

Data Cloud QuickStart

Unified Customer Intelligence — Powered by Salesforce + Informatica

Datacolor.ai is a **Salesforce Select Partner** and **Informatica Platinum Partner** specializing in enterprise-grade Customer Data Management and AI-driven CRM implementations. We are pleased to present this letter outlining our **Data Cloud QuickStart** offering — a structured engagement designed to unify your customer data, activate AI agents grounded in trusted profiles, and deliver measurable business outcomes. Salesforce Data Cloud is only as powerful as the data that feeds it — we don't just connect your data sources, we cleanse, govern, and unify them using Informatica IDMC before they ever reach Data Cloud. The result: AI agents and analytics grounded in trusted data that actually drives action.

40%

Faster CPQ-to-ARM Migration

60%

Improvement in Data Quality

3×

Faster Time-to-Value

What's Included — Core Scope

Consultation & Discovery

- Business requirements gathering & use case prioritization workshop
- Data source inventory and readiness assessment
- Informatica IDMC data profiling baseline (pre-ingestion quality scoring)
- Agentforce use-case identification grounded in unified data
- Success metrics definition and KPI dashboard design

Data Cloud Setup & Configuration

- Salesforce Data Cloud tenant setup and core configuration
- Identity Resolution: unified customer profile creation across sources
- Data Model Objects (DMOs) configuration and relationship mapping
- Calculated Insights — real-time behavioral and engagement scoring
- Data Segmentation — audience segments for marketing, sales, service activation
- Target System Activation (Standard: Marketing Cloud; Premium: +Sales/Service Cloud)
- Reports & Dashboards — up to 10 reports and 5 dashboards (Standard)

Informatica IDMC Integration

- Salesforce Connector for Informatica IDMC SaaS — co-developed by Datacolor
- Data ingestion pipeline from CRM + 1 external source (Standard) / 2 sources (Premium)
- Automated data quality rules: completeness, accuracy, deduplication
- Master record survivorship rules for unified customer profile
- Ongoing data quality monitoring with Informatica-native quality score dashboards
- HIPAA-aware data handling configuration (HLS vertical add-on)

Agentforce Integration

- Einstein Copilot / Agentforce agent grounding on unified Data Cloud profiles
- Next Best Action recommendations powered by Calculated Insights
- Personalization agent for Marketing Cloud activation
- Service intelligence agent: case deflection and sentiment-driven routing
- Agent testing, prompt refinement, and go-live validation

Data Ingestion Sources

- CRM (Salesforce Sales / Service Cloud) — standard connector
- Salesforce Marketing Cloud (SFMC) — standard connector
- 1 additional external source per tier (e.g., EHR, web analytics, loyalty, ERP)
- Additional sources available as add-on engagements

Resources & Enablement

- Senior Business Analyst / Project Manager
- Salesforce Data Cloud Certified Consultant
- Informatica IDMC Certified Data Engineer (Platinum Partner resource)
- Agentforce Implementation Specialist
- Up to 6 hrs User Training & Enablement (Standard) / 8 hrs (Premium)
- 4-week post-go-live hypercare support included

Engagement Tiers

Feature	STANDARD — 4–6 Weeks	PREMIUM — 8–10 Weeks
Data Cloud Setup	Core setup & configuration	All Standard deliverables, plus:
Identity Resolution	✓ Unified customer profile	✓ Unified customer profile
CRM + SFMC Integration	Standard connectors	Standard connectors
External Data Sources	1 additional source	2 additional external sources
Informatica IDMC Pipeline	1 source	2 sources + MDM dedup
Calculated Insights	1	3
Data Segments	1	3
Target Activations	1 — Marketing Cloud	2 — Marketing Cloud + Sales/Service Cloud
Agentforce Agent	Personalization agent (1 use case)	Personalization + service intelligence agents
Next Best Action	—	✓ Included in Salesforce
Reports & Dashboards	Up to 10 Reports & 5 Dashboards	Up to 15 Reports & 8 Dashboards
Data Quality Monitoring	—	✓ Ongoing dashboards
User Training	6 hours	8 hours
Hypercare Support	4 weeks post go-live	4 weeks post go-live
Price	\$25K+	

Key Benefits



Informatica-Powered Data Quality — As an Informatica Platinum Partner, Datacolor governs your data before it enters Data Cloud — ensuring AI agents act on truth, not noise.



Rapid Deployment — Accelerators and pre-built connectors (including our co-developed Salesforce Connector for IDMC) compress timelines by up to 40%.



Agentforce-Ready Profiles — Every unified profile is structured to ground Agentforce agents — driving real actions in sales, service, and marketing from day one.



Measurable Data ROI — 60% improvement in data quality and 3× faster time-to-value delivered across real-world implementations.



Governed & Compliant — HIPAA-aware configuration available for healthcare and health plan clients — trust built into the architecture.



Dual Ecosystem Depth — Salesforce Select + Informatica Platinum — no other partner in the region brings both ecosystems under one engagement.

How It Works — Our Approach

01

Discovery & Design

Business requirements, use case selection, data source inventory, Informatica profiling baseline, and KPI definition.

02

Data Foundation

Informatica IDMC pipelines activated, data cleansing and deduplication rules applied, unified profile schema designed.

03

Data Cloud Build

DMOs configured, Identity Resolution enabled, Calculated Insights and Segments built, Target Activations wired.

04

Agentforce Activation

Agents grounded on unified Data Cloud profiles, prompt engineering, Next Best Action rules, and UAT demonstrations.

05

Go-Live & Hypercare

Production deployment, training sessions, and 4-week hypercare window for support and minor adjustments.

Assumptions & Out of Scope

ASSUMPTIONS

- Salesforce Data Cloud licenses purchased and provisioned
- Informatica IDMC licenses in place (if data layer included)
- Client SME available throughout engagement
- Source system access and API credentials provided by client
- End-user training conducted via Train the Trainer model

OUT OF SCOPE

- Data cleansing and enrichment beyond specified Informatica scope
- Additional Calculated Insights, Segments, or Activations beyond tier
- Custom Apex/LWC development
- ERP or financial system direct integrations
- Multi-org Salesforce configurations
- Ongoing managed services post-hypercare (available as add-on)

We welcome the opportunity to discuss how the Data Cloud QuickStart can be tailored to your organization's needs. Please do not hesitate to reach out to begin the conversation — we look forward to helping you unify your customer data and activate intelligent experiences.

The Datacolor.ai Team

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