



Using the **RIGHT** data in  
the **RIGHT** way to Power  
Your Business

Three things that can scare the bravest amongst us: Missing Data. Incomplete Data. Duplicate Data. All your data integration needs – data integration, data migration, big data integration, data warehouse integration, integration with business intelligence systems – need to be addressed. Though data integration is a much talked about topic, firms tend to miss out on the basics often.

## RELEVANT AND CURRENT

Having a huge database might not be the best thing possible. Having a database that is relevant, definitely is. You need to get those accounts, contacts and leads down to something that is updated and complete. It is a good idea to look at the state of your data periodically to ensure if the information is current. Data.com uses Dun & Bradstreet and various other data partners who share B2B information. Data.com can also be engaged to scan your data using the free Data.com Assessment App for an analysis of any data integration challenges. The Data.com Assessment App will compare your lists against Data.com's live database and inform you of discrepancies in data and how Data.com can help.

## CENTRALIZED

Data scattered across various departments does none any good. All departments do need live data, but it is ALWAYS recommended to have it in one place. Data integration best practices dictate that everyone has the same correct data in a central location, rather than in several programs, lists, or applications.

## APP CLOUD

It makes complete sense to integrate, unify and connect communities, back-office systems and legacy technology with App Cloud. Using APIs and tools you can unlock existing systems like SAP, Oracle, and Microsoft, and connect your employees and your data. In App Cloud, Salesforce data can be accessed via the REST API or can be integrated with other apps and devices using the SOAP APIs.

## LIGHTNING DATA ENGINE

With the advent of Lightning, viewing continually updated insights about the accounts being accessed is a reality. Be it account-based advertising campaigns based on changing demand or servicing a customer with real-time inventory update – everything is possible with sophisticated matching algorithms, machine learning and Salesforce as the central data hub.

## DATA.COM PROSPECTOR

Prospecting for companies, leads, and contacts can be done right in Salesforce. You can use it to plan your sales territories, segment campaigns, find new accounts to engage, and expand your sales network.