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The Data Foundation for the Age of AI

Salesforce Data Cloud unifies data for AI-driven customer experiences

In collaboration with

salesforce

Designed for the future of customer experience

For businesses today, it's not about how much data you have, but how effectively you use it. Salesforce Data Cloud brings it all together to unlock deep, actionable insights.

Through our partnership with Amazon Web Services and the integration of AI, Salesforce Data Cloud ensures that these insights are not only accessible in the flow of work, but able to fuel smarter business decisions and personalized customer experiences.

With Salesforce Data Cloud you can:

Connect and unify your data without building complex data pipelines.

Activate your data with insights and automations across every touchpoint.

Enable trusted AI grounded with all your enterprise data.

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Unleash the power of unified AI-ready data

Salesforce Data Cloud can transform your day-to-day operations. Here are three examples.

1. **Utilize Data Cloud's open platform** to seamlessly connect all your data on CRM, providing a single source of truth that customer-facing teams can access and understand. Simplify data integration with out-of-the-box connectors or Zero Copy integrations that directly pull from your existing Lakes or Warehouses without duplicating data.

2. **Harness the power of Salesforce metadata** to turn all your external data into native Salesforce objects and fields, enabling teams to easily activate it across every CRM app and workflow. Leverage low-code tools like Flow for automations to simplify how business teams put your data to work to impact every step of the customer journey.

3. **Build predictive and generative AI use cases** that leverage all your data without sacrificing data governance and security. Connect your structured and unstructured data with any LLM to ensure every AI solution you build on Salesforce is grounded in all your company and customer data.

> **"Salesforce Data Cloud empowers every business and every employee to unlock a consistent view of the customer, then harness the power of AI to drive personalized actions anywhere."**
>
> Muralidhar Krishnaprasad, EVP of Software Engineering, Salesforce Data Cloud

Salesforce and AWS

The Salesforce and AWS partnership brings together powerful software and infrastructure to create a scalable platform that you can use to transform your business. Salesforce Data Cloud enables you to manage and use your data in new ways that bring AI capabilities to the forefront.

Learn what Salesforce Data Cloud can do for you

Learn how Salesforce Data Cloud can unify your data for AI-driven customer experiences.

Call: **1-800-664-9073** or
Visit: **salesforce.com/data/**

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