

An Exclusive Dreamforce Experience – Brought to you by PwC

PwC invites you to reimagine business in the digital age - to reach the state of “On”.



The PwC Dreamforce Experience

*Children's Creativity Museum
221 Fourth Street, San Francisco
Across from Moscone North & West*

For more information, or to inquire about an invitation to any of the events noted below, please contact Pretty Kalaria at pretty.kalaria@us.pwc.com or 847-682-9372.

We've designed a totally unique, invite-only Dreamforce experience, hosted at the Children's Creativity Museum of San Francisco, just next door to the Dreamforce campus.

Your invitation provides exclusive access to our executive lounge throughout the conference, as well as content sessions designed to deliver real-world, targeted expertise. We've lined up senior presenters from salesforce.com, PwC, and our client accounts to bring you the most relevant content, in the most convenient setting. We hope you'll join us.

The PwC Dreamforce Experience: Schedule of Events

Monday, October 13

Presenters:

Peter Coffee
VP Strategic Research,
Salesforce.com

Dana McIlwain
Vicechairman and U.S. Services
Leader, PwC

Executive Wine Tasting and Fireside Chat - 6:00pm – 9:00pm

This event is exclusively by invitation only

Harnessing the Power of Technology Disruption

Join Peter Coffee and Dana McIlwain, together with executive peers from around the world, for an intimate fireside chat and wine-tasting event. Sample the Bay Area's finest wine selection, and listen in as Peter and Dana discuss the implications of global megatrends – including rapid technology transformation – and how businesses can harness the power of disruption to fuel growth.



Tuesday, October 14

Presenters:

Melissa Schwartz
VP Operational Excellence, Aramark

Kevin Keegan
Field Service, Partner, PwC

JR Moore
Service Cloud Practice Leader,
Managing Director, PwC

Mike Donnelly
Service Cloud Practice Leader,
Director, PwC

Field Services Breakfast - 7:30am – 8:30am

Field Service Excellence: Learn how Aramark Enabled Next Generation Field Service Processes and Solutions

In the context of future trends in field service, hear Aramark and PwC present the success of our Field Service Professional solution: extending Salesforce's native Service Cloud capabilities to support the entire field service life-cycle. From work order creation and scheduling to customer satisfaction surveys and invoicing. The solution enables a seamless connection between managers and technicians regardless of location or access device.

Moderator

Christine Goldberg
Financial Services Partner, PwC

Panelists:

Stephanie Munley
IT Senior Manager - Sales &
Marketing Applications, USG

Neeracha Taychakhoonavudh
SVP Partner Programs,
Salesforce.com

Allyson Fryhoff
SVP Enterprise Platform,
Salesforce.com

Women in Technology Lunch – 11:30am – 1:00pm

Diversity as a Lever for Growth and Innovation: Developing Female Leaders in Technology

Women in Technology face important challenges when it comes to their talent development and learning. To be known as result-driven individuals, the Women of Technology have to take their "seats at the table".

How does one excel in their profession and where should one take risks? What are some leading practices for driving your career and taking charge? Join in with this interactive panel of professional women as they share how they have advanced into leadership roles and have gained reputations for delivering results.

Presenters:

Steve Crosby
Financial Service Managing
Director, PwC

Joe Demmler
Advisory Services & Salesforce.com
Financial Services Practice Leader,
PwC

Wealth Management Event – 4:00pm – 6:00pm

Taking Wealth Management to the Cloud

Today's wealth managers and brokerage firms are under pressure to grow revenue and better manage costs and risks. Wealth managers need to shed costly and cumbersome legacy IT systems and move toward nimble solutions that enable them to quickly gain visibility into existing relationships. Yet technology alone is not enough – wealth managers need proven business processes and deep industry knowledge to help map technology solutions to business goals.

Join us to hear Steven Crosby, Americas Wealth Management Leader, discuss trends and issues impacting your business. See a demo of PwC's Wealth Management solution, which combines PwC's deep industry knowledge and consulting capabilities with the power of the Salesforce1 platform, to address the needs of today's wealth managers: enabling them to harness the power of digital capabilities from anywhere, anytime, across any device.

Featured Entertainer:

Chi McClean
Bay-Area Acoustic Performer

Networking Reception – 10:00pm – 1:00am

This event is exclusively by invitation only

Post-Gala Networking Reception

From Bruno Mars to under the stars. When the concert wraps up, join us on the terrace of the Children's Creativity Museum for a laid-back mixer. Enjoy appetizers, drinks, and the ambiance of a live acoustic performance by Bay Area artist, Chi McClean.

Wednesday, October 15

Presenters:

Preet Takkar
Partner, PwC

Matt Francis
Platform & Mobility Director, PwC

Anit Parikh
Health Care Director, PwC

Communities Breakfast – 7:30am – 8:30am

Employee Communities on the Salesforce Platform: Taking Employee Engagement to the Next Level

Salesforce Communities are not just for clients and partners. Your employees can now have access to the same rich, personalized online experience that emphasizes relevant content. PwC's Employee Communities enable collaboration between staff across all business departments.

Join us for real client success stories that illustrate how Employee Communities drive results.

- Hear about the enablement of Salesforce Knowledge to an internal help desk handling 30,000 calls per month, and how this solution significantly improved self-service capabilities and reduced service ticket volume.
- See how mobile capabilities provide access to critical information, with easy document and collateral access through any mobile device.
- Learn how the solution transformed the company from traditional intranets to an enterprise-wide social collaboration and information exchange network.

Presenters:

Vijay Chakravarthy
Chief Product & Innovation Officer,
Analytics, Salesforce.com
Co-Founder of EdgeSpring (now
Analytics Cloud)

Samuel R Tepper
Analytics Lead for Sales Effectiveness
Director, PwC

Brian O'Rourke
Salesforce Analytics Cloud Lead
Director, PwC

Analytics Lunch – 11:30am – 1:00pm

Customer Meets Seller Effectiveness: Matching Customer Analytics with Sales Analytics to Empower Your Customer-Facing Teams to Better Achieve Success

Hear from the co-founder of the Analytics Cloud on how to empower your customer-facing team with the data they need to make better decisions every day. Learn about sales effectiveness from PwC's analytics lead as he shares how to use an analytics-driven approach to better enable top-down and bottom-up sales success.

- Gain deeper insight into your customer to build more loyal and profitable relationships
- Propose the right products and services to meet the desires of existing and prospective customers
- Target the right customers through the most effective channels to deliver the greatest impact and reduce costs

Presenters:

Brandi Ellis
Sr. Vice President, VIP Marketing,
Caesars Entertainment Corp

Adam Kennedy
Hospitality Sector Lead, PwC

Matthew Bruce
Advisory – TICE Salesforce.com
Practice Director, PwC

Hotel, Gaming & Leisure Industry Event – 3:00pm – 4:30pm

Hotel, Gaming and Leisure: Leveraging Mobility and Data to Provide a Unique Customer Experience

By 2015, connected devices will outnumber people by almost 4 to 1. In this hyper-connected setting, driven Hotel, Gaming and Leisure companies are facing constant cycles of innovation, led by increasing customer demands to be always connected and have customized experiences. PwC has identified five megatrends currently underpinning global market shifts and new business models. While they all affect the hospitality sector, technological breakthroughs are leading the way.

Come hear a panel of industry experts discuss how hospitality companies are leveraging mobility and data delivered to the connected device to provide better experiences for their customers and their employees.

Learn how PwC is leveraging Heroku and Salesforce1 to allow Hotel, Gaming and Leisure companies to move with the market.

Featured Entertainer:

DJ CAMS
Four-Time "Best of the Bay Area"
Honoree

Networking Reception – 7:00pm – 11:00pm

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PwC Global Networking Reception

Join PwC, together with salesforce.com leaders, our clients, and friends, for an evening of global conversation and connection. Relax after your day at Dreamforce, and mingle with Salesforce-minded peers from across industries and around the world. Share stories, ask questions, and get connected, all while enjoying a savory spread of California's finest cuisine and beverages. We're bringing all the best elements of Dreamforce together for a truly global event.