

Unlocking Business Growth with Zero Copy Integration.

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Introduction

How Can CIOs Turn Data Fragmentation from a Liability into a Strategic Advantage?

Imagine your organization as a thriving ecosystem – each department, from sales and service to marketing and commerce, is like a vital organ, working in harmony to keep the system alive and healthy. But what happens when the lifeblood of this ecosystem – your data – is scattered and fragmented? The flow is disrupted, vital connections are lost, and the entire system risks collapse.

In today's AI-driven world, data fragmentation isn't just a technical glitch – it's a strategic threat that could undermine your competitive edge. With 81% of IT leaders reporting that integration challenges are stalling their digital transformation efforts, and 88% viewing system/application integration as critical for both customer and employee experiences, the stakes have never been higher.

81% of IT leaders say integration challenges are slowing down their digital transformation initiatives.

88% view system/application integration as critical for both customer and employee experiences.*

* Salesforce: [The State of Data and Analytics Report](#)



As a CIO, managing fragmented data across sales, service, marketing, and commerce isn't just a challenge – it's a roadblock to innovation and agility.

Despite heavy investments in data lakes and warehouses, traditional data management methods that rely on copying and storing data across different systems only exacerbate issues like rising storage costs, system delays, and heightened security risks. These challenges prevent your teams from getting the timely, unified data access they need, making it harder to respond to market changes and meet evolving customer demands.

So how can you turn this liability into a powerful strategic advantage?

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Section 1

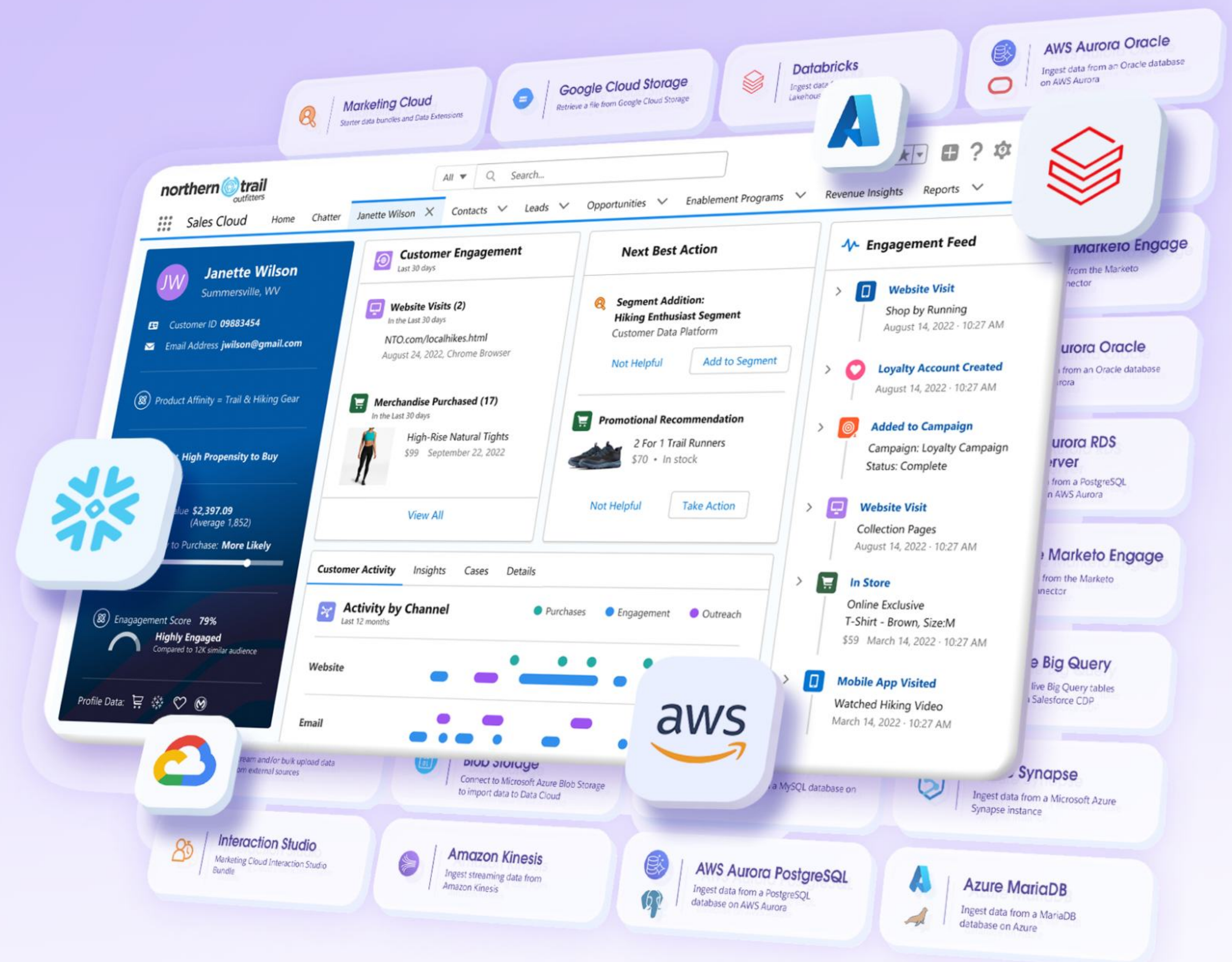
Salesforce Data Cloud: Unlock Trapped Data with Zero Copy Integration

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Section 1

Salesforce Data Cloud: Unlock Trapped Data with Zero Copy Integration

Salesforce Data Cloud is specifically designed to overcome the data integration challenges that hinder innovation and agility in today's fast-paced market. As the foundational data layer of the Salesforce platform, it doesn't just unlock trapped data sources – it empowers CIOs to democratize data access and activate it seamlessly across all lines of business, from sales and service to commerce and marketing. This holistic approach ensures that every aspect of your employee and customer experience is informed by a 360-degree view, enabling your organization to meet customer demands with unmatched precision and speed.



Section 1

From Fragmented Data to Secure, Bi-Directional Integration

Underpinning Data Cloud's transformative power is its use of zero copy integration – a revolutionary shift from traditional ETL processes that rely on physically copying and moving data across different systems. Powered by its [Zero Copy Partner Network](#), Data Cloud provides secure and bi-directional access to federated data that is stored in partners' data lakes and warehouses, such as [Amazon Web Services \(AWS\)](#), [Databricks](#), [Google BigQuery](#), and [Snowflake](#). Unlike traditional ETL processes, zero copy integration allows teams in Salesforce to access data at its original source – either through queries or by virtually accessing the file – rather than waiting for it to be duplicated and stored. And when source data changes, it's immediately updated everywhere.

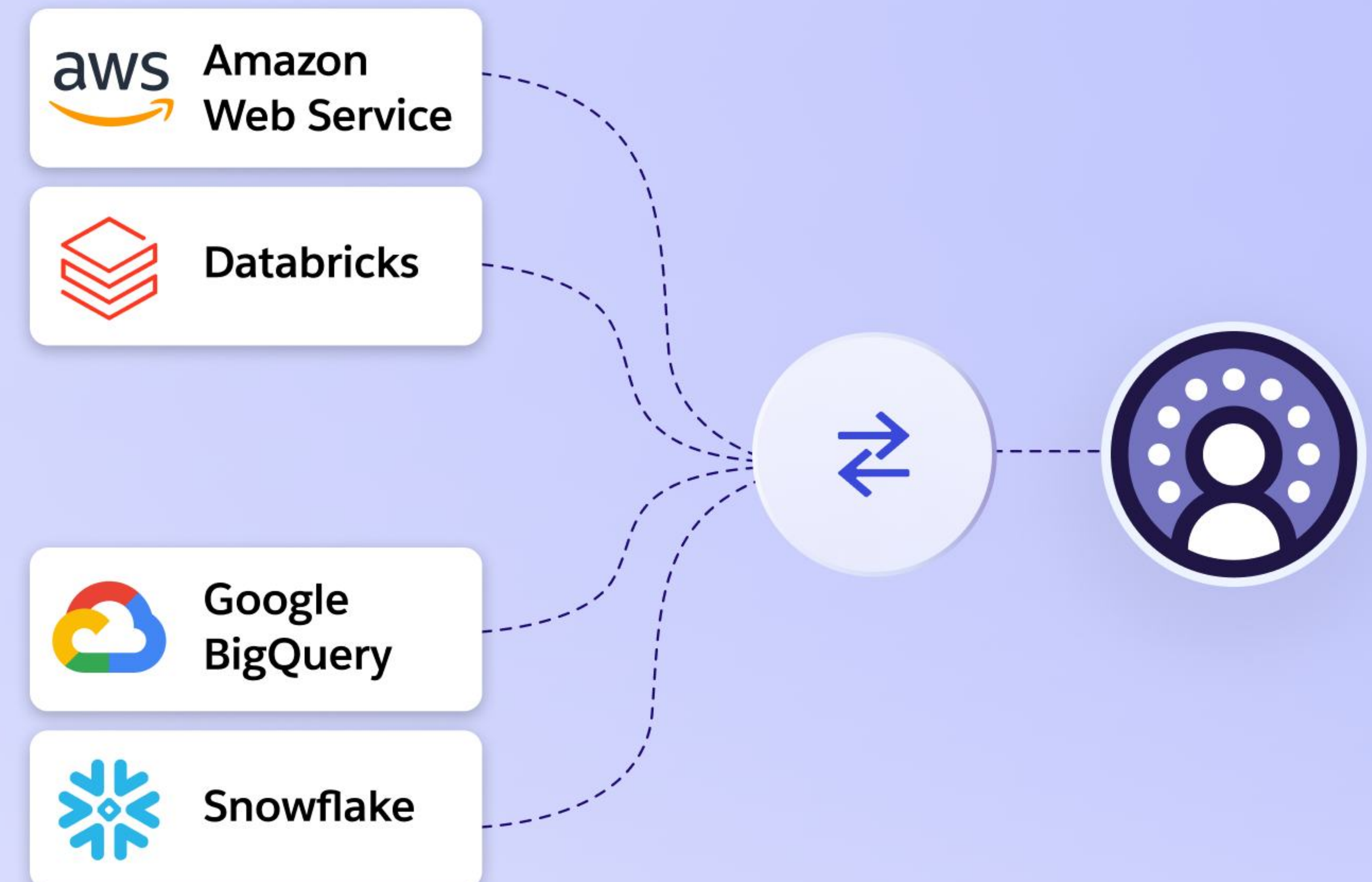


Zero copy integrations can improve data accuracy by 30%.



These integrations also reduce redundancy by 40%, enhancing data governance.

*Gartner, "Top 10 Data and Analytics Technology Trends That Will Change Your Business" (2023)



This approach not only reduces storage costs and increases the responsiveness of your data systems but also simplifies data governance and enhances security. Gartner highlights, “Zero copy integrations can improve data accuracy by 30% and reduce redundancy by 40%, enhancing data governance” ([Top 10 Data and Analytics Technology Trends That Will Change Your Business, 2023](#)). By leveraging these benefits, your teams can focus on innovation rather than wrestling with data management issues.

Section 1

Amplify the Power of Zero Copy Integration with Salesforce Metadata

But what makes Data Cloud and its Zero Copy Partner Network truly unique is the ability to bring external sources of data into Salesforce's metadata framework.



When external federated data is virtualized into Data Cloud, it integrates seamlessly within Salesforce's metadata, transforming disparate data points into a unified system of engagement. This integration doesn't just harmonize data, it orchestrates it – much like a conductor leading an orchestra. Without the conductor, each musician might play beautifully, but without coordination, their performance lacks harmony. Similarly, the metadata framework ensures all data sources – your “instruments” – work together to create a “symphony” of meaningful insights that everyone in your organization can understand and act upon. This means that all of the rich data and insights such as profile information, segment information, AI predictions, digital engagement data, transactions, and cases can be seamlessly viewed from within Data Cloud and shared with other teams securely and cost-effectively.

This orchestration provides a comprehensive view of every customer and enables the full leverage of data within the Salesforce ecosystem. The result? Enhanced data accessibility, more informed decision-making, and personalized customer experiences. By integrating external data into Salesforce's metadata framework, business teams can now act on information residing outside Salesforce directly within sales, service, marketing, and commerce clouds. This integration opens doors to powerful new use cases and industry-specific innovations, driving greater business agility and success.



Section 1

The Strategic Edge

Data Cloud, powered by its zero copy and metadata architectures, empowers your organization to transform and harness fragmented data landscapes into a secure, unified, accessible, and actionable resource.

The result? Accelerated business outcomes and the ability to deliver truly exceptional customer experiences – all while upholding the highest standards of security and governance.

Here are five use cases that illustrate how Data Cloud's zero copy integration can address various business needs:



Use Case 1: Rapidly Modernize Your Data Management Architecture



Use Case 2: Enhance Data Governance Through Unified Control and Visibility



Use Case 3: Streamline Data Access for Application Development



Use Case 4: Seamlessly Share Data Across Teams to Improve the Customer Experience



Use Case 5: Accelerate AI and Machine Learning Initiatives with Unstructured Data



Section 2

Use Case 1: Rapidly Modernize Your Data Management Architecture

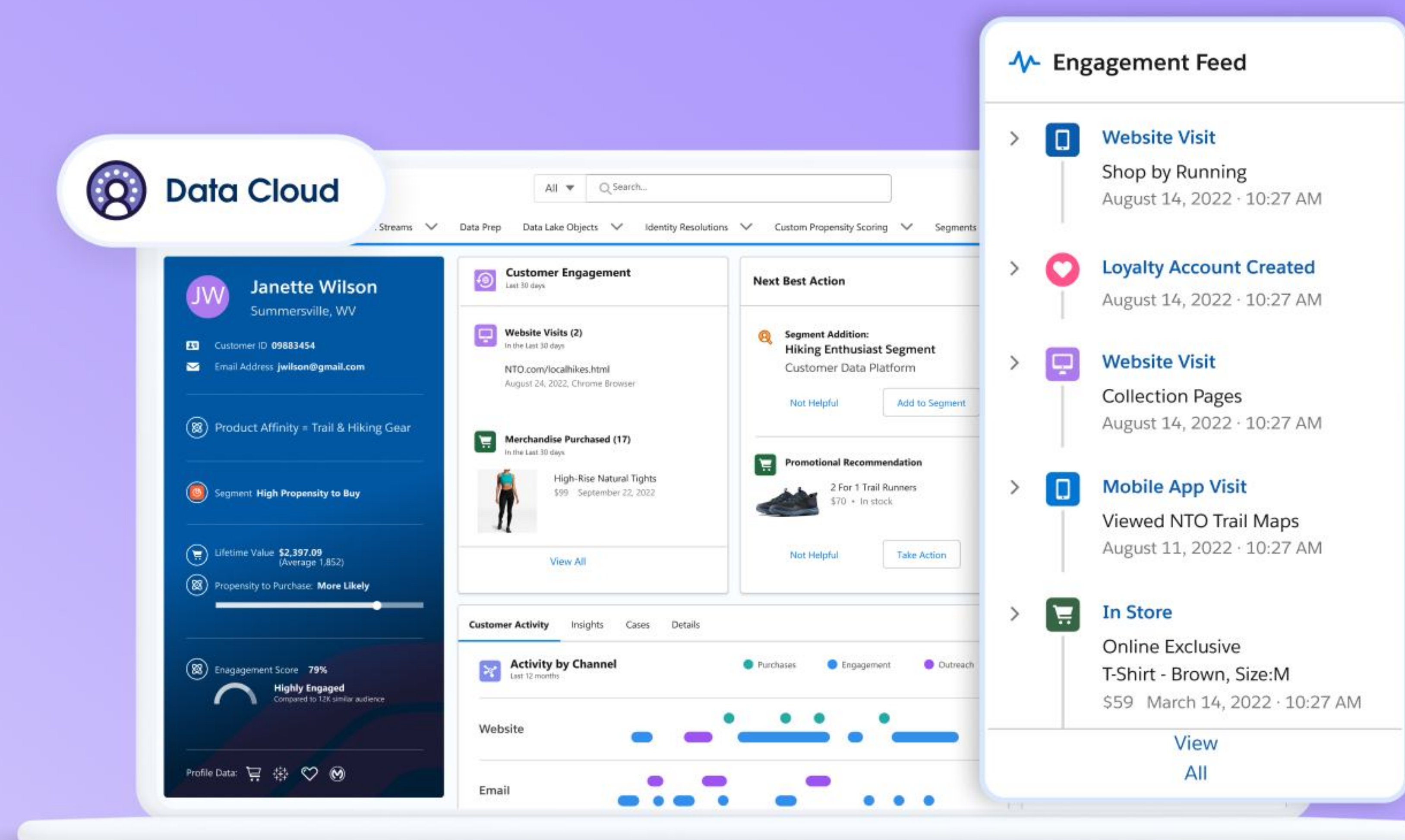
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Section 2

Use Case 1: Rapidly Modernize Your Data Management Architecture



Scenario: A multinational media corporation is keenly aware that to stay competitive in a rapidly evolving market, it must modernize its data management architecture. The organization currently grapples with fragmented data that is spread across various data warehouses and lakes. These legacy systems result in inefficiencies and delayed decision-making processes. The challenge is to modernize its data management architecture without significantly overhauling existing investments or disrupting established processes.



How Data Cloud's Zero-Copy Integrations Help

- **Modernization with Existing Investments:** Data Cloud's zero copy integration allows companies to modernize their data management architecture without the need for expensive, disruptive overhauls. By seamlessly integrating with existing data lakes and warehouses, organizations can adopt new capabilities while reusing and extending their current systems. This approach avoids the complexities of building new ETL pipelines and minimizes additional expenditures, streamlining the path to advanced data solutions.
- **Instant Data Accessibility:** Zero copy integration provides real-time, virtual access to data across various sources, enabling teams to make timely, informed decisions. By eliminating the need to physically move data, companies can enhance accessibility and decision-making capabilities without the delays associated with traditional data pipelines.
- **Operational Efficiency:** By reducing the need for redundant data copies and streamlining data integration, zero copy technologies cut down on operational complexities and storage costs. This makes it easier for companies to manage and utilize their data effectively while keeping existing investments intact.
- **Future-Ready Data Architecture:** Integrating zero copy solutions prepares organizations for future technological advancements, ensuring that their data management architecture remains flexible and scalable. This forward-looking approach positions organizations to adapt quickly to new innovations without disrupting current operations.

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Use Case 2: Enhance Data Governance Through Unified Control and Visibility

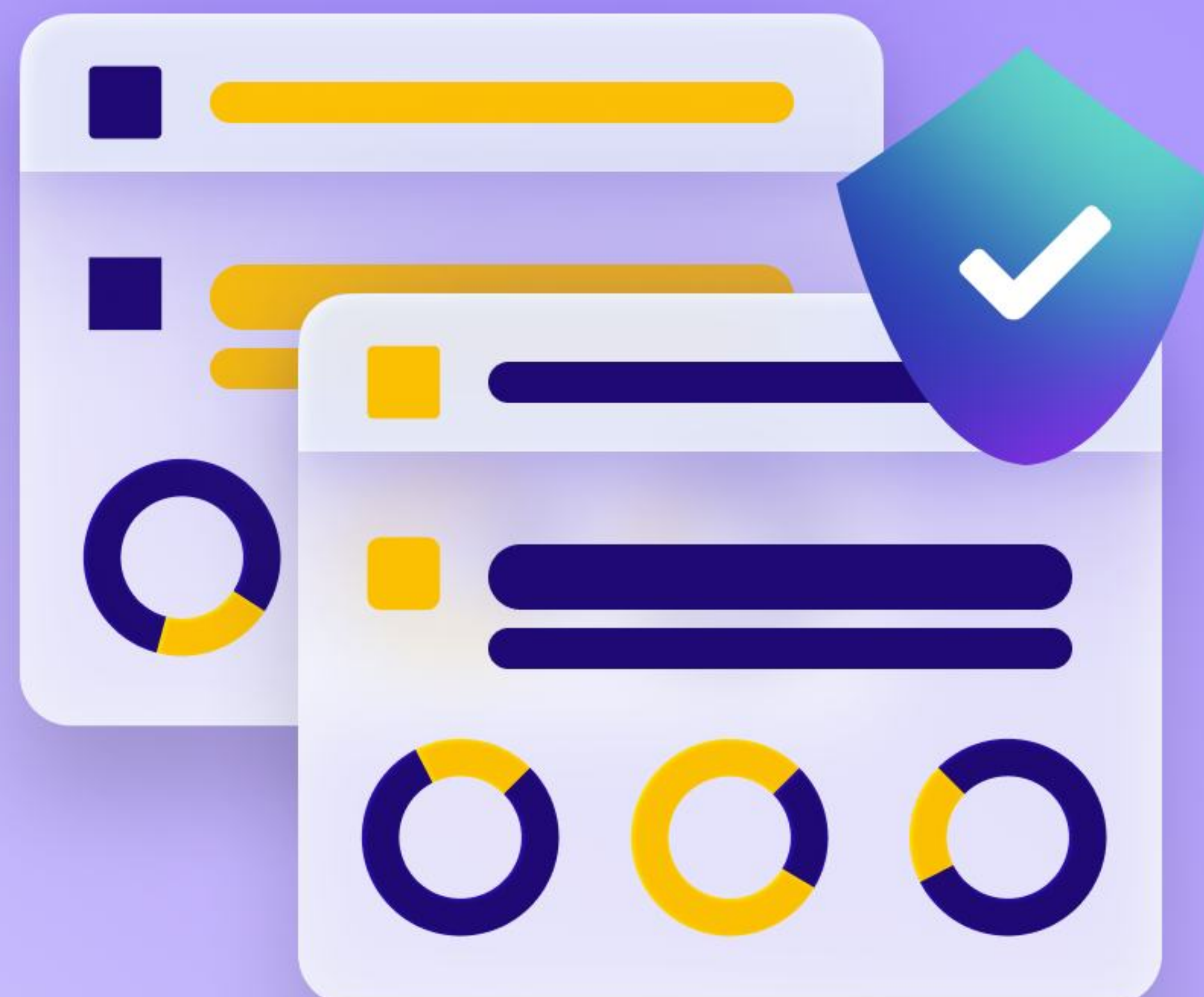
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Use Case 2: Enhance Data Governance Through Unified Control and Visibility



Scenario: A large manufacturing company aims to implement a robust data governance structure across its global operations. With data spread across various systems – customer databases, supply chain records, and sales analytics platforms – the company needs to ensure data quality, secure access, and regulatory compliance. The traditional approach of tracking the usage and access of separate data copies that are spread across different data systems and apps has led to challenges in maintaining oversight and enforcing governance policies.



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How Data Cloud's Zero-Copy Integrations Help

- **Reduced Data Redundancy:** Zero copy integration eliminates the need for redundant data copies by providing virtualized access to the same data source that can be visible in one place. This reduces the complexity of tracking and managing multiple data instances across the enterprise, streamlining data management and minimizing inconsistencies.
- **Enhanced Data Security:** By avoiding data duplication, zero copy architecture mitigates the risk of breaches and unauthorized access. Sensitive information remains securely housed in its original location, while access protocols are simplified, improving overall data security.
- **Simplified Compliance and Data Governance:** Zero copy architecture facilitates easier compliance with regulations like the EU's General Data Protection Regulation and the California Consumer Privacy Act (CCPA). With data residing in fewer locations, enforcing governance policies and meeting regulatory requirements becomes more manageable and effective.
- **Operational Resilience:** Minimizing dependencies on multiple storage environments enhances operational resilience. Zero copy integration streamlines data access through a single point of reference, reducing vulnerability to system failures or data loss incidents and ensuring smoother business operations.
- **Enhanced Data Consistency:** With a single source of truth, zero copy integration ensures data consistency across applications and departments. This uniformity helps prevent discrepancies and errors, leading to more reliable and accurate insights.

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Use Case 3: Streamline Data Access for Application Development

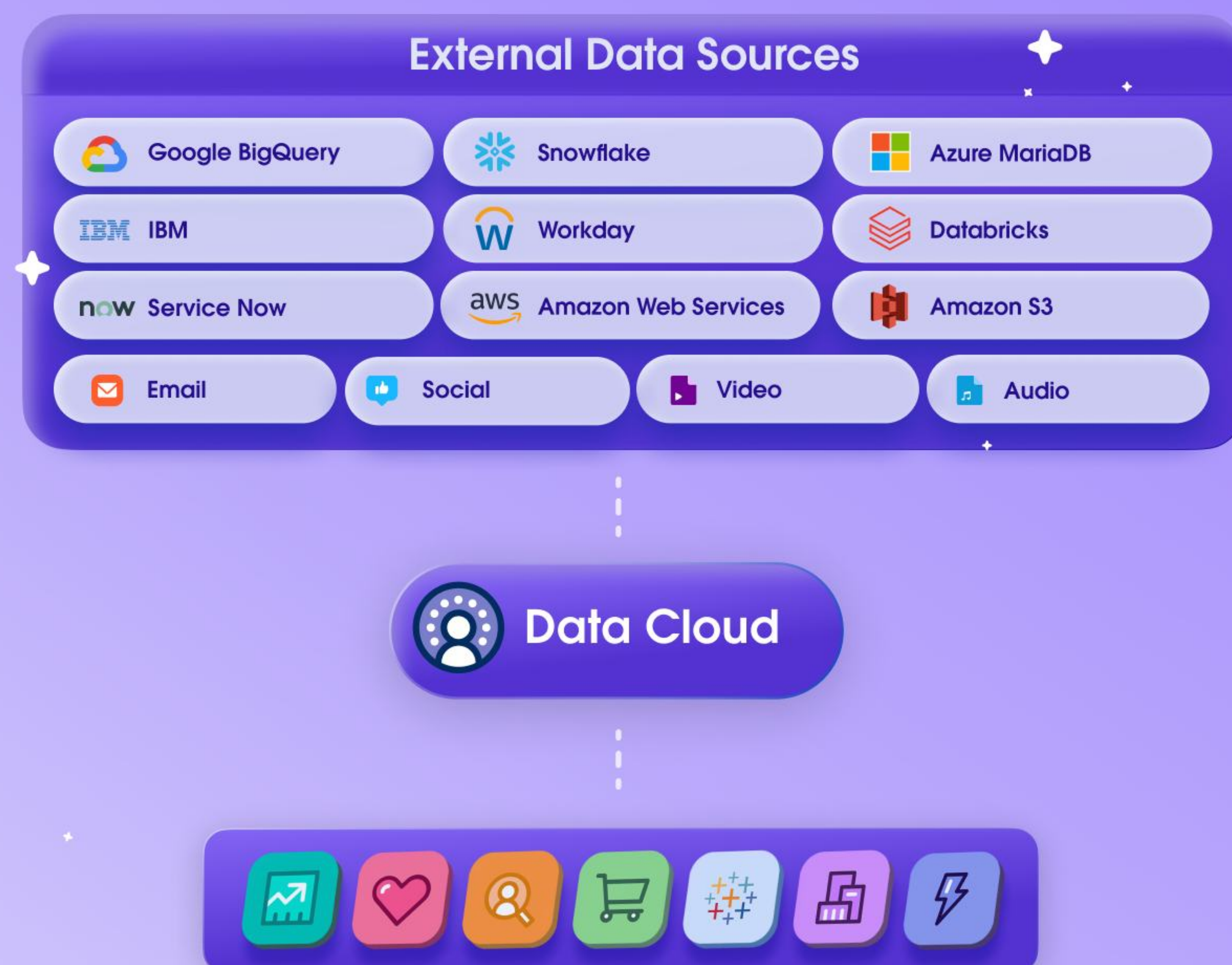
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Use Case 3: Streamline Data Access for Application Development



Scenario: A development team at a financial services firm is tasked with creating a cutting-edge AI-powered analytics application to enhance risk assessment. The application needs to integrate both structured and unstructured data sources, such as transaction records, market data, and legal contracts, stored across various external systems. Traditionally, combining these diverse datasets has been complex and time-consuming, impacting the application development process.



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How Data Cloud's Zero-Copy Integrations Help

- **Unified and Secure Data Access for Development and Testing:** With Data Cloud's zero copy integration, CIOs can empower developers by providing seamless, secure access to both structured and unstructured data housed in data lakes and warehouses like AWS and Databricks. This data can be directly integrated into existing Sandboxes, allowing teams to build, test, and refine applications and workflows in a controlled environment. This streamlined approach eliminates the need for data replication, ensuring that development is both efficient and based on comprehensive, up-to-date information.
- **Enhanced Data Integration for AI Models:** Integrating diverse data sources enhances the quality of AI models, leading to more accurate and actionable insights for risk assessment.
- **Improved Data Consistency for Multi-Tenant Applications:** Zero copy integration maintains data consistency across multiple tenants while ensuring data isolation in SaaS applications. This approach helps preserve data integrity and separation.
- **Accelerated Time-to-Insights:** By removing the need for manual data aggregation, zero copy integration speeds up the development process, allowing for faster and more actionable insights.
- **Secure App Development Across Environments:** Data Cloud's zero copy integration ensures that development, testing, and production environments access the same unified data, simplifying data governance and maintaining data integrity and security throughout the application lifecycle.

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Use Case 4: Seamlessly Share Data Across Teams to Improve the Customer Experience

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Section 2

Use Case 4: Seamlessly Share Data Across Teams to Improve the Customer Experience



Scenario: A high-end luxury brand is committed to delivering a flawless, personalized customer experience. However, its traditional data management practices have resulted in fragmented customer information, with sales, service, commerce, and marketing teams operating in isolation. This siloed approach undermines the ability to provide a cohesive and tailored experience.



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How Data Cloud's Zero-Copy Integrations Help

- **Seamless Data Sharing:** Zero copy integration enables teams to access and share up-to-date data without creating redundant copies. Sales, service, commerce, and marketing teams can work with the same source of truth, ensuring consistency and enhancing the customer experience.
- **Enhanced Data Fluidity:** Virtualized access to data from various sources breaks down departmental silos, facilitating real-time data exchange. This seamless flow enables teams to quickly adapt to new insights and make informed decisions that align with a unified strategy.
- **Improved Collaboration:** Consistent and current data available to all teams fosters better collaboration. Sales teams can leverage insights from marketing, while service teams can access comprehensive customer histories, leading to more coordinated efforts and a unified customer approach.
- **Accelerated Decision-Making:** Eliminating data duplication and enabling easy access to integrated information speeds up decision-making. Teams can swiftly respond to emerging trends and adjust strategies, driving more agile and effective business practices.
- **Enhanced Business Results:** Improved data sharing and fluidity translate into better business outcomes. Coordinated efforts across teams result in a more personalized customer experience, increased operational efficiency, and a strengthened competitive position in the market.

Section 2

Use Case 5: Accelerate AI and Machine Learning Initiatives with Unstructured Data

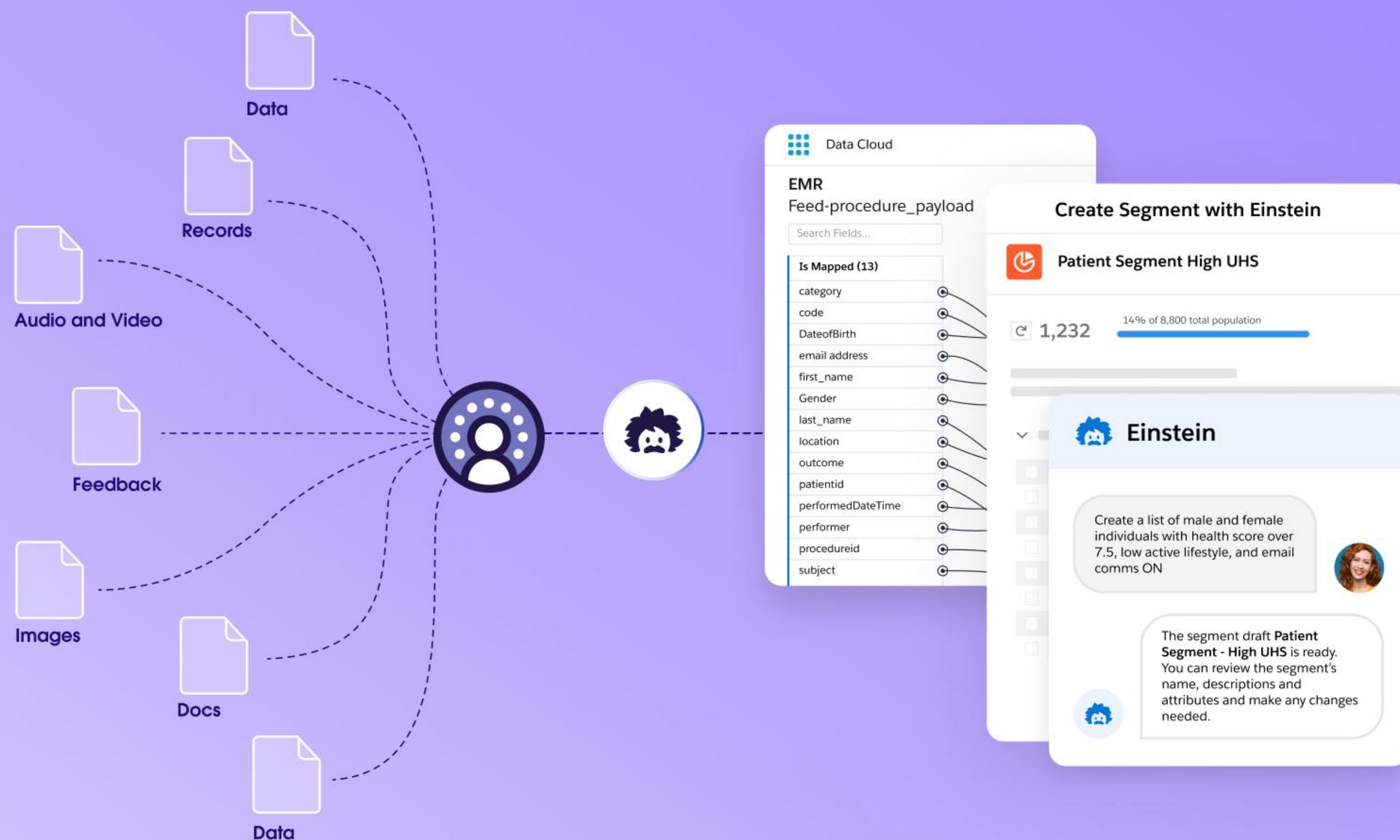
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Section 2

Use Case 5: Accelerate AI and Machine Learning Initiatives with Unstructured Data



Scenario: A healthcare provider is aiming to enhance its AI-driven patient insights and predictive analytics. The provider has extensive unstructured data, including patient records, clinical notes, imaging files, and social determinants of health, spread across different systems. Efficiently integrating this unstructured data for AI and machine learning models is challenging due to its complexity and the need for significant data transformation.



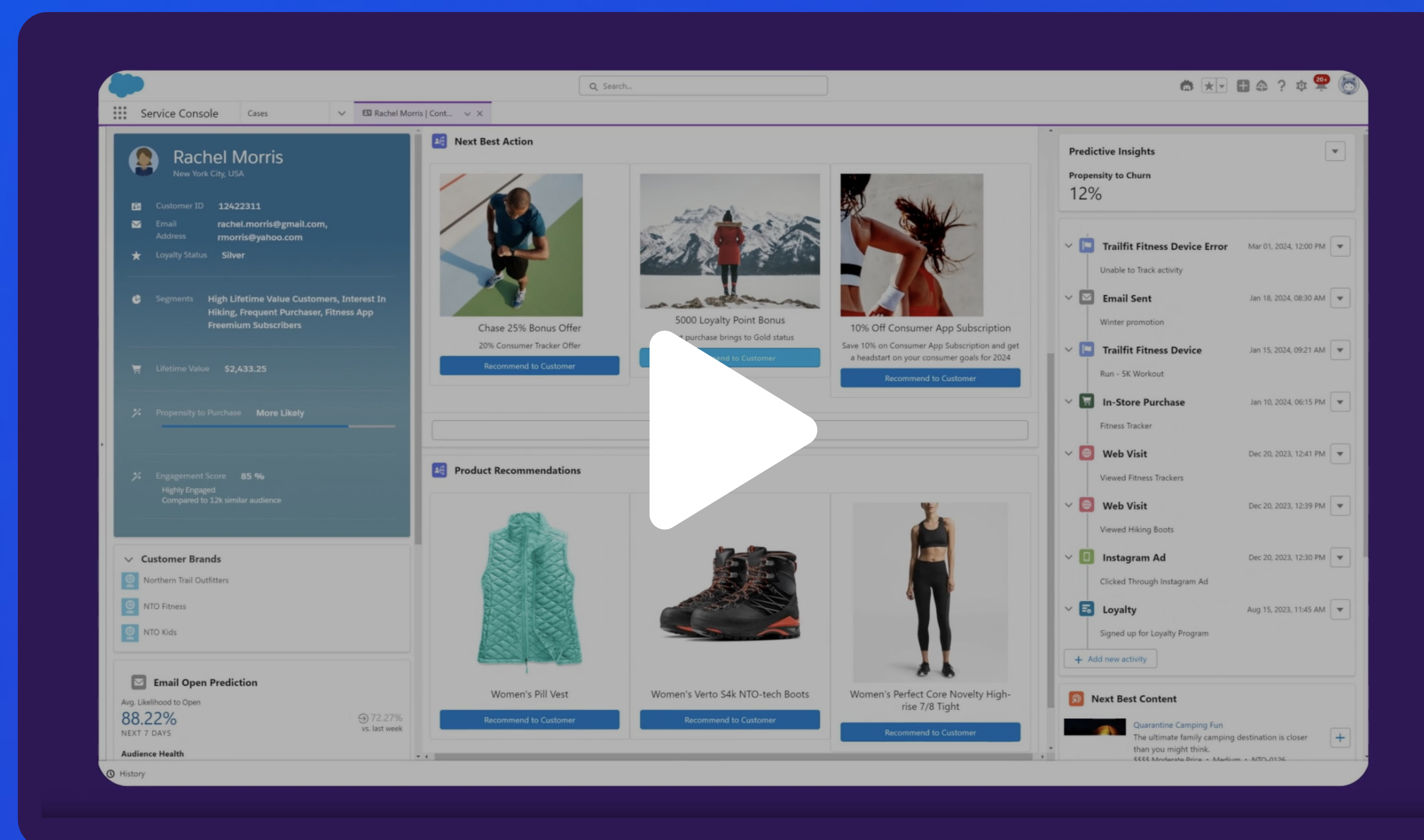
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How Data Cloud's Zero-Copy Integrations Help

- **Unified Access to Unstructured Data:** Data Cloud's zero copy integration enables seamless access to unstructured data from various sources without creating redundant copies. This allows the consolidation of diverse data types – such as clinical notes, imaging data, and social determinants of health – into a unified dataset essential for advanced AI models.
- **Enhanced AI Model Training:** Comprehensive access to unstructured data enriches AI and machine learning models. With Einstein AI, the provider can process this diverse data to extract valuable insights, improving the accuracy of patient risk assessments, treatment predictions, and personalized care recommendations.
- **Faster Insights from Unstructured Data:** Real-time access to unstructured data through zero copy integration speeds up AI model development. The healthcare provider can swiftly analyze and act on insights from patient feedback, medical imaging, and clinical documentation, leading to more timely and effective decision-making.
- **Improved AI Capabilities:** Virtualized data access ensures that AI models, including those powered by Einstein AI, are trained on the most current and comprehensive unstructured data. This results in more sophisticated models that better understand and predict patient health outcomes and needs.
- **Scalable AI Solutions:** As the provider continues to generate and collect unstructured data, Data Cloud's zero copy integration facilitates the easy incorporation of new data sources into the AI workflow. This scalability ensures that AI models remain up to date and continue to deliver effective and relevant insights.

Data Cloud, powered by zero copy integration, transcends traditional data management and redefines your organization's potential.

This innovative platform seamlessly unifies fragmented data, eliminating redundancies and enabling real-time, actionable insights that drive both innovation and operational efficiency. As a CIO, leveraging this platform empowers you to enhance your organization's agility and responsiveness, positioning you at the forefront of industry advancement. Transform your data landscape into a strategic asset and unlock unparalleled business growth and customer satisfaction.



Watch Demo

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