

# Informatica Intelligent Cloud Services for Salesforce®

## Key Benefits

- Powered by the market-leading integration platform as a service (iPaaS)
- Connects any Salesforce Cloud to external cloud and on-premises applications rapidly with pre-built native connectors
- Brings trusted data from cloud, on-premises, social, and big data sources to every Salesforce Cloud



## The leading Enterprise Cloud Data Management solution for Salesforce.

Over 7,000 organizations are using Informatica Intelligent Cloud Services to bring clean, trusted data from cloud, on-premises, social, and big data sources to every Salesforce cloud empowering business users, admins, and IT to achieve faster time to value across their Sales, Service, Marketing, Commerce, Analytics, and Platform initiatives.

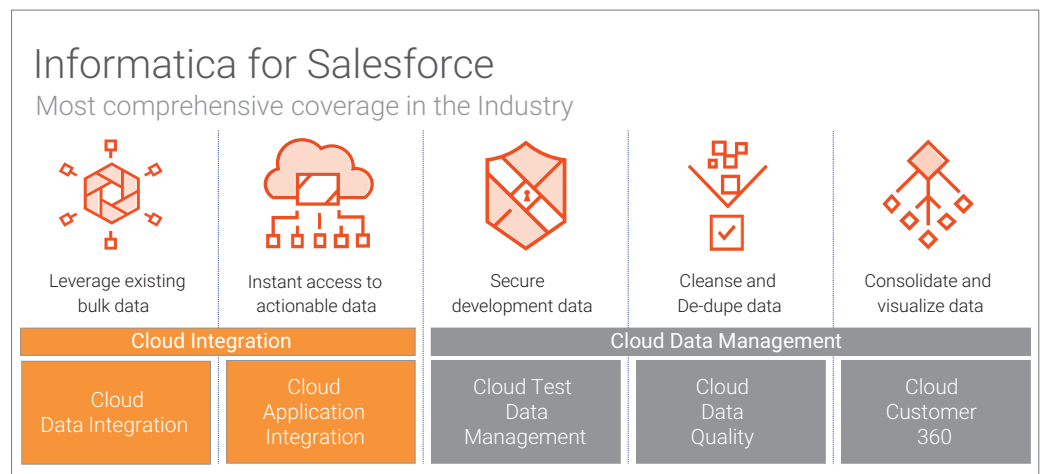
## Tame Salesforce data complexity

Informatica's role-based solutions cover every Salesforce data use case for cloud integration, cloud data quality, cloud test data management, and 360° customer visibility at proven scale with over 500 billion cloud transactions processed monthly—all powered by the market-leading integration platform as a service (iPaaS) to help you better engage with your customers and realize the potential of your Salesforce investment.

## Leverage your Salesforce data with ease

Informatica Intelligent Cloud Services enable you to easily connect to a variety of cloud, on-premises, mobile, and social data sources to ensure that you can efficiently share your relevant and trustworthy Salesforce information.

Informatica Cloud Data Integration also goes beyond traditional point-to-point integration vendors by offering the most complete suite of cloud integration for batch and real-time patterns, data quality, master data management, and test data management application.



## About Informatica

Digital transformation is changing our world. As the leader in Enterprise Cloud Data Management, we're prepared to help you intelligently lead the way. To provide you with the foresight to become more agile, realize new growth opportunities or even invent new things. We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption. Not just once, but again and again.

## Unleash the Power of your Intelligent Data

Informatica Intelligent Cloud Services connect any Salesforce Cloud to external cloud and on-premises applications rapidly, with pre-built native connectors. Informatica Cloud Test Data Management, Cloud Data Quality, and Customer 360 for Salesforce secure, clean, and unify your data for any Salesforce Cloud. And the Cloud Integration Hub provides an alternative “publish/subscribe” approach to simplify and optimize data integration in organizations with a large number of end points, or multiple salesforce orgs, that need to share information.

### Sales Cloud

Accelerate sales momentum, increase agility, and reduce operating costs by synchronizing your Sales Cloud front office with your back office such as SAP, Oracle EBS, or NetSuite

### Service Cloud

Build customer loyalty and deliver exemplary customer service by unifying your data into a 360° customer view. Integrate your customer data with legacy systems to close the loop in real time and become a true customer- and data-driven company.

### Marketing Cloud

Connect Marketing Cloud to any external data source and also automatically clean and validate the external data for more accurate customer targeting and higher ROI campaigns.

### Analytics Cloud

Bring clean, relevant data from all of your key business systems together into the Analytics Cloud to provide trusted, accurate data for self-service analytics

### Commerce Cloud

Enable real-time commerce solutions to seamlessly connect to business services such as tax systems, address validation inventory, and shipping to provide a complete commerce solution.

### Salesforce Platform

Extend custom apps built on the force.com Platform to easily connect with external cloud or on-premises data sources. Automatically provision sandboxes with the right test data in minutes, freeing your developers to spend more time innovating.

Get started with a free trial at [Informatica.com/cloudtrial](https://www.informatica.com/cloudtrial).

Informatica Intelligent Cloud Services for Salesforce customers include:



**Worldwide Headquarters** 2100 Seaport Blvd., Redwood City, CA 94063, USA Phone: 650.385.5000, Toll-free in the US: 1.800.653.3871  
[www.informatica.com](http://www.informatica.com) [linkedin.com/company/informatica](https://www.linkedin.com/company/informatica) [twitter.com/Informatica](https://twitter.com/Informatica)

IN08\_1017\_0820

© Copyright Informatica LLC 2017. Informatica and the Informatica logo are trademarks or registered trademarks of Informatica LLC in the United States and many jurisdictions throughout the world. A current list of Informatica trademarks is available on the web at <https://www.informatica.com/trademarks.html>. Other company and product names may be trade names or trademarks of their respective owners. The information in this documentation is subject to change without notice and provided "AS IS" without warranty of any kind, express or implied.