

Dreamforce 2019 Reflection & Action Plans

Date: 20 December 2019

Written by: NiQ Lai, Stephen Lui, Ben Yeung, Samuel Hui, KP Yeung, Wilson Yeung, CJ Tan

Dreamforce 2019 Opening Keynotes

“Creativity is just connecting things.” ~ Steve Jobs

Let's bring dreamers and doers together.

Let's bring companies and customers together.

Let's bring customer and 360 together.

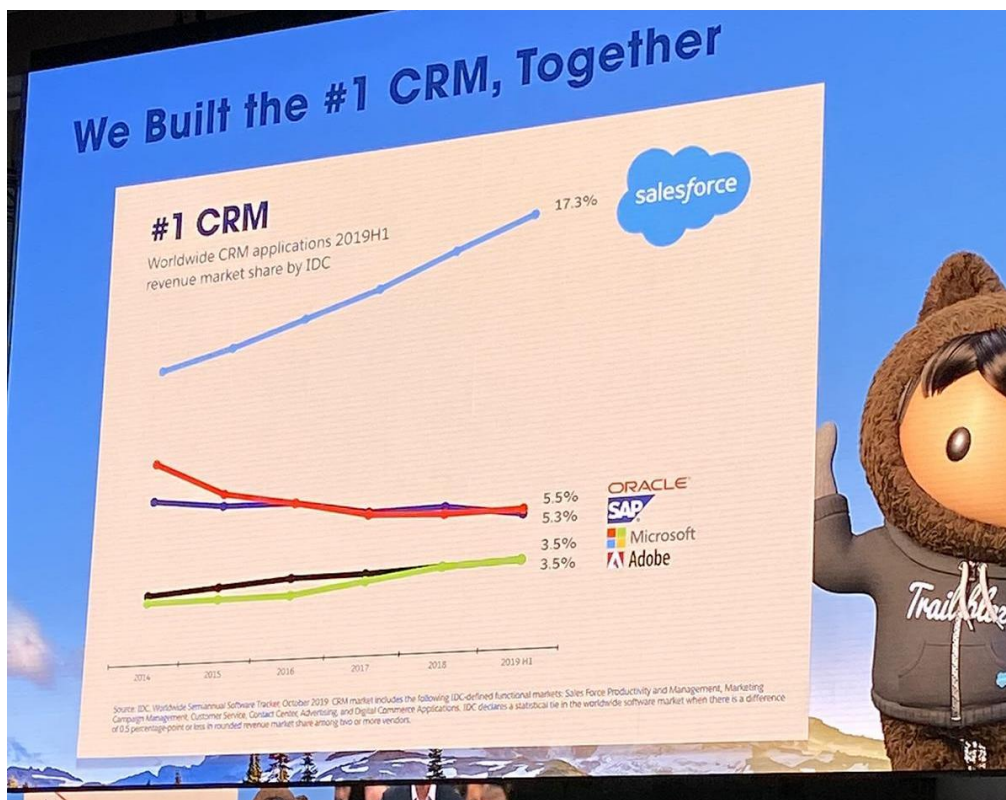
Let's bring trust, customer success, innovation, and quality together. Doing well and doing good.

Together, we can make the world a better place.

Dreamforce 2019 Opening Film



We built the #1 CRM, Together



Dreamforce is, in Salesforce's words, the largest Cloud carnival in the world. This year, over 170K attendees from around the globe descended to San Francisco for 4 days of inspiration. While big-name speakers like Barack Obama, Tim Cook, David Beckham, and Steph Curry are undoubtedly huge draws, Dreamforce's LUCAs (Legal Unfair Competitive Advantage) are Salesforce's Trailblazing customers and the stories these customers tell. This year's Dreamforce was an especially special one, as we had the fortune to showcase HKBN's Digital Transformation onstage!

Please click the [link](#) to view the presentation.



It would have been impossible for the delegate of HKBN Trailblazers (NiQ, Ben Samuel, CJ, Stephen, Wilson, and KP) to bring all of Salesforce's customers to speak at our management meeting in Kwai Chung. But by flying to San Francisco, the 7 of us were able to exchange ideas with the top executives around the world on what worked, what didn't work with their transformation – so we can (hopefully) bypass what didn't work in Hong Kong.

Dreamforce's LUCA #1: Customer Success Stories

Salesforce does not simply use their own people as Sales to engage their customers. They leverage their **partners and customers** to "sell" for them, which we think is a brilliant way to grow their coverage and influence.

In HK, if we want to beat HKT by using our own effort, it would be almost impossible. But if we can learn from Salesforce to build powerful partners alliance with not just different solutions BUT also **our customers**, our chance to win will be highly elevated. With 1 in 2 active companies in Hong Kong already our customers, why can't we create the same "craze" where customers will fly to Hong Kong just to talk about how well they are using Salesforce?

Dreamforce's LUCA #2: "IDENTIFYING THE POWER OF OTHER PEOPLE AND UNLEASHING THAT" - Barack Obama



Former President Barack Obama speaks with Salesforce CEO Marc Benioff at Dreamforce.

In addition to large implementation partners (e.g., Deloitte, Accenture) sponsoring Dreamforce, Salesforce also boasts a plethora of solution partners as speakers. Salesforce's LUCA is their strong partnership ecosystem extending far beyond their core competency: their CRM – from Integration (MuleSoft, which Salesforce acquired), to Business Intelligence (Tableau, which Salesforce also acquired), to Product Catalogues (such as CloudSense and Vlocity, latter in which Salesforce has invested).

In demonstration of their core value of Customer Success, Salesforce Talents were able to empathize with our challenges as a business to recommend the solutions we need across their spectrum of partners. More importantly, they would advise us not to pursue certain solutions or roadmaps based on our KPIs and needs, which helped build strong trust in our partnership together.

Dreamforce's LUCA #3: It's TALENT, not Technology

Despite being the world's premier technology conference, Dreamforce surprisingly did **not** focus on technology. Of the 2,700+ sessions, the majority focused on "Culture" – i.e., the human element of transformation. In fact, a Salesforce executive summed it up best:

"Digital Transformation is DEAD! What we are doing is BUSINESS Transformation!"

Those who failed, typically treated Digital Transformation as a Technology or pure IT project, neglecting to manage the transformation that is necessary from the Business.

While Salesforce certainly invested in R&D to build good Technology, they arguably invested even more to build a Talent-first culture that focuses on **Trust, Customer Success, Innovation, and Equality**. Our discussions with product leaders focused less on technical details, but on how we can better use their technologies and how we can better leverage their ecosystem to build win-win – win for Salesforce contract sum and win for HKBN business goals.

Taking it back to HKBN....

Here are 4 Dreamforce-inspired initiatives to transform our 1-HKBN to make our Hong Kong a better place to live:

1. Unified Customer Profile to power the new AI
*The new AI is Augmented Intelligence. In other words, AI is about using the latest technologies to make Talent's lives easier. We look to leverage the **Einstein AI** solution to build a **Unified Customer Profile** on Salesforce Sales Cloud platform and push targeted promotion campaigns (e.g. MVNO or IDD plan) as next best action for individual Sales to follow-up, with the goal to build up multi-play telecom and ICT spending of the customer.*
2. "Digital Transformation as a Service" – 1-HKBN to evangelize MuleSoft across APAC
*HKBN has become an international showcase in Digital Transformation. How do we scale this into a service that we can sell to our enterprise clients? We look to form a **MuleSoft expert team** across ex-HKBN / ex-HKBNES / ex-JOS, leveraging the experience on internal HKBN projects to train up a professional team of system integrators to offer "Digital Transformation as a Service" across APAC.*
3. Revamping our engines in Ferraris
*To extend a world-class **Product Catalogue, Configure Price Quote (CPQ) and Contract Management Platform** that will help enhance our ability to create new bundles to attract prospects and encourage ARPU uplift among existing customers. Typically, these projects are multi-year engagements, but taking a leaf out of Orange Flex (Poland) who showcased a Digital-only MVNO, we aim to work agilely on a **minimum viable product (MVP)** – i.e., a B2B eCommerce store – for quick payback within CO3+ timeframe.*
4. HK Dreamforce – powered by 1-HKBN
*With 1 in 2 active companies in Hong Kong using our services, why can't we dream BIG to **BRING Dreamforce to Hong Kong**? Via our HK Dreamforce, we can showcase our 1-HKBN ICT capabilities as well as our partner ecosystem – with the goal to have our customers speak for their shared successes with us.*