

Informatica Cloud Customer 360 for Salesforce®

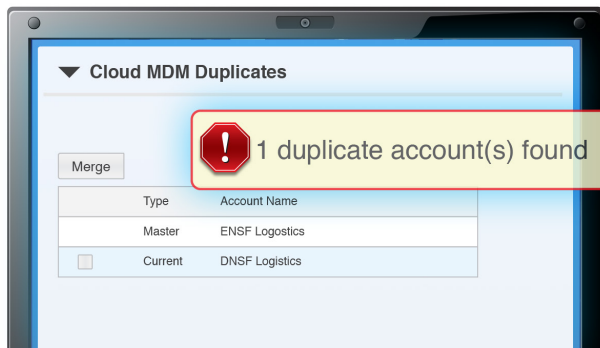
Powering Salesforce with a Complete Customer View

Salesforce puts a wealth of information at your fingertips. With real-time snapshots of your sales and marketing performance to annual summaries, it's no surprise that most Salesforce customers aim to take full advantage of this information to make strategic decisions that drive revenue. Cloud Customer 360 for Salesforce helps you accomplish that.



Ensure the Validity and Integrity of Your Customer Records with Integrated Data Quality

Cloud Customer 360 for Salesforce automatically detects and corrects erroneous and duplicated data while validating contact and address information. These steps are also repeated at point of entry using Cloud



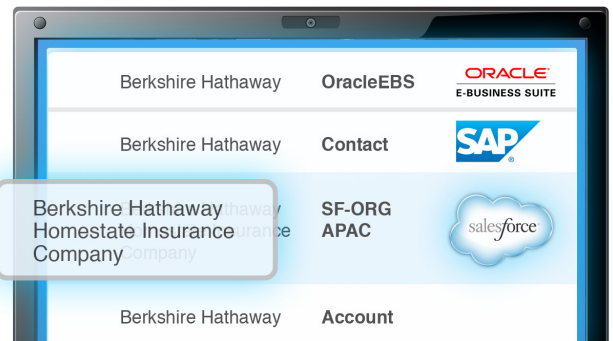
Customer 360's automated search and enrichment capability, to help marketing maximize lead gen ROI and sales follow CRM best practices.

Are your problems with poor data quality leading to reduced conversions, poor forecasting and low marketing ROI?

Consolidate Data from Multiple Systems to Provide a Single View of Your Customer

Cloud Customer 360 for Salesforce uses fuzzy matching to automatically consolidate your data. Prioritize data sources and key fields from multiple cloud and on-premises systems, such as SAP, Oracle EBS, Marketo and so forth. Now you can maintain and enrich master data on a constant basis and provide sales, marketing and customer service with single unified source of real-time data.

Are you struggling to get a single view of your customer across multiple cloud and on-premises systems?



Salesforce Multi Org Coordination

Whether inherited from M&A or deployed as a deliberate strategy, multiple Salesforce instances (Orgs) need to be coordinated in a way that matches your business model. With the flexibility of Customer 360 for Salesforce, you can now either roll up reporting for sales, marketing and services into a Global Reporting Hub, or deploy a Master Sub Org to manage and synchronize business processes across the enterprise. Either way, you'll gain a big picture view of your business for better strategic decision making and selling.

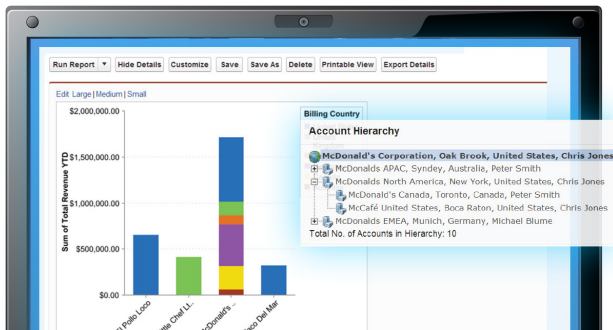


Are you unable to get a global view of your customers across multiple Salesforce orgs?

Visualize Multidimensional Hierarchies and Perform White Space Analysis in Salesforce

With dynamic, multidimensional hierarchies, Cloud Customer 360 for Salesforce enables each user to see the relevant customer story for their role, regardless of the source. Now you can navigate and go beyond Salesforce functionality to manage the different hierarchy types and relate global accounts with their subsidiaries rolled up to an ultimate parent. With Contact, Lead and Opportunity objects visible across the entire account hierarchy (including subsidiaries), marketing can track campaign influence. And sales can perform white space analysis to identify cross and up-sell opportunities across the entire company.

Are your reporting problems preventing you from gaining a bigger picture of your global accounts for strategic planning?



Go to www.informatica.com/cloud-customer-360-salesforce to learn more.

About Informatica

Informatica Corporation (NASDAQ: INFA) is the world's number one independent provider of data integration software. For more information, call 1.888.345.4639 in the U.S., or visit www.informaticacloud.com

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