The Importance of Gaining a 360-Degree View of the Customer

Integrating Salesforce with other business applications creates a comprehensive and consistent view of customers.

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Salesforce is the world’s #1 customer relationship management (CRM) company, with more than 150,000 subscribers. As more organizations move to a customer-centric approach with cloud-based applications and services, it’s likely that Salesforce will play an increasingly important role in helping organizations of all kinds collect, store and organize customer data.

But even if an organization has invested in Salesforce, it still may struggle with the consistency and quality of its customer data. The data in Salesforce might be incomplete or inconsistent with other applications or databases. In addition, in Salesforce or any other data repository, there may be inconsistencies in the spelling of people’s names, mailing and email addresses, employers and more.

Salesforce by itself cannot solve the data complexity of hybrid IT systems. Typically, data resides within distributed applications across the enterprise. Software platforms for order management, fulfillment, billing, analytics and customer service may each contain a different set of data, overlapping in some key areas but separately maintained.

These inconsistencies can lead to frustrated customers, missed business opportunities, and even violations of regulations such as the EU General Data Protection Regulation (GDPR). Imagine a large enterprise with multiple product lines, each with its own customer database. The organization lacks a comprehensive view of customer data. Business units might send uncoordinated emails to the same customers, even though some of those customers have opted out of email communications.

Most importantly, though, incomplete or inconsistent customer data prevents an organization from fully understanding its customers and addressing their needs.

Organizations need an integration platform that can help solve these challenges, delivering a complete, 360-degree view of the customer — a view with accurate and coherent data about every relevant aspect of every customer. To achieve this 360-degree view in an evolving, increasingly cloud-centric IT infrastructure requires a modern approach to integration.
Gain a Single View of Each Customer with Boomi

Enterprises need fast, affordable integration capabilities — capabilities that are unavailable with traditional enterprise service bus (ESB) middleware technologies or other legacy approaches that require extensive development work from senior programmers. These older approaches will overburden any organization hoping to move at the pace of today's business.

In contrast to older, code-intensive approaches to integration, Dell Boomi's low-code enterprise integration platform delivers the agility, ease-of-use and cost-effectiveness required for tackling today's most challenging data management problems and for thriving in today's digital marketplace.

A cloud-native platform that supports integrations running both in the cloud and on-premise, Boomi offers a configurable approach that aligns well with both Salesforce and on-premise legacy applications.

The Boomi integration cloud provides a viable, highly productive way to connect data silos and help companies build a single view of the customer. Boomi does this through synchronization (coordinating the "golden record" for the data of multiple applications) and federation (servicing requests from external users against these applications).

The Boomi integration platform as a service (iPaaS) is 100% cloud-native technology, with an intuitive drag-and-drop interface for creating integrations. With this easy-to-use interface and Boomi's extensive collection of ready-to-use connectors for popular business applications, enterprises can quickly create integrations, connecting sources of customer data across the organization. But this fast, hassle-free integration development is just one way Boomi helps organizations take control of their customer data.

Boomi Master Data Hub synchronizes data across applications to ensure quality and consistency. In combination with Boomi integration and API management, Boomi Flow extends Salesforce workflow capabilities across an organization. Extending processes with Flow allows people who do not typically interact with Salesforce to contribute relevant data.

Using Boomi, enterprises can minimize the time, cost and effort involved in setting up and maintaining Salesforce connections, as well as providing that single view of their contacts.

Making the Most of Salesforce with the Boomi Integration Cloud

We routinely recommend Boomi as part of our consulting and implementation strategy. These days — with proliferating cloud applications and a legion of legacy on-premise systems — Boomi offers out-of-the-box connectivity into Salesforce and most any application, database or API.

As an example, our team at Davanti created a queuing infrastructure for messaging to help one of our customers improve their use of Salesforce. Normally, a project like this would take days to set up, test and configure using traditional coding methods. Using Boomi, though, we were able to help the customer build the complete infrastructure in just a couple of hours.

Boomi takes the technology details out of integration work. You don’t need to worry about how things are set up. You can just trust the platform, and everything works.

MDM: A Central Point of Connection

Depending on the size of the organization, it may have one or more instances of Salesforce. Salesforce has limited heterogeneous data management capabilities. As a result, data quality governance is critical when integrating Salesforce with other systems, and still important if an organization is running multiple instances of Salesforce.

Boomi Master Data Hub provides that central point of management needed to orchestrate data among various data silos. Boomi Hub represents data consistently across an organization, helping data stewards model, match, synchronize, cleanse and enrich data from all the organization’s domains.

The integration layer provides access via the hub to connect all the systems but also pulls it transparently from the source systems, ensuring data quality for applications. Any data source, including Salesforce, that is connected to the Boomi Hub can contribute data to the hub or consume data from the hub. Boomi Hub also has built-in change detection services to reduce the noise between systems. By streamlining complex look-ups, Boomi helps organizations reduce the costs from data enrichment, operational overhead and synchronization development time.

Boomi's intelligent capabilities can provide mapping guidance and turbo-charge the process of building data models — a painstakingly long project for a typical master data management implementation. Just being able to set up basic capabilities that would normally take days or even weeks to establish saves time and money, and Boomi makes that easy.
Benefits of Boomi for Managing Salesforce Customer Data

**A complete offering in a single platform**

Boomi supports all the key requirements of integration for a modern hybrid IT environment. Beyond its excellent core integration capabilities, it has built-in data quality management, API management, EDI management and workflow automation tools. With this full portfolio of integration support, organizations can address virtually any aspect of their integration needs.

**Cloud-native**

Many customers choose Salesforce because they want the agility, flexibility and cost-savings that come with moving to the cloud. Boomi’s pure cloud architecture (single-instance/multi-tenant) eliminates any data center infrastructure investments or software management overhead, providing massive efficiencies and cost-savings.

**Simple set-up**

The focus should always be around configuration first, and only coding when you have to. With Boomi’s model of “clicks, not code,” you can very easily choose the options you want, whether it’s a Salesforce connector, a database connector or anything else. You can define your workflow visually using diagrams and drag-and-drop functionality rather than having to do any in-depth coding. This eliminates the risk of manual coding errors, greatly simplifies configuration processes, and avoids brittle custom integrations that are a nightmare to manage.

**Faster deployments**

Digital competition is all about speed. With Boomi, Salesforce customers can get projects up and running quickly, then continuously improve and extend connectivity and functionality over time. Developers and even business users can start work in their browsers and then build out functionality, start testing, and deliver.

**Lower TCO**

Boomi provides a dramatically lower total cost of ownership thanks to the innate advantages of cloud-native platforms and their ability to eliminate most all IT infrastructure costs and software management hassles. Boomi’s low-code development environment further reduces costs related to integration. Low-code greatly reduces the need for expensive programmers or technical experts. With Boomi, even business users can build integrations.

Adopting Salesforce is an excellent first step for taking control of customer data. Using the Boomi integration platform to integrate that data with other business applications and data repositories helps organizations make the most of their investments in Salesforce. Boomi helps organizations gain a 360-degree view of the customer, enabling organizations to better understand and serve their most important constituents – their customers.

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