



Ensure Clean, Unified Customer Data in Salesforce

Salesforce is both a key origination point and a critical consumer of your organization's customer data. Yet, without a strong master data management (MDM) foundation, CRM data can become fragmented, duplicated and unreliable. This lack of data governance undermines personalization, account management, compliance, and ultimately, the customer experience.

Stibo Systems MDM SmartSync for Salesforce simplifies integration between Stibo Systems Platform and Salesforce, accelerating time to value by improving customer data hygiene and delivering a trusted, unified customer view across your enterprise. It provides a fast, best-practice approach to integrating Salesforce with the Stibo Systems MDM platform and seamlessly extends enterprise-grade MDM governance into Salesforce with real-time duplicate prevention (via "Search Before Create" functionality), bidirectional synchronization of customer data and complex merge event handling.

KEY BENEFITS

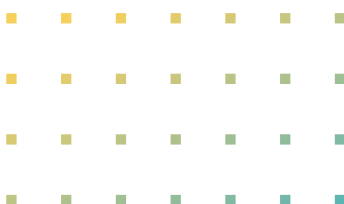
- **Customer data you can trust:** Cleanse, deduplicate and validate CRM records to ensure accuracy, completeness and trust
- **Single customer view:** Consolidate fragmented data into a unified profile for every customer
- **Real-time duplicate prevention:** Stop duplicates at the point of entry in Salesforce with "Search Before Create" functionality
- **Always current information:** Ensure updates flow seamlessly between Salesforce and Stibo Systems Platform with bidirectional synchronization
- **Accelerated time to value:** Use a proven implementation model without costly custom development or complex integration design
- **Enterprise-ready:** Supports complex organizations, custom objects and multi-cloud environments
- **Best practice approach:** Avoid custom API development with a proven, supported integration strategy
- **Future-proofed:** Maintained by Stibo Systems for compatibility with future Salesforce releases

THE HIDDEN COST OF POOR DATA HYGIENE

As a vital hub for customer data, your Salesforce CRM should support your growth initiatives, not hinder them. Yet without proper data governance, even the most sophisticated CRM system becomes unreliable:

- Duplicate records create confusion and lead to inefficiencies in sales
- Outdated information results in failed personalization and frustrated customers
- Fragmented profiles prevent true understanding of customers
- Compliance risks multiply with inconsistent data practices

And these data quality issues can have a substantial impact to the bottom line. According to a recent **report from Validity**, 31% of CRM admins indicated that poor quality data costs them at least 20% of their annual revenue.



ENSURING DATA INTEGRITY OF CUSTOMER RECORDS

Stibo Systems MDM SmartSync for Salesforce applies master data best practices to your Salesforce environment. It ensures seamless customer data synchronization, prevents duplicates and enables real-time data governance.

With MDM SmartSync for Salesforce, you can be confident your Salesforce CRM is powered by clean, trustworthy data, so you can make better decisions, build stronger customer relationships and grow faster.

“When Salesforce is powered by enterprise MDM, it stops being an isolated CRM and becomes part of a unified customer strategy - aligning sales, service and marketing on a single trusted view.”

KEY CAPABILITIES

- **Search before create:** Prevent duplicate records in real time
- **Bidirectional synchronization:** Ensure consistent updates between systems
- **Merge handling:** Seamlessly consolidate duplicates while preserving data integrity
- **Custom object support:** Works with standard Salesforce objects (accounts and contacts) and custom Salesforce objects
- **Lightening ready:** Fully compatible with Salesforce Lightning Experience
- **Multi-cloud support:** Supports Sales Cloud and Service Cloud



WHAT'S INCLUDED

The Stibo Systems MDM SmartSync for Salesforce solution comprises a native Salesforce application (managed package), coupled with a best-practice reference implementation (unmanaged package), which is adjusted to meet your integration use cases and Salesforce organization.

The solution supports customer data use cases and is compatible with Sales Cloud and Service Cloud, as well as Salesforce standard objects (accounts and contacts) and custom objects. Tools for merge event handling, intuitive search and admin control, along with built-in support for customer data hygiene, real-time validation and data stewardship, enable you to ensure your customer data is always clean, complete and current.

Ready to transform your Salesforce data quality?

Visit stibosystems.com or contact us at sales@stibosystems.com to learn more.

