



# The State of Salesforce 2020

Learn about why 2020 may be the most eventful year for Salesforce from top experts.

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**Y**ear after year, everyone from across the sales industry has their eyes on the Salesforce ecosystem, wondering what innovations the company will bring to the table next.

This time around, it looks like we will follow the changes more closely than ever.

Salesforce is aiming at the bigger picture in 2020: making the sales process fully data-driven, handing over more and more work to AI, and unlocking the potential of blockchain for sales teams. And there are other important changes underway.

To help you make sense of it all, we talked to seven experts on what to expect this year in different parts of the ecosystem.

Let's jump in.

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## Akash Mishra

Salesforce MVP, Salesforce Technical Lead at Dazeworks Inc



*Salesforce is all about managing your customers' data. With new innovations like the Customer 360 data platform and Einstein Voice assistant, users can work more efficiently, delivering connected experiences across all channels and departments and meeting customer expectations.*

*With recent acquisition of the analytics platform Tableau, Salesforce expands its existing analytics offering, delivering the world's most complete solution for everyone along the Voice assistant and Datorama.*

*Another big thing is Trailhead GO, which lets you play around Trailhead on your mobile devices.*

*Salesforce introduced some never before seen changes for 2020, and I hope all of this will lead to more success for its customers.*



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## John Boitnott

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