

Get Your Salesforce Data Clean, and Keep It Clean, with Master Data Management

Bad data is a top reason for why CRM projects fail – it misleads teams, impacts strategic decisions and can cause immense damage to the business. Stibo Systems offers a certified Salesforce app to dedupe, cleanse, enrich and manage customer data, giving businesses confidence in their data quality and accuracy. The Stibo Systems Data Quality (SDQ) for Salesforce app enables organizations to:

- Improve customer insight and advance targeting efforts
- Reduce delays, billing errors and marketing inefficiency
- Leverage a flexible user-friendly interface to easily edit data records
- Personalize communication and deliver a better customer experience with clean data
- Increase ROI from Salesforce investments

Companies can maintain high-quality data within Salesforce and gain a single unified view of customers that is verified, accurate and complete by using the SDQ for Salesforce app.

To learn more about the benefits of SDQ for Salesforce, email info@stibosystems.com or visit stibosystems.com.

Key benefits of SDQ for Salesforce

- **Watch duplicates disappear**
Eliminate existing duplicates, eradicate potential duplicates at the point of entry and continuously monitor for them.
- **Validate data within Salesforce**
Ensure that only verified and accurate contact data enters Salesforce with real-time address, email and phone validation.
- **Dedupe insights**
Not only does the SDQ for Salesforce app eliminate duplicates, but it also locates the source. Gain data profiling and reporting that provides validity of data in Salesforce.
- **Enrich your data**
Find new key decision makers, build rich customer profiles and organizational hierarchies with 220+ firmographic, hierarchical and valuable data fields from Dun & Bradstreet.



About Stibo Systems

Stibo Systems, the master data management company, is the trusted source of MDM. Our solutions are the driving force behind forward-thinking companies around the world that have unlocked the strategic value of their master data, empowering them to improve the customer experience, drive innovation and growth and create an essential foundation for digital transformation. We give companies the transparency they require and desire – a single, accurate view of their master data – so they can make informed decisions and achieve goals of scale, scope and ambition. Stibo Systems is a privately held subsidiary of the Stibo A/S group, founded in 1794, and is headquartered in Aarhus, Denmark. For more information, visit stibosystems.com.