

Why OneMerge?

Most Deduplication Tools Create Work. OneMerge Removes It

We believe **Salesforce duplicate resolution** should focus on eliminating manual effort, not creating more review tasks.

If you've ever managed duplicate records in Salesforce, you've probably experienced the same cycle.

- Duplicates are identified.
- Records are reviewed.
- Field values are compared.
- Merge decisions are made.
- Records are merged.
- Then the process starts all over again.

For years, duplicate management has been treated as a normal administrative task.

We believe there is a better way.

The Problem Isn't Finding Duplicates

Salesforce already provides powerful duplicate identification capabilities through Matching Rules and Duplicate Rules.

Most organisations don't struggle to discover that duplicate records exist.

The real challenge begins after a duplicate has been identified.

Someone still has to decide:

- Should these records be merged?
- Which values should survive?
- What is the correct merge outcome?

The duplicate was found. The work comes afterwards.

Salesforce Finds Duplicates. OneMerge Resolves Them.

OneMerge extends Salesforce with automated duplicate resolution.

Using merge rules, automation, and Agentforce-powered capabilities, OneMerge helps organisations reduce the number of duplicate decisions that require human involvement.



Instead of managing duplicates, teams can focus on managing exceptions.

A Simpler Approach

1. Setup the Rules

Define how duplicate records should be merged.

Configure field-level merge priorities, business rules, and governance requirements.

2. Automate Resolution

Apply merge decisions consistently through scheduled, real-time, and Agentforce-powered automation.

Reduce manual effort while maintaining control.

3. Review Exceptions Only

Not every duplicate requires human review.

OneMerge automatically resolves routine scenarios and surfaces only the decisions that require human judgement.

Three Levels of Duplicate Resolution

1. Automated Resolution

High-confidence duplicate records are resolved automatically using configured merge rules.

No review required.

2. Agent-Assisted Resolution

The OneMerge Data Quality Agent for Agentforce can review duplicate candidates, explain merge decisions, configure rules, and autonomously resolve routine scenarios using customer-defined instructions.

3. Human Review

Complex or sensitive cases are escalated for review.

Humans focus on exceptions rather than processing every duplicate manually.

Built for Salesforce Admins

Salesforce admins already manage automation, security, integrations, reporting and user support.

Duplicate management shouldn't become another ongoing task.



OneMerge is designed to minimise administrative effort while delivering consistent and compliant duplicate resolution.

Why Customers Choose OneMerge

1. Native to Salesforce

All processing runs directly within Salesforce. Data never leaves your org.

2. Fast to Implement

Most customers can configure OneMerge in a single onboarding session.

3. Scalable

From small organisations to enterprise deployments, OneMerge grows with your Salesforce implementation.

Agentforce Ready

Extend duplicate resolution with conversational and autonomous Data Quality Agent capabilities.

The Future of Duplicate Resolution

Modern **Salesforce duplicate resolution** should minimise the number of decisions that require human involvement.

The future isn't more duplicate reports.

The future isn't larger review queues.

The future is fewer human decisions.

Automated resolution.

Agent-assisted resolution.

Human-reviewed exceptions.

Because the real problem isn't duplicate records.

It's the work that comes afterwards.

Ready to stop managing duplicates?