Fuel Your AI Initiatives with a Trusted Data Foundation

Seamlessly connect Salesforce Data 360 and Google Cloud's BigQuery to build the data foundation your AI strategy needs—without the copy.

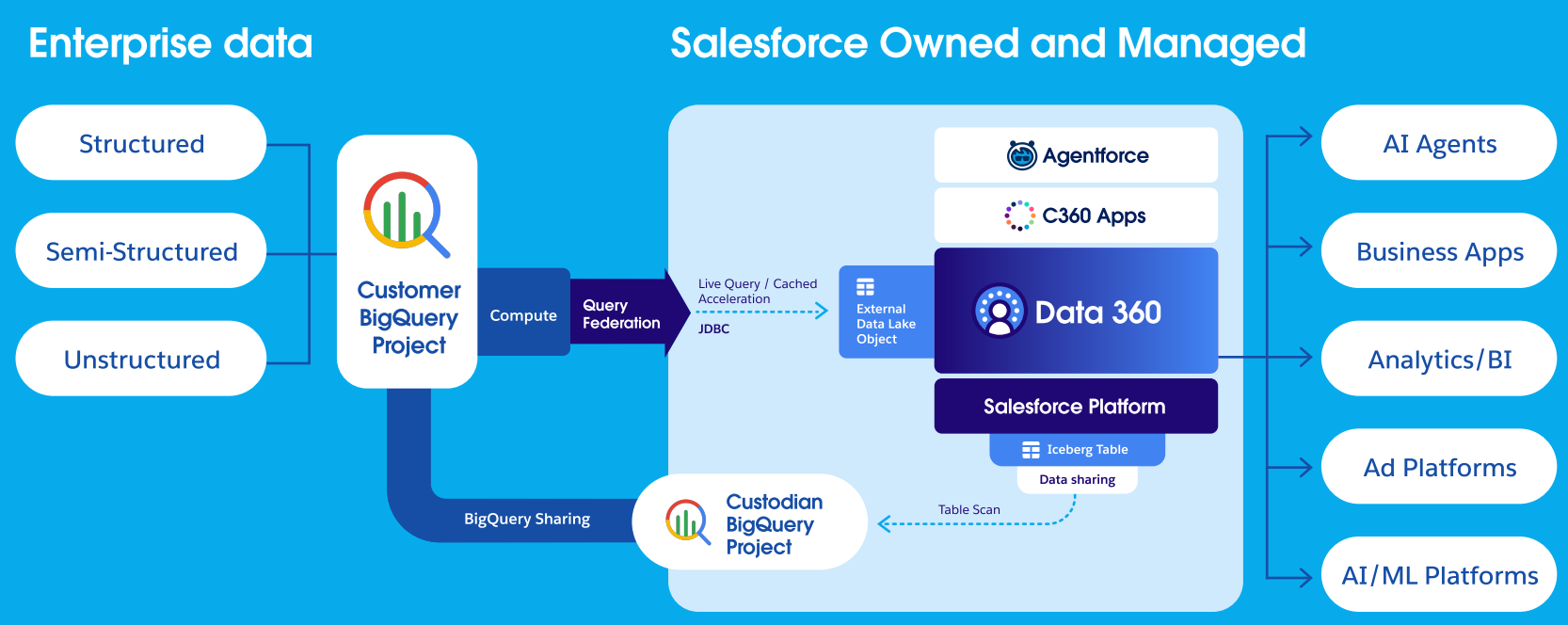
The next big thing in AI is already here, with autonomous agents like Salesforce Agentforce leading the charge. However, for businesses to effectively utilize this AI at scale, they must first address their messy, disconnected data. The real secret is building a trusted, unified, real-time data foundation – it's what gives AI the power to supercharge sales, improve customer service, create personalized marketing, and make way smarter decisions.

All Your Data. No Duplication. No Delays.

Imagine getting all your customer data from Google Cloud's BigQuery and Data 360 together without ever having to copy or move it. That's exactly what Zero Copy, bi-directional data access does. This powerful integration provides a consistent, live view of your data, offering a single source of truth for both your source systems and AI models. It’s the fastest and most secure way to make your data truly ready for AI.

How Data 360 & Google Cloud's BigQuery Work Together

With Zero Copy Integration



Unlocking Business Value and Transforming Data into Action

Beyond eliminating data silos and creating a unified foundation for AI, this powerful connection also makes it easy to turn data into tangible business outcomes, enabling you to:

Create a complete Customer 360
Combine real-time customer engagement data from Salesforce with long-term enterprise data in Google Cloud's BigQuery for a truly unified view.

Accelerate AI and analytics
Run Google's Vertex AI models directly on live, unified customer data to build powerful predictive insights for personalization and automation.

Act on insights instantly
Push insights generated in Google Cloud's BigQuery back into Salesforce Data 360 to trigger actions across Sales, Service, and Marketing Clouds in real-time.

Enhance security
Maintain a single source of truth and unified governance by leaving data in place, reducing security risks.

Reduce the total cost of ownership
Lower costs by eliminating data storage duplication and the resources needed to build and maintain complex data pipelines.

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Trying to get a handle on our customer data was a nightmare until we seamlessly connected Google Cloud's BigQuery and Salesforce Data 360.

No more copying data between platforms, no more struggling with complex APIs. It's revolutionized how we do segmentation, understand our customers, and drive better marketing and service actions."

IT Executive
Large Insurance Provider, North America

Ready to unlock your data's full potential?

Learn how to unlock the power of your data with the Zero Copy integration between Google Cloud's BigQuery and Salesforce Data 360.

Visit salesforce.com/partners/google to learn more.