

## SALESFORCE TO WORK ON NFT CLOUD.

Salesforce co-CEOs Marc Benioff and Bret Taylor spoke about the company's vision for an NFT cloud service, according to individuals with knowledge of the matter. Salesforce is known for its CRM software and are looking Salesforce is hoping to generate a cloud-based platform where artists can generate NFTs and subsequently get rid of them.

The discussion came while an on-line sales kickoff on Wednesday. A director of market approach at Salesforce predicted in a Dec blog post that 2022 would be a big year for NFTs.

NFTs (non-fungible tokens) are original digital assets stored utilizing blockchain technology. They've taken off in the universe of art and collectibles, and Salesforce looks an opportunity to carry the tech into enterprise software.

NFT trading platforms savor OpenSea are already up, running, and processing billions of dollars of transactions and Salesforce desires their own carve of non-fungible tokens.

The major suggestion of non-fungible tokens is that they provide you the ownership of the work. It intends that anybody can buy a Money print. However, only one person can own the original.

Salesforce looks an opportunity to carry the tech into enterprise software. Salesforce desires to offer a new service for artists to generate content material and roll out it on a marketplace savor OpenSea. Salesforce can potentially integrate the tool into its own platform, which would let you administer the transactions. This would get rid of the need to have a marketplace like OpenSea.

Salesforce's interest for NFT should not be a shock though. Time magazine, owned by Benioff and his wife, introduced TIMEPieces, a Web3 NFT community initiative inclusive of collections.

In 2022 predictions, director of market strategy at Salesforce, Mathew Sweezey, released his predictions about NFT. He stated that evolving brands will seek utility via NFTs. He also stated that we are going to hear a lot more about NFTs, and over there will be winners and loser.