

Trusted Context: Context is the new currency



Data vs Context



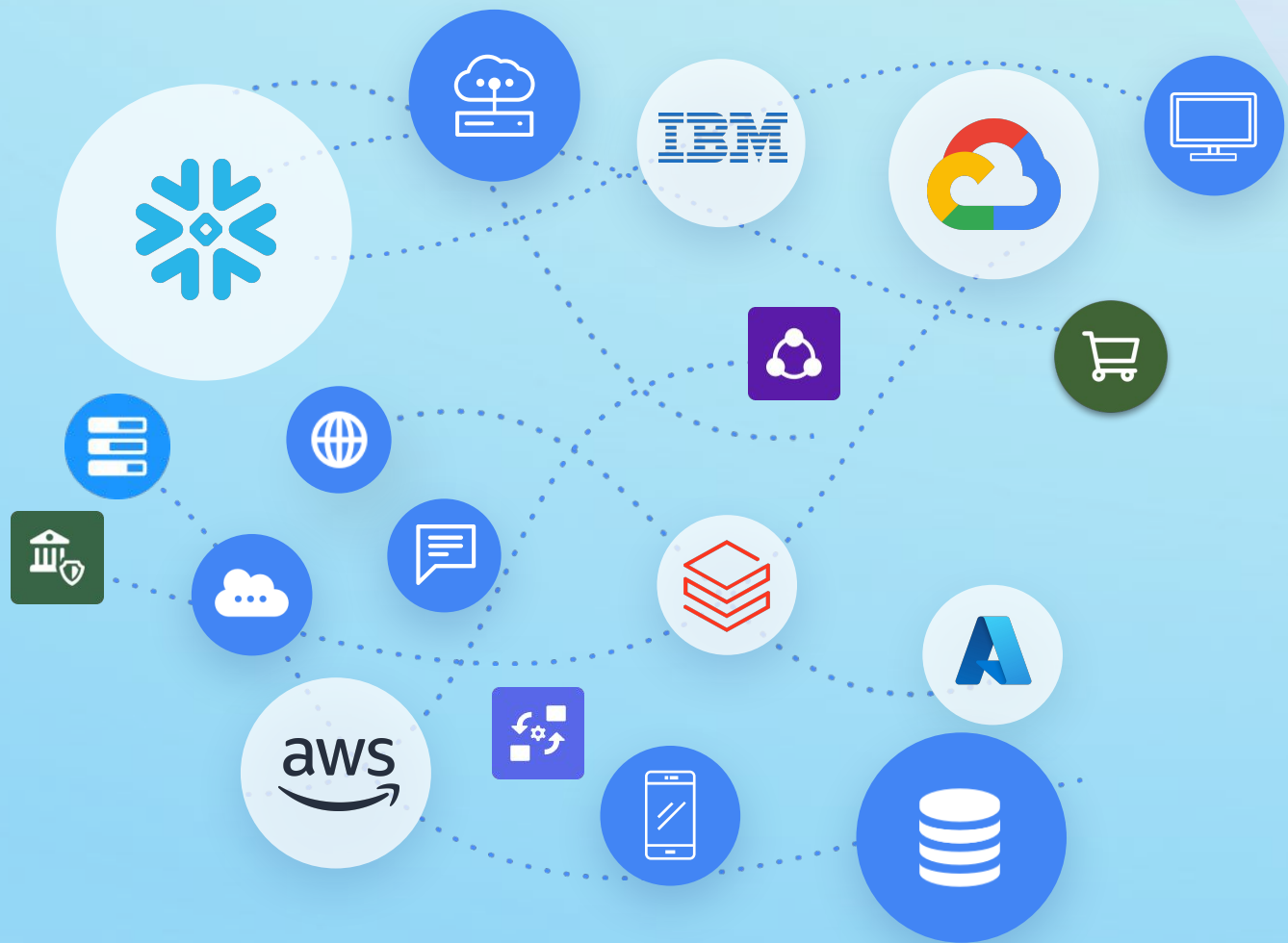
What Really Powers Intelligence



Why Enterprises Struggle to Get Context Today



Fragmented Systems and Data



Connected, Enterprise Intelligence





**How do you connect
your enterprise data
and systems into
trusted context?**

Trusted Context

Turning your backend data into front-end intelligence



Connected Systems that Work Seamlessly

Connect, transform data and integrate apps and APIs from any cloud and department - powered by agentic AI



One Source of Truth, Everywhere

Eliminate duplicates and harmonize metadata to unify data with shared context, hierarchies, and relationships – turning information into predictive insight



Trusted Data Quality, Privacy and Governance

Clean your data, know where it comes from, how it's used, and who can access it



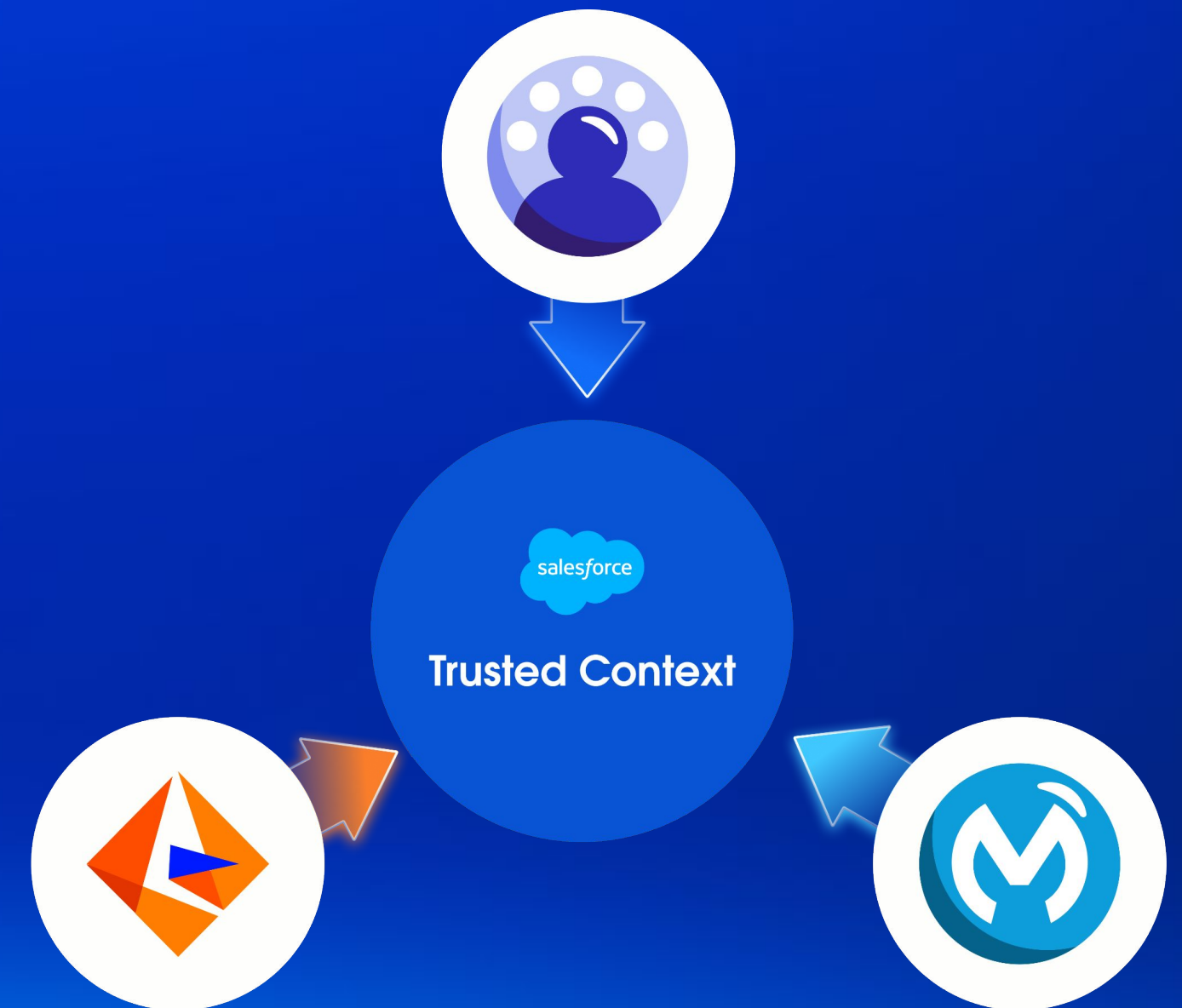
Enterprise-Wide Catalog with Metadata Intelligence

Gain a complete view of your metadata and it's lineage across your entire enterprise



Data Activated Across Your Enterprise

Power automation, AI, Tableau, and Agentforce with data at scale that's harmonized, accurate, and governed



Informatica Extends Salesforce's Trust and Metadata Across the Enterprise

Move

Data Integration

Unlocking business value with seamless data integration

Discover

Data Catalog & Lineage

Understanding where data comes from and how it is used.

Clean

Data Quality & Observability

Ensuring data is accurate, complete, and timely.

Protect

Data Privacy & Policy Automation

Enforcing compliance across all systems.

Unify

Master Data Management

Creating unified views across all enterprise business entities.

AI-powered data management

Gartner

Leader

2025 Magic Quadrant™
Data & Analytics
Governance Platforms

Gartner

Leader

2025 Magic Quadrant™
Augmented Data Quality
Solutions

Gartner

Leader

2024 Magic Quadrant™
Integration Platform as a
Service

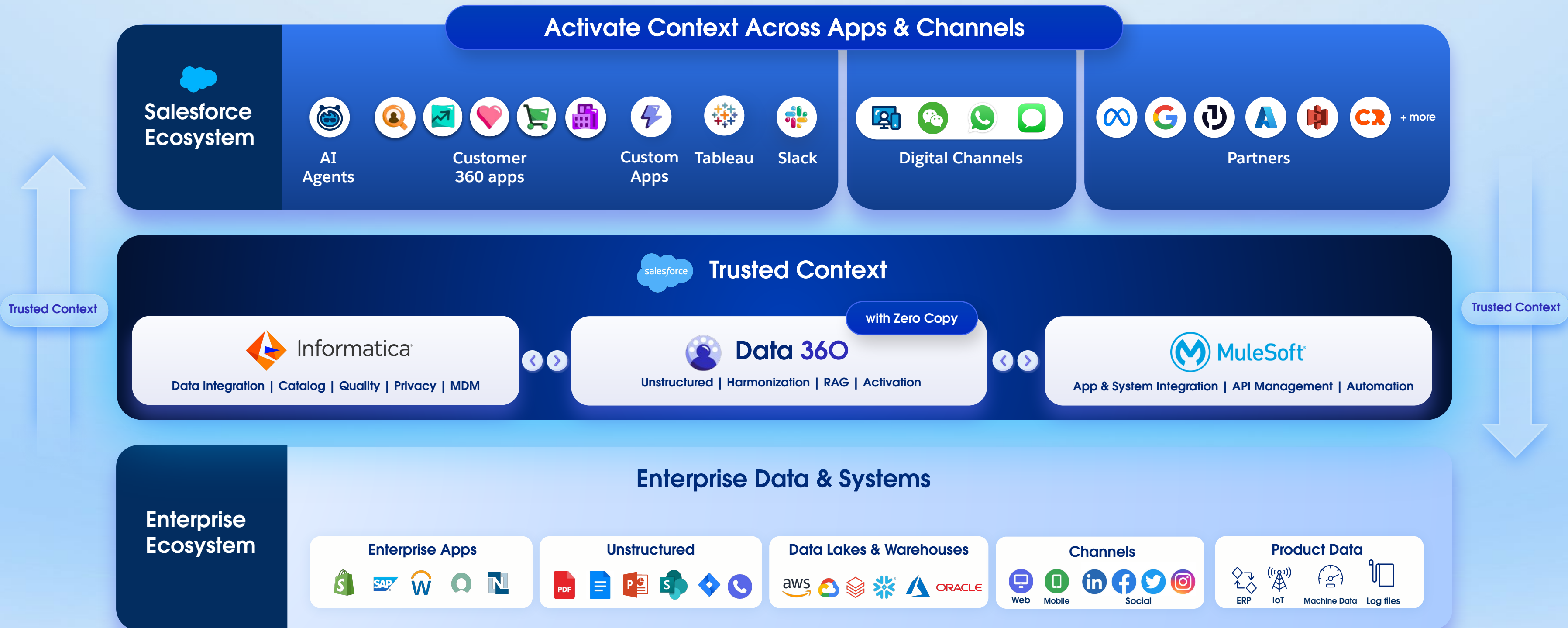
Gartner

Leader

2024 Magic Quadrant™
Data Integration
Tools

How it Works - Trusted Context

Across Salesforce and the Broader Enterprise



Why It Matters to CIO/CDO's

Top Use Cases



For AI, Automation, & Analytics

For core data & integration

CIO/CDO Challenges



“Our AI isn’t grounded in trusted data.”



“We need AI we can audit.”



“Our systems and data live in siloes.”



“We must maintain global data governance and compliance.”



Salesforce Capabilities



Data 360 grounds Agentforce with unified, real-time context by activating data across Salesforce and external systems through zero-copy access, vector search, and RAG.



Data 360 enforces access, consent, and classifications as data is activated in Salesforce, capturing source references for audit and lineage. Tableau Next surfaces this governed data with clear source visibility.



MuleSoft connects applications and API for process automation and interoperability. Data 360 uses Zero Copy to integrate data from data lakes and warehouses into unified customer profiles.



MuleSoft’s Universal API Management extends security and governance to any API or agent. Data 360 automatically classifies structured and unstructured data, and enforces consistent access policies across all data sources.



How Informatica Enhances Salesforce

Adds enterprise-wide MDM and data quality so AI consumes accurate, reconciled entities and one definition of truth across systems.

Extends those capabilities across broader enterprise systems – adding end-to-end lineage, centralized policy catalogs, stewardship workflows, and compliance reporting.

Enhanced via data integration with data flowing through those integrations is accurate, deduplicated, and policy-compliant, extending trust across connected systems.

Automates policy enforcement, retention, and residency compliance across hybrid and multi-cloud environments, extending governance enterprise-wide.

Salesforce builds a trusted context foundation.

Leveraging Data 360, MuleSoft, and Informatica for Intelligent Action

Problem

- Salesforce's data architecture spanning across 3rd party systems 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

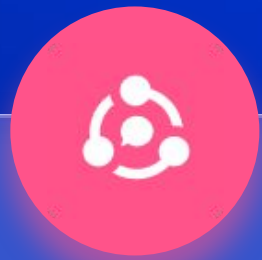


Firmographic & legal
hierarchy enrichment

Trusted Context

Turning your backend data into front-end intelligence

salesforce



Connected
Systems That
Work Seamlessly



One Source of
Truth,
Everywhere



Trusted Data
Quality, Privacy
and Governance



Enterprise-Wide
Catalog with
Metadata
Intelligence



Data Activated
Across Your
Enterprise



Trusted Context



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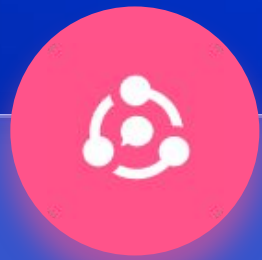
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Enterprise-Wide
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Trusted Context



+



+



Thank
you





APPENDIX

RS Group connects Informatica with Salesforce to unify 1.1M customers

Problem

RS Group struggled to unify customer data across legacy systems from acquisitions, hampering their ability to deliver personalized omnichannel experiences and threatening AI and analytics initiatives.

Solution

Implemented Informatica's cloud-native MDM on Intelligent Data Management Cloud (IDMC) with low-code connectors to integrate Salesforce CRM, Treasure Data CDP, Snowflake EDP, AWS, Azure, Oracle, and SAP systems, creating unified customer views across their complex ecosystem.

Outcome

Consolidated over 1 million customer and contact records across disparate systems, projected 33% reduction in fraud, and enabled AI-ready data for personalized marketing experiences while reducing retargeting spend through improved data quality.

>1M

Consolidated customer and contact records across disparate systems

Last updated: 12/05/2025



Products used



Data activated



Snowflake



Azure



SAP



Oracle



AWS

Industry



Professional Services

[View full story](#)

Rodobens connects Informatica with Salesforce to achieve 182% ROI target

Problem

Rodobens, a Brazilian financial services provider, struggled with frequent MDM failures, data inconsistencies, and limited CRM integration capabilities, hampering personalized customer experiences across group purchasing, insurance, credit, banking, and automotive retail.

Solution

Implemented Informatica's cloud-native MDM on IDMC hosted on AWS to integrate with Salesforce via online APIs, plus Azure-hosted SQL databases, SAP ERP systems, and AWS data lake insurance systems, creating a unified single source of truth across all business lines.

Outcome

Achieved 182% of Gross Merchandise Value (GMV) target in first six months, projected \$40 million additional annual GMV, saved 50% of IT maintenance hours monthly, and improved email compliance from 43% to 62% and phone compliance from 65% to 73%.

182%

Gross Merchandise Value (GMV) target in first six months

Last updated: 12/05/2025

Rodobens

salesforce

Products used



Data activated



Microsoft Azure



SAP



AWS

Industry



Financial Services

[View full story](#)

Dallas County integrates Informatica with Salesforce to consolidate 4.5M records

Problem

Dallas County Health and Human Services relied on manual, fax-based data collection and entry during COVID-19, with staff spending up to 15 hours daily eliminating redundant information and verifying address data across fragmented systems.

Solution

Implemented Informatica's cloud-based MDM seamlessly integrated with Salesforce instance to create the Dallas Disease Surveillance and Investigation System, automating ingestion, validation, matching, and merging of electronic lab data, hospital case reports, immunization data, and mortality data..

Outcome

Unified 4.5 million citizen records, saved 2,000 annual hours of manual review, improved data reliability by 50%, deduplicated 20% of contact tracing data, and enabled real-time dashboards that informed trillions of dollars in public health decisions during COVID-19 pandemic.

4.5M

Unified citizen records

Last updated: 12/05/2025



Products used



Industry



Public Sector
solutions

[View full story](#)