

SALESFORCE DATA FOUNDATION PLATFORM

Unify your enterprise data to create a governed, activation-ready foundation for AI, analytics, and intelligent automation



THE DIFFERENCE BETWEEN AI VISIONARIES & AI ADOPTERS LIES IN DATA QUALITY AND CONTEXT

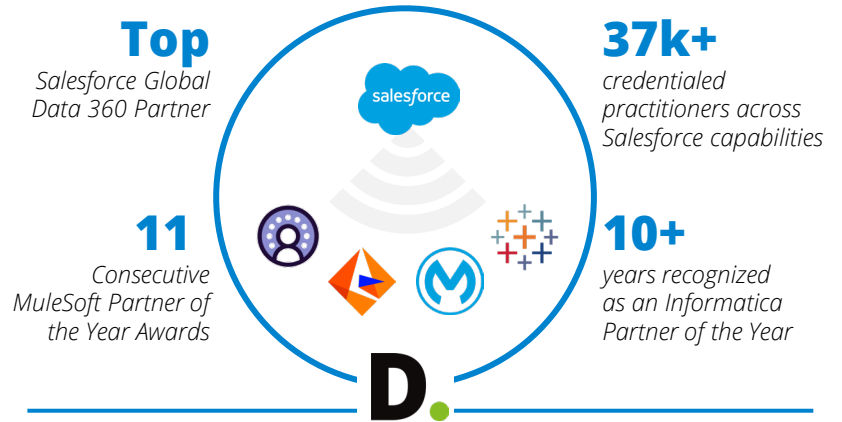
Salesforce data foundation platform combines the power of Data 360, Informatica, MuleSoft, and Tableau to help you:

- Increase Trust and Context of Data**
- Enrich Customer Data and Insights**
- Boost Performance and Productivity of AI Agents**
- Unify Functional Data to Eliminate Silos**

OUR CREDENTIALS

- 175 years** of serving clients
- 18+** years Salesforce Top Global Partner
- 7,800 AI and data certifications**

DELOITTE INVESTMENT IN THE SALESFORCE ECOSYSTEM



CUSTOMER CASE STUDY

SALESFORCE CHOSE DELOITTE DIGITAL AS ITS TRUSTED ADVISOR TO IMPLEMENT INFORMATICA ACROSS THE ORGANIZATION

SITUATION

- Salesforce's internal data architecture lacked governance, standardization, and context across domains.
- Duplicated data & fragmented visibility led to inefficiency across compliance, reporting and lead-to-cash workflows.

SOLUTION

- Deloitte deployed an integrated architecture combining Data 360, Informatica & MuleSoft to build a trusted data foundation
- Leveraged Zero Copy to access Snowflake data, powering more contextual analytics, automation, and AI across Tableau & Agentforce

OUTCOMES

- ↓ 98%** in tax adjustments
- 85%** of accounts enriched with 3rd party data
- 20%** fewer duplicate accounts
- ↓ 100%** in manual effort via automated governance

DELOITTE

DIFFERENTIATORS

End-to-end capabilities at scale

Deeply regulated industry experience

Complex enterprise experience

CONNECT WITH US TO LEARN MORE



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