



Deloitte.
Digital

Unlock your data.

Discover the potential of AI and unified data
with MuleSoft, Data Cloud, and Deloitte Digital.



In collaboration with



MuleSoft
A Salesforce Company

Disconnected data limits digital transformation.

Companies are collecting more data than ever. However, this data often sits in silos, disconnected from the customer experience, making it difficult to leverage and hindering AI initiatives. Even when data is accessible, it must be harmonized to fuel analysis and meaningful insights.



The average company has nearly 1,000 applications, but only 28% are connected.¹

62%

of IT leaders feel their organization is ill-equipped to fully harmonize their data systems to leverage AI technologies.¹

81%

of IT leaders report that data silos are hindering their digital transformation efforts.¹

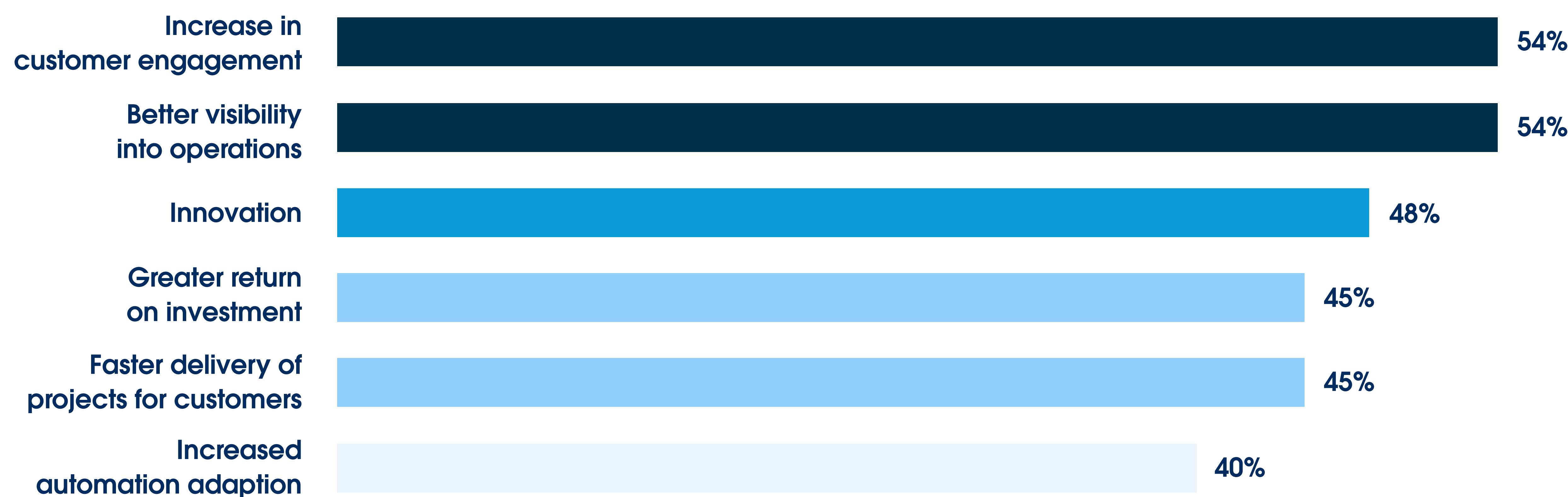
¹2024 [Connectivity Benchmark Report](#), in collaboration with Vanson Bourne.

Integrating data helps solve complex problems.

To succeed in today’s global markets, leaders must create and use data strategies that can grow with their organizations. By connecting and standardizing data, these organizations can eliminate information silos, increase transparency, and support better decision-making.

Powered by AI, enhanced connectivity can increase productivity, lower costs, and reduce time to market. Data integration also helps leaders automate processes, streamline data sources, and create personalized, connected customer experiences, allowing organizations to proactively problem-solve and deliver the personalized experiences that customers expect.

The benefits of an integrated user experience



Based on responses from 1,050 IT decision-makers.¹

¹2024 Connectivity Benchmark Report, in collaboration with Vanson Bourne.



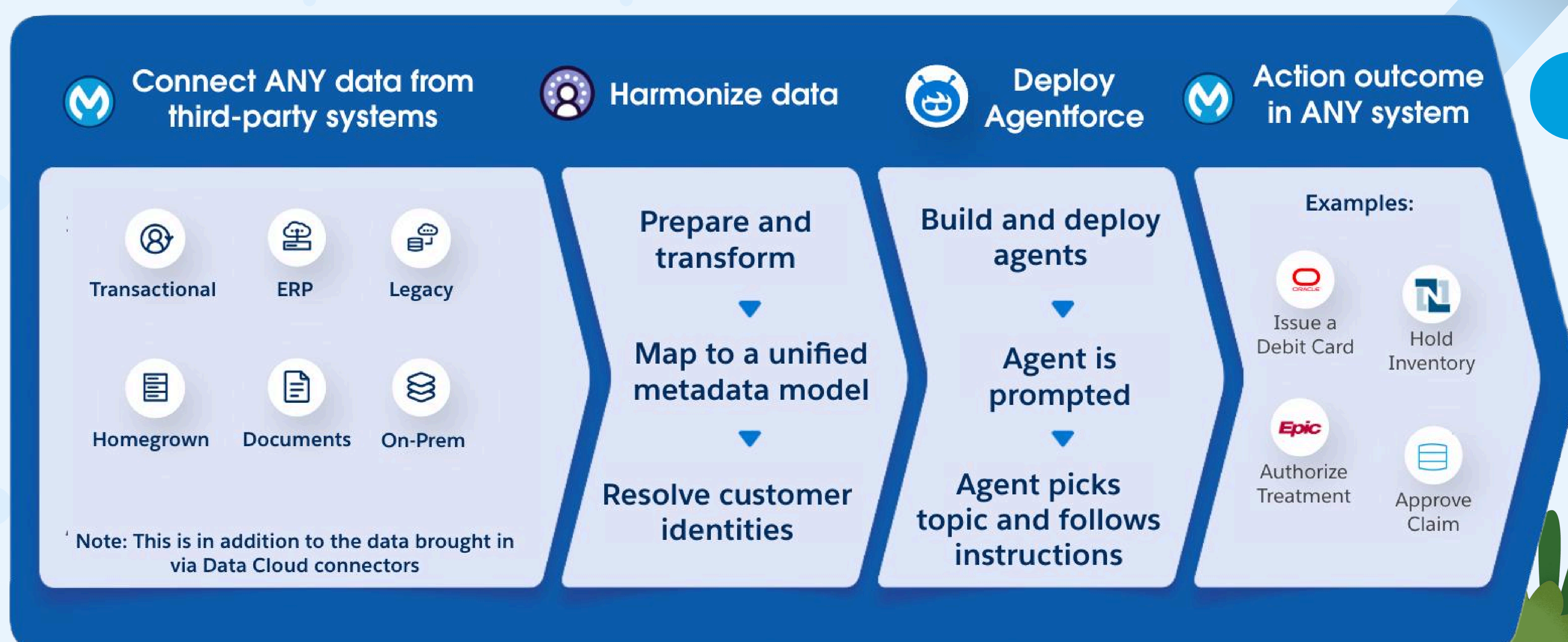
Data harmonization is critical to leveraging AI.

The business case for unifying and actioning data across the enterprise is clear. How organizations can strategically and efficiently facilitate data harmonization, however, is not. To navigate this process, leaders must maintain optimal system operation, control costs, and ensure security. MuleSoft and Data Cloud allow leaders to connect, unify, and take action on all of their enterprise data to create connected experiences and deliver AI initiatives.

Data Cloud is the foundational data layer your organization needs – across sales, service, marketing, and analytics – to manage disconnected enterprise data.

Using built-in native connectors, Data Cloud connects data across all of your Salesforce instances, major cloud storage providers, data lakes, and warehouses to unify enterprise data, providing one, holistic customer view and driving better AI outcomes.

Additionally, MuleSoft builds upon this foundation, connecting Data Cloud to any source outside of Salesforce, including legacy, homegrown, ERP, and industry-specific systems, using hundreds of pre-built templates and connectors.



MuleSoft enhances Data Cloud's ability to ingest and activate data through:



1

On-premise systems: MuleSoft enables data ingestion from on-premise systems like Warehouse Management Systems (WMS) and on-premise databases by running locally and streaming data to and from Data Cloud, addressing networking challenges and enriching the data available in Data Cloud.

2

Transactional systems: MuleSoft also enhances data ingestion from transactional systems such as HR, POS, and ERP solutions through pre-processing capabilities like queueing, error handling, filtering, and security, ensuring a higher degree of control over how data is ingested.

3

Unstructured data: MuleSoft complements Data Cloud's native support for unstructured data ingestion using Intelligent Document Processing and pre-built integrations for knowledge repositories like Google Drive and Microsoft SharePoint via MuleSoft Direct.

4

Actioning insights: MuleSoft facilitates real-time distribution of insights from Data Cloud to external systems, allowing immediate actions such as updating records or adjusting inventory levels, with tools for developers and admins to build integrations and automation.

This combination creates an open and robust hyperscale data platform integrated across the entire technology ecosystem, helping organizations enable better customer experiences.

Only 26% of organizations report providing a completely connected user experience across all channels.¹



¹2024 Connectivity Benchmark Report, in collaboration with Vanson Bourne.

Drive better customer experiences.

Another way Data Cloud delivers better customer experiences is by enabling innovative solutions like Agentforce. Agentforce is a groundbreaking no-code to low-code platform designed to build, customize, and deploy AI agents that support employees and customers. Data Cloud enables you to make the most intelligent AI agents possible, giving them access to the exact data they need to deliver any employee or customer experience. And with MuleSoft, you can further extend the impact and reach of your AI agents by enabling them to take action across any system.

With deep industry and technical expertise, Deloitte Digital offers comprehensive services to help organizations implement solutions like Data Cloud by leveraging MuleSoft. Deloitte Digital's approach not only focuses on the technical aspects of integration, but also ensures that the solutions are strategically aligned with the business objectives, thereby maximizing the value that comes with MuleSoft and Data Cloud.

Working with Deloitte Digital can help simplify your data integration strategy and lead to your organization's success.



“ AI depends on data, so the faster you can feed it quality data, the quicker the algorithm will work to create insights. Deloitte Digital focuses on getting the right data at the right time to the right people with the right integration strategy.

Sanjay Sharma,
Senior Manager, Cloud Engineering, Deloitte Digital

Transform your data, not your data architecture.

An established data architecture underpins any effective AI strategy. MuleSoft and Data Cloud enable teams to connect data from any system to create a single, harmonized view of data.

MuleSoft makes it possible to connect to any external system to filter, aggregate, massage, and transform data as needed, without impacting source systems.

How this works:

- 1 Use built-in rules to map and ingest data to make the most of your investment in the Customer 360 Data Models for segmentation and activation
- 2 Create custom Data Model Objects (DMOs) and view existing DMOs from a single platform
- 3 Use Identity Resolution to match and reconcile data about people, remove duplicates, and create unified profiles



A more robust and cost-effective data solution.

Data Cloud activates segments and insights to data lakes and warehouses, ad partners, and analytics apps, but there is even more value in driving further action in downstream systems.

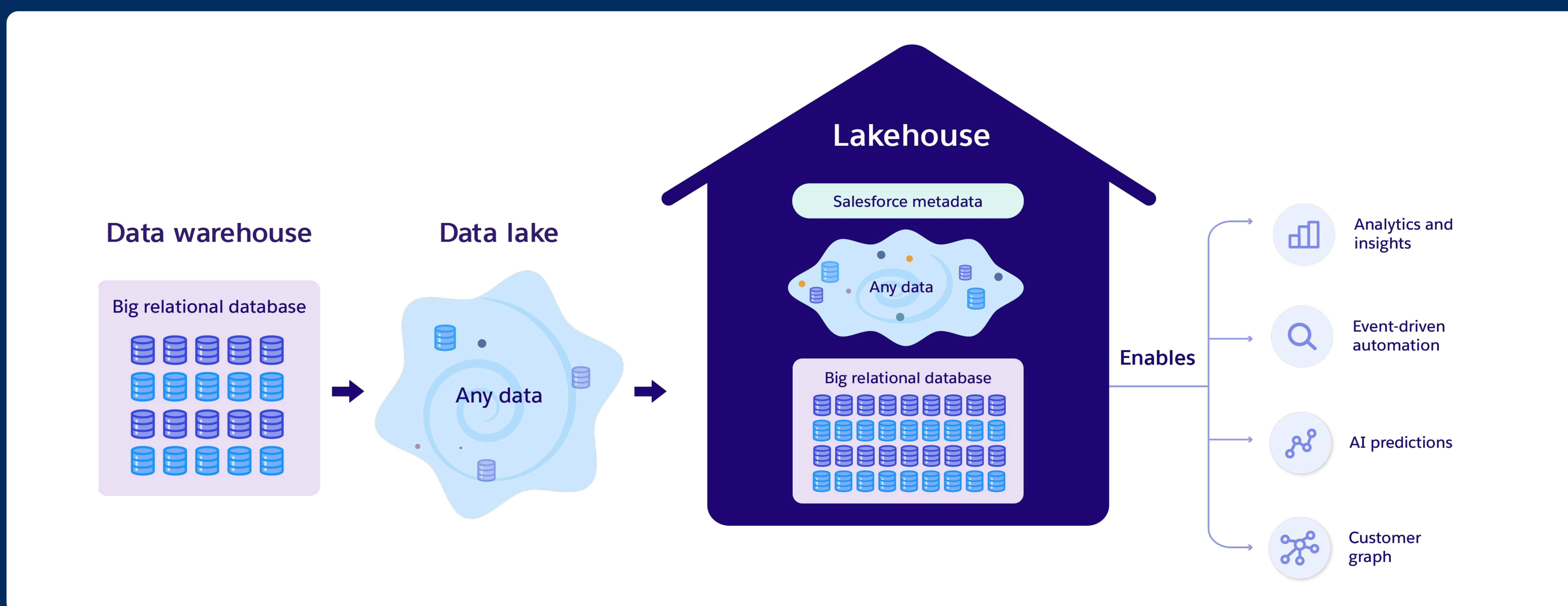
Organizations often use custom code to integrate data sets, which can create technical debt, as point-to-point integrations increase complexity and shift the focus from innovation to maintenance.

MuleSoft makes it easier for teams to build and deploy solutions by decoupling applications and establishing composable architecture that enables self-service and reusability. Leveraging pre-built connectors, templates, and low-code design, MuleSoft enables users to build APIs quickly and connect multiple systems effectively.



“ MuleSoft has enabled us to speed up the implementation process and increase our effectiveness. Leveraging known ingestion patterns developed with MuleSoft, we can automate much of the process and allow more machine interaction, freeing up valuable time for our teams to focus more on the business than in the business.

David Geisinger,
Head of Customer Data Management & Global Data Cloud Alliance Lead, Deloitte Digital



Data Cloud is built on an active data lakehouse. This open data management architecture combines a data lake's flexibility, cost-efficiency, and scale with a data warehouse's data management, queryability, and ACID (atomicity, consistency, isolation, and durability) transactions. With an active data lakehouse, businesses can leverage the flexibility of data lakes to ingest any data type.

With the bring-your-own lake model, you can minimize data movement and leverage the investment already made in data architecture while accessing best-in-class segmentation and activation capabilities available in Data Cloud. Data Cloud also enables bring-your-own predictive and generative AI models, making it possible to ground your own models with data that is used to power your Customer 360.

MuleSoft is a robust and cost-effective solution that empowers teams to generate segments and insights from Data Cloud and activations through data lakes and warehouses, ad channels, and analytics apps with cascading events that respond to changes in real time. This means teams will have the right data at the right time to make smart, data-driven decisions.

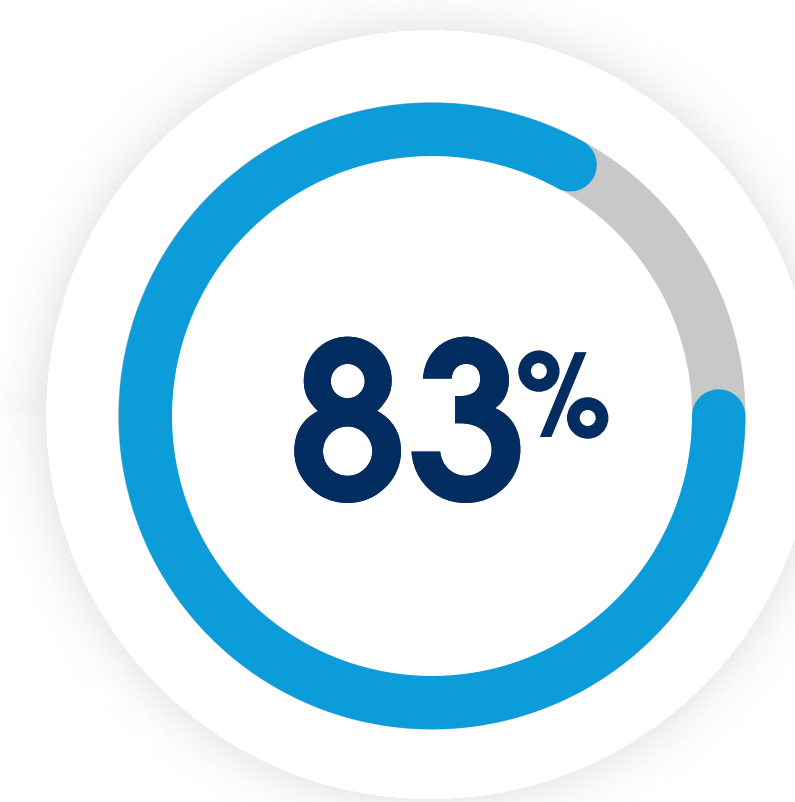
Through it all, Deloitte Digital helps organizations operate their new data architecture, removing repetitive steps through automation and freeing up resources to focus on the future of the business.

Improved quality and productivity through repeatability.

Many IT teams are facing more projects, fewer resources, and longer backlogs.¹ IT leaders are increasingly looking to AI to operate more efficiently and close the gap. MuleSoft and Deloitte Digital can accelerate the implementation process, leveraging proven connectors, pre-built assets and APIs, and reducing errors and time spent doing quality assurance.

A recent report states that automation solutions saved each employee an estimated average of 1.9 hours per week.² With repeatability through automation, quality improves, productivity increases, and downtime decreases.

Leveraging AI and automation, Deloitte Digital consultants drive high-quality, repeatable results in design, sprint execution, development, testing, and deployment. To foster continuous improvement, Deloitte Digital's consultants equip organizations with automation tools and other digital innovations to help them get ahead of trends.



say the application of AI has increased developers' productivity in their organization.¹

¹2024 [Connectivity Benchmark Report](#), in collaboration with Vanson Bourne.

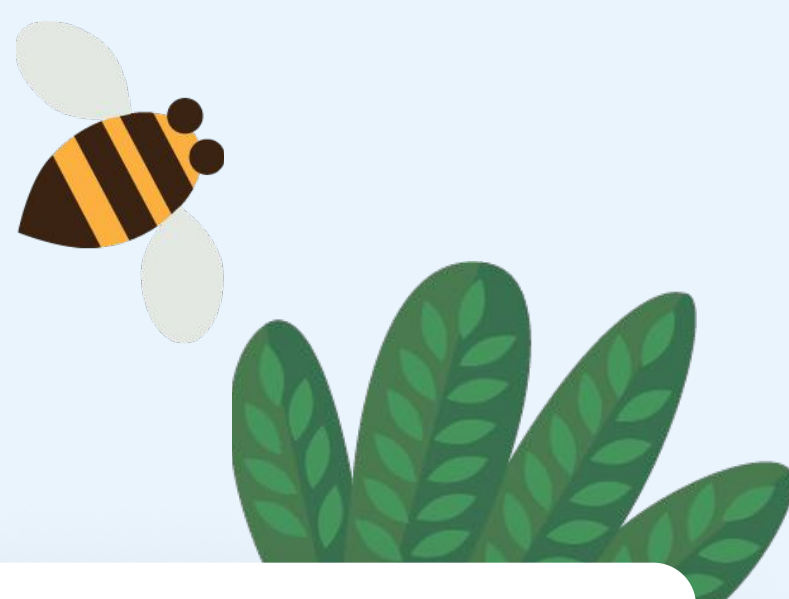
²[Automation: Trends, Challenges and Best Practices](#), IDC InfoBrief sponsored by Salesforce, March 2023.



Trust built-in.

MuleSoft’s robust monitoring and security capabilities make it easier to manage, govern, and secure your APIs. The native connections through Data Cloud eliminate the need for additional compliance hurdles, helping businesses move faster.

MuleSoft and Data Cloud build trust in AI.



1

Data security: MuleSoft’s secure-by-design architecture and Data Cloud’s robust security protocols, combined with the patented Einstein Trust Layer, protect sensitive data, building trust with clients.

2

Transparency: MuleSoft and Data Cloud provide transparency in data handling and processing, fostering trust as clients understand how and where their data is being used.

3

Data quality: MuleSoft ensures high-quality data integration, and Data Cloud provides reliable, high-quality data, assuring clients of the integrity and reliability of their data.

4

Customer-centric approach: MuleSoft and Data Cloud strive to provide customer-centric solutions, enhancing client trust by demonstrating that their needs and interests are a priority.

¹2024 Connectivity Benchmark Report, in collaboration with Vanson Bourne.

Integration and security concerns are the biggest barriers to AI adoption.



report that integration issues impede AI adoption.¹



have security concerns.¹

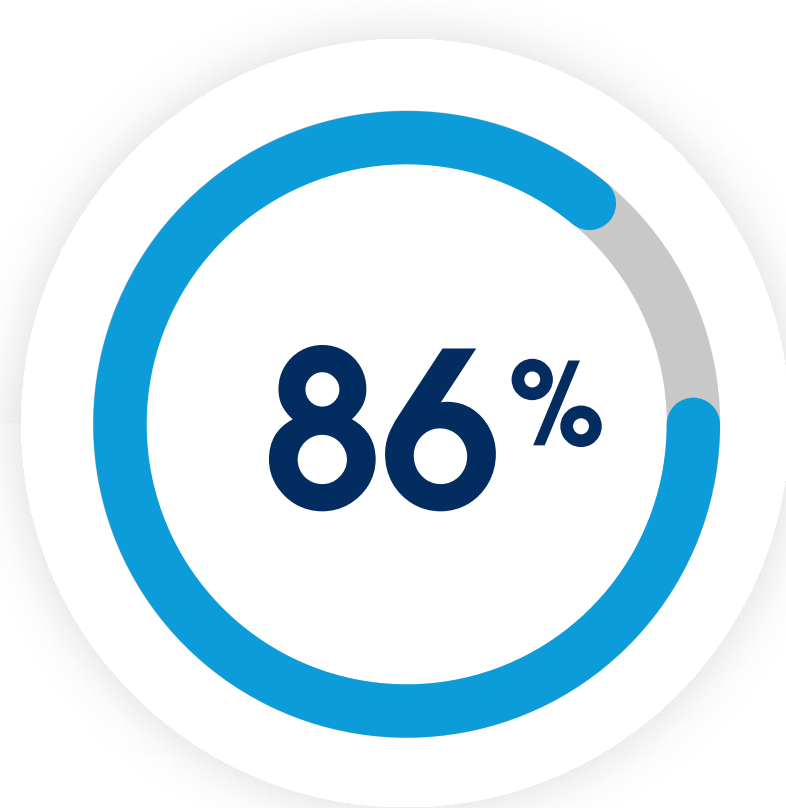


report no significant barriers to utilizing their data for AI.¹

Quality data from a quality process.

Deloitte Digital works with organizations to understand their business objectives, both from a key performance point of view and a customer experience perspective, taking into account the experiences the organization is trying to drive, where they are ingesting data from, and where they are activating data.

Many organizations will design an ingestion process without considering the data quality, but Deloitte Digital doesn't just focus on moving data; it ensures it's moved correctly, enabling customers to make the best decisions with the available data.



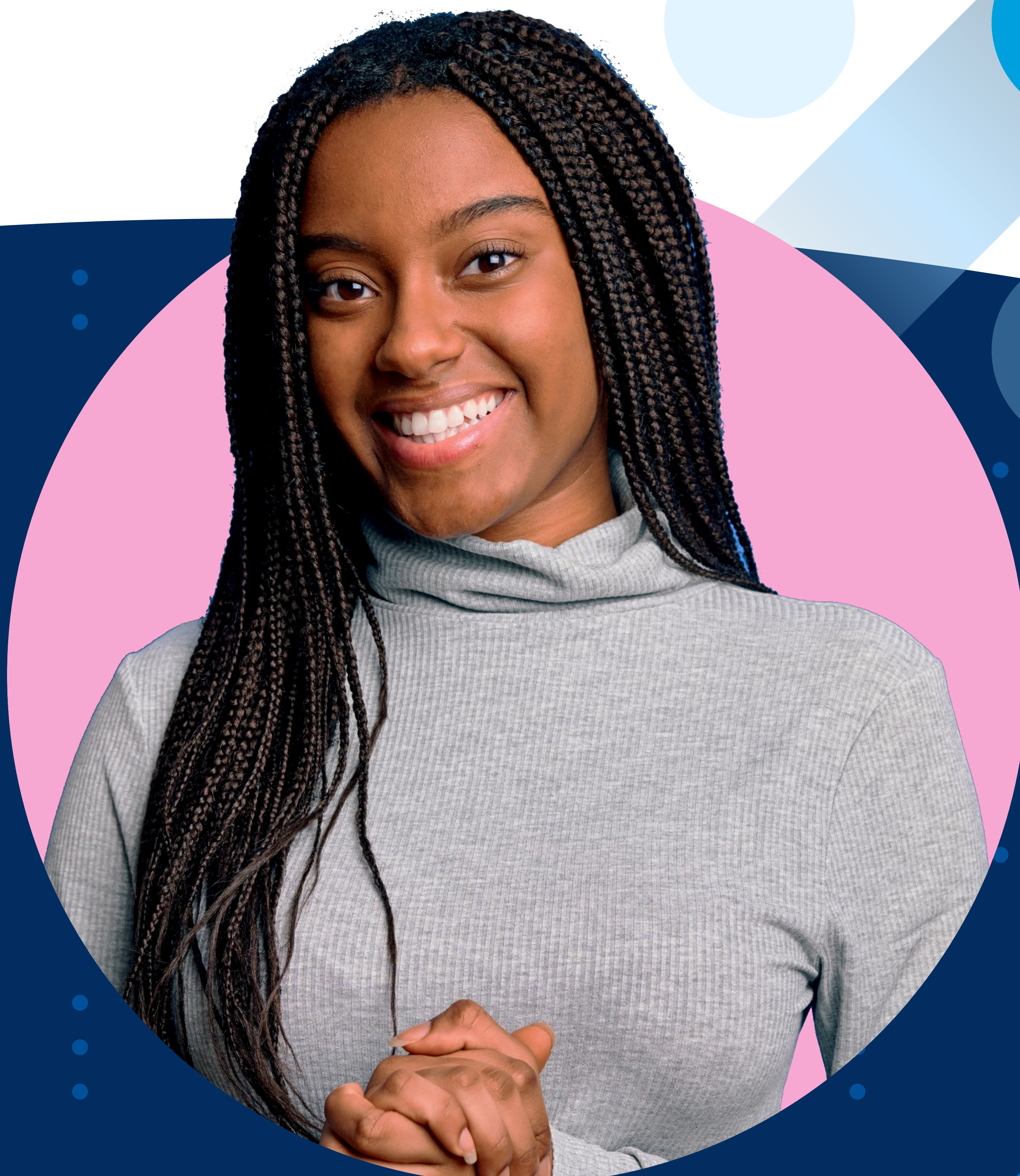
86% of IT leaders expect generative AI to play a significant role in their organizations in the near future.³



Nearly all organizations (98%) report facing challenges when it comes to digital transformation.¹



¹2024 [Connectivity Benchmark Report](#), in collaboration with Vanson Bourne.
³3rd Edition [State of IT Report](#), Salesforce State of IT, July 2023.



Five ways Deloitte Digital helps make a MuleSoft integration easier and more efficient.

1

Strategic relationship and experience: Deloitte Digital is a MuleSoft partner, which means it has direct access to MuleSoft resources, advanced tools, and specialized training. This partnership allows Deloitte Digital to stay ahead of the curve with the latest updates and features, ensuring clients benefit from the most advanced and efficient integration solutions.

2

Customized industry-specific integration solutions: Deloitte Digital provides customized integration solutions specifically designed to align with the client's business processes and goals within their respective industry. This involves thoroughly analyzing the existing IT infrastructure and business processes to ensure that MuleSoft integration adds value without disrupting existing operations.

3

End-to-end implementation support: From initial planning and strategy to implementation and post-launch support, Deloitte Digital offers comprehensive support throughout the MuleSoft integration process.

4

Scalability and flexibility: Deloitte Digital designs MuleSoft integrations with scalability in mind, ensuring that the solutions can grow and evolve with the business. This includes creating flexible APIs that can be easily adjusted as business needs change and integrating systems that can handle increasing volumes of data or connect with new software and services as required.

5

Advanced analytics and insights: Integrating MuleSoft with advanced analytics capabilities is another area where Deloitte Digital adds value. By leveraging MuleSoft's ability to connect disparate data sources, Deloitte Digital helps clients gain deeper insights into their operations, customer behaviors, and market trends.

Your established architecture. Our technical expertise.

One thing is certain: organizations will continue to change, and so will their technology platforms. Creating a solid data foundation, an environment that leverages the capabilities of MuleSoft and Data Cloud can help future-proof an organization.

They allow organizations to switch ingestion streams and outbound patterns without changing the underlying core data foundation or integration patterns, creating a long-term architecture that can grow with the business.

As the technology landscape continues to evolve, organizations can rely on Deloitte Digital to ensure that leaders stay current with data architecture and create meaningful data that drives better decision-making.

Deloitte Digital's industry expertise is a market differentiator, enabling the firm to bring the right knowledge to the right places to deliver for its customers. With Deloitte Digital and the right products, IT teams can create a single view of customers and deliver personalized, AI-powered experiences.



“It's not just about transferring data; it's about making sure the data we move is accurate and transferred correctly. It's essential to use a robust data foundation and a wide range of datasets to help you make better decisions.

Sanjay Sharma,
Senior Manager, Cloud Engineering, Deloitte Digital



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Thank you.

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