

## Plan Salesforce Customer Data Strategy

### Improve the value of your customer data.

Your business runs on customer data – it is your competitive advantage, driving investment and business decisions, establishing sales and marketing priorities, and impacting the quality of your relationships with your most important accounts. Incomplete or disjointed data is a critical liability. This Accelerator helps you establish an enterprise data management framework that focuses on better managing of customer data, enabling you to achieve maximum value across your enterprise architecture.

### What it can do for you

- Reduce the amount of time spent on post-process data rationalization
- Improve IT productivity
- Improve quality of service

### How it works

A Certified Specialist will guide you through the process via four calls totaling 8 hours over 3 to 4 weeks:

#### Discovery

- Assess data sources for customer domain
- Identify records of origin and records of reference for customer data
- Define and validate survivorship rules for context-based sourcing

#### Analysis

- Evaluate MDM capabilities against best-practice maturity models

#### Outcomes

- Provide high-level recommendations for target state, best practices, cloud MDM reference architecture, training, documentation, and process improvements
- Provide actionable, measurable steps

### ADDITIONAL INFORMATION

#### Premier or Signature

Time you will spend on this Accelerator: 8 hours

#### GOAL

Reduce costs, increase revenue

#### INTENDED USER

Customers who have begun to adopt the Salesforce platform and are seeking to achieve maximum value across the enterprise architecture

#### PREREQUISITES

- Must have Premier or Signature Success Plan.
- Existing investment in the Salesforce platform
- Executive sponsorship (e.g. CIO, Chief Architect, Head of LOB, etc.)
- Key IT and business stakeholders (e.g. CTO, Chief Architect, Head of Engineering, Business Process Owners, Division leads, etc. attend the workshop
- Complete the pre-Accelerator questionnaire

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To schedule your 1-on-1 Accelerator, [visit our Help Portal](#), or contact your account executive or success team today!

#### Corporate Headquarters

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[www.salesforce.com/services-training/add-ons/accelerators](http://www.salesforce.com/services-training/add-ons/accelerators)

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