

Salesforce Master Data Management Strategy

Customer Obsessed
 Becoming a Salesforce Certified Technical Architect
 Data Management at Scale
 Customer Data Platforms
 CIO
 Enterprise Master Data Management (Paperback)
 Salesforce.com For Dummies
 Master Data Management for SaaS Applications
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 Building a Salesforce-Powered Front Office
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Salesforce Master Data Management Strategy

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Customer Obsessed Packt Publishing Ltd

Harness the power of Salesforce to manage and grow your business. This book shows you how to use the Salesforce CRM tool to consolidate consumer data into a single place to gain better insight into your business and more easily manage data. Data (such as email, spreadsheets, databases) is generated through the front office or face of your business, where your company interacts with customers and revenue is generated. In a hotel, for instance, the front office is the lobby where guests are greeted, their problems are handled, and room payments are made. Another example is a coffee shop, where the front office is an employee taking a customer's order or serving a drink. Salespeople connect to customers by selling your company's goods or services. Marketing team members connect with them through advertising and promotional activities. Service and support staff assist customers with problems and provide help with products. This book introduces the many ways Salesforce-based innovations are transforming the technology landscape and the

strategies that may be used for designing and launching a digital front office. The book examines how organizations can launch and grow digital solutions and strategies for the governance of the platform and provides an overview of digital transformation across industries. What You Will Learn Understand basic Salesforce concepts, including the digital front office process tower, lead to cash journey, core CRM functions, best practices, and more Review data management concepts, integrated sales, customer service, marketing operations, and proposal and business development needs in a systematic way Use frameworks to build a business architecture and multi-year technology roadmap Get familiar with Salesforce business processes and concepts such as account, contact, lead, and opportunity management; marketing campaigns; master data management (MDM); and lead scoring, grading, and activity management across the front office Define and develop digital marketing challenges and strategy (people, process, brand, messaging, and ROI), measure campaign data, and create an end-to-end campaign in Salesforce Who This Book Is For Business executives, C-suites, IT management, and Salesforce managers and professionals working in IT, business development, sales operations, program management, marketing operations, and proposal development

Becoming a Salesforce Certified Technical Architect McGraw Hill Professional

Enterprise Integration Patterns provides an invaluable catalog of sixty-five patterns, with real-world solutions that demonstrate the formidable of messaging and help you to design effective messaging solutions for your enterprise. The authors also include examples covering a variety of different integration technologies, such as JMS, MSMQ, TIBCO ActiveEnterprise, Microsoft BizTalk, SOAP, and XSL. A case study describing a bond trading system illustrates the patterns in practice, and the book offers a look at emerging standards, as well as insights into what the future of enterprise integration might hold. This book provides a consistent vocabulary and visual notation framework to describe large-scale integration solutions across many technologies. It also explores in detail the advantages and limitations of asynchronous messaging architectures. The authors present practical advice on designing code that connects an application to a messaging system, and provide extensive information to help you determine when to send a message, how to route it to the proper destination, and how to monitor the health of a messaging system. If you want to know how to manage, monitor, and maintain a messaging system once it is in use, get this book.

Data Management at Scale Addison-Wesley

Salesforce eBook Overview:- This eBook is completely designed for that student who is interested to learn Salesforce from basic concept of Salesforce Administration Framework implementation with custom project scenarios. In this course I have covered complete syllabus of Salesforce Administration Framework from basics to advance with real-time scenarios based on live demo projects example in Salesforce. This course is designed for developers who want to learn how to use the Salesforce Administration Framework to build custom user interfaces on the Salesforce platform. It is suitable for developers who have experience with JavaScript and web development, and want to learn how to use the Salesforce Administration Framework to build modern, reactive user interfaces that can be easily integrated into Salesforce. It is also suitable for experienced Salesforce developers who want to learn how to use the Salesforce Cloud Computing Framework to build more efficient and scalable user interfaces. I have taken care of who are brand new to start Salesforce Career as a developer and want to grow their Career in Salesforce development. What are the requirements or prerequisites for taking this eBook? Basic Knowledge of Computer Basic Knowledge of Internet Surfing Basic Knowledge of Salesforce Admin Concepts Who is this course for? Software Professional Project Managers Developer Salesforce Administrator This course prepared for IT Professional and working on live project on office Students who learning Salesforce Administrator Students who learning Salesforce development This eBook prepared for that students who learning from internet and practice on his computer What will you be learn after taking this eBook? I created Eleven Chapters to Complete the syllabus of Salesforce Administration Framework. Chapter 1: Getting Started with Salesforce:- What is Salesforce? Understanding its features and capabilities Cloud computing and CRM explained Different Salesforce editions and their features Setting up a Salesforce account and logging in Navigating the Salesforce interface Chapter 2: Building a Strong Foundation:- Understanding Salesforce objects, records, and fields Creating custom objects and fields in Salesforce Data types and best practices for field creation Implementing data validation rules and unique constraints Chapter 3: Managing Data in Salesforce:- Data import/export techniques Data quality and cleansing strategies Using Data Loader and other tools for mass data management Introduction to Data Relationships: Lookup, Master-Detail, and Junction objects Chapter 4: Automating Processes with Workflows and Process Builder:- Introduction to automation in Salesforce Creating and managing workflows Utilizing Process Builder for more complex automation Best practices for designing efficient workflows Chapter 5: Customizing User Experience with Visualforce and Lightning Components:- Understanding user interfaces: Classic vs. Lightning Introduction to Visualforce: creating custom pages and components Building Lightning Components for enhanced user experience Integrating Lightning Components with Visualforce pages Chapter 6: Mastering Reports and Dashboards Importance of Reports and Dashboards in Salesforce Creating custom reports with various criteria and filters Designing insightful dashboards to display key metrics Sharing and scheduling reports and dashboards Chapter 7: Security and Access Management Overview of Salesforce security features Implementing user authentication and authorization Setting up profiles, permission sets, and role hierarchies Data sharing rules and record-level security Chapter 8: Introduction to the Salesforce AppExchange Exploring and installing third-party apps Best practices for evaluating and selecting apps Considerations for app integration and compatibility Chapter 9: Mobile Productivity with Salesforce Mobile App Benefits of mobile access to Salesforce Features and capabilities of the Salesforce Mobile App Configuring and customizing the mobile experience Security considerations for mobile usage Chapter 10: Advanced Administration and Development Introduction to Apex: Salesforce's programming language Creating triggers, classes, and controllers An overview of Lightning Web Components Integrating Salesforce with external systems using APIs Chapter 11: Best Practices for Salesforce Success Tips for effective Salesforce administration Data backup and disaster recovery strategies Continuous learning and staying up-to-date with Salesforce updates Case studies showcasing successful Salesforce implementations [Customer Data Platforms](#) Packt Publishing Ltd

InfoWorld is targeted to Senior IT professionals. Content is segmented into Channels and Topic Centers. InfoWorld also celebrates people, companies, and projects.

CIO Packt Publishing Ltd

Design and build high-performance, secure, and scalable Salesforce solutions to meet business demands and gain practical experience using real-world scenarios by creating engaging end-to-end solution presentations Key Features Learn common integration, data migration, and security patterns for designing scalable and reliable solutions on the Salesforce Lightning platform Build an end-to-end delivery framework pipeline for delivering successful projects within specified

timelines Gain access to an exclusive book club of skilled Salesforce professionals, to discuss ideas, best practices, and share experiences of designing modern solutions using Salesforce Book Description Salesforce Certified Technical Architect (CTA) is the ultimate certification to validate your knowledge and skills when it comes to designing and building high-performance technical solutions on the Salesforce platform. The CTA certificate is granted after successfully passing the CTA review board exam, which tests your platform expertise and soft skills for communicating your solutions and vision. You'll start with the core concepts that every architect should master, including data lifecycle, integration, and security, and build your aptitude for creating high-level technical solutions. Using real-world examples, you'll explore essential topics such as selecting systems or components for your solutions, designing scalable and secure Salesforce architecture, and planning the development lifecycle and deployments. Finally, you'll work on two full mock scenarios that simulate the review board exam, helping you learn how to identify requirements, create a draft solution, and combine all the elements together to create an engaging story to present in front of the board or to a client in real life. By the end of this Salesforce book, you'll have gained the knowledge and skills required to pass the review board exam and implement architectural best practices and strategies in your day-to-day work. What you will learn Explore data lifecycle management and apply it effectively in the Salesforce ecosystem Design appropriate enterprise integration interfaces to build your connected solution Understand the essential concepts of identity and access management Develop scalable Salesforce data and system architecture Design the project environment and release strategy for your solution Articulate the benefits, limitations, and design considerations relating to your solution Discover tips, tricks, and strategies to prepare for the Salesforce CTA review board exam Who this book is for This book is for Salesforce architects who want to become certified technical architects by learning how to design secure and scalable technical solutions for their organizations. A solid understanding of the Salesforce platform is required, ideally combined with 3 to 5 years of practical experience as an application architect, system architect, enterprise architect, or solution architect.

Enterprise Master Data Management (Paperback) Morgan Kaufmann

The ideal introductory reference on salesforce.com—now fully updated throughout! As the global leader in on-demand customer relationship management (CRM), salesforce.com helps companies all over the world manage their sales, marketing, and customer service and support operations. Written by two salesforce.com insiders, this straightforward introduction clearly explains how to organize contacts, log activities with contacts, schedule business appointments, use forecasting tools to predict upcoming sales, make accurate projects based on past performance, and more. Walks you through the benefits and capabilities of the world's most popular customer relationship management (CRM) software—salesforce.com Covers the latest enhancements to salesforce.com and explains how to choose the right edition of salesforce.com to suit your business needs Details how to personalize your system, manage accounts, develop contacts, manage activities, track products, calculate forecasts, drive demand, utilize service and support, and more Addresses extending salesforce.com beyond CRM as well as migrating and managing your data Get started solving common sales, marketing, client, and customer service challenges with salesforce.com—and make your business a force to be reckoned with!

[Salesforce.com For Dummies](#) Apress

Mastering Salesforce Data Management and Migration: A Comprehensive Guide Table of Contents Chapter 1: Introduction to Salesforce Data Management and Migration Chapter 2: Salesforce Data Model Chapter 3: Data Import Techniques Chapter 4: Data Export Techniques Chapter 5: Data Cleansing and Transformation Chapter 6: Data Deduplication and Matching Chapter 7: Data Archiving and Retention Chapter 8: Data Security and Privacy Chapter 9: Data Backup and Recovery Chapter 10: Data Integration in Salesforce Chapter 11: Data Migration Strategies Chapter 12: Data Governance and Maintenance Chapter 13: Advanced Data Management Techniques and Emerging Trends Chapter 14: Conclusion and Key Takeaways Chapter 15: Advanced Tips and Tricks for Salesforce Data Management

Master Data Management for SaaS Applications Salesforce Data Architecture and Management Mastering Salesforce Advanced Admin and Automation: A Guide Table of Contents: Chapter 1: Introduction to Advanced Salesforce Administration Chapter 2: Data Modeling and Advanced Data Management Chapter 3: Advanced Security and Access Control Chapter 4: Advanced Workflow Automation Chapter 5: Advanced Process Automation with Process Builder Chapter 6: Apex Triggers and Apex Classes Chapter 7: Visualforce Pages and Lightning Components Chapter 8: Advanced Reporting and Analytics Chapter 9: Data Migration and Integration Chapter 10:

Salesforce AppExchange Chapter 11: Salesforce Trailhead Chapter 12: Salesforce Communities Chapter 13: Salesforce Mobile App Chapter 14: Salesforce Einstein Chapter 15: Salesforce Security Chapter 16: Salesforce App Customization Chapter 17: Salesforce Reporting and Dashboards Chapter 18: Salesforce Lightning Experience Chapter 19: Salesforce Integration Chapter 20: Salesforce Mobile App Customization

Mastering Salesforce Data Management and Migration Packt Publishing Ltd

Salesforce Data Architecture and Management Packt Publishing Ltd

[Salesforce Simplified](#) John Wiley & Sons

Migrate your data to Salesforce and build low-maintenance and high-performing data integrations to get the most out of Salesforce and make it a "go-to" place for all your organization's customer information. When companies choose to roll out Salesforce, users expect it to be the place to find any and all information related to a customer—the coveted Client 360° view. On the day you go live, users expect to see all their accounts, contacts, and historical data in the system. They also expect that data entered in other systems will be exposed in Salesforce automatically and in a timely manner. This book shows you how to migrate all your legacy data to Salesforce and then design integrations to your organization's mission-critical systems. As the Salesforce platform grows more powerful, it also grows in complexity. Whether you are migrating data to Salesforce, or integrating with Salesforce, it is important to understand how these complexities need to be reflected in your design. Developing Data Migrations and Integrations with Salesforce covers everything you need to know to migrate your data to Salesforce the right way, and how to design low-maintenance, high-performing data integrations with Salesforce. This book is written by a practicing Salesforce integration architect with dozens of Salesforce projects under his belt. The patterns and practices covered in this book are the results of the lessons learned during those projects. What You'll Learn Know how Salesforce's data engine is architected and why Use the Salesforce Data APIs to load and extract data Plan and execute your data migration to Salesforce Design low-maintenance, high-performing data integrations with Salesforce Understand common data integration patterns and the pros and cons of each Know real-time integration options for Salesforce Be aware of common pitfalls Build reusable transformation code covering commonly needed Salesforce transformation patterns Who This Book Is For Those tasked with migrating data to Salesforce or building ongoing data integrations with Salesforce, regardless of the ETL tool or middleware chosen; project sponsors or managers nervous about data tracks putting their projects at risk; aspiring Salesforce integration and/or migration specialists; Salesforce developers or architects looking to expand their skills and take on new challenges [Salesforce CRM - the Definitive Admin Handbook](#) "O'Reilly Media, Inc."

Harness the power of Salesforce to manage and grow your business. This book shows you how to use the Salesforce CRM tool to consolidate consumer data into a single place to gain better insight into your business and more easily manage data. Data (such as email, spreadsheets, databases) is generated through the front office or face of your business, where your company interacts with customers and revenue is generated. In a hotel, for instance, the front office is the lobby where guests are greeted, their problems are handled, and room payments are made. Another example is a coffee shop, where the front office is an employee taking a customer's order or serving a drink. Salespeople connect to customers by selling your company's goods or services. Marketing team members connect with them through advertising and promotional activities. Service and support staff assist customers with problems and provide help with products. This book introduces the many ways Salesforce-based innovations are transforming the technology landscape and the strategies that may be used for designing and launching a digital front office. The book examines how organizations can launch and grow digital solutions and strategies for the governance of the platform and provides an overview of digital transformation across industries. You will: Understand basic Salesforce concepts, including the digital front office process tower, lead to cash journey, core CRM functions, best practices, and more Review data management concepts, integrated sales, customer service, marketing operations, and proposal and business development needs in a systematic way Use frameworks to build a business architecture and multi-year technology roadmap Get familiar with Salesforce business processes and concepts such as account, contact, lead, and opportunity management; marketing campaigns; master data management (MDM); and lead scoring, grading, and activity management across the front office Define and develop digital marketing challenges and strategy (people, process, brand, messaging, and ROI), measure campaign data, and create an end-to-end campaign in Salesforce.

Salesforce Platform App Builder Certification Guide Packt Publishing Ltd

As an industry-leading Customer Relationship Management (CRM) application, Salesforce CRM helps the enterprise to improve client relations. It greatly enhances sales performance and provides your business with a robust CRM system. In order to achieve optimum performance from the Salesforce CRM system, there are a lot of things for you as the Salesforce Administrator to tackle. This is the only book which focuses on the administrative aspect of Salesforce CRM. Salesforce CRM: The Definitive Admin Handbook will give you all the information you need to administer this powerful CRM application. It is the definitive guide to implementing Salesforce CRM. Whether you are looking to enhance the core features or you have already started customizing your Salesforce CRM system and are looking for guidance on advanced features, this book will show you how to get the maximum benefit from this exciting product. This book provides a practical, step-by-step experience. You will start with the initial user, move on to security setup, and then progress to higher level tasks such as configuration, data management, and data analytics. You will also be presented with ways to improve the setup and avoid some common pitfalls using tips and tricks gained from real-world experiences. And finally you will be presented with ways in which the core platform can be further extended and enhanced to provide the maximum return on investment for your organization. This book is focused on the needs of the enterprise, providing a solution-driven approach for both business and IT specialists to get the most from this powerful and popular CRM application. It will enhance your understanding of the features and functionality of the CRM application and get you completely ready to administer Salesforce CRM.

Hands-On Low-Code Application Development with Salesforce Independently Published
Master the hottest technology around to drive marketing success Marketers are faced with a stark and challenging dilemma: customers demand deep personalization, but they are increasingly leery of offering the type of personal data required to make it happen. As a solution to this problem, Customer Data Platforms have come to the fore, offering companies a way to capture, unify, activate, and analyze customer data. CDPs are the hottest marketing technology around today, but are they worthy of the hype? Customer Data Platforms takes a deep dive into everything CDP so you can learn how to steer your firm toward the future of personalization. Over the years, many of us have built byzantine “stacks” of various marketing and advertising technology in an attempt to deliver the fabled “right person, right message, right time” experience. This can lead to siloed systems, disconnected processes, and legacy technical debt. CDPs offer a way to simplify the stack and deliver a balanced and engaging customer experience. Customer Data Platforms breaks down the fundamentals, including how to: Understand the problems of managing customer data Understand what CDPs are and what they do (and don't do) Organize and harmonize customer data for use in marketing Build a safe, compliant first-party data asset that your brand can use as fuel Create a data-driven culture that puts customers at the center of everything you do Understand how to use AI and machine learning to drive the future of personalization Orchestrate modern customer journeys that react to customers in real-time Power analytics with customer data to get closer to true attribution In this book, you'll discover how to build 1:1 engagement that scales at the speed of today's customers.

Building a Salesforce-Powered Front Office O'Reilly Media, Inc."

Mastering Salesforce Governance and Release Management: A Comprehensive Guide for Success
Table of Contents: Chapter 1: Introduction to Salesforce Governance and Release Management Chapter 2: Building a Strong Foundation: Designing a Governance Strategy Chapter 3: Configuring Security and Access Controls Chapter 4: Data Management and Quality Assurance Chapter 5: Change Management Processes Chapter 6: Sandbox Management Chapter 7: Version Control and Source Code Management Chapter 8: Release Planning and Deployment Strategies Chapter 9: Continuous Integration and Continuous Deployment (CI/CD) for Salesforce Chapter 10: Monitoring and Optimizing Salesforce Performance Chapter 11: Data Security and Compliance Best Practices Chapter 12: Troubleshooting and Issue Resolution in Salesforce
MASTER DATA MANAGEMENT AND DATA GOVERNANCE, 2/E Packt Publishing Ltd
Increase customers and their satisfaction while growing your business with the world's #1 customer relationship management (CRM) software. This 6 page laminated guide breaks down options for data and resource transition, data migration and essential tools and their function. Written by our sales and Salesforce guru and Lynda.com author Christopher Matthew Spencer, this well rounded primer to this powerful tool will show you the ropes and get you up and running with a proven roadmap to customer satisfaction and success. 6 page laminated guide includes: Intro to Salesforce CRM Salesforce Clouds Salesforce CRM Editions Planning Transition Data Migration

Initial Setup Permission Sets Profiles Users Groups Queues Roles Organization-Wide Default Sharing Settings Data Sharing Overview Health Check Tips for Data Importing Using Salesforce Objects Apps Lightning Pages Page Layouts Tabs Files A Typical Salesforce Team's Workflow Reports Dashboards

Packt Publishing

Take a deep dive into the architectural approach, best practices, and key considerations needed to comprehend, evaluate, and design an efficient, scalable, and sustainable Salesforce-based solution. This book takes a comprehensive look at the seven architectural domains that must be considered when architecting a Salesforce-based solution and equips you to develop the artifacts needed for an end-to-end enterprise architecture blueprint for Salesforce implementation and DevOps. This must-have handbook helps Salesforce professionals implement and manage Salesforce in their organization. You will learn Salesforce architecture: solution architecture, data architecture, security architecture, integration architecture, identity and access management architecture, and strategies that can be used for Salesforce-based mobile applications. In addition to the main architecture concepts, the book also offers industry best practices and the recommended framework for approaching, managing, delivering, and continuously improving a Salesforce solution using its Salesforce Development & Deployment Lifecycle. What You Will Learn Get a detailed overview of the Salesforce multi-tenant, metadata-driven architectural framework and the under-the-hood technology stack that supports Salesforce Know the seven architecture domains, their intricacies, and the considerations needed within each when designing a Salesforce solution Have an architectural mindset and the artifacts needed to architect an end-to-end enterprise-level implementation of Salesforce Be familiar with the most common Salesforce products, licenses, AppExchange products, and the key considerations of using out-of-the-box declarative capabilities vs custom programmatic capabilities of Salesforce Understand data architecture design considerations that include data modeling in Salesforce, identifying and mitigating large data volume concerns, and the key considerations for data migration and data archiving strategies Understand security architecture considerations related to securing data within Salesforce and the various approaches to allow or restrict sharing and visibility from within Salesforce Understand integration architecture considerations that provide an overview of the integration patterns and the integrations solutions that can be used with Salesforce to connect Salesforce with a remote system hosted on-premises, on the cloud, or by third-party solution providers Understand identity and access management architectural considerations across the 9 stages of an identity and access management lifecycle Be aware of the strategies available to design mobile solutions with Salesforce and the options available for Salesforce mobile architecture Employ the principles of the DevOps & Development Lifecycle needed for an ideal state Salesforce implementation Who This Book Is For Professionals interested in implementing, optimizing, and architecting Salesforce solutions enterprise-wide; Salesforce implementation (SI) partners needing a detailed playbook for architecting and delivering successful Salesforce solutions; Salesforce admins, developers, and architects looking for a one-stop educational resource to mastering the Salesforce architect domains or those pursuing the Salesforce architecture domain certification exams, including the Salesforce Certified Technical Architect (CTA) board exam

Multi-Domain Master Data Management IBM Press

This practical guide brings DevOps principles to Salesforce development. It fits together two major movements within the IT world: the movement to Software/Platform as a Service (SaaS/PaaS), and the DevOps movement. While SaaS and PaaS allow companies to invest in their core competencies rather than maintain their own infrastructure, the goal of DevOps is to optimize the process of delivering software innovation and value. The release of Salesforce DX in late 2017 unlocks the possibility of a true DevOps workflow on Salesforce. But DevOps is new to the Salesforce world and there is not a widespread understanding of its goals and methods, and so adoption of Salesforce DX is still in the early stages. Mastering Salesforce DevOps explains how to build a powerful and comprehensive DevOps workflow for Salesforce—allowing you to finally deploy the world's most innovative platform using the world's most effective and efficient techniques. It addresses the need for a comprehensive guide to DevOps for Salesforce, allowing teams to bring proven practices from the IT world to resolve the hardest problems facing Salesforce developers today. What You Will Learn Improve company performance and software delivery performance using Salesforce DX Translate DevOps concepts into the unique language and practices of Salesforce Understand why and how you can implement Salesforce DX to achieve greater productivity and

innovation Enable continuous delivery on Salesforce Build packages and architect code so it can be deployed easily Allow admins to participate in what has traditionally been a developer workflow Know the techniques for reducing the stress and risk of deployment Apply the full range of automated tests that can be used on Salesforce Who This Book Is for Salesforce developers, release managers, and those managing Salesforce development teams who need a guide to DevOps, and DevOps specialists who need to apply familiar concepts to Salesforce

Pro Salesforce Analytics Cloud Independently Published

Enterprises today understand the value of employing a master data management (MDM) solution for managing and governing mission critical information assets. Chief data officers and chief information officers drive MDM initiatives with IBM® InfoSphere® Master Data Management to improve business results and operational efficiencies, which can help to lower costs and to reduce the risk of using untrusted master information in business process. Cloud computing introduces new considerations where enterprise IT architectures are extended beyond the corporate networks into the cloud. Many enterprises are now adopting turnkey business applications offered as software as a service (SaaS) solutions, such as customer relationship management (CRM), payroll processing, human resource management, and many more. However, in the context of MDM solutions, many organizations perceive risks in having these solutions deployed on the cloud. In some cases, organizations are concerned with the legal restrictions of deploying solutions on the cloud, whereas in other cases organizations have policies and strategies in force that limit solution deployment on the cloud. Immaterial of what all the cases might be, industry trends point to a prediction that many "extended enterprises" will keep MDM solutions on premises and will want its integrations with SaaS applications, specifically customer and asset domains. This trend puts a key focus on an important component in the solution construct, that is, the cloud integration middleware and how it fits with hybrid cloud architectures that span on premises and cloud services. As this trend pans out, the on-premises MDM solution integration with SaaS applications will be the key pain point for the "extended enterprise." This IBM Redbooks® publication provides guidance to chief data officers, chief information officers, MDM practitioners, integration architects, and others who are interested in the integration of IBM InfoSphere Master Data Management with SaaS applications. This book lays the background on how mastering and governance needs for SaaS applications is quite similar to what on-premises business applications would need. It draws the perspective for serving the on-premises application and the SaaS application with the same MDM hub. This book describes how IBM WebSphere® Cast Iron® Cloud Integration can serve as the "de-facto" cloud integration middleware to integrate the on-premises InfoSphere Master Data Management systems with any SaaS application by using Salesforce.com integration as an example. This book also covers aspects of handling bulk operations with IBM InfoSphere Information Server. After reading this book, you will have a good understanding about the considerations for on-premises InfoSphere Master Data Management integration with SaaS applications in general and Salesforce.com in particular. The MDM practitioners and integration architects will understand the deployable integrations patterns and, in general, will be able to effectively contribute to delivering strategies that involve building solutions in this area. Additionally, SaaS vendors and customers looking to build or implement SaaS solutions that might require trusted master information will be able to use this compilation to ensure that the right architecture is put together and adhered to as a set of standard integrations patterns with all the core building blocks is essential for the longevity of a solution in this space.
Becoming a Salesforce Certified Technical Architect Packt Publishing Ltd
As data management continues to evolve rapidly, managing all of your data in a central place, such as a data warehouse, is no longer scalable. Today's world is about quickly turning data into value. This requires a paradigm shift in the way we federate responsibilities, manage data, and make it available to others. With this practical book, you'll learn how to design a next-gen data architecture that takes into account the scale you need for your organization. Executives, architects and engineers, analytics teams, and compliance and governance staff will learn how to build a next-gen data landscape. Author Pietheinh Strengholt provides blueprints, principles, observations, best practices, and patterns to get you up to speed. Examine data management trends, including regulatory requirements, privacy concerns, and new developments such as data mesh and data fabric Go deep into building a modern data architecture, including cloud data landing zones, domain-driven design, data product design, and more Explore data governance and data security, master data management, self-service data marketplaces, and the importance of metadata

Practical Salesforce.com Development Without Code John Wiley & Sons

The Only Complete Technical Primer for MDM Planners, Architects, and Implementers Companies moving toward flexible SOA architectures often face difficult information management and integration challenges. The master data they rely on is often stored and managed in ways that are redundant, inconsistent, inaccessible, non-standardized, and poorly governed. Using Master Data Management (MDM), organizations can regain control of their master data, improve corresponding business processes, and maximize its value in SOA environments. Enterprise Master Data Management provides an authoritative, vendor-independent MDM technical reference for

practitioners: architects, technical analysts, consultants, solution designers, and senior IT decisionmakers. Written by the IBM® data management innovators who are pioneering MDM, this book systematically introduces MDM's key concepts and technical themes, explains its business case, and illuminates how it interrelates with and enables SOA. Drawing on their experience with cutting-edge projects, the authors introduce MDM patterns, blueprints, solutions, and best practices published nowhere else--everything you need to establish a consistent, manageable set of master data, and use it for competitive advantage. Coverage includes How MDM and SOA

complement each other Using the MDM Reference Architecture to position and design MDM solutions within an enterprise Assessing the value and risks to master data and applying the right security controls Using PIM-MDM and CDI-MDM Solution Blueprints to address industry-specific information management challenges Explaining MDM patterns as enablers to accelerate consistent MDM deployments Incorporating MDM solutions into existing IT landscapes via MDM Integration Blueprints Leveraging master data as an enterprise asset--bringing people, processes, and technology together with MDM and data governance Best practices in MDM deployment, including data warehouse and SAP integration

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