

Dupe Manager for Salesforce

**MANAGE SALESFORCE DATA IN A RELEVANT MANNER, SAVE TIME,
IMPROVE CUSTOMER RELATIONSHIP**

In 2020, there will be around 40 trillion gigabytes of data (40 zettabytes).

From 4.4 trillion gigabytes in 2013 to 40 trillion gigabytes in 2020, data creation and collection has seen tremendous growth. This presents a business opportunity for companies across the world. But with such a large amount of data, come equally big challenges.

Since companies now have a gamut of data from various stakeholders and departments, the biggest challenge that they face is unstructured and duplicate data. Thus, making it difficult to understand, derive insights, and make decisions based upon it.

83% of organizations see data as an integral part of their business strategy, yet 69% say inaccurate data continues to undermine their efforts.

To be able to take timely decisions and chalk out an effective plan of action, it is indispensable to merge them categorically. Managing complex data can be frustrating and costly too. Here Dupe Manager comes to your rescue.

To steer clear of bad data in Salesforce, Dupe Manager—a Grazitti product that comes packed with advanced deduping capabilities—is what you need. Dupe Manager comes powered to support all standard and custom Salesforce objects and offers the most advanced, comprehensive deduping solutions.

Benefits

- Effective Duplication Management
- Improved Data Management & Quality
- Better User Adoption & Experience
- Improved Customer Relationship

Features

- **Merge:** Manage and merge all the standard and custom Salesforce objects data based on the defined rules. Exercise full control of how records can be merged and which information should be retained for further use.
- **Scheduled Deduping:** Enable an automated check on the duplicate records by setting up scheduled deduping. This helps get rid of bad or unwanted records regularly without much effort.
- **Unification of Child Data:** Facilitate the merger of child records with parent records to prevent duplication of data of a single account. This helps bring more clarity and transparency within the data management process.
- **Field Value Update:** Easily merge data records. This allows Salesforce users to update field values across selected records while merging them.
- **Auto-Detection of Duplicates:** Use pre-defined rules to help users/admins find duplicates with a click, without any manual effort. This helps companies attain both cost and time effectiveness in managing data on all standard and custom objects
- **Customizable Filter Logic:** Make deduping a walk in the park for Salesforce users with customizable filter logic. This helps with a quick deduping process and data cleaning that can be done on big data records.

Why Choose Us



Technical
Expertise



Creative
Experience



Agile & Global
Delivery



Commitment
to Quality



Strategic
Depth

About Us

Dupe Manager is a product by Grazitti Interactive, a digital innovation leader with Salesforce-certified experts, who have optimized operational efficiency and customer satisfaction of over 1000+ global customers including 100+ Silicon Valley companies and several Fortune 500 brands. We manage and integrate other digital and business solutions including Marketing Automation, Online Communities, and Data Analytics.

For more info about Dupe Manager or any of our other services or products, feel free to drop an email at info@grazitti.com.

 Get in Touch

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