

Informatica On Demand Data Quality Assessment Service for Salesforce CRM

Verify the Quality of Your Salesforce CRM Data Quickly, Easily, and Affordably

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“With the massive adoption of Salesforce CRM applications, many customers need finely-tuned, self-service data quality assessment offerings such as Informatica’s. Salesforce.com customers of all sizes can take advantage of this solution to gain and maintain visibility into the quality of their data on an ongoing basis.”

BENEFITS

- Quickly determine the extent of errors and duplications in your sales, lead, customer, and contact record data in Salesforce
- Minimize the risk and costs of populating your ERP, accounting, and other business systems with inaccurate or duplicate data
- Accurately estimate the time and resources needed to standardize, deduplicate, and cleanse your Salesforce data before loading it into your other systems

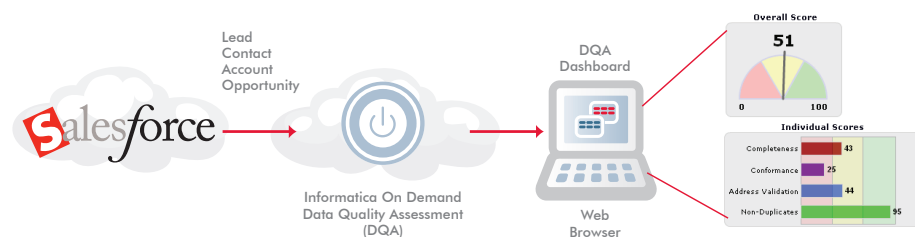
The Informatica® On Demand Data Quality Assessment Service for Salesforce CRM helps you assess the quality of your Salesforce CRM data quickly and easily. This on-demand service identifies inaccurate, inconsistent, or duplicate sales lead or customer records in Salesforce so this data can be cleaned up for marketing and sales professionals to use.

This service is available on demand and is ideal for business analysts and CRM administrators looking to identify data quality problems without having to rely on an IT organization to do so. There is no hardware or infrastructure to install or maintain.

TRY IT NOW FOR FREE

This service is delivered to you on demand—absolutely no hardware or infrastructure is required. Just follow these three easy steps try it out now:

1. Register for a free trial account at www.InformaticaOnDemand.com
2. Configure the service
3. Run and view the results of your data quality assessment



Use the Data Quality Assessment Service to quickly and accurately assess the quality of your customer and sales data in your Salesforce Org to improve operational efficiency

Key Features

Simple Web-Based Interface

- Lets you use just a Web browser to quickly identify:
 - Inaccurate, inconsistent, or duplicate records in Salesforce
 - Individual records needing correction for later off-line repair (e.g., deduplication, data cleansing)

Data Quality Assessment Dashboard

- Lists top data issues in Lead, Opportunity, Contact, and Account objects, and provides trend analysis
- Provides actionable proof and real-time validation of data issues within your Salesforce Org
- Delivers results quickly and helps you measure, track, and sustain your data quality improvements over time
- Downloads bad records to your local system for correction

Flexible Configuration

- Filters Salesforce data, customizes data quality match weightings, and schedules repeatable data quality assessment jobs
- Helps measure your data's quality in a way that meets your company's unique needs and priorities

On-Demand Subscription-Based Service

- Enables better management of IT costs with a predictable and affordable monthly expense
- No hardware or infrastructure to install or maintain

Benefits

Better Manage Your Time

Stop wasting time wondering how bad your customer data is and start correcting it! With the Data Quality Assessment Service for Salesforce CRM, you can quickly determine the degree of errors and duplications in your sales lead, customer, and contact record data in Salesforce. And you get results quickly— assess the quality of your data in a matter of minutes.

Better Manage Your Resources

With the Data Quality Assessment Service for Salesforce CRM, you can accurately estimate the time and resources needed to standardize, deduplicate, and cleanse your Salesforce data before loading it into your other systems. Since this is an on-demand service, you can focus on resolving your data quality issues rather than software, hardware, and administration issues.

Better Manage Your Business

Your business depends on high quality data. With the Data Quality Assessment Service for Salesforce CRM, you minimize the risk and costs of populating your ERP, accounting, and other business systems with inaccurate or duplicate data. You can deliver actionable proof and real-time validation of the quality of customer data residing within Salesforce, and you can measure, track, and sustain data quality improvements over time. This service helps you take the first step towards proactively managing customer data and increasing your company's adoption of Salesforce.

LEARN MORE

Informatica has developed a family on-premise products and on-demand services specifically designed to help companies integrate Salesforce data with in their corporate systems and applications. Visit us at www.InformaticaOnDemand.com or call 888.345.4639 to learn more.

ABOUT INFORMATICA

Informatica is a leading provider of enterprise data integration software and services. With Informatica, organizations can gain greater business value by integrating all their information assets from across the enterprise. Thousands of companies worldwide rely on Informatica to reduce the cost and expedite the time to address data integration needs of any complexity and scale.

INFORMATICA
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6800 (03/14/2008)