Salesforce Data Cloud is the leading data epicenter for the seamless integration of your customer data across systems and easy but secure data accessibility for further analysis, personalization, and automation. Data-driven decision-making and growth strategies are born with the power of Data Cloud behind you.

By capturing, consolidating, and putting your data to work, Data Cloud creates a single customer profile for each customer that can be leveraged by sales, service, marketing, commerce, partners, and so on. Better yet, it's supported by AI and GPT innovations to bolster automation and customization quickly.

CUSTOMER DATA—MADE EASY AND POWERFUL

Right Time & Reach with Additional Out-of-the-Box Connectors

Predictive & Gen AI for Democratized Data Insights

Deep Integration with the Core Salesforce Platform CRM

Data Management to Enrich, Manage, & Govern Access to Platform Data

Identity & Profile, Including Account Unification & Consent Reconciliation

DATA CLOUD: A MULTIFUNCTIONAL SOLUTION

VALUE PROPOSITIONS

- Enhanced customer insights and personalization
- Real-time decisioning
- Efficient marketing and advertising
- Elevated utilization of generative AI

BUSINESS THEMES

- Enhanced operational efficiency
- Near real-time segmentation and activation
- AI-powered insights driving customer engagement
- Complete customer 360-degree view
- Data privacy and compliance

OUTCOMES

- Greater drive for customer growth
- Increased customer loyalty
- Proactive and personalized customer engagement
- Improved campaign efficiency and effectiveness

Infosys® SIMPLUS an Infosys company

With Simplus and Infosys, you can leverage a Data Cloud implementation in conjunction with iDSS, the Infosys Data Services Suite. iDSS is the **comprehensive data management solution** for legacy modernization and enterprise revolutions, supporting your organization through data extraction, validation, transformation, upload, and reconciliation.

5-25%
productivity gain
for profiling

100% accuracy

35% validation
effort reduction
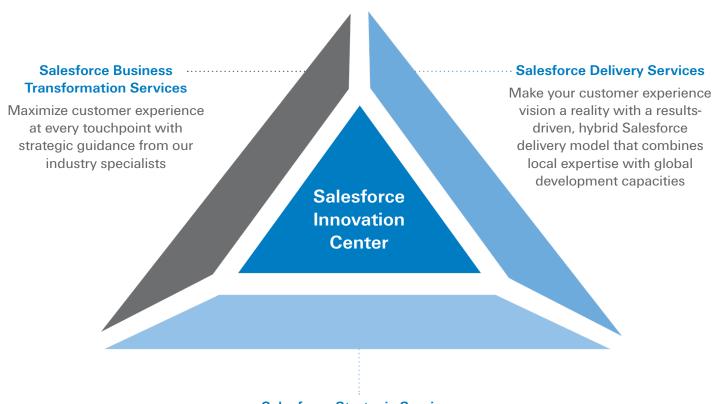
15-25% effort savings
from cleansing/
enrichment

140% effort
savings from auto
extraction

ARE YOU DATA CLOUD READY? OFFERINGS TO SUPPORT DATA READINESS

**Salesforce Business
Transformation Services**

Maximize customer experience
at every touchpoint with
strategic guidance from our
industry specialists

Salesforce Delivery Services

Make your customer experience
vision a reality with a results-
driven, hybrid Salesforce
delivery model that combines
local expertise with global
development capacities

**Salesforce
Innovation
Center**

Salesforce Strategic Services

Ensure your Salesforce instance is always
maintained, up-to-date, and optimized with your
customers in mind