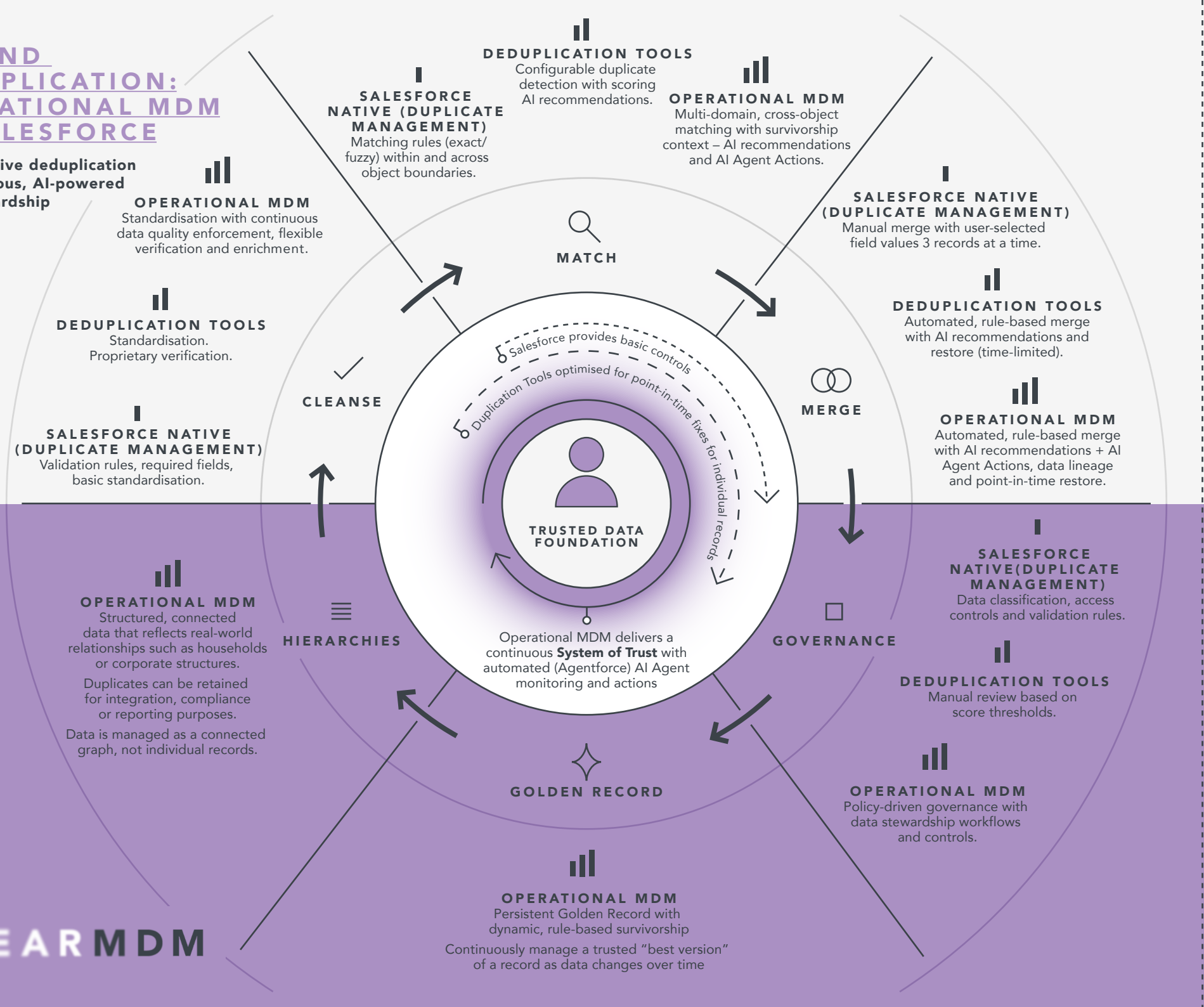
# BEYOND DEDUPLICATION: OPERATIONAL MDM IN SALESFORCE

**From reactive deduplication to continuous, AI-powered data stewardship**




CLEARMDM