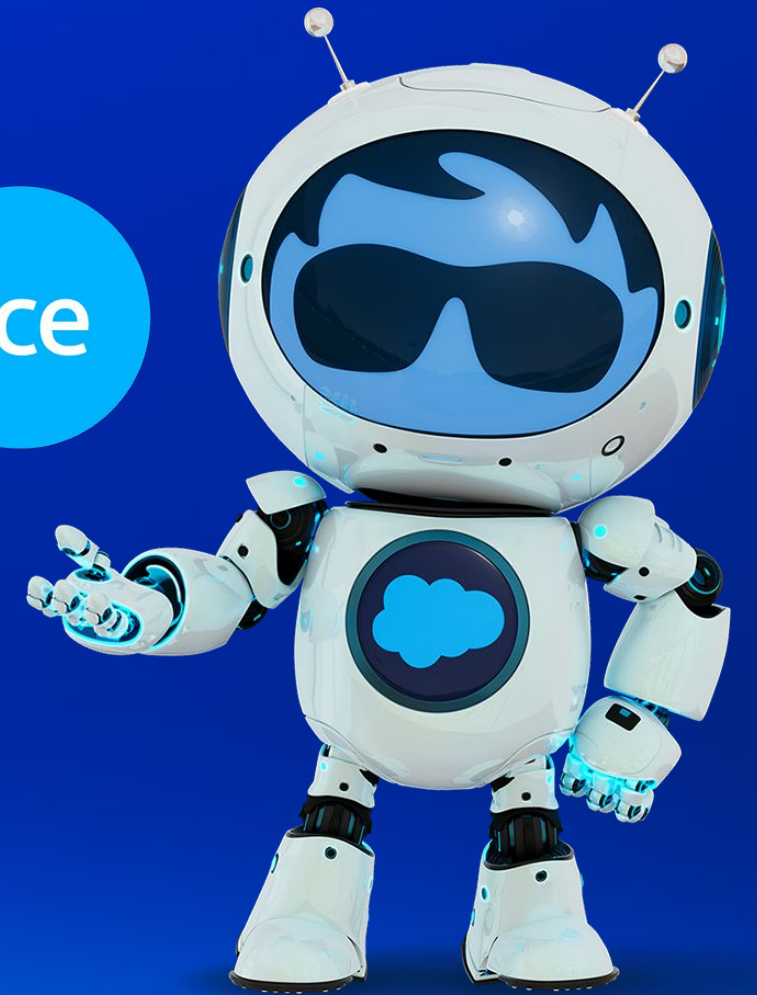


Intelligent Data + Metadata Foundation For Your Enterprise

salesforce



salesforce



Data 360

+



Informatica

Operational
and Supply
Chains

Salesforce
data

Inventory
records

Product
telemetry

**Every piece of data
is a signal to power
your AI and agents**

Financial
data

94% of business leaders
believe they aren't
fully leveraging their
data*

Knowledge
articles

Source: Salesforce- State of Data & Analytics 2023



Context is the New Currency



What Really Powers Intelligence



Unified profiles unlock context about your customer but not your entire enterprise

Your Customer Data and Metadata

Beau McGlasson

Lifetime Value: \$2,397.09
Average 1,852

Propensity to Purchase:
More Likely
Data Source: Snowflake

Engagement Score 75%
Moderately Engaged
Data Source: Amazon S3

Customer ID: 02567418
Email Address:
Phone: 315.54

Data Sources:
AMER Org, EMEA Org, APAC Org

Customers & People



The Rest of Your Data and Metadata



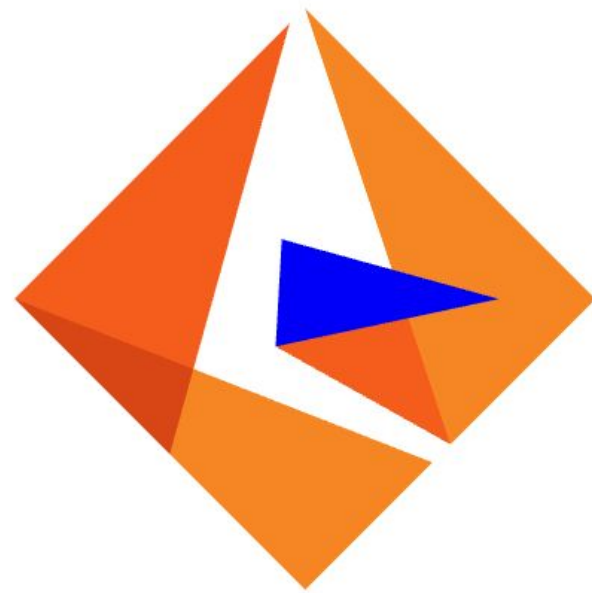
Financial & Transactional

Product & Asset

Operational & Supply Chain



INTRODUCING



Informatica[®]

from  Salesforce

A single, trusted solution for context-driven AI and Automation



Data 360

+



Informatica[®]

Data 360 + Informatica



From unified customer data to a trusted, contextual view of your entire business.

Integrate

Connected Systems that work seamlessly

Unify

One source of truth, everywhere

Govern

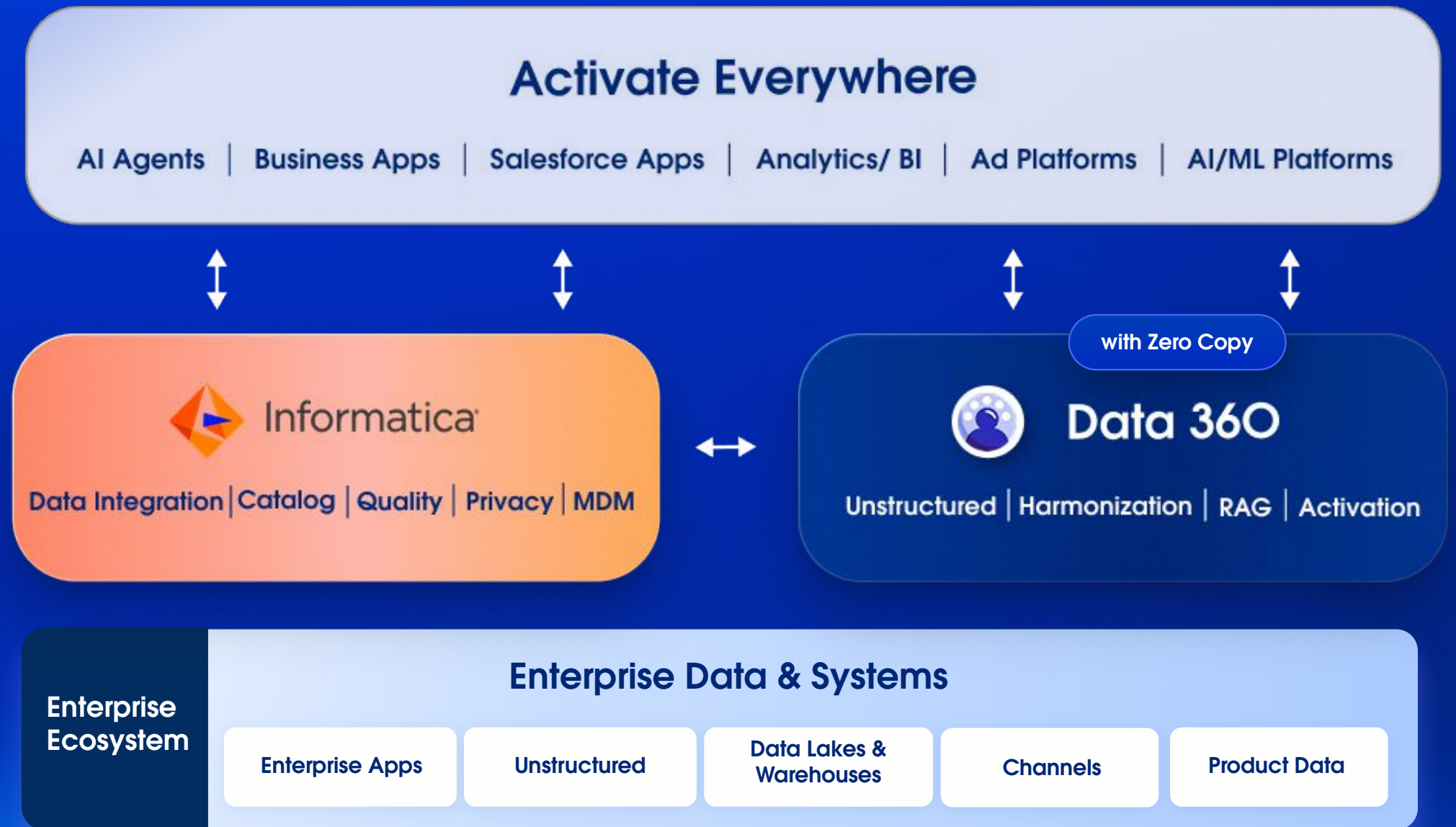
Trusted data quality, privacy and governance

Catalog

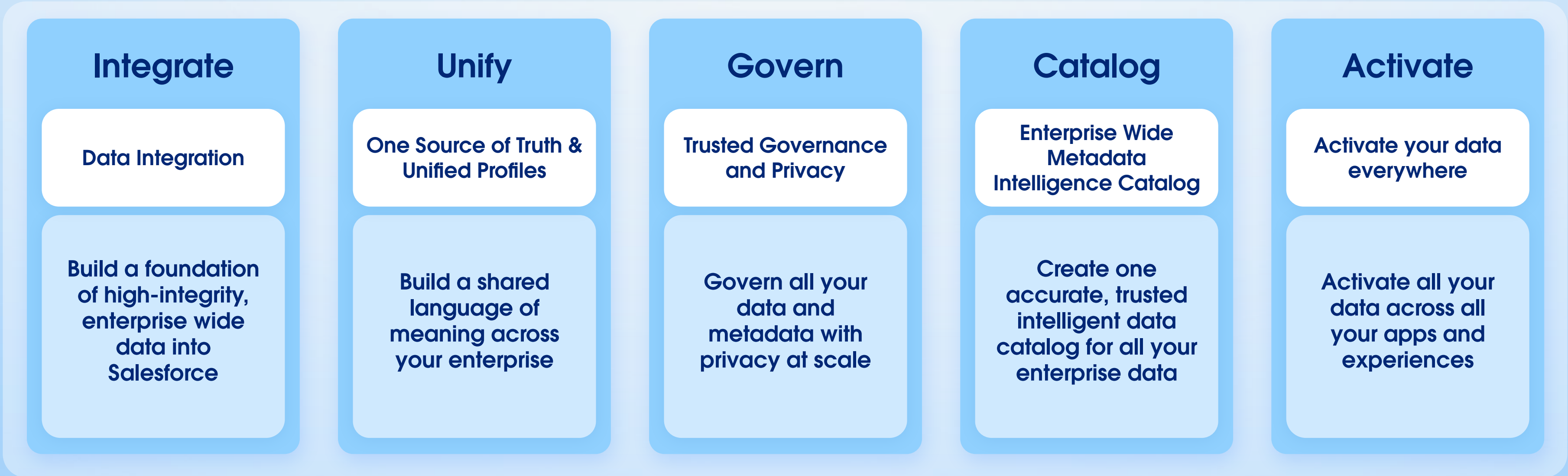
Enterprise-wide catalog with metadata intelligence

Activate

Data activated across the enterprise



End-to-End Intelligent Data + Metadata Foundation



A single, trusted solution for context-driven AI and Automation



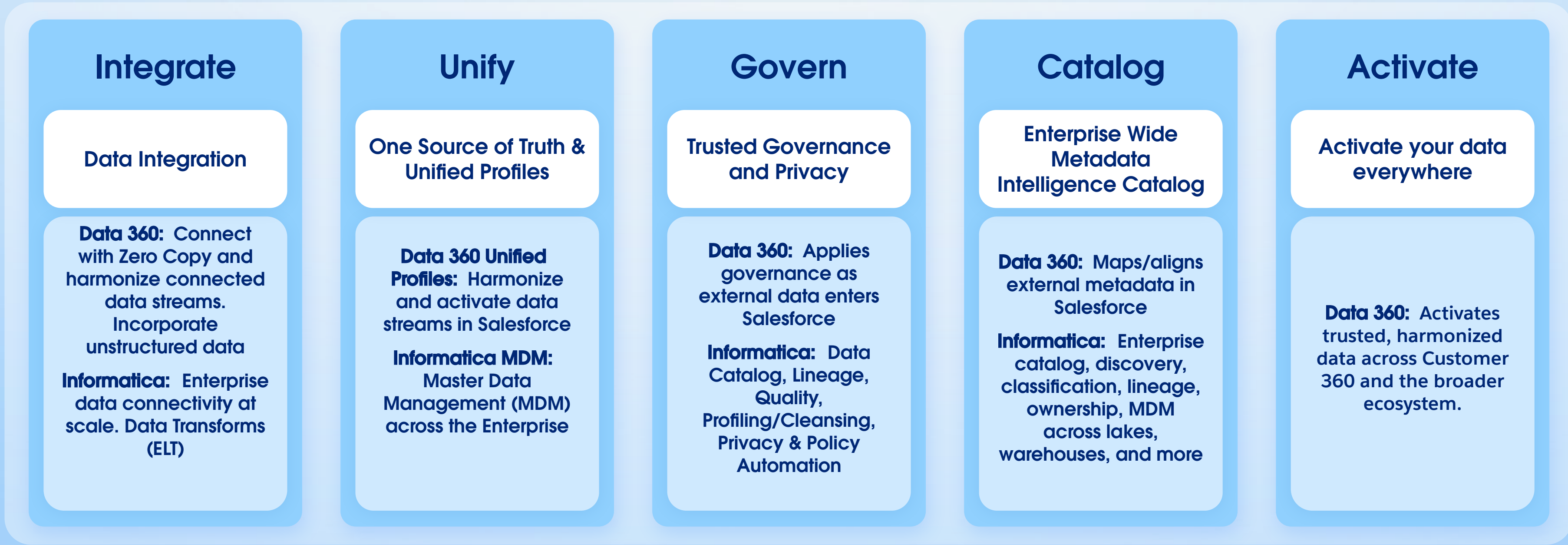
Data 360

+



Informatica

End-to-End Intelligent Data + Metadata Foundation



A single, trusted solution for context-driven AI and Automation



Data 360

+



Informatica

Bring clean, verified data into Data 360— from anywhere



Your enterprise data

ERP, billing, supply chain, warehouse systems, HR, manufacturing, partner systems etc.



Informatica

- 300+ Connectors.**
Unlock enterprise wide data including legacy and on-prem systems
- Customizable**
Build custom connectors in minutes with INFACONNECT
- Prepare and cleanse data at scale**
High-performance ELT/ETL, data replication or change data capture.

Data Lake/Warehouse

Zero Copy

OR

Direct Integration

Data 360
Unified Data
Ready-For
Activation

One source of truth

Use enterprise-wide golden records in Data 360 to deepen trust and context



Informatica MDM- Golden Record For All Data



Data 360
Unified Profile

Strengthen your understanding of the customer

Customer & People

Customer recently married, last name update on 7/14/25

Location & Reference

Address updated on 8/13/25. Verified Mailing Address

Financial & Transactional

3 validated transactions across lifetime of customer

Expand your view to other domains

Product & Supply Chain

Harmonized SKU data across ERP and Product Inventory Database



Lauren Boyle
San Francisco, CA

	Customer ID	TE99012
	Email Address	lboyle@example.com
	Home Address	1344 Evergreen Ln.
	Lifetime Purchases	\$3,882.26
	Segment	Explorer
	Product SKU #	67758
	Warranty Policy ID	JR-67758

Govern your data at the source before activating it in Data 360.



Enterprise-wide catalog with metadata intelligence



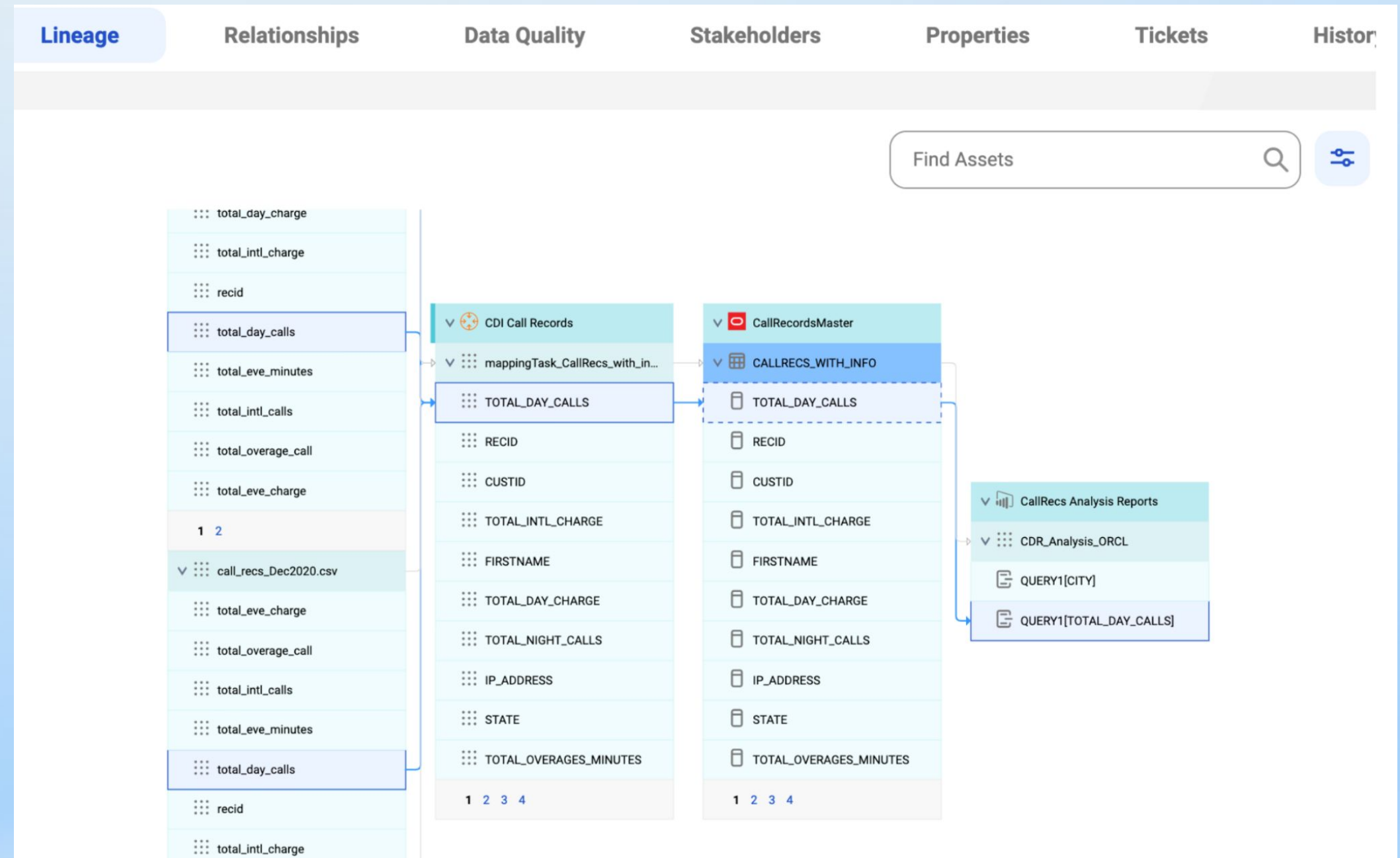
Complete view of your metadata

Enterprise Catalog

Discovery, Classifications, Ownership

Data Lineage

Metadata Management System



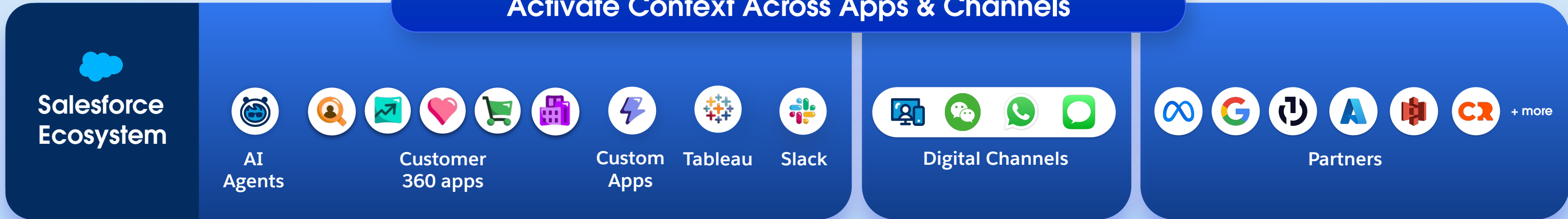
 Create the full metadata map of your organization

Activate

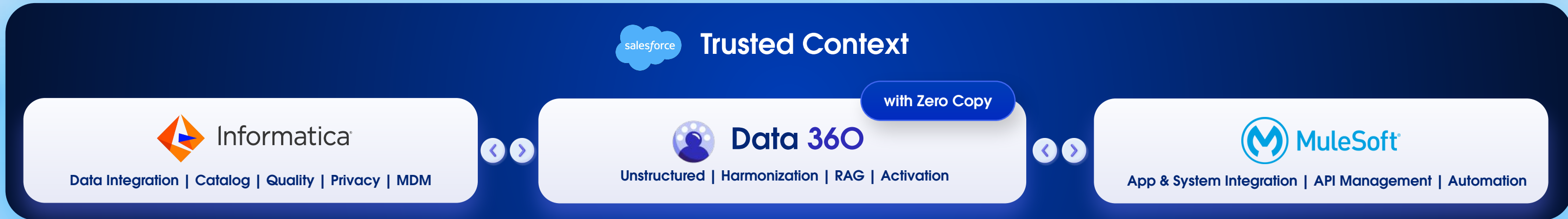
Data activated across your enterprise



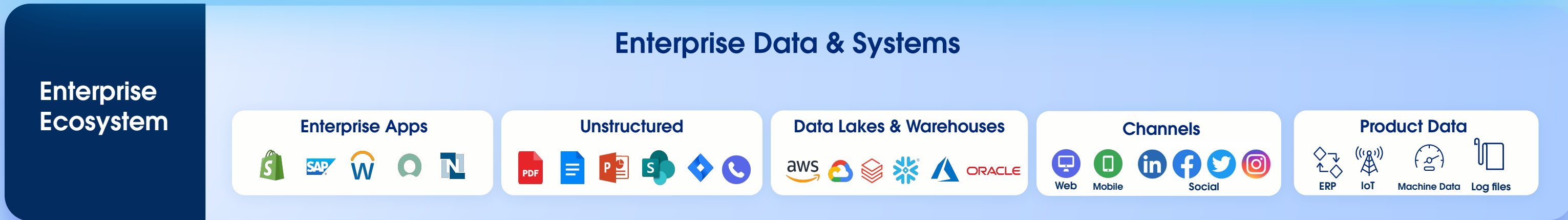
Activate Context Across Apps & Channels



Trusted Context



Enterprise Data & Systems



Salesforce builds a trusted context foundation.

Leveraging Data 360, MuleSoft, and Informatica for Intelligent Action

Problem

- Salesforce's internal data architecture lacked governance, standardization, and business context across domains.
- Account and product data lived in multiple Salesforce orgs and external systems with duplicates, fragmented visibility, and inefficiencies across compliance, reporting, and lead-to-cash workflows.

Solution

- Data 360 harmonizes and activates them across Salesforce, using Zero Copy to access data directly from Snowflake to power more contextual analytics, automation, and AI across Tableau and Agentforce.
- MuleSoft exposes these records through enterprise APIs for near real-time distribution
- Informatica MDM governs and standardizes master data to create trusted Account and Product Golden Records.
- Salesforce deployed an integrated architecture combining Informatica, MuleSoft, and Data 360 to build a trusted data foundation.

Outcome

98%

reduction
in tax
adjustments

20%

fewer duplicate
accounts

85%

of accounts
enriched with
third-party
data

100%

manual effort
reduction via
automated
governance

salesforce
ON
salesforce



Products used



Data activated



Account, customer, and
partner data



Supplier and business
account attributes



Supplemental profile
data



Firmographic & legal
hierarchy enrichment

Leading healthcare company improves productivity with an integration foundation

Problem

- Customer facing increasing pressure to automate and orchestrate processes to enable agentic/AI innovation responsible for \$4Bn in business value.
- Customer's data architecture lacked governance, standardization, and business context across its systems and business groups – “A Wild West where everyone is doing their own thing.”

Solution

- The customer deployed an integrated architecture combining Informatica and MuleSoft to build an end-to-end integration foundation.
- Informatica MDM governs and standardizes master data to power intelligent analytics and engagement to inform strategy and help drive faster business decisions.
- MuleSoft is the core connectivity and actionability layer across their entire network, orchestrating and governing their APIs and agents in real-time to accelerate delivery & reduce maintenance times.

Outcome

100%

Person hours saved across 50k forms processed/day

97%

Increased productivity (processing time 1 mo. to 1 day)

69%

Decrease in project delivery costs

20M+

Records consolidated into a single mgmt view

salesforce

Products used



Data activated



Account, industry, and services data



Supplier and business account attributes

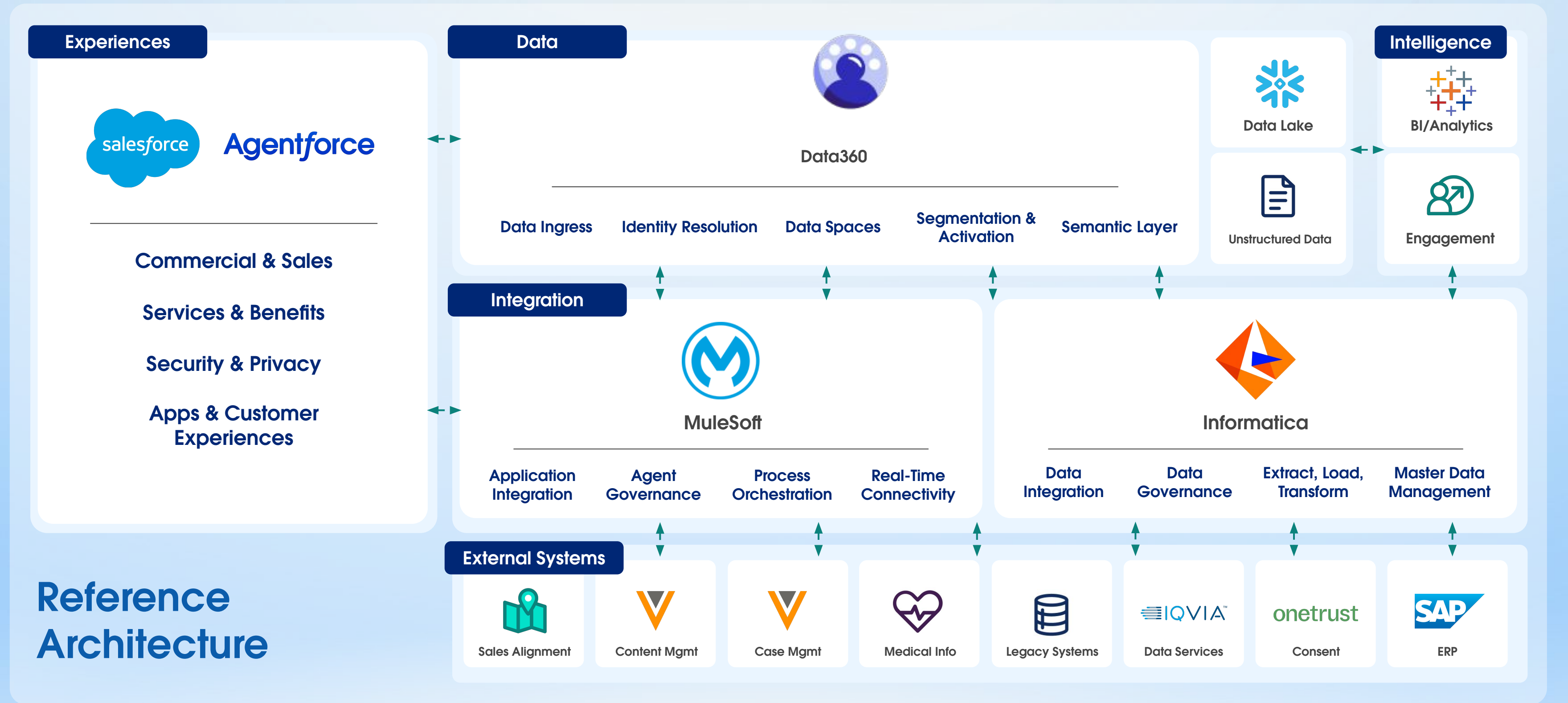


Supplemental profile data



Firmographic & data enrichment

HLS Customer Architecture

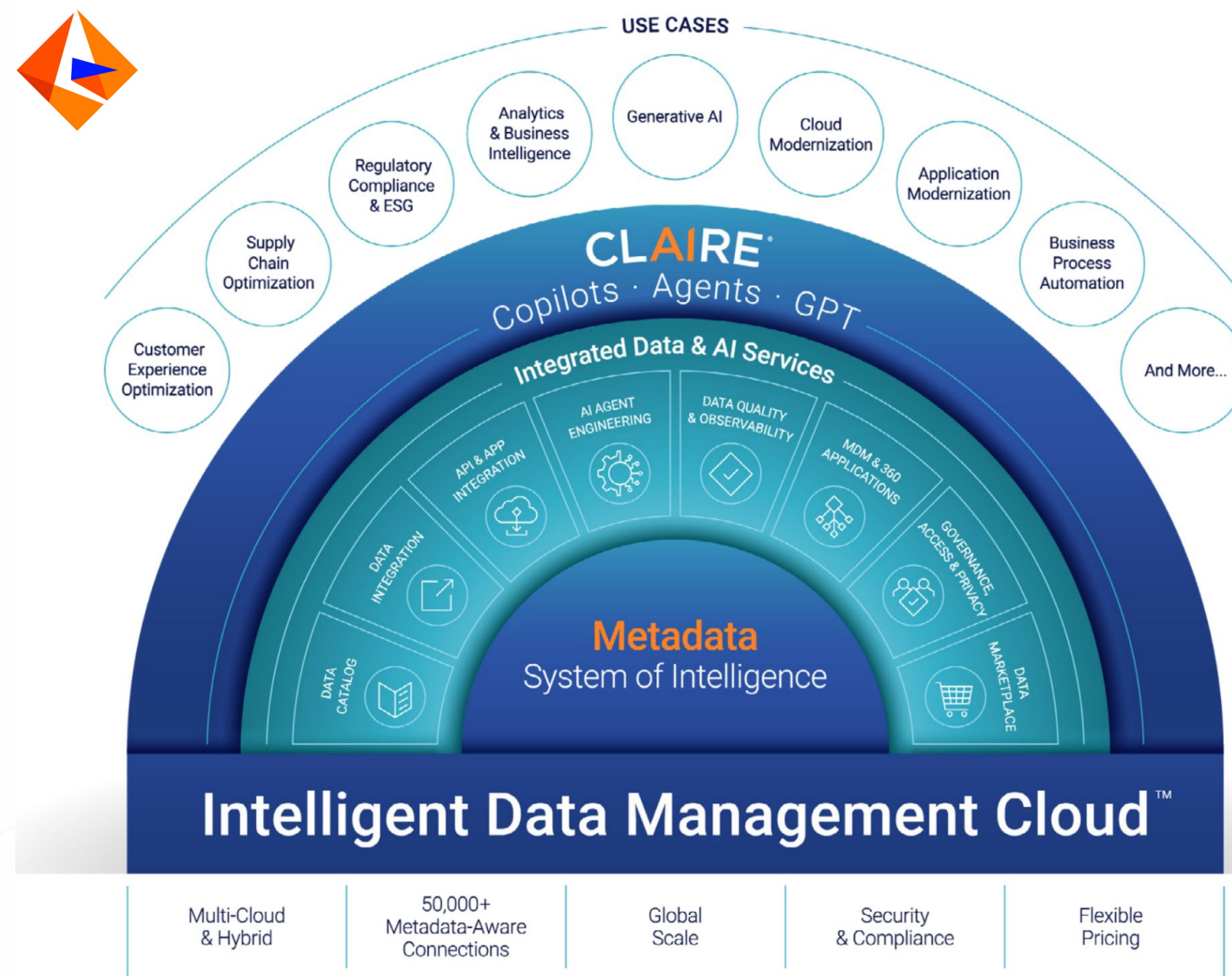


Reference Architecture

Diving into Informatica's Product Portfolio



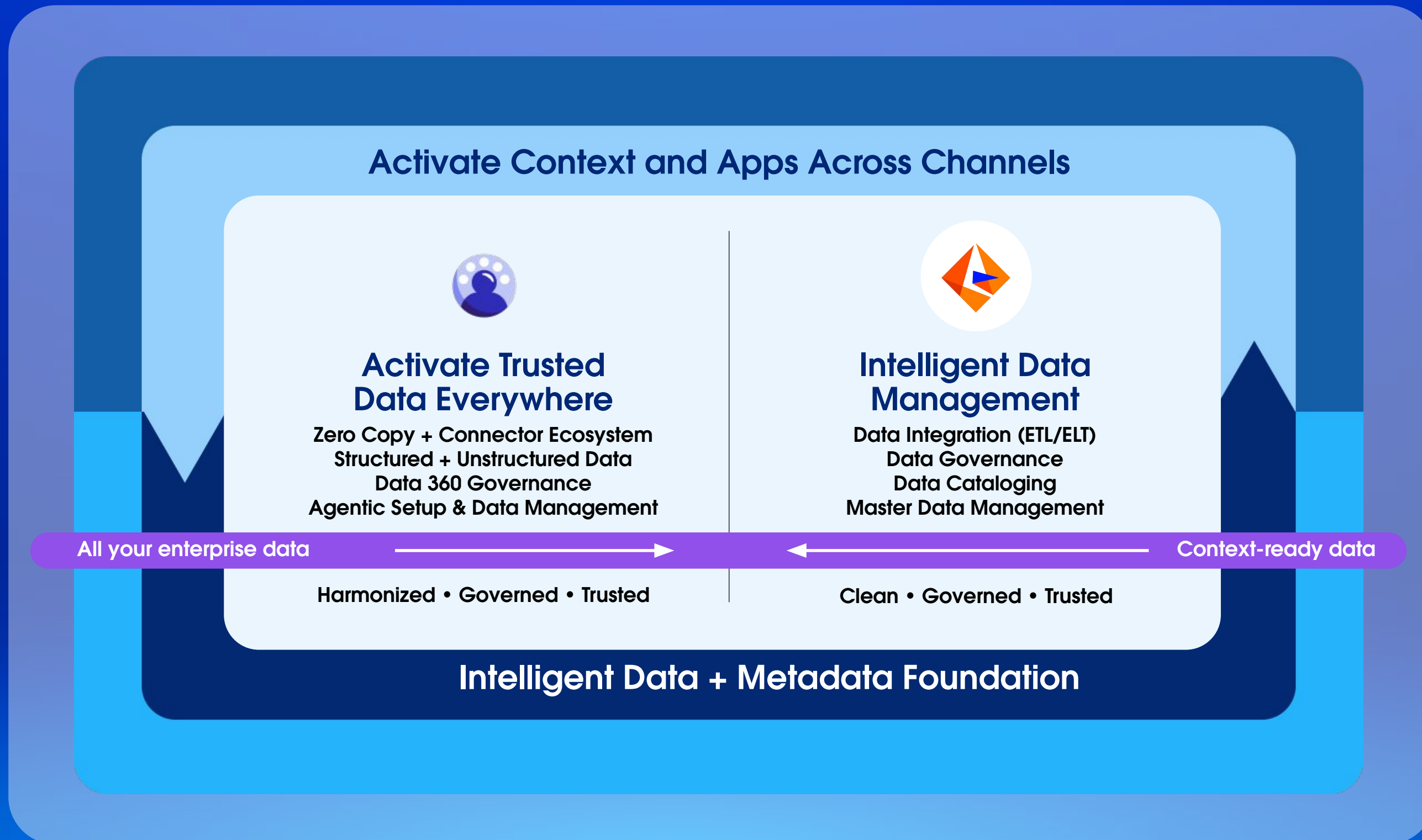
And where Data 360, MuleSoft & Informatica are better *together*



Intelligent Data Management Cloud (IDMC)

- **Data Quality**
- **Data Governance**
- **Data Catalog**
- **Master Data Management (MDM)**
- **Data Integration**
- **API and Application Integration**
- **Data Intelligence**
- **Data Marketplace**

Intelligent Data + Metadata Foundation To Power Your Enterprise



Thank
you



Data 360

+



Informatica