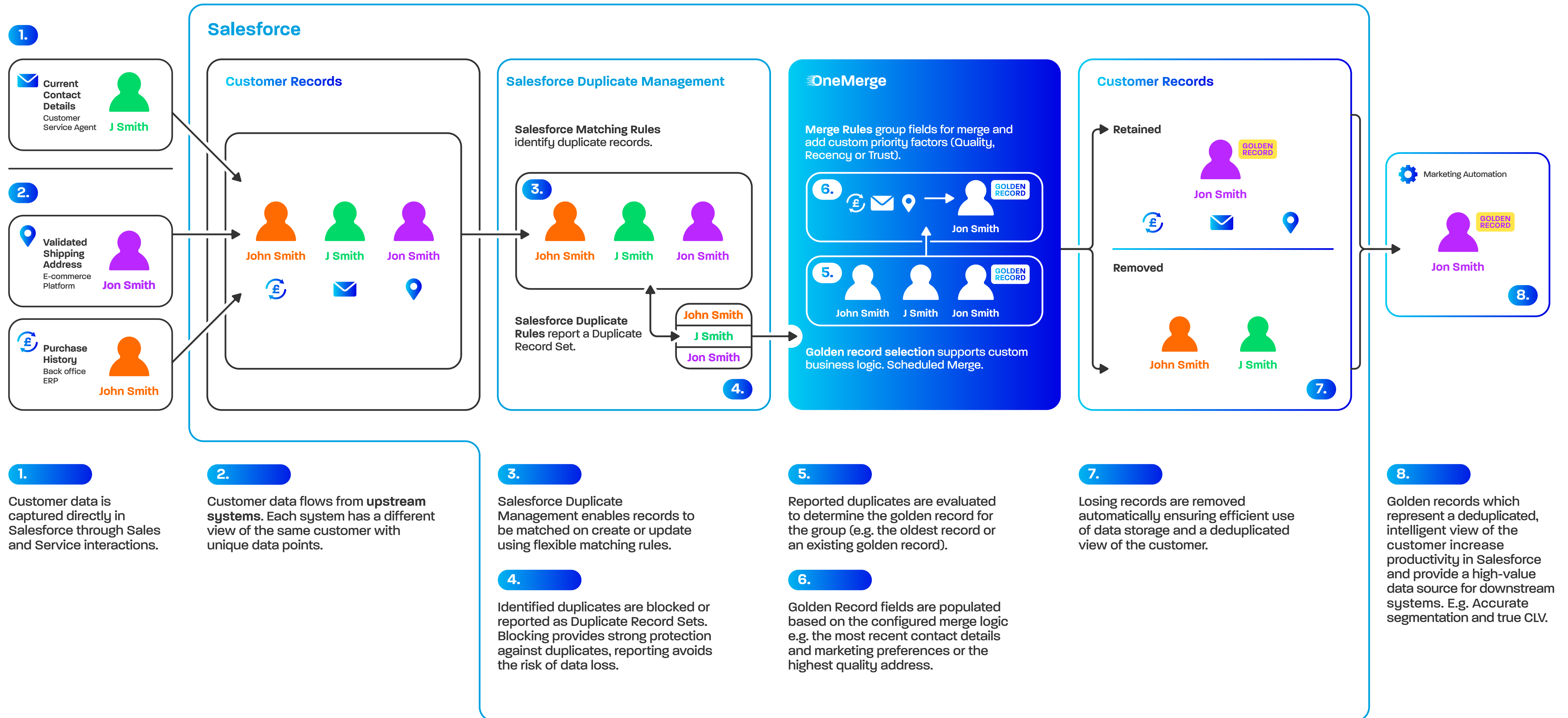


OneMerge



1.

Current Contact Details
Customer Service Agent
J Smith

2.

Validated Shipping Address
E-commerce Platform
Jon Smith

Purchase History
Back office ERP
John Smith

Salesforce

Customer Records

John Smith J Smith Jon Smith

£ ✉ 📍

Salesforce Duplicate Management

Salesforce Matching Rules identify duplicate records.

3.

John Smith J Smith Jon Smith

Salesforce Duplicate Rules report a Duplicate Record Set.

4.

John Smith
J Smith
Jon Smith

OneMerge

Merge Rules group fields for merge and add custom priority factors (Quality, Recency or Trust).

6.

£ ✉ 📍 → **Jon Smith** GOLDEN RECORD

5.

John Smith J Smith Jon Smith GOLDEN RECORD

Golden record selection supports custom business logic. Scheduled Merge.

Customer Records

Retained

Jon Smith GOLDEN RECORD

£ ✉ 📍

Removed

John Smith J Smith

7.

Marketing Automation

Jon Smith GOLDEN RECORD

8.