



Salesforce Data Cloud



The Business Challenge

Organizations often have data trapped in segregated systems, which obscures true performance insights. Complex integrations and disconnected business processes further block the big picture. With scattered data, building AI or predictive models becomes nearly impossible, leaving organizations struggling to meet industry expectations.



The Solution

Salesforce Data Cloud enables seamless data unification, offering an accurate, 360-degree view of customers, business processes, and connected systems. It provides deep insights without the risk of data contamination, thanks to pre-built integrations that simplify initial setup. This comprehensive view facilitates a personalized customer experience and supports the use of pre-built AI models, eliminating the need for costly and complex custom model training.

Innovations Driving Data Cloud Solutions

Technology



AI Innovations

Personalization, Insights, Predictions, Virtual Assistants

Zero-ETL Partnerships

Companies want to access and act on their data without moving or copying it to support data integrity

Data Silo Proliferation

Varied innovative technology solutions result in siloed systems and trapped data

Efficiency



Data & Analytics

The amount of data collected is expected to grow by 280% between 2020 and 2025

Data Storage Solutions

Competitive offerings for Data Lake, Archive and Storage Solutions are available providing more and varied data storage solutions

Experience



Digital Interactions

80% of B2B sales interactions will occur in Digital Channels by 2025

Personalizations

Targeted and personal digital interactions are becoming expected by consumers

Data Privacy Standards

More and Stricter laws governing consumers' rights to data privacy

Jade's Data Cloud Offerings



BASICS (4 weeks)

Baseline Implementation

- 'Critical Data First' Approach
- User Onboarding
- Data Stream Configuration - OOTB
- Basic Data Modeling
- Define Sample Insights
- Define Segmentation -OOTB
- Segment Activation



DEEP DIVE (3-6 months)

Integrate & Enhance

- 'Define Data Stream Strategies
- Create Custom Formulas
- Build Custom DMOs
- Review and Refine Unification
- Build Insights
- Build Segments
- Customer Consent Model
- Custom Activations



HYPER-CONNECT (6-12 months)

Advanced Features

- Custom Data Stream Connections
- Segmentation Reporting
- Engagement Dashboards
- AI & Marketing Cloud
- CRM Analytics/ Tableau
- Customer Predictions



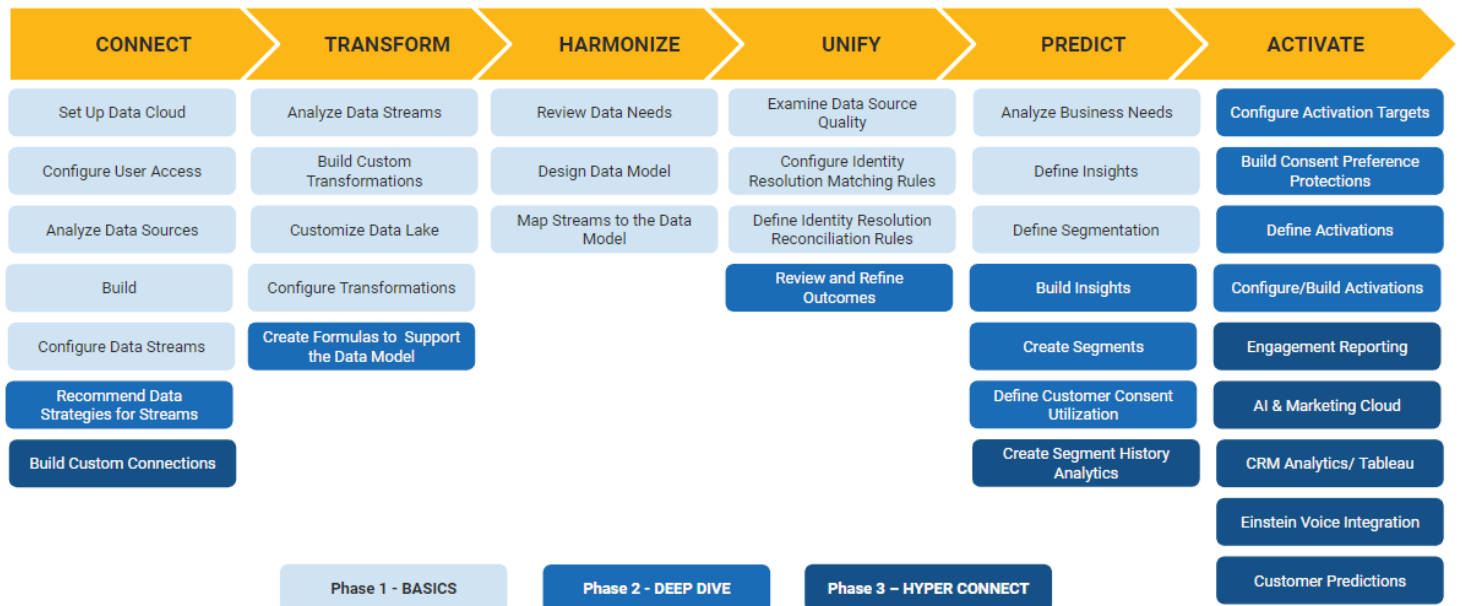
What's Driving Data Cloud for your Business

<p>\$3 Trillion</p> <p>Ineffectual Data</p> <p>Cost of poor decisions made by companies based on incomplete/inaccurate data</p>	<p>70%</p> <p>Data Unused</p> <p>Collected data that goes unused by businesses</p>	<p>5</p> <p>Data Sources</p> <p>The average number of data sources companies are using for decision-making</p>
<p>70%</p> <p>Smart Self Service</p> <p>Customer interactions that are now purely digital</p>	<p>80%</p> <p>Customer Experience</p> <p>Customers who expect customer experiences to improve given the amount of data companies collect</p>	<p>30%</p> <p>Time Saved</p> <p>Companies waste around 12-person-hours per week hunting down and verifying data</p>

Jade Value Propositions

Build Customer 360 in Data Cloud in 4-6 weeks	AI & Einstein to get the best out of Data Cloud and Marketing Cloud	Data Activation Roadmap
Integrated Process	Dashboards with Retail & High Tech KPIs	Advanced reporting with CRM Analytics
SME Expertise & 'Architect-Led' Solutions	Data Cloud Performance Analytics	Faster Data Insight, Ready Templates

Data Cloud Implementation Model



Connect with our experts to explore how Salesforce Data Cloud can unify your enterprise data across systems, business processes, and customers.

[Talk to Our Experts →](#)