

Informatica Intelligent Cloud Services for Salesforce® Einstein Analytics

Key Benefits

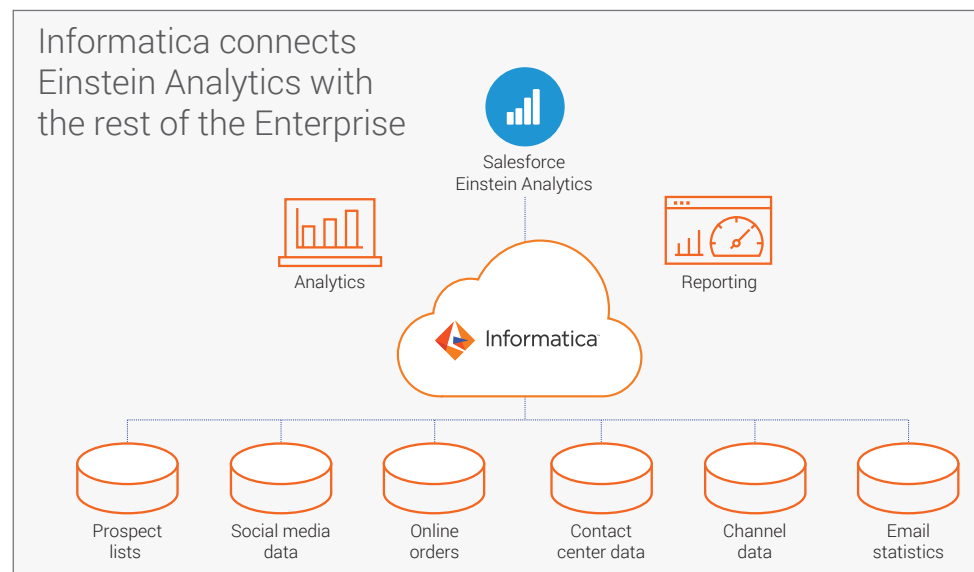
- Powered by the market-leading integration platform as a service (iPaaS)
- Connects Salesforce Einstein Analytics to external cloud and on-premises applications rapidly with pre-built native connectors
- Brings trusted data from cloud, on-premises, social, and big data sources to Salesforce Einstein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

Use the Informatica Intelligent Cloud Services™ Integration Portfolio to Realize the Full Potential of Salesforce Einstein Analytics.

The insights delivered by Salesforce Einstein Analytics will only be as good as the data that you fuel it with. Do you have access to all the data you need? Do you trust the quality of the data that you have available? Salesforce Einstein Analytics gives businesses an unprecedented level of insight into their customers' preferences and patterns. But unleashing that potential requires an ability to access and manage data from multiple cloud and on-premises sources only possible from the Informatica Intelligent Cloud Services portfolio of products.

Unleash Back-Office Insights

To truly gain customer insights using Salesforce Einstein Analytics, you need to bring in customer-related data from external systems such as SAP, Oracle E-Business, PeopleSoft, NetSuite, and Workday. This data might include purchase history, demographics, relationships and preferences. Informatica Intelligent Cloud Services for Salesforce Einstein Analytics, which includes data and application integration, data quality and master data management services, enables business users, IT and anyone else to connect, relate and aggregate data from any source and achieve in-depth customer insights.



ABOUT INFORMATICA

Informatica is the only Enterprise Cloud Data Management leader that accelerates data-driven digital transformation. Informatica enables companies to unleash the power of data to fuel innovation, become more agile and realize new growth opportunities, resulting in intelligent market disruptions. With over 7,000 customers worldwide, Informatica is the trusted leader in Enterprise Cloud Data Management.

For more information, call +1 650-385-5000 (1-800-653-3871 in the U.S.), or visit www.informatica.com.

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Extend Enterprise Data Warehouses

Salesforce Einstein Analytics provides business analysts with self-service data discovery, exploration, and visualization. While analysts typically need only a subset of data for their analysis, getting the data from data warehouses, such as Teradata, Netezza and Oracle, can be difficult and time-consuming with traditional, centralized business intelligence (BI) environments. With Informatica Intelligent Cloud Services' broad connectivity to relational databases such as IBM DB2, Microsoft SQL Server and Oracle, as well as the new generation of Cloud databases such as AWS RedShift, Microsoft Azure SQL DB or Google Cloud Big Query, companies can easily bring their required data from any data warehouse or data lake into Salesforce Einstein Analytics for rapid customer insights.

Multi-org Analytics

Many companies use multiple Salesforce orgs across different lines of business, creating a challenge for consistent understanding of customer data across the business. Informatica Cloud MDM Customer 360 for Salesforce delivers data mastering services that enable you to create real-world data object relationships in Salesforce Einstein Analytics and empower a single customer view of all your interactions across multiple Salesforce orgs, so that you can maximize your customer lifetime value.

Einstein with Informatica

Join the thousands of Salesforce customers who are using Informatica. With Informatica, you can start small and scale fast as your needs grow. You will have the security of knowing that you are using the top-rated data management tools in the industry – all integrated in a platform that is powered by the CLAIRE™ engine, for maximum productivity with AI and machine learning.

Get a single view of all your customer interactions across multiple Salesforce orgs.

Go to <https://www.informatica.com/products/cloud-integration/connectivity/salesforce-einstein-analytics.html> to learn more.

