



FlureeSense for Salesforce Org Integration

FlureeSense enables you to sync Customer account and contact data from across multiple Salesforce Orgs without a complex consolidation project

In large national and international enterprises, particularly ones with many diverse products and services, it is common for them to have multiple Salesforce instances. In Salesforce speak, each instance is referred to as an “org” which is short for organization. These independent orgs arise when companies either grow through mergers and acquisitions, or when lines of business or regions purchase their own instance in order to support their sales and marketing processes. While having multiple independent orgs gives the business the ultimate speed and flexibility in collecting and using customer data, it creates data silos that makes it difficult to share timely and accurate customer data across business functions, products or regions. This impacts the ability to fully leverage Salesforce to identify cross-product or cross-region opportunities, or create a holistic view of all of the interactions that a customer (and legal entity subsidiaries under the customer) are having with your firm. The FlureeSense solution for Salesforce Org integration aims to create a simple process for ensuring that accurate and realtime customer data from any Salesforce org can be exposed and shared to any other Salesforce org that wishes to subscribe. All quickly, and without doing any complex Salesforce integration projects.

The Challenge

Business lines, Product Teams and Regions have the ultimate in flexibility, customization and speed to market when they instantiate their own Salesforce orgs. They can modify and view their own layouts, capture their own custom data attributes for the customer, and generate their own KPI and reports. As the business needs arise to be able to view customer behaviors holistically across all relationships between a customer and an enterprise, there is a big debate on how to make the data visible and transparent to all. Do you consolidate to a single Enterprise org? Do you maintain separate ones but consolidate to a shared org? And, regardless of approach, how do you address data duplication or data quality issues that emerge when integrating data across multiple Salesforce orgs?

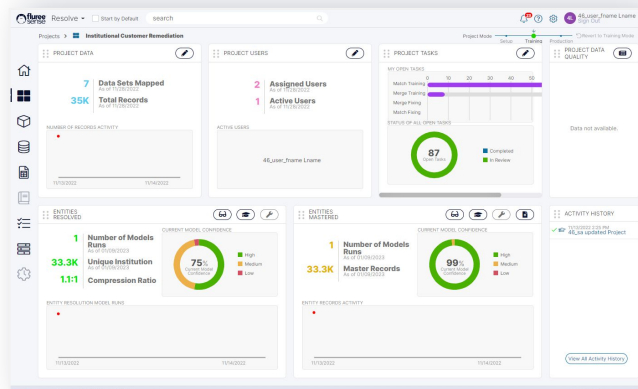
Salesforce org consolidation initiatives in large enterprises typically require working with specialist business consultants and large teams of people, can take years, and result in a sizable multi-million dollar investment. Because of the high risks associated to data quality integration issues, it may take years before the org consolidation projects generate a return on their ROI.

Introducing FlureeSense for Salesforce Org Integration

The FlureeSense solution allows you to keep your orgs as is, but keep the data synchronized between them in real-time. You select which orgs to send and receive data, and FlureeSense will de-duplicate, integrate and clean the account and contact records within each org. As new customers get added or existing customer records in any one org changes, those changes can be reflected in near real-time to any other org that has subscribed to receive changes.

FlureeSense runs as a purely managed and secure service, so there is nothing to install and you don't need to hire any people. Within a few weeks, you can start getting your account and contact data integrated and fully synchronized even if there are custom data attributes within respective orgs. Like Salesforce, FlureeSense runs on a monthly fee based on the volume of orgs being integrated.

FlureeSense also supports customized data integration projects, such as if you want to integrate Salesforce customer data with non-Salesforce sources of customer data, or if you want to integrate other entity types in Salesforce beyond accounts and contacts.



Single solution for connecting, matching, merging and synchronizing Salesforce customer and account data from across orgs

You select which org[s] send and receive integrated Customer Data

Fast results, and low monthly cost as a managed service

