



Top 10

Things to Consider with Salesforce Data and Application Integration

Looking to integrate Salesforce with other data and applications? Here's a list of considerations for maximizing the value of your CRM's business-critical data.

1

What Data and Apps Are You Connecting?

You might have multiple Salesforce instances, plus external data sources to integrate.

2

Syncing in Batch, Real-Time Data, or Both?

Make sure you have both options to sync your enterprise-grade data in batches and use real-time data syncs for smaller volumes of data.

3

Who's Using It and What Are Their Skills?

A drag-and-drop UI can save you time and money. Your integration solution should empower business users and decrease reliance on IT.

4

How Good Is Your Data Quality?

Make sure your data is cleansed, deduped, and validated—so you can trust the data you're using to make decisions.

5

Is Your Data Cataloged for Easy Availability and Visibility?

Use an intelligent data catalog to provide order, visibility, and tracking of the data that's available to your users.

6

On-Premises, SaaS, or Hybrid?

Make sure you know which location is best for your data today and in the future—on-premises, in the cloud, or both.

7

Do Users Have a 360 View of the Data?

Make sure apps and data repositories that hold your customer data are easy to access, connect with, and pull data from—while meeting compliance and privacy guidelines.

8

Is Data Synced One-Way or Bi-Directionally?

When using multiple Salesforce instances, both regionally and globally, make sure you know that you can sync data flow in one way or bi-directionally.

9

Is Your Data Governed and in Compliance?

For sensitive datasets like financial information, make sure you have a governance and compliance plan.

10

Future-Proofing vs. Flexibility?

Use an enterprise data management solution that offers both future-proofing and flexibility. Informatica provides the long-term benefits of a platform as well as the simplicity of a best-of-breed solution.