



## Data Cloud Starter Bundle

# Activate Data Cloud confidently with a prototype built by Salesforce experts.

Data Cloud puts all your data to work for your customers. It's deeply embedded in the Salesforce Platform, which means any external data lake or warehouse can now drive actions and workflows within your CRM, enhancing the value of the Salesforce products you already use. With the Data Cloud Starter Bundle, Professional Services experts will show you how it works by building a prototype for your business in a Salesforce sandbox.

## How do we work together to achieve your goals?

We'll configure a Data Cloud prototype that works with your data and targets relevant, predefined use cases across sales, service, marketing, and commerce to help you validate business value. Together, we'll unlock your trapped enterprise data to improve customer relationships in the following ways.



### Sales

#### Boost seller productivity, deal conversion rates, and pipeline visibility.

Show your sellers new leads or opportunities based on purchase history and recent website engagement data. Upsell and cross-sell with purchase and propensity-to-buy data through unified customer profiles. Refer leads across multiple orgs and create global visibility into forecasts and at-risk deals.

### Service

#### Improve customer satisfaction, reduce attrition, and increase rep productivity.

Give proactive alerts to customers in need based on service history and recent website engagement data. Provide teams with a full view of your customers so they can offer personalized service. Surface product or service recommendations in real-time to help your service teams become revenue generators.

### Marketing

#### Grow high-value audiences and increase campaign effectiveness.

Deliver personalized customer journeys and campaigns by creating and activating new segments. Help your teams work from a single view of Salesforce, purchase, and website engagement data.

### Commerce

#### Improve conversion rates and raise average order value.

Personalize shopper experiences across your digital channels by activating curated commerce content or experiences based on customer segments and interactions across your commerce and website engagement data.

Trusted by innovative brands across the globe.



Discover all the ways [Professional Services](#) can bring more value to your business.





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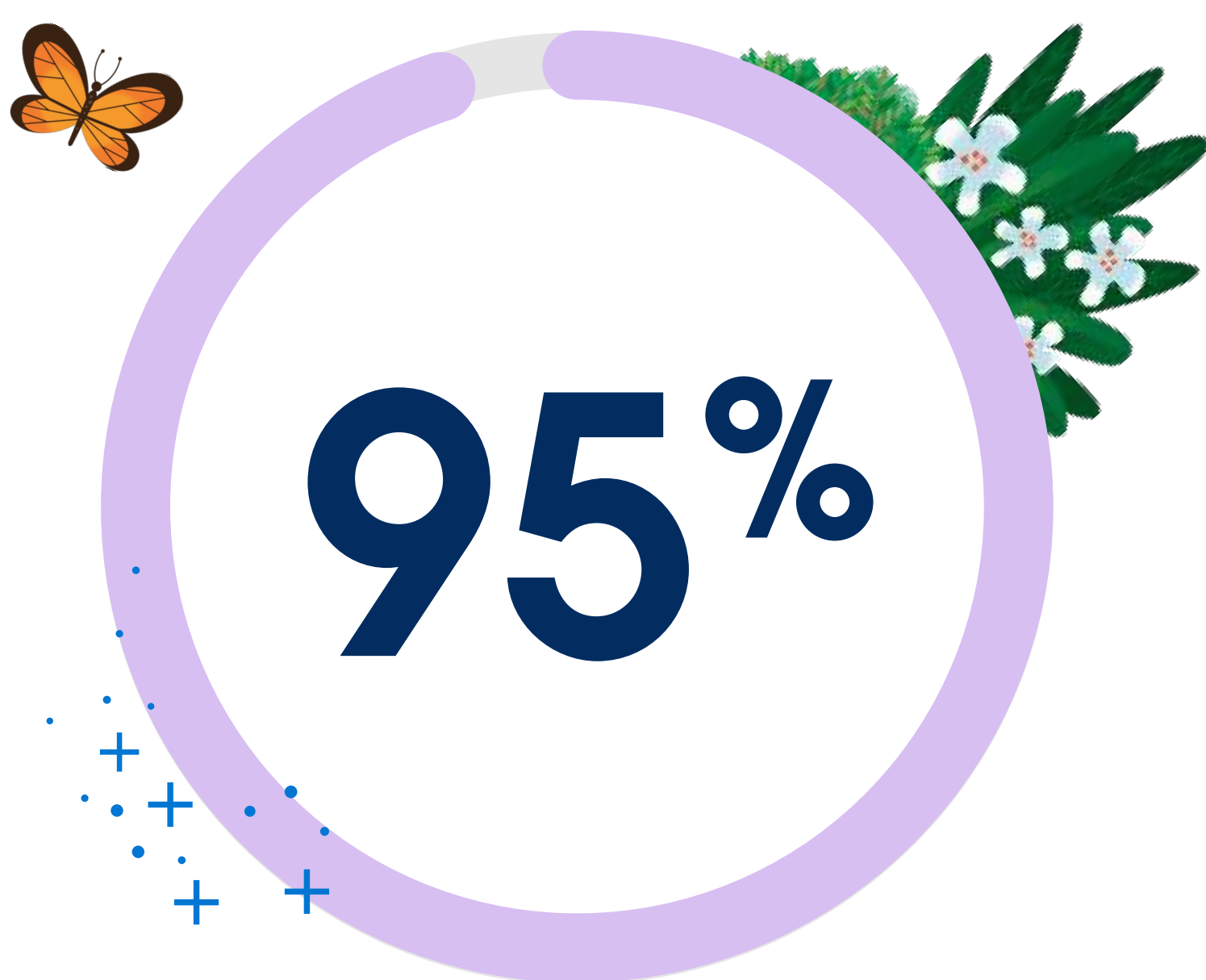
## What you get with the Data Cloud Starter Bundle.

This bundle is a combination of Data Cloud licenses and Professional Services to help you activate Data Cloud. It includes:

Data Cloud Licenses	Professional Services
<ul style="list-style-type: none"><li>✓ 15M data service credits</li><li>✓ 0.5M segmentation and activation credits</li><li>✓ 1TB storage</li><li>✓ 2 Tableau Cloud creator licenses</li></ul>	<ul style="list-style-type: none"><li>✓ 1 predefined use case</li><li>✓ 3 data sources</li><li>✓ 5 tables or objects (3 per org) and 1 streaming source</li><li>✓ 1M known profile unifications</li><li>✓ 1 calculated insight</li><li>✓ 1 object enrichment in a sandbox</li><li>✓ 1 Tableau dashboard accelerator</li><li>✓ 1 data action or Lightning Web Component in a sandbox</li></ul>
6 weeks   \$200K USD	

## See how we've improved customer outcomes.

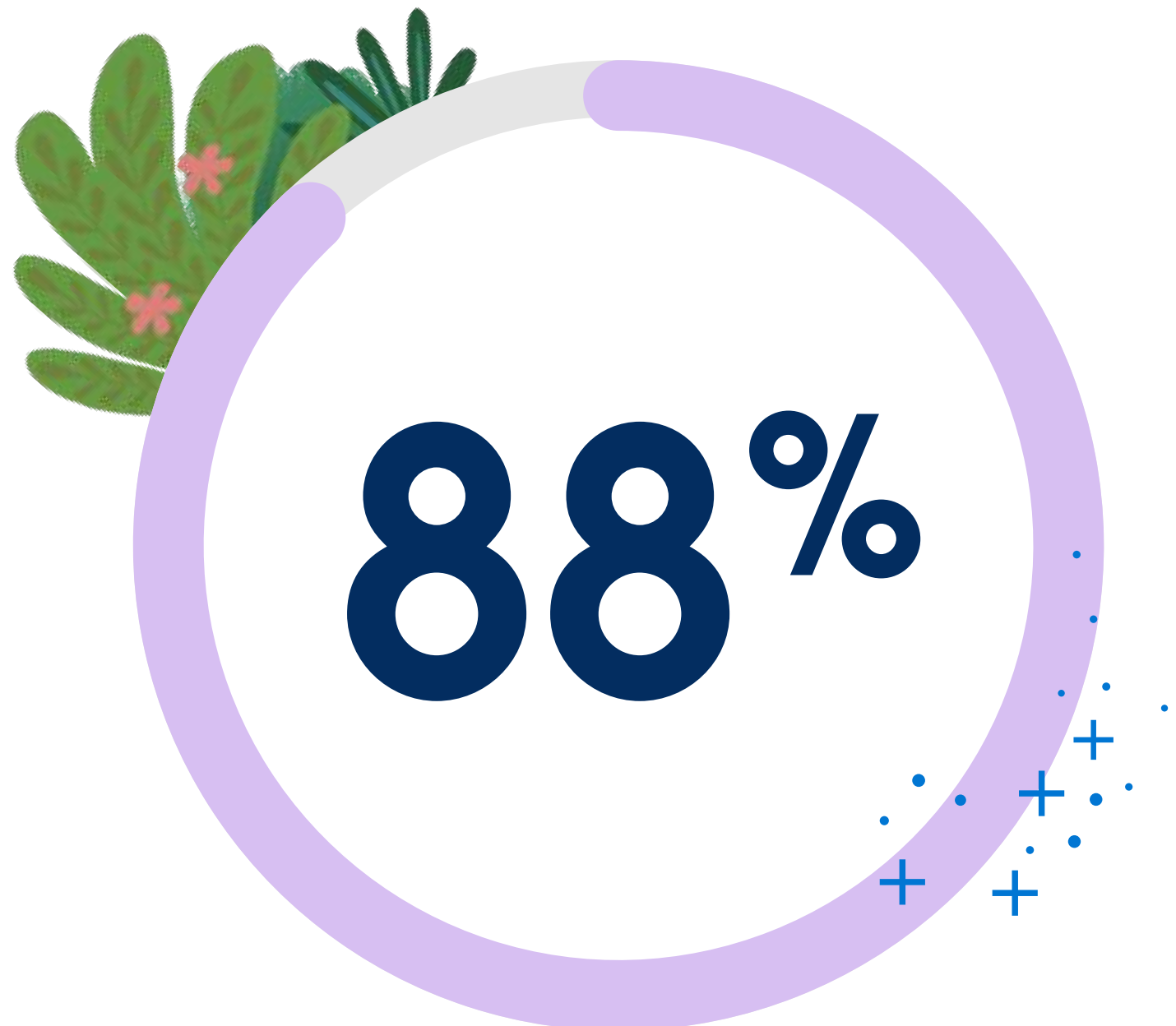
According to a commissioned Forrester Consulting Total Economic Impact™ study,\* with the help of Professional Services:



of customers innovated better and faster\*



of customers improved data visibility and accuracy\*



of customers reduced time to minimum viable product\*

With 25 years of product and industry expertise, we're here to help with your biggest data and AI priorities.

\*Source: [The Total Economic Impact™ Of Salesforce Professional Services](#), a commissioned study conducted by Forrester Consulting on behalf of Salesforce, February 2024. Survey respondents include 220 cross-industry, global decision-makers who have worked with Professional Services.

Ready to work with [Professional Services](#) to prototype Data Cloud capabilities and unlock your trapped enterprise data? Contact your Account Executive or call [1-800-664-9073](tel:1-800-664-9073).