Celebrating a Double Decade of

DT DemandTools

validity

Agenda

A double decade of Salesforce and DemandTools

A day in your life as a CRM admin

Testimonials from DemandTools fans

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A double decade of Salesforce and DemandTools

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THE DAWN OF
SALESFORCE
1999: 5,000 CUSTOMERS

salesforce.com
Point. Click. Close.

The Dawn of Salesforce: The danger of duplicates

HotShotTools

- Duplicate records were an adoption killer for primary users.

- Admins were expected to maintain duplicate-free CRMs with very little direction for data merges.

- Our roles and toolsets were expanding as we took on the challenge of collaborating with sales to discover how to manage our CRM data.

Lesson #1

Duplicates are inevitable.
You need a plan to control them or they'll cripple your business.

1999

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THE ENLIGHTENMENT

2005: 15,000 CUSTOMERS

salesforce.com
experience success.

the AppeXchange

appeXchange™

The Enlightenment: Data quality means more than deduplication

DemandTools

- Adding thousands of applications introduced many different data formats.

- Admins maintained Salesforce as a companywide system of truth – not just for Sales but also for Marketing and Customer Service.

- Our bag of tricks expanded to take on system security, page layouts, training, and new options... but at the heart of it all was data quality.

Lesson #2

Data quality is not only deduplication but also standardization, mass modification, lead conversion, and importing/exporting.

1999   2005

THE INDUSTRIAL REVOLUTION

2010: 92,000 CUSTOMERS

salesforce

The industrial revolution: Data quality at scale requires more process

DupeBlocker

PeopleImport — From The Makers of DemandTools

- The complexity of Salesforce increases as it connects to other systems; now Finance and Customer Success want access from the same platform.

- Admins had to integrate different record IDs, formats, and processes into one System of Record, and learned how to automate common solutions.

- We saw common problems across departments and had to learn how to work with massive groups of records, handling inevitable exceptions

Lesson #3

When it comes to managing data quality at scale, automation and data governance aren't optional.

1999   2005   2010

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THE MODERN AGE

2021: OVER 150,000 CUSTOMERS

salesforce

The modern age: As admins, we can't go it alone

DemandTools

- Consumers expect everything digitally, so there's billions more data points that need to be monitored, cleaned, standardized, and managed.

- Admins are the guardians of the company's most valuable asset: its data.

- Our responsibilities go beyond data quality and require collaboration across departments to lead the way in effective, efficient, and ethical use of our data

Lesson #4

Maintaining high quality data also requires leadership buy-in and a cross-functional operations team.

1999   2005   2010   2021

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THE FUTURE

The future: New technologies still require high quality data

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- Higher order automations will make decision-making and personalization efforts easier, though privacy regulations follow close behind.

- Admins know it's an arms race to stay ahead of the next big thing, and that systems will fall behind again if they don't stay current.

- The power is in our hands to tell the CRM what we want out of it, rather than letting the CRM rule our time for us.

Lesson #5

AI, ML, next best action, privacy compliance… all rely on good data.

You can't be ready for the future if you don't clean up your past.

1999 — 2005 — 2010 — 2021 — ????

DemandTools FROM VALIDITY

Joining the celebration today

groups360
YOUR NEXT MEETING STARTS HERE.

Eric Mannino
Vice President, Sales Operations
groups360

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FROM VALIDITY

A day in the life of a CRM admin

A day in the life of a CRM admin

Ken Neudorf
Solutions Engineer,
Validity

Olivia Hinkle
Sr. Product Marketing Manager,
Validity

Joining the celebration today

Corbin Neike
Senior Salesforce Administrator
84.51°

How far we've come...

Software Development

CRMfusion Inc. is the proud developer of these fine tools for the online CRM marketplace.

DemandTools

The salesforce.com administrators total data quality toolset. Our premiere product.
Download a trial version

HotShotTools

The tool for Siebel CRM OnDemand / Upshot clients interested in full control over their data.
Download a trial version

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DemandTools: The 2000s

7 modules
Announced at Dreamforce

| 2004 | 2005 | 2006 | 2007 | 2008 | 2009 |

PeopleImport — above 2006

Reassign Ownership module — above 2008

15 modules
Cross object dedupers — below 2005

DupeBlocker
APEX Developer of The Year — below 2007

Single Table Dedupe module — below 2009
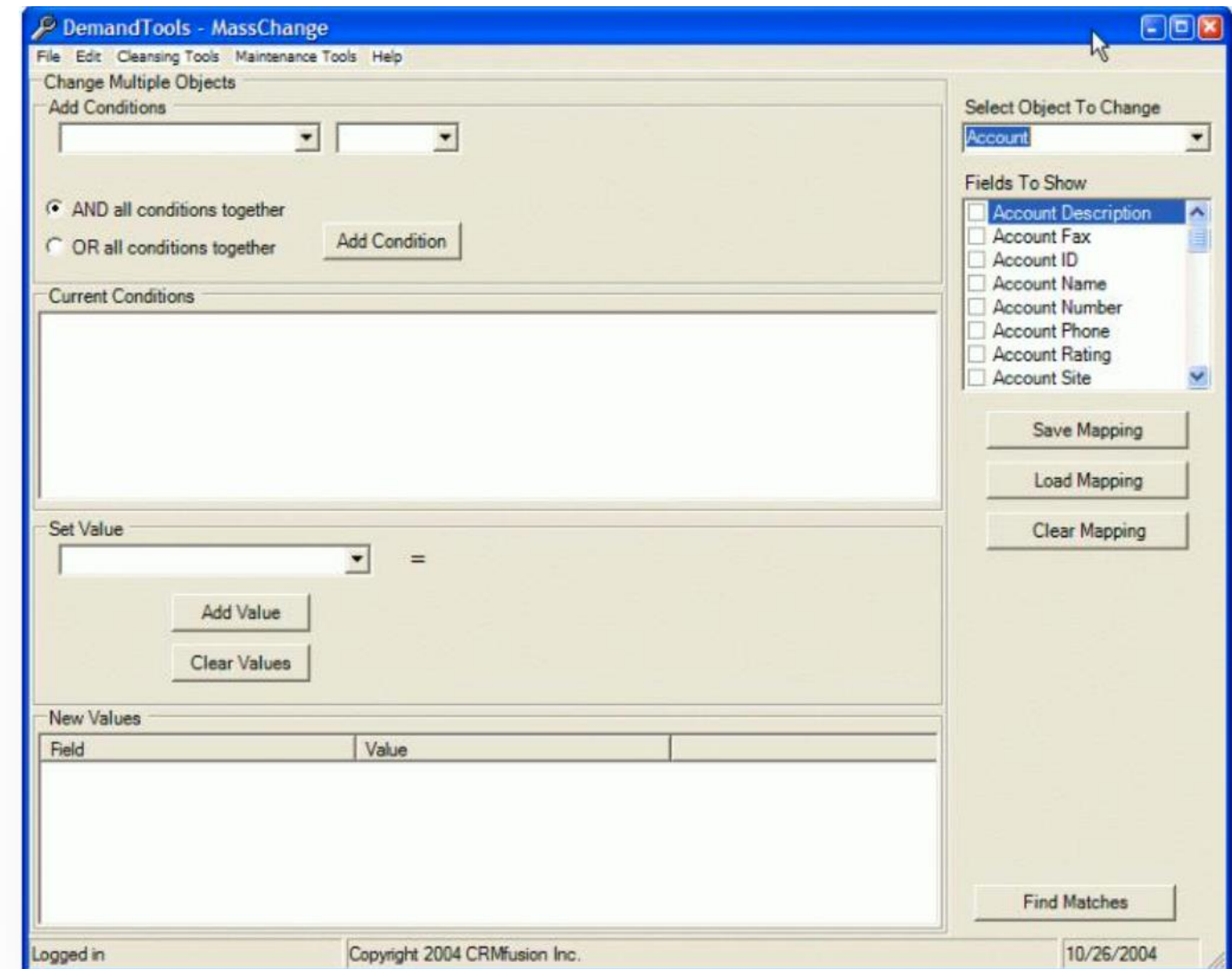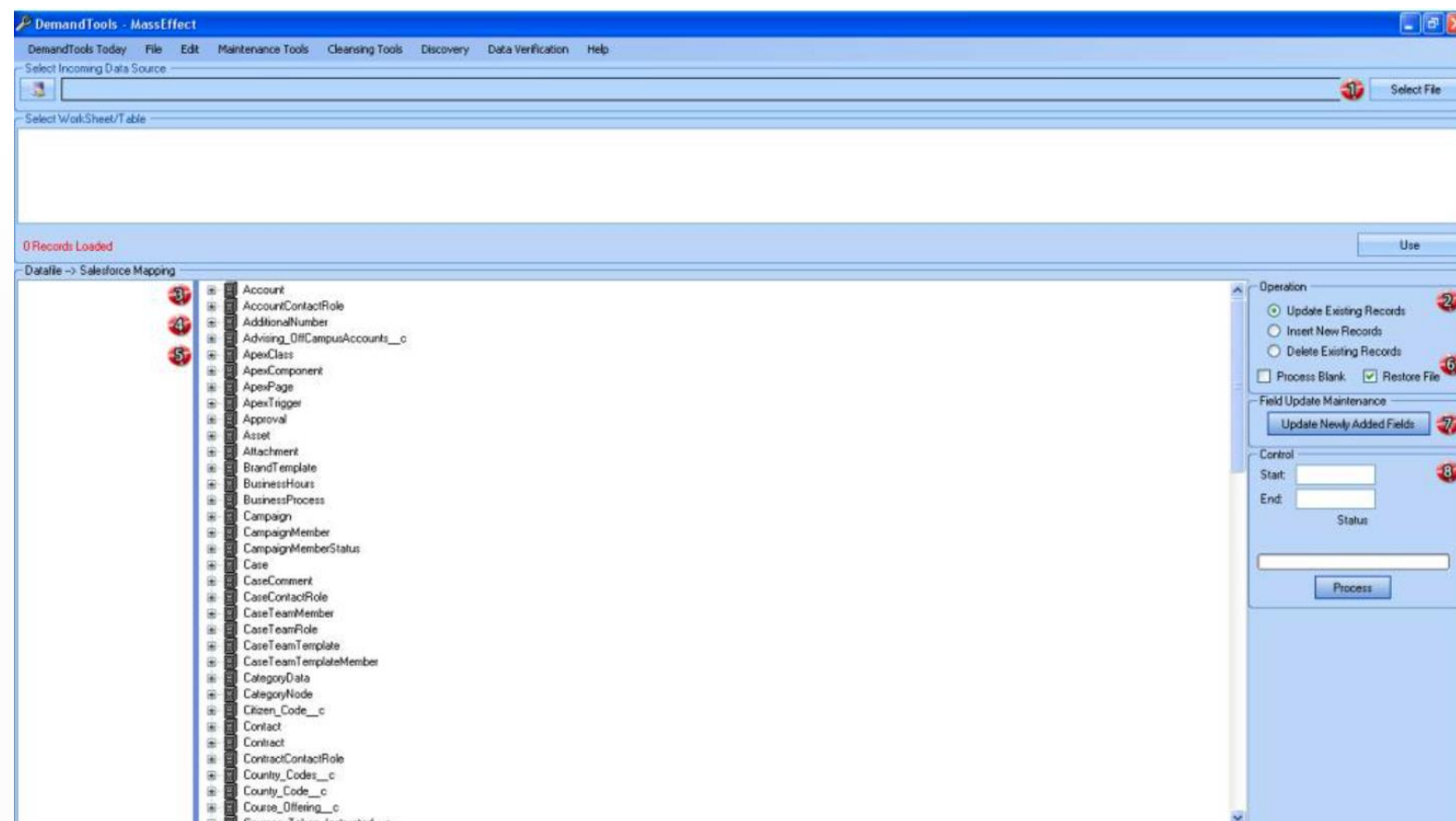
DemandTools: The 2010s

Find/Report IDs,
Scenario Scheduler

DupeBlocker 3

Bulk Backup module

DemandTools Suite Certification
and User Community

| 2010 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2019 |

ParentFixer and
PowerGrid

Single Table Dedupe
grouping for parent/child
relationship management

JobBuilder

EmailConnect
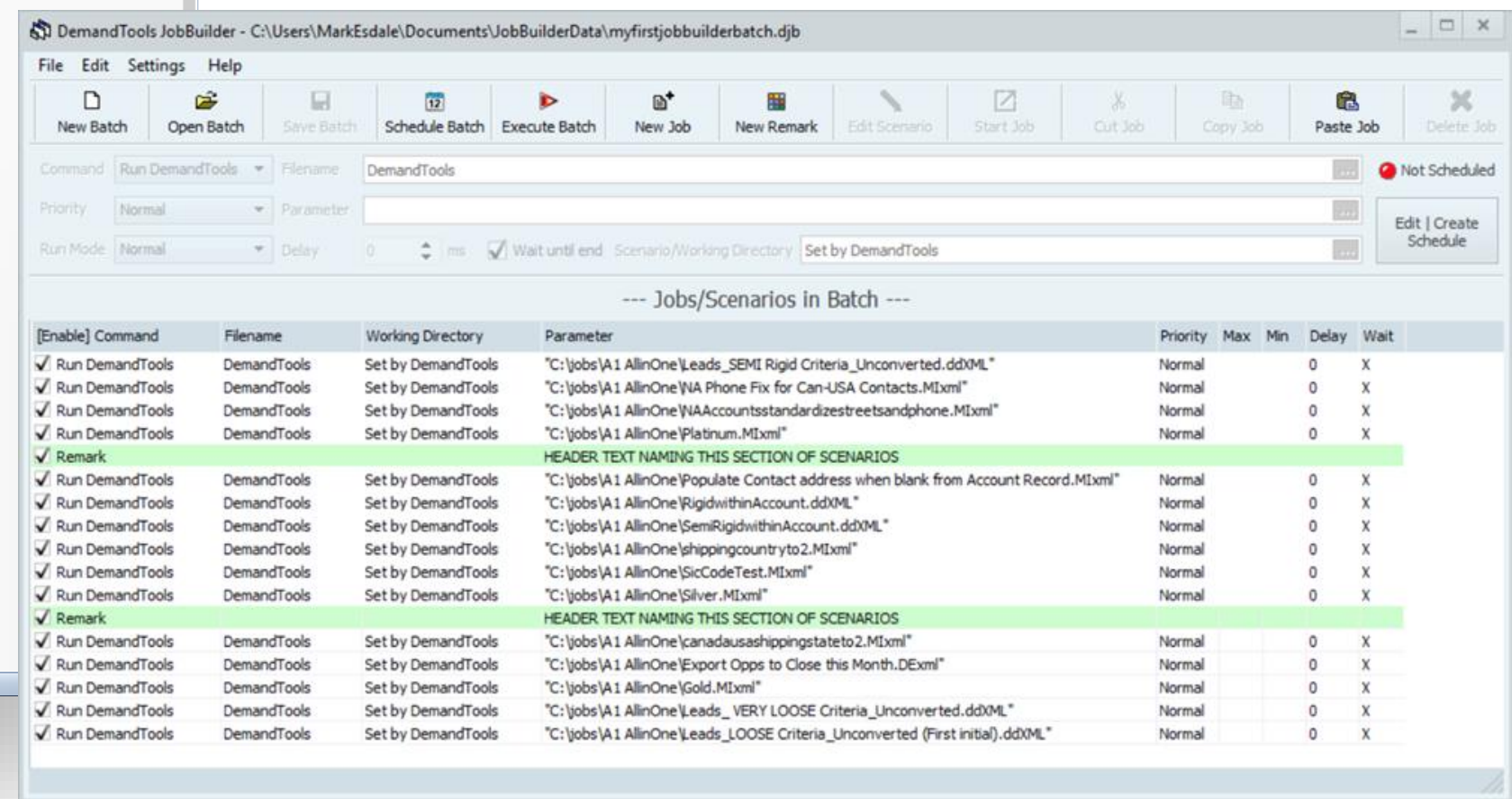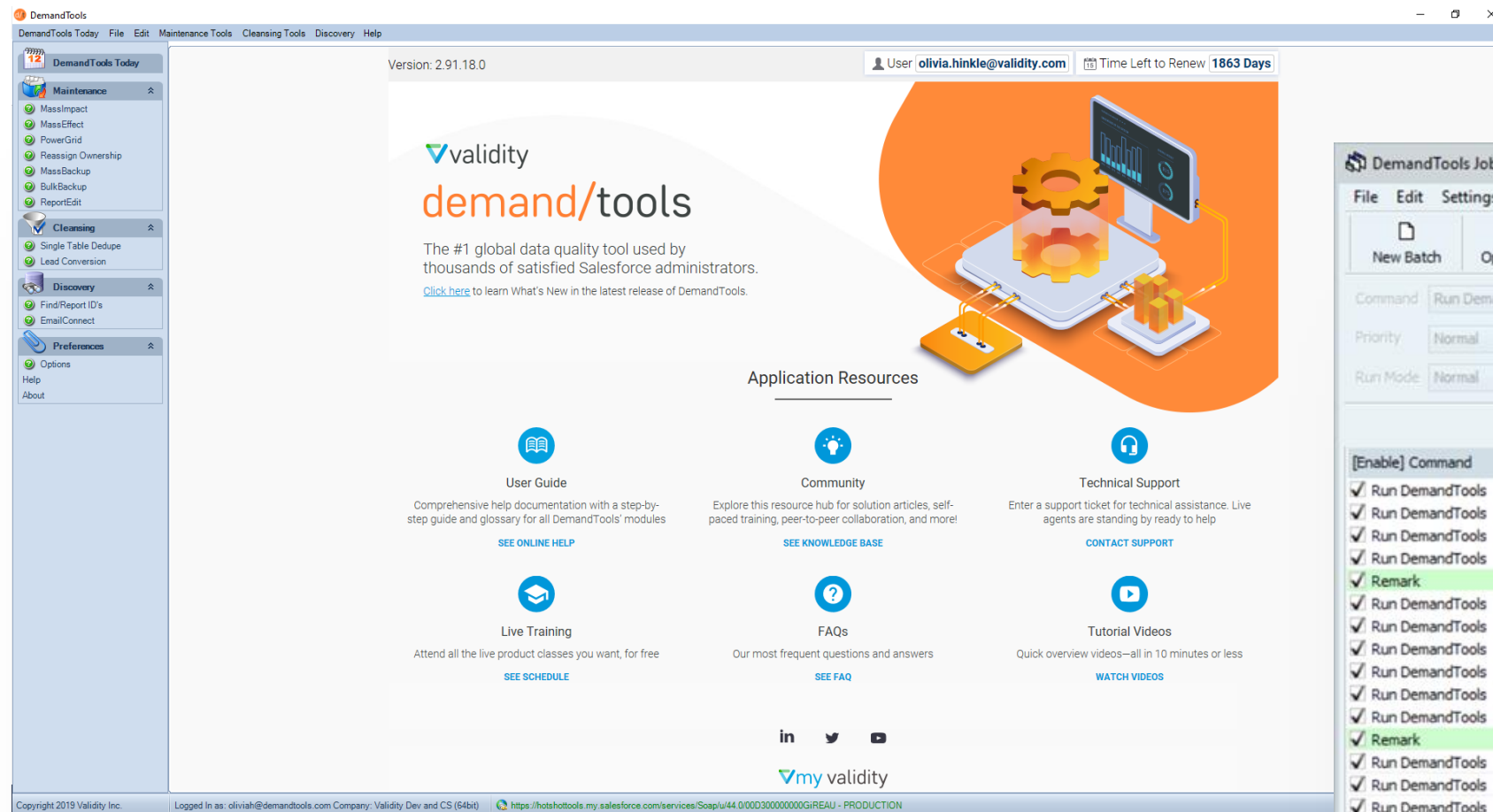
DemandTools: The 2020s and beyond
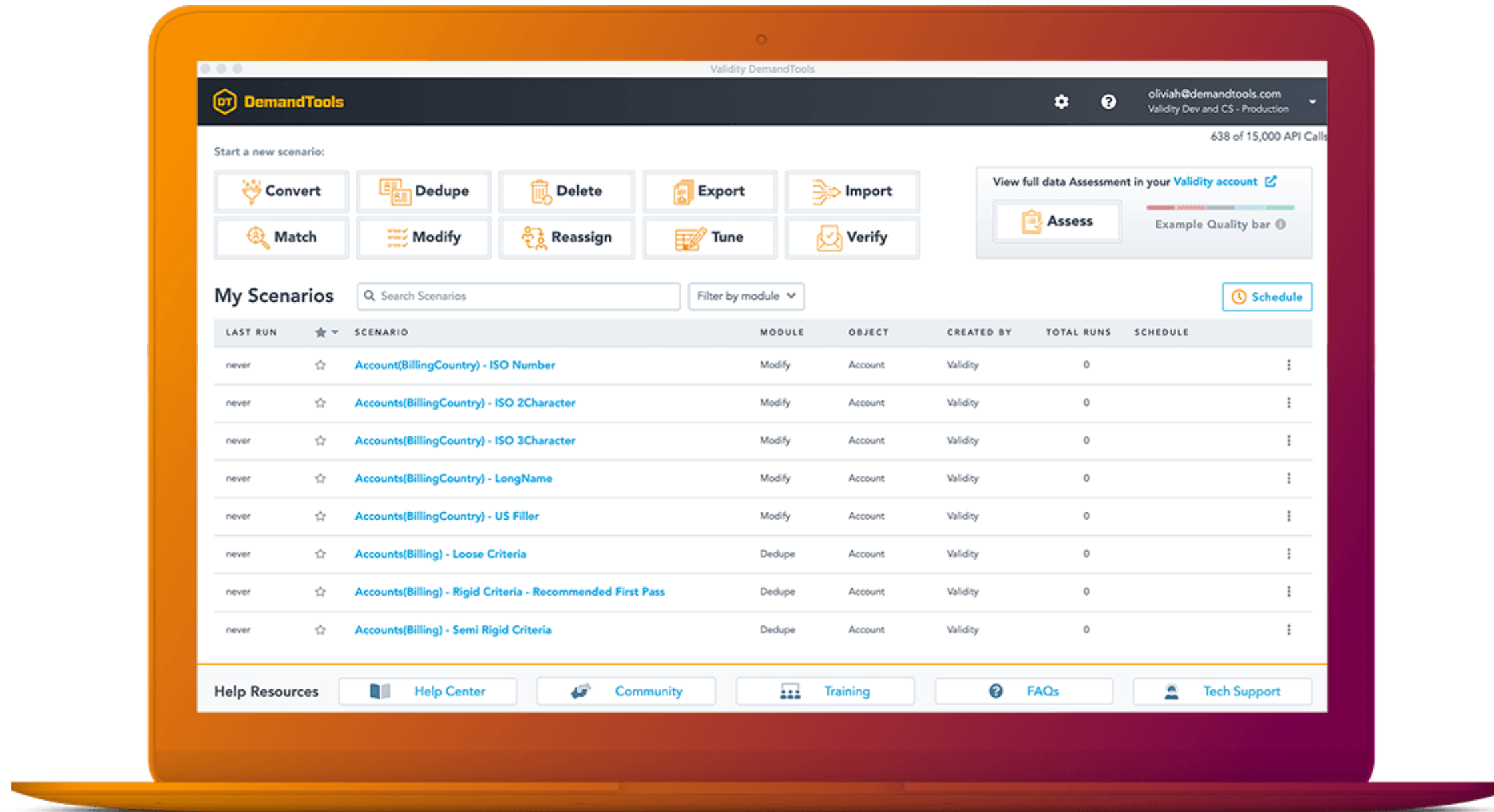
2020

Beta Program

2021

DemandTools V Release

2022

More Innovation

One more note of congratulations...

You could be a winner!

Keep an eye on your inbox to see if you are one of 50 randomly selected registrants for free DemandTools swag!

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Q & A

Industry Pain Point Stats for Context

- 49% of companies say human error is the biggest cause of data inaccuracies (Experian).

- 15-45% of operating expenses of almost all organizations are wasted due to data quality issues (Data Ladder).

- Businesses with a designated Data Governance or Data management leader show 42% greater confidence in data quality than those without (Observepoint).

- 72% of IT decision makers confess to being data hoarders (Veritas).

- Every year, 30% of your customer data decays. In B2B, this can be as high as 70% (Informatica).

- 25% of the average B2B database is inaccurate (SiriusDecisions).

- 63% of Salesforce Teams report having to manually identify and correct data quality issues (The State of CRM Data Management 2020).

- Hosting bad data is 100x more expensive than correcting it at the source: For every $1 you spend on proactive data management, you're saving your business $100 in cascading business impacts and expenses down the road.

- Businesses with dirty data have, on average, 25% lower Lead Conversion rates than those with a thoughtful Data Management program.