Informatica Intelligent Data Management Cloud and Salesforce Cloud for Higher Ed

Key Benefits

- Powered by market-leading, cloud-enabled intelligent data management

- Connect any Salesforce Cloud to external cloud and on-premises data and applications rapidly and with zero coding

- Leverage any user, including application developers, citizen integrators, ad hoc integrators and analysts

- Bring trusted data from cloud, on-premises, social and big data sources to every Salesforce Cloud

The Leading Enterprise Cloud Application Integration and Data Management Solution for Salesforce

In order to better serve existing and prospective students, as well as alumni, higher-ed institutions have been striving to expand the data associated with their master student records. However, many institutions have struggled with managing student information across multiple databases and systems.

To address this issue, a growing number of institutions have adopted Salesforce® and leveraged Informatica Intelligent Data Management Cloud ™ (IDMC) to integrate Salesforce with applications and data residing on external clouds and on-premises. With such integrations, higher-ed institutions can automate and streamline institution processes at scale and bring clean, trusted data from cloud, on-premises, social and other big data sources to every Salesforce Cloud. These also empower institution users, admins and IT to achieve faster time to value by ensuring a consistent view of trusted data across their business entities, including sales, service, marketing, commerce, analytics and platform initiatives.

Tame Salesforce Data Complexity

Informatica's role-based and cloud-enabled solutions cover every Salesforce data use-case for cloud integration, cloud data quality, cloud test data management and 360-degree customer visibility at proven scale. Data privacy protects student data and facilitates compliance with GDPR and other global, federal and state regulations. With over 8 trillion cloud transactions processed monthly — all powered by Informatica's IDMC — you can improve engagement with your students and alumni and realize the potential of your Salesforce investment.

Leverage Your Salesforce Data with Ease

IDMC enables you to easily connect to a variety of cloud and on-premises applications and data to ensure that you can automate your processes and efficiently share your relevant and trustworthy Salesforce information.
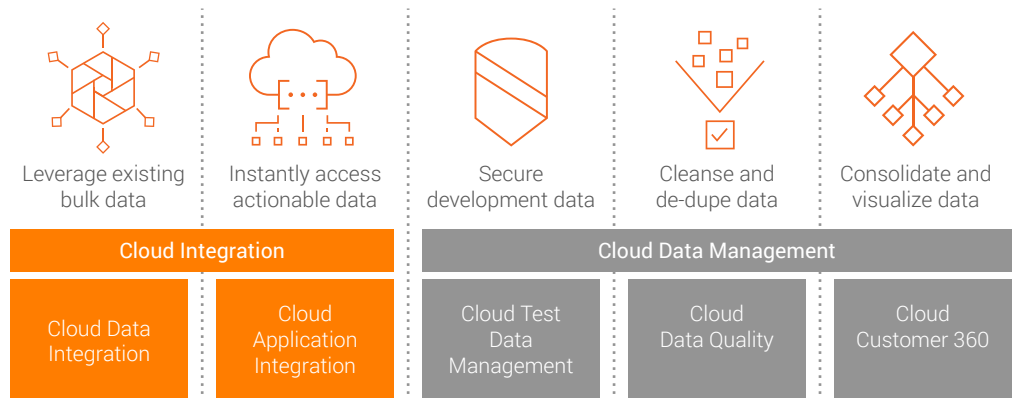
Informatica IDMC API, application and data integration services also go beyond traditional point-to-point integration solutions by offering the most complete suite of cloud integration for any data, any user and any pattern, including batch and real-time, B2B, integration hub, customer 360, data quality, master data management, data catalog and more.

Informatica for Salesforce
Most comprehensive coverage in the industry

Leverage existing bulk data	Instantly access actionable data	Secure development data	Cleanse and de-dupe data	Consolidate and visualize data
Cloud Integration		Cloud Data Management		
Cloud Data Integration	Cloud Application Integration	Cloud Test Data Management	Cloud Data Quality	Cloud Customer 360

Unleash the Power of Your Intelligent Data

IDMC connects any Salesforce Cloud to external cloud and on-premises applications rapidly, leveraging hundreds of pre-built native connectors. Informatica IDMC Test Data Management, Data Quality and Customer 360 for Salesforce are secure, clean and unify your data for any Salesforce Cloud. And the Informatica IDMC Integration Hub provides an alternative to the "publish/subscribe" approach to simplify and optimize data integration in organizations with a large number of end points — or multiple Salesforce organizations — that need to share information.

Sales Cloud
Accelerate student and alumni outreach momentum, increase agility and reduce operating costs by synchronizing your sales cloud front office with your back office such as SAP, Oracle EBS or NetSuite.

Service Cloud
Build alumni loyalty and deliver exemplary student services by unifying your data into a 360-degree student view. Integrate your student applications and data with legacy systems to close the loop in real time and become a true student-focused and data-driven institution.

Marketing Cloud
Connect marketing cloud to any external data source and also automatically clean and validate the external data for more accurate alumni outreach targeting and higher-ROI campaigns.

Einstein Analytics and Tableau
Bring clean, relevant data from all your key educational systems together into Einstein Analytics and Tableau to provide trusted, accurate data for self-service analytics.

Salesforce Platform
Extend custom apps built on the Salesforce.com platform to easily connect with external cloud or on-premises applications and data sources. Automatically provision sandboxes with the right test data in minutes, freeing your developers to spend more time innovating.

IDMC for Higher Education

Informatica Intelligent Data Management Cloud (IDMC) is helping higher education institutions modernize with an AI-powered, end-to-end data management platform. The solution is independent and technology-neutral, allowing you to share, deliver and democratize data across your organization. This comprehensive solution helps you reimagine and define how you manage data and use it to support innovation.

Using data management solutions from Informatica, you can start with a single tool and grow at your own pace. As your practice matures, you can flexibly add capabilities that support data governance and execution, data architecture, data quality, metadata management, reference and master data management, decision support and data access and security.

Unlike other vendors, Informatica works with both cloud-native and on-premises IT systems. Our solutions accelerate the development and deployment of your new data management projects, no matter which legacy solutions you're using.

Next Steps

See first-hand how Informatica Intelligent Data Management Cloud can help you quickly connect your SaaS and on-premises applications with a 30-day free trial (no credit card required). Sign up today: https://www.informatica.com/trials.

Discover how Informatica Intelligent Data Management Cloud for Salesforce Cloud can transform your higher education institution. Visit www.informatica.com/higher-education.

Informatica cloud-enabled solutions for Salesforce customers include: