

PALTURAI BUSINESSGRAPH FOR SALESFORCE

KEY CAPABILITIES (1/2)

Shortest Path



Shortest contact path to target customers

Intelligent rules determine the shortest path to target customers and leads based on your existing network. Uncover the most influential connection to any of your prospects for a 'warm introduction'.

Next Best Customer



Central lead recommendations based on your Salesforce network

The next Best Customer algorithm analyzes your customer landscape and suggests you new leads that can already be reached through your existing Salesforce contacts.

Network



Visualization of companies and decision makers in networks

Network graph renderings of current and historical relationships, such as decision makers, ownership control, supervisory functions, shareholdings, and key contracts. Preloaded with 210M+ relationships.

Ownerships



Visualization of ownership relationships as tree diagrams

Description of shareholdings as a hierarchical structure. Understand your customer's organizational structure to create an account plan that optimizes the revenue stream and identifies untapped sales potential.

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KEY CAPABILITIES (2/2)

Connected Companies



List of companies you can reach through your Salesforce contacts

The Connected Companies list displays all the companies that your Salesforce contacts are directly connected to or can put you in touch with. Use their existing connections for warm introductions to additional new customers.

Master Data Management



Comprehensive 360° view of accounts & contacts

The Palturai BusinessGraph comes pre-loaded with master data and network relationship of 60M+ companies. Accounts & contacts can be created or updated with all of this data at the push of a button.

Monitoring Service



Push news service to subscribed accounts & contacts

Important business events are directly displayed in the Salesforce Home Page. These events include changes in management, shareholders, master data, and company status. Engage with your contacts when relevant events happen in their organization.

Search



Targeted search for companies and people

Researching businesses and people is made easier through a variety of search filters and intuitive help functions. This feature provides your team with well-curated target lists.