

The United Kingdom Salesforce Economy: Fueled by AI-powered Cloud Solutions



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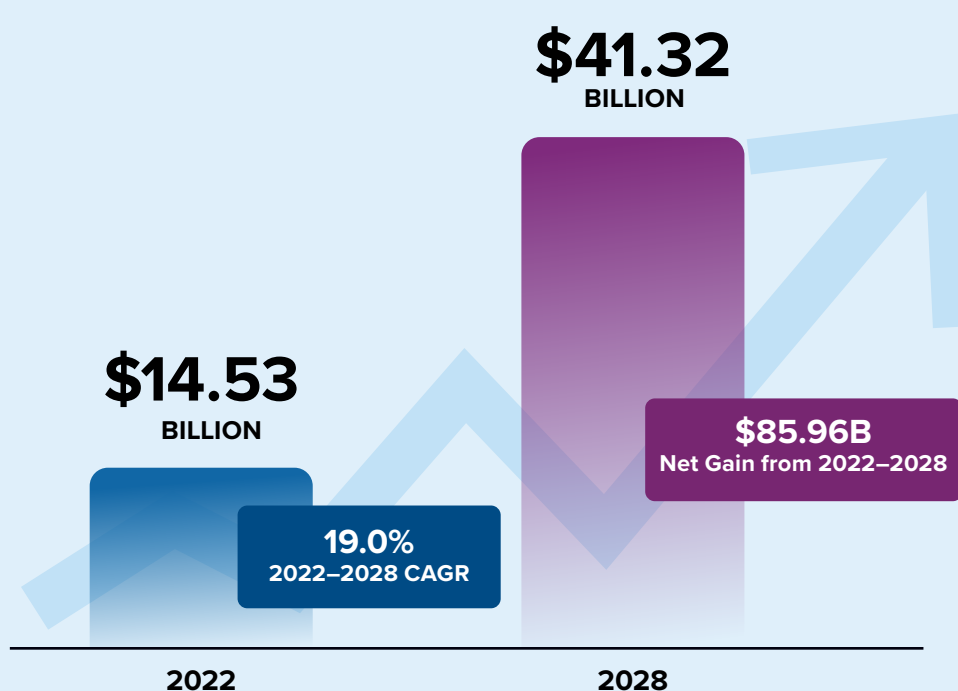


Carla La Croce

AI will transform everything in the coming years including 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.

Salesforce AI-powered Cloud Solutions Revenue Impact U.K. 2022–2028

(U.K. business revenues generated from the use of AI-powered cloud solutions – \$B)

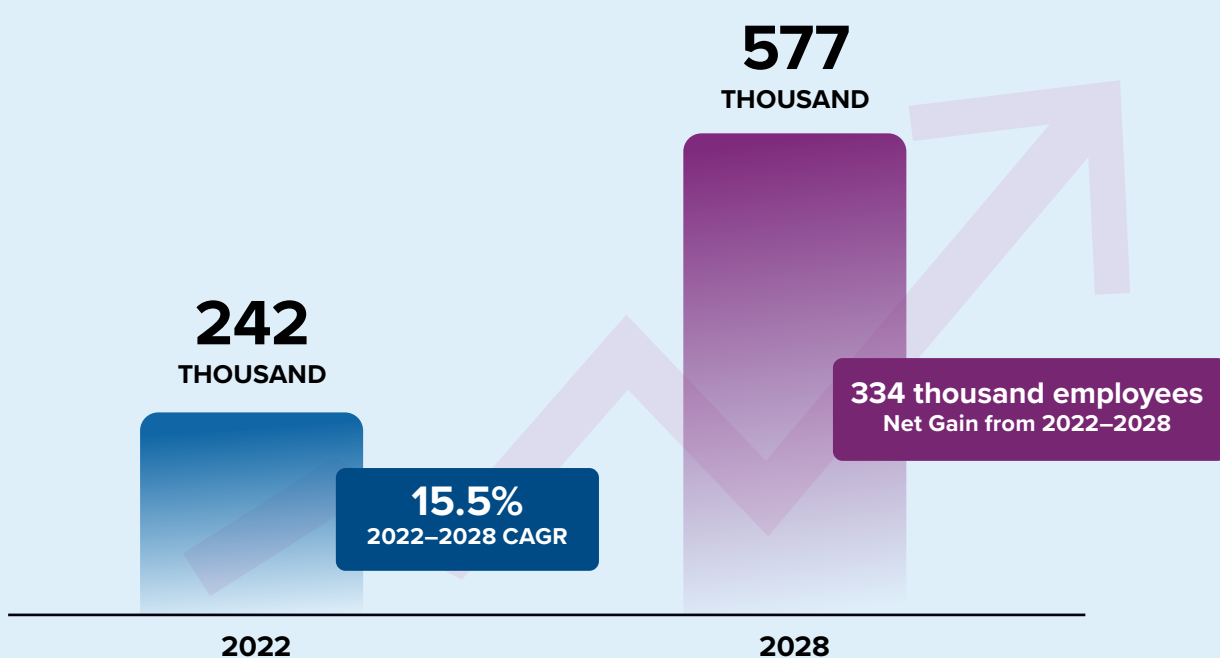


Source: IDC Salesforce Economic Impact Model, 2023

IDC estimates that the U.K. Salesforce economy, fueled by AI-powered cloud solutions, including applications and platforms, could generate over \$41 billion in economic benefits in the U.K. in 2028, with a net gain of more than \$86 billion between 2022 and 2028.

Salesforce AI-powered Cloud Solutions Employment Impact in the U.K. 2022–2028

(U.K. jobs generated from use of AI-powered cloud solutions – thousands of jobs)



Source: IDC Salesforce Economic Impact Model, 2023

IDC estimates that Salesforce AI-powered cloud solutions could potentially create almost 577 thousand jobs in the U.K. by 2028, with a net gain of just over 334 thousand jobs between 2022 and 2028.