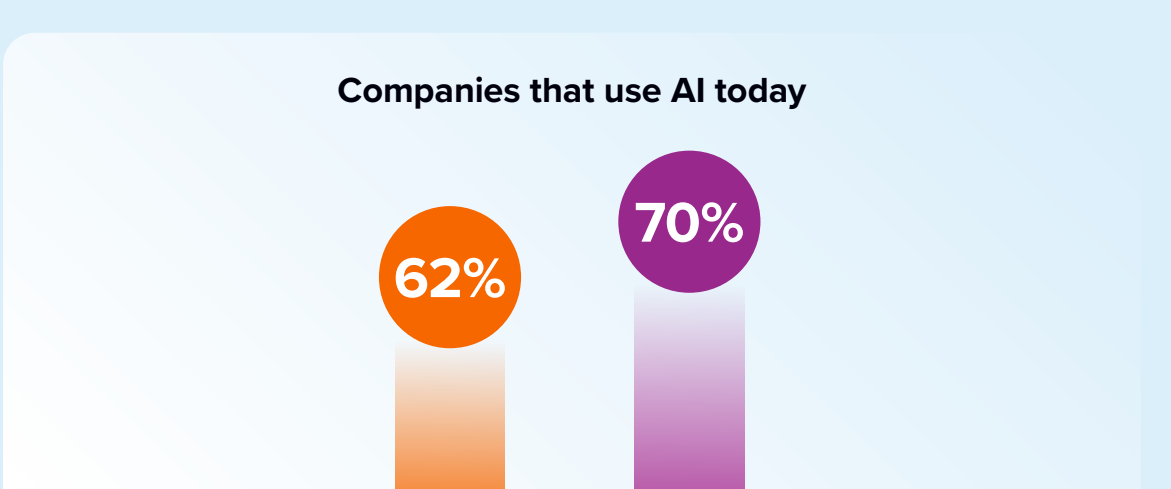
While AI will transform everything in the coming years, there are some beachhead solutions that will drive significant economic spinoffs. CRM applications have been identified for early AI implementation. Empowering these applications with AI will multiply benefits in terms of operational efficiency and customer experience.



IDC estimates that the Salesforce economy, fueled by AI-powered cloud solutions, including applications and platforms, could generate nearly **\$950 billion in economic benefits globally in 2028**, with a **net gain of more than \$2 trillion between 2022 and 2028**.

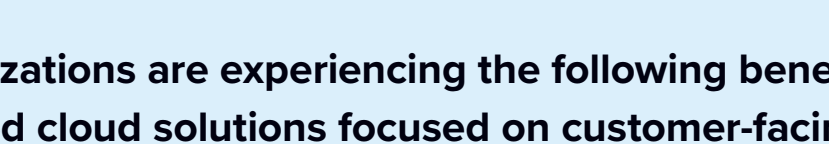
Salesforce AI-Powered Cloud Solutions Revenue Impact 2022–2028

Worldwide business revenues generated from the use of AI-powered cloud solutions (\$B)



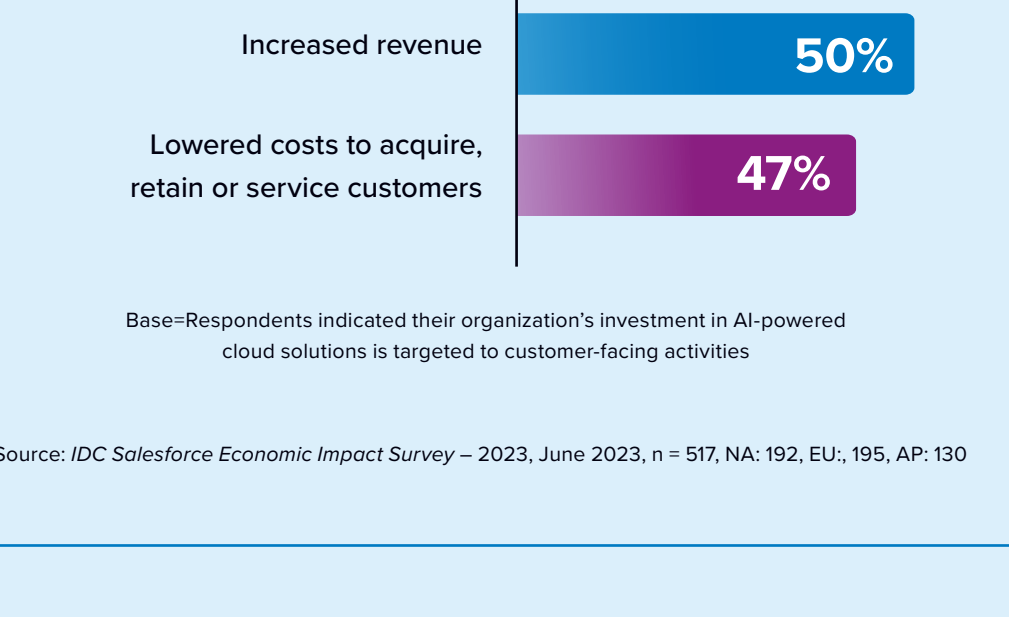
Source: IDC Salesforce Economic Impact Model, 2023

Companies that use AI today



Source: IDC Salesforce Economic Impact Survey – 2023, June 2023, n = 517, NA: 192, EU: 195, AP: 130

Organizations are experiencing the following benefits from AI-Powered cloud solutions focused on customer-facing activities:



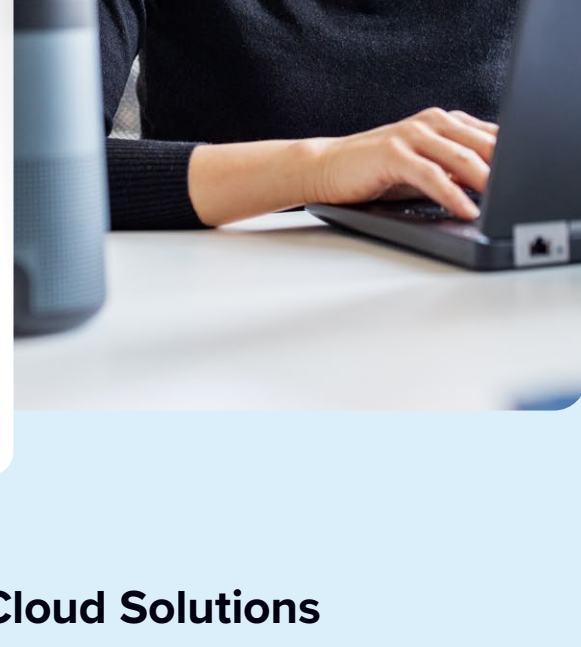
Base=Respondents indicated their organization's investment in AI-powered cloud solutions is targeted to customer-facing activities

Source: IDC Salesforce Economic Impact Survey – 2023, June 2023, n = 517, NA: 192, EU: 195, AP: 130

The Salesforce Economy: The Employment Impact of AI-Powered Cloud Solutions

AI-Powered job growth will outpace nominal job growth.

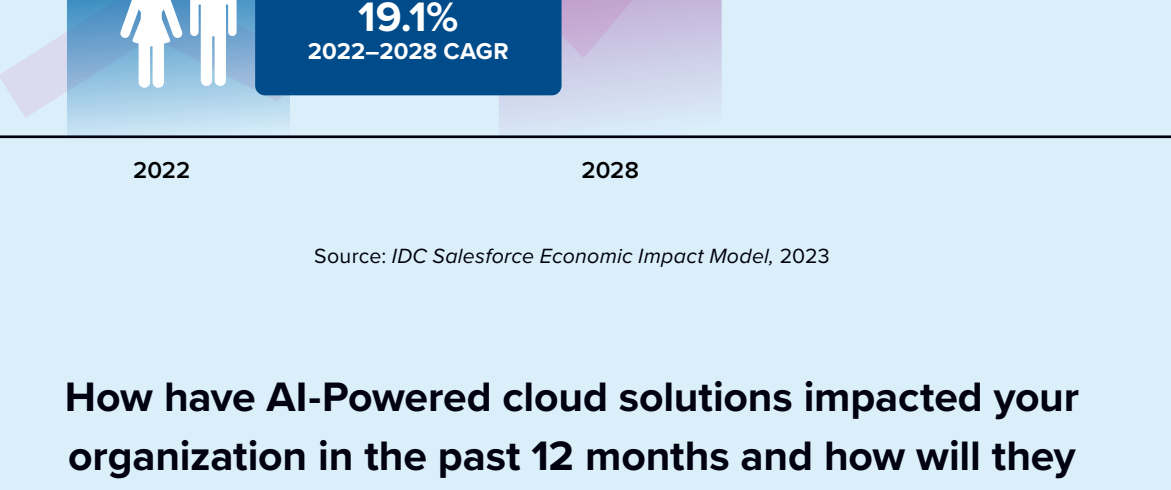
AI can improve efficiency of processes and operations, as well as that of employees. According to the *IDC Salesforce AI Economic Impact Survey*, improving employee productivity is among the top business drivers for using AI-powered cloud solutions. AI and GenAI technology disruption, similar to other technology revolutions, will impact the way work is performed, enabling workers to do their tasks in a more efficient way. New skills and roles will be needed in the future, especially by business analysts (43%), AI solution architects (41%), data architects (39%) and data scientists (36%), among others.



IDC estimates that Salesforce AI-powered cloud solutions could potentially create nearly **18 million jobs globally by 2028**, with a **net gain between 2022 and 2028 of almost 12 million jobs**.

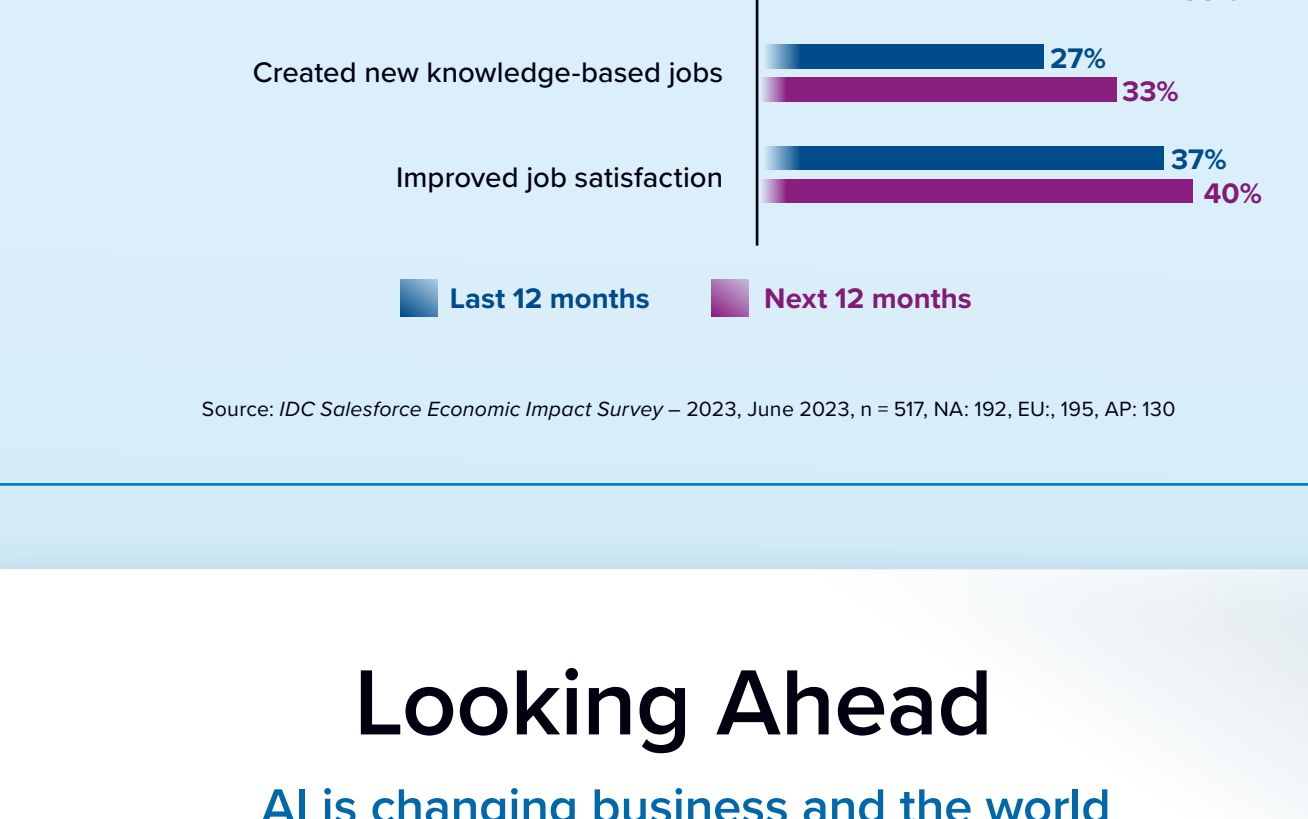
Salesforce AI-Powered Cloud Solutions Employment Impact 2022–2028

Worldwide jobs generated from use of AI-powered cloud solutions (millions of jobs)



Source: IDC Salesforce Economic Impact Model, 2023

How have AI-Powered cloud solutions impacted your organization in the past 12 months and how will they impact your organization in next 12 months?



Source: IDC Salesforce Economic Impact Survey – 2023, June 2023, n = 517, NA: 192, EU: 195, AP: 130

Looking Ahead

AI is changing business and the world for the better – but not without some barriers to overcome.

Top challenges that organizations will need to address:



Embedding AI in current applications and processes will help in adoption and skill development.



It will be paramount for organizations to have relevant, trustworthy data.

Yet given AI's impact, organizations must put policies and guardrails in place to make ethical use of AI overall.



Source: IDC Salesforce Economic Impact Survey – 2023, June 2023, n=517