

# Complete Integration For Your Enterprise

 MuleSoft® +  Informatica®



salesforce

# Forward-looking statements



This presentation contains forward-looking statements about, among other things, trend analyses and statements regarding future events, anticipated growth and industry prospects, and our strategies, expectation or plans regarding product releases and enhancements. The achievement or success of the matters covered by such forward-looking statements involves risks, uncertainties and assumptions. If any such risks or uncertainties materialize or if any of the assumptions prove incorrect, results or outcomes could differ materially from those expressed or implied by these forward-looking statements. The risks and uncertainties referred to above include those factors discussed in Salesforce's reports filed from time to time with the Securities and Exchange Commission, including, but not limited to our ability to consummate the pending acquisition of Informatica on a timely basis or at all; our ability to meet the expectations of our customers; uncertainties regarding AI technologies and their integration into our product offerings; the effect of evolving domestic and foreign government regulations; regulatory developments and regulatory investigations involving us or affecting our industry; our ability to successfully introduce new services and product features, including related to AI and Agentforce; our ability to execute our business plans; the pace of change and innovation and our ability to compete in the markets in which we participate; and our ability to maintain and enhance our brands.

# The Cost of Disconnection



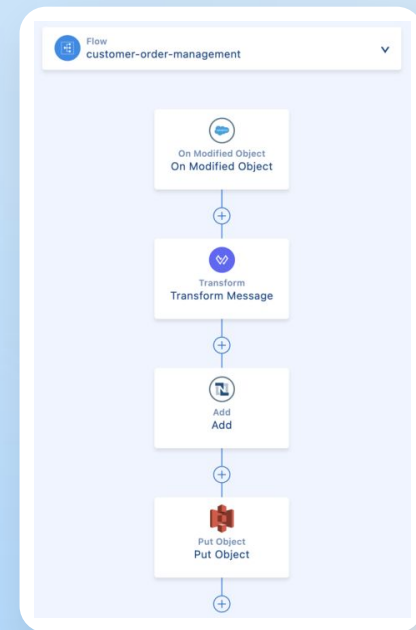
**\$3.1  
Trillion**

Lost revenue annually due to disconnected systems and fragmented data≈≈

*McKinsey & Company*

# End-to-End Integration

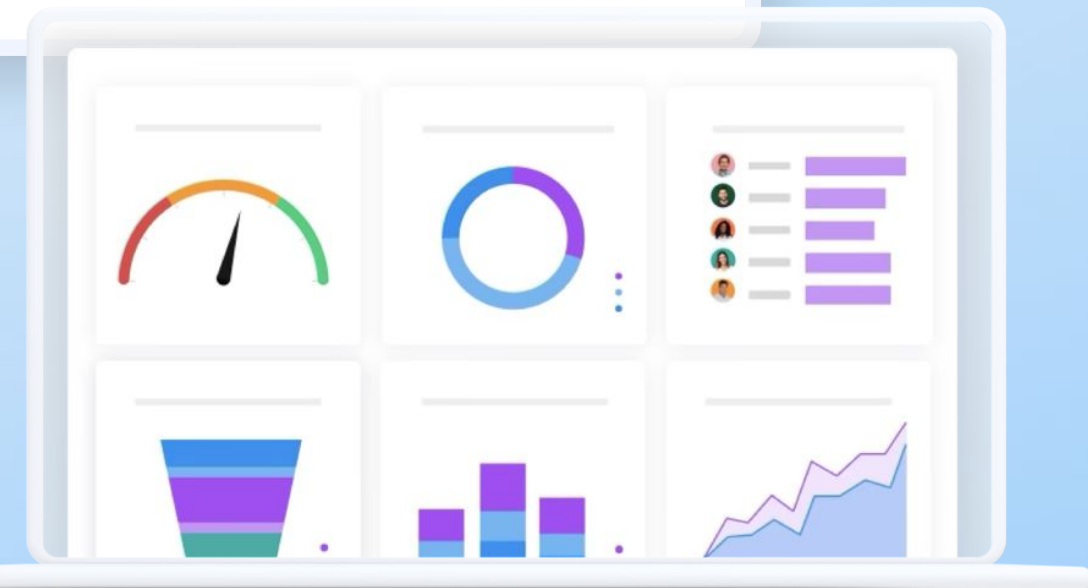
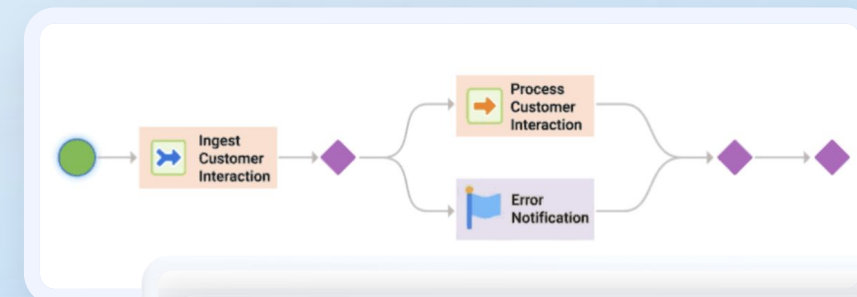
## Powering your Present and Future



**Conversation Preview**

I've updated your shipping speed and your order will now arrive tomorrow via UPS, or would you like to pick up locally today?

Wow, tomorrow is perfect! Thank you!



Immediate, Real-time Actions

**The Connected Enterprise**

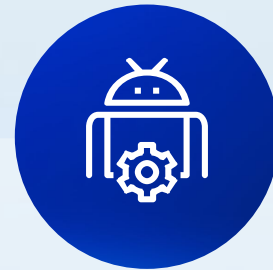
Context-Ready Data

# Integration is the Foundation For Every Strategic Initiative

salesforce



**Real-Time  
Experiences**



**Agentic  
Transformation**



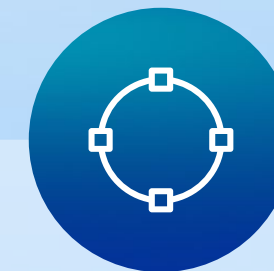
**Legacy  
Modernization**



**Workflow  
Automation**

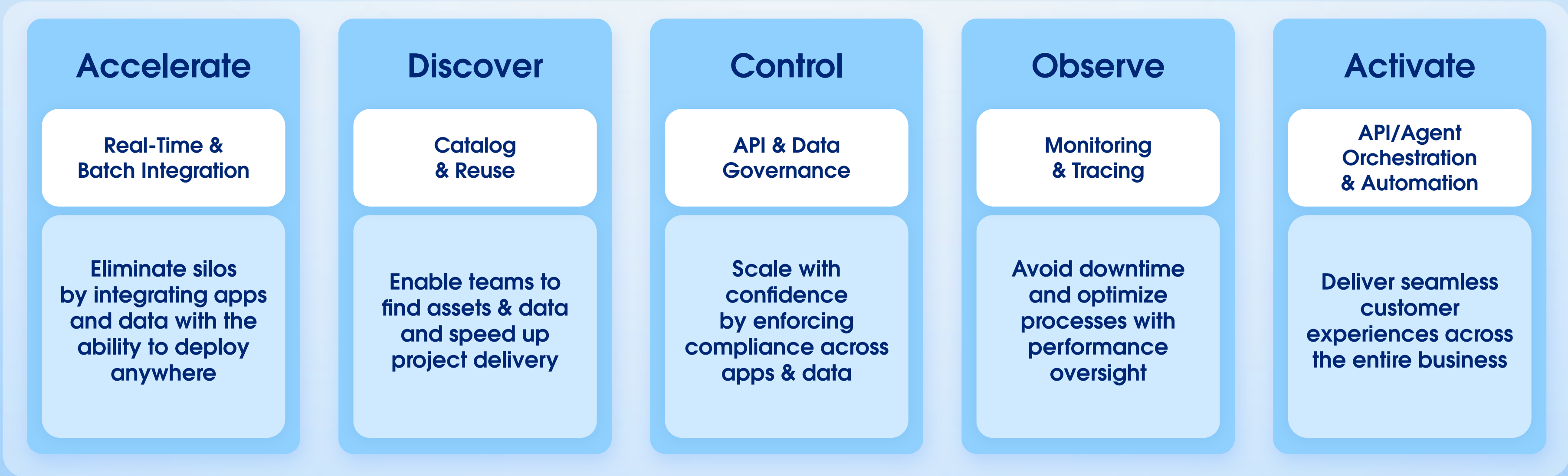


**Analytics &  
Intelligence**



**Connected  
Context**

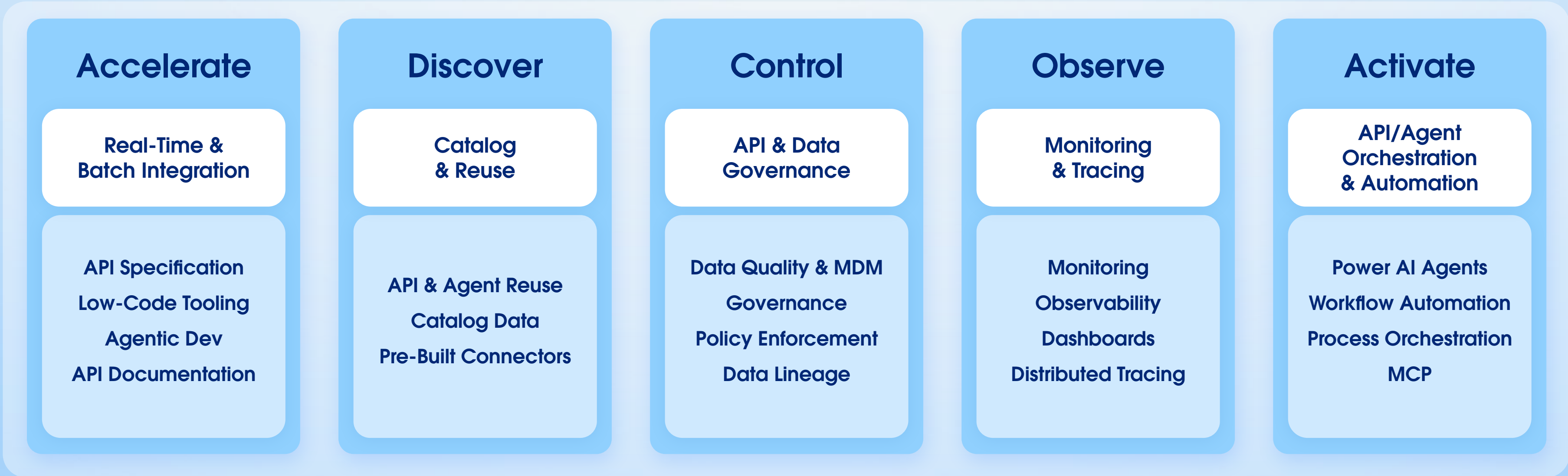
# Realizing End-to-End Integration Value



## Complete AI-Powered Integration Solution



# Realizing End-to-End **Integration Value**



## Complete AI-Powered Integration Solution



# 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



## Products used



## Data activated



Account, industry, and services data



Supplier and business account attributes

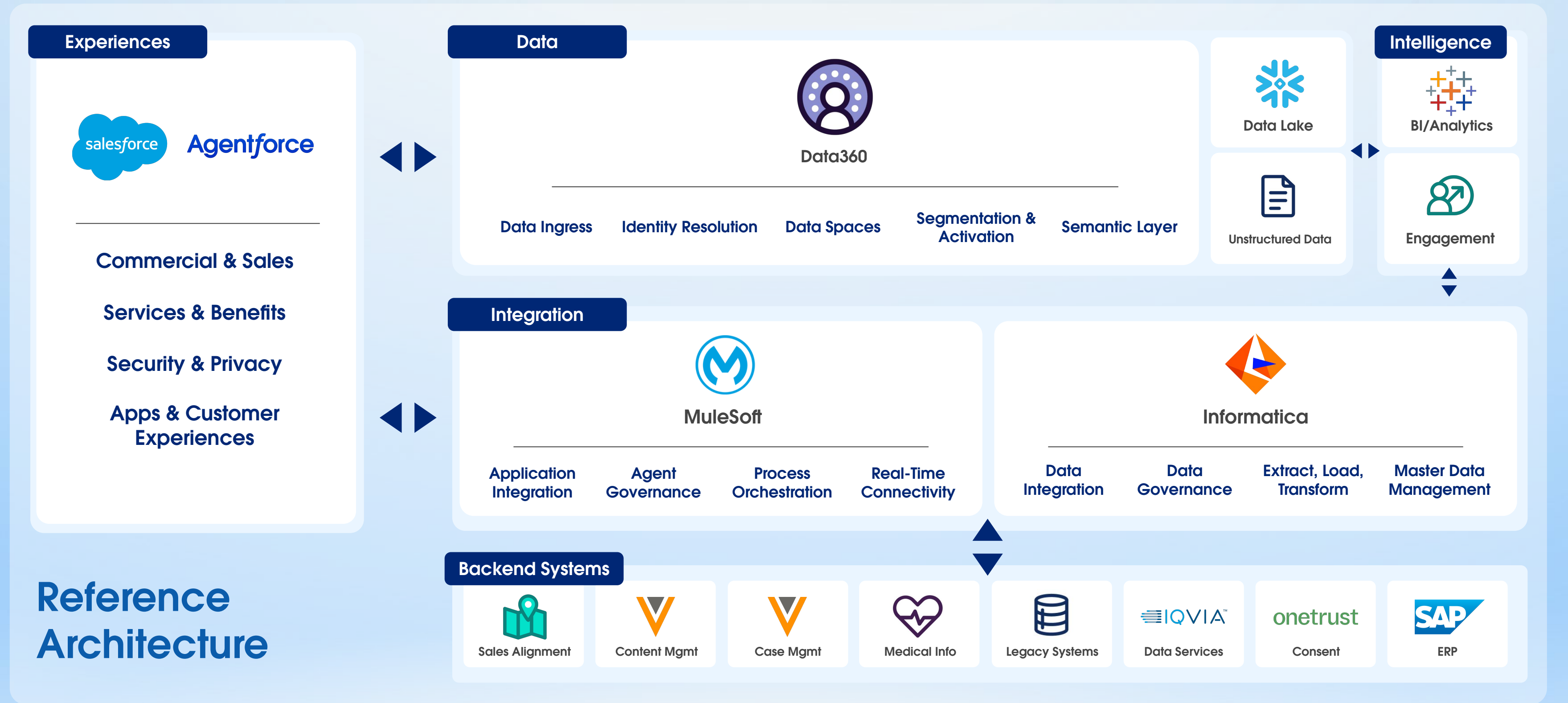


Supplemental profile data



Firmographic & data enrichment

# HLS Customer Architecture



# Toyota Motor Credit Union (TFS) enables customer experiences with an integration foundation

## Problem

- TFS had several siloed legacy systems (like SAP) that couldn't be connected to their cloud platforms, including Salesforce and other user applications
- TFS was missing a centralized platform to manage, secure, and govern the growing volume of application programming interfaces (APIs)
- Data from backend systems was inaccurate and ungoverned. Data pipelines were brittle and unresilient, lacking failsafes to monitor and re-run processes.

## Solution

- The customer deployed an integrated architecture combining Informatica and MuleSoft to build an end-to-end integration foundation.
- Informatica governs and standardizes master data, pushing via ETL to Snowflake and other data stores for analytics/intelligence use cases.
- 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.



## Products used



## Data activated



Financial Services,  
Experiences & Sales



Lending, financial, CX &  
mgmt backend systems

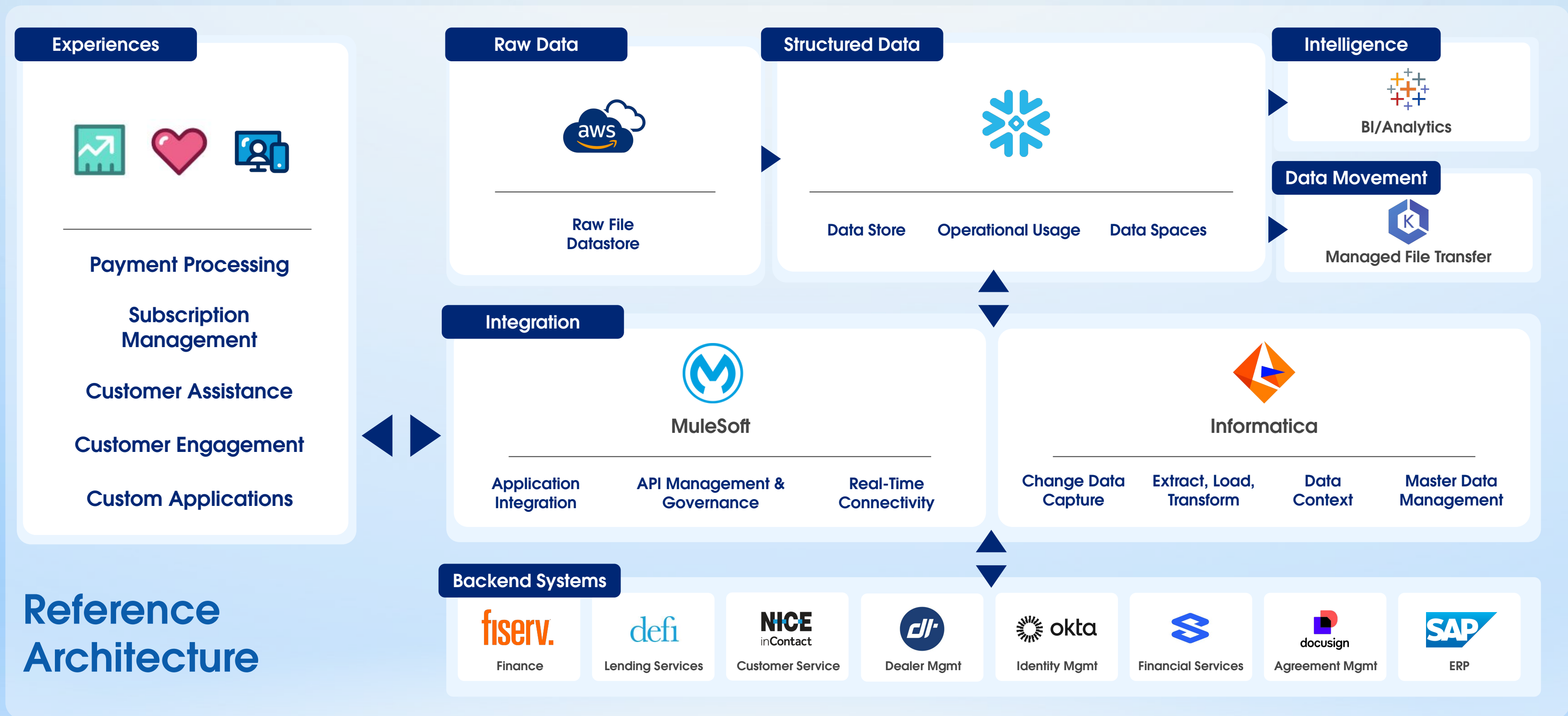


Data Warehousing &  
Movement



Firmographic & data  
enrichment

# Toyota Motor Credit Union Customer Architecture



Reference Architecture

\* Add'l External Systems: Workday, Genesys, Manheim, Vertex, Neustar, Adobe, Calypso, Chromeriver, Coupa, BNSF, RouteOne, Moody's, Sentilink, Twilio, Urban Science, Zuora

# 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

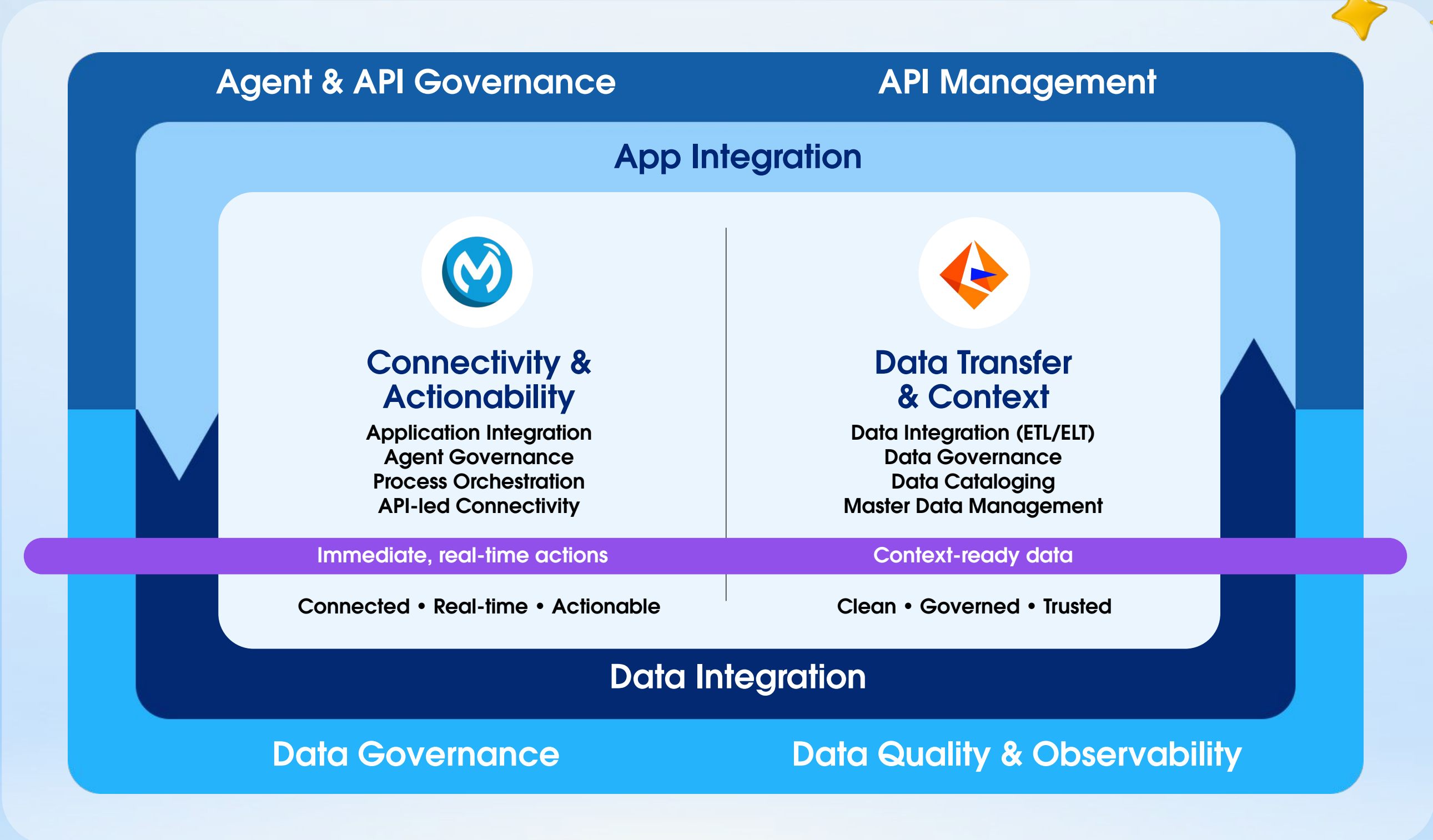


Supplemental profile  
data



Firmographic & legal  
hierarchy enrichment

# Complete Integration To Power Your Enterprise





Thank  
you

Four yellow starburst graphics are scattered around the text: one to the left of "Thank", one below "Thank", and two to the right of "Thank".