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Salesforce Data Advantage

by Deloitte Digital

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

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

Data Platform to build Connected data sets and holistic view for making informed business decisions.

Insights and Prediction

Artificial intelligence and machine learning to provide actionable insights, predictions and recommendations for process orchestration and decision making

BENEFITS



Grow consumption
Share of wallet, Consumption analytics



Increase deal velocity
Next best offer, propensity to buy



Capture new logos
Personalize marketing, qualify and segment leads



Increase Profitability
Promotion ROI, cost to serve



Incentivize sales
Quote setting, channel partner incentives



Improve NPS
Predictive maintenance, retention analysis

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