Informatica Intelligent Cloud Services for Salesforce: Higher Ed

Key Benefits

- Powered by the market-leading integration platform as a service (iPaaS)

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

- Leverage any user: application developers, citizen integrators, ad hoc integrators, 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. A growing number of institutions have therefore adopted Salesforce® and have utilized Informatica Intelligent Cloud Services (IICS)ˢᴹ to integrate Salesforce with applications and data residing on external clouds and on-premises. With such integrations, higher-ed institutions can automate institution processes and bring clean, trusted data from cloud, on-premises, social, and big data sources to every Salesforce Cloud. These also empower institution users, admins, and IT to achieve faster time to value across their Sales, Service, Marketing, Commerce, Analytics, and Platform initiatives.

Tame Salesforce Data Complexity

Informatica® role-based 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. With over 8 trillion cloud transactions processed monthly—all powered by Informatica's market-leading Integration Platform as a Service (iPaaS)—IICS helps you better engage with your students and alumni and realize the potential of your Salesforce investment.

Leverage Your Salesforce Data With Ease

IICS 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.
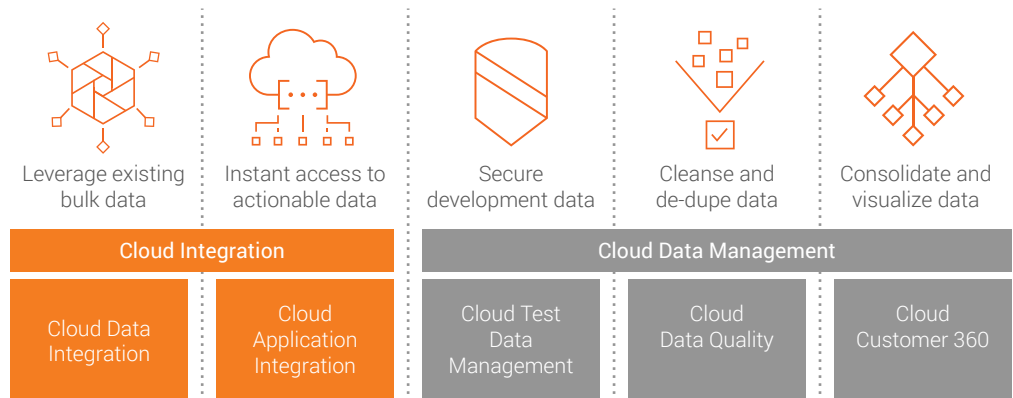
Informatica cloud API, application, and data integration services also go beyond traditional point-to-point integration vendors by offering the most complete suite of cloud integration for any data, any user, and any pattern, including batch and real-time, B2B, integration hub, customer 360, data quality, master data management, data catalog, and more.

Informatica for Salesforce
Most comprehensive coverage in the industry

Leverage existing bulk data	Instant access to 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

IICS connects any Salesforce Cloud to external cloud and on-premises applications rapidly, leveraging hundreds of pre-built native connectors. Informatica Cloud Test Data Management, Cloud Data Quality, and Customer 360 for Salesforce secure, clean, and unify your data for any Salesforce Cloud. And the Informatica Cloud 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 of 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.

About Informatica

Digital transformation changes expectations: better service, faster delivery, with less cost. Businesses must transform to stay relevant and data holds the answers.

As the world's leader in Enterprise Cloud Data Management, we're prepared to help you intelligently lead— in any sector, category, or niche. Informatica provides you with the foresight to become more agile, realize new growth opportunities, or create new inventions. With 100% focus on everything data, we offer the versatility needed to succeed.

We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption.

Next Steps

See first-hand how Informatica Intelligent Cloud Services can help you quickly connect your SaaS and on-premises applications with a 30-day free trial (no credit card required).

Sign up for a 30-day free trial of Informatica Intelligent Cloud Services today: https://www.informatica.com/trials

Informatica Intelligent Cloud Services for Salesforce higher ed customers include:

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