Data Advantage

Deloitte’s Data Advantage provides a comprehensive framework & toolset that accelerates the sales process through data analytics by extending salesforce capability with AI/Gen AI models. This toolset is built upon foundational and advanced data capabilities embedded in the Salesforce ecosystem to elevate outcomes of the transformation journey.

**Benefits**

- **Grow consumption**
  Share of wallet, Consumption analytics
- **Capture new logos**
  Personalize marketing, qualify and segment leads
- **Customer Success**
  Generate service content (emails, tasks) Create KM articles using Gen AI

- **Increase deal velocity**
  Next best offer, propensity to buy
- **Increase Profitability**
  Promotion ROI, cost to serve
- **Improve NPS**
  Predictive maintenance, retention analysis

**Features**

- **Clean & Governed data**
  Provide Foundational capabilities for standard data definitions and clean, consistent data.

- **Intuitive Visualization**
  Enable data visualizations with Tableau / CRM Analytics to present data in a contextual and intuitive way targeted to specific personas with industry leading KPIs.

- **360 View**
  SF Data Cloud provides the Data Platform to build Connected data sets and holistic view for making informed business decisions.

- **Insights and Prediction**
  Artificial intelligence(AI) and Generative AI to provide actionable insights, predictions and recommendations for process orchestration and decision making.

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