

ERP

BI & EPM

Middleware

CRM / CX

MDM / EDQ

Managed Services

Infrastructure

SFDC to Oracle EDQ Connector Improve Salesforce Data Quality

Customer Benefits

- Pre-built Force.com platform-based integration
- Maximized ROI from Salesforce investments, ensuring data enables great customer service
- Improved accuracy of Salesforce data, including global address data, with OEDQ's cleansing and duplicate detection processes
- Real-time deduplication integration with OEDQ
- Intuitive data steward UI resolves duplicates using survivorship rules
- Provide business and technical users with a shared intuitive interface, leading to quicker and more effective results

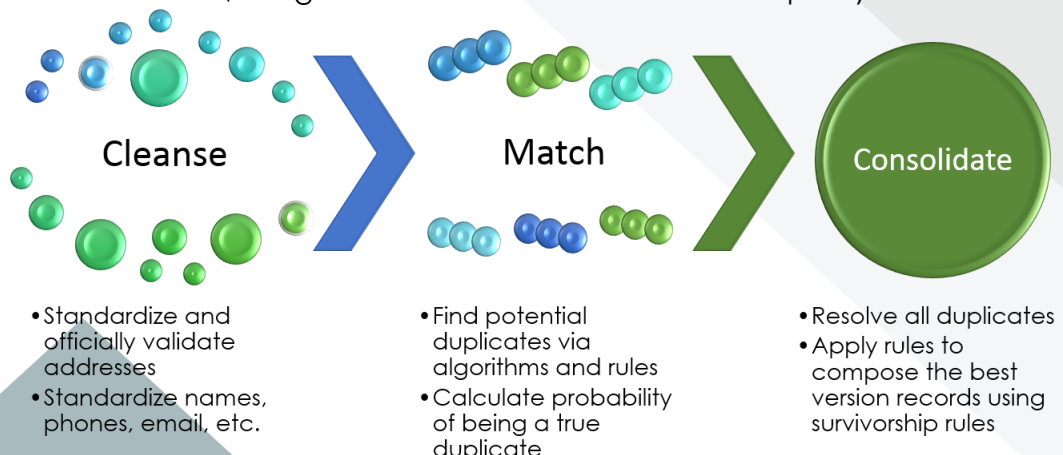
About Serene

With global clients and worldwide operations, Serene, an AST Company, is a leading systems integrator specializing in CX, CRM, and MDM. We are dedicated to the cost-effective delivery of integrated IT solutions that achieve outstanding business success.

According to a recent survey of over 450 Salesforce customers:

- 39% stated that data cleansing is a top priority in their application and enterprise environments
- Bad/incomplete data is the 2nd largest concern, as more than 75% of organizations struggle with their data quality initiative
- Most wrestle with the task of assembling and cleansing data for use by reporting and operations

Harnessing the power of Oracle's flagship data quality tool, Oracle Enterprise Data Quality (OEDQ) extends enterprise SFDC solutions with state-of-the-art, integrated batch and real-time data quality services.



Specialized. Recognized. Preferred.

Plug and Play Integrations: Intuitive SFDC UI to configure mappings, cleansing, matching, and survivorship/merge rules

Data Profiling: Batch interface to export SFDC data to EDQ for profiling

Data and Address Cleansing: Leverages OEDQ's in-built address standardization and validation for over 200+ countries

Duplicate Resolution: Real-time integration for duplicate flagging and merge at the time of creation

Data Stewardship and Survivorship: SFDC Data Steward UI to enable bulk merges via survivorship rules, and perform data cleansing and data matching in batch mode

Serene Corporation is an Oracle PartnerNetwork Partner and a recipient of the Oracle Excellence Award (Specialized Partner of the Year).

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