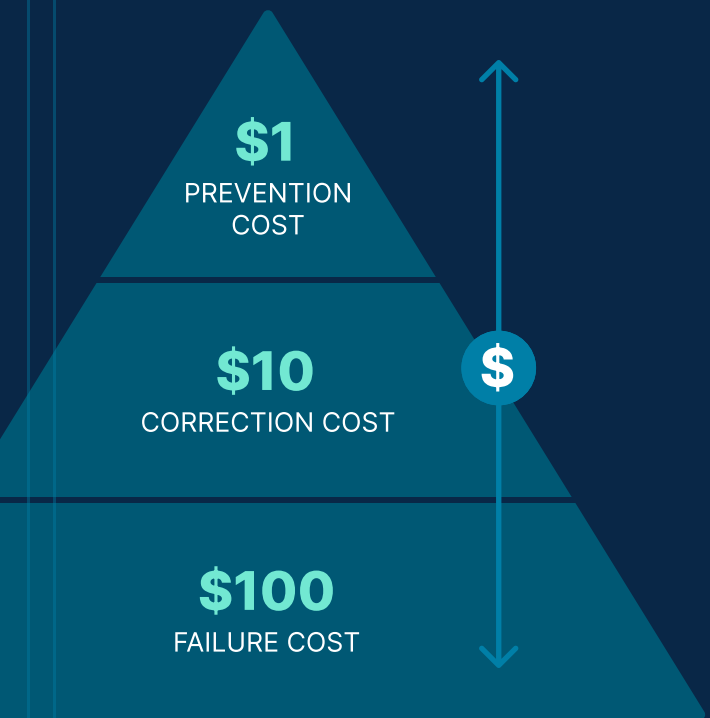# harpin AI

Salesforce Connector App

Is your Salesforce data messy and complicated, making it nearly impossible to effectively personalize your customer interactions?

BAD DATA IS COMMON PLACE

Duplicate data

First name	Last name
● Holly	● Benson
First name	Last name
● Holly	● Benson

Incomplete data

First name	Last name
●	●
First name	Last name
●	●

Junk data

First name	Last name
● No	● Name
First name	Last name
● Sgiofpeugndp	● Jsiodybvosdo

Bad data

First name	Last name
● K	● M
First name	Last name
● -	● -

$1
PREVENTION COST

$10
CORRECTION COST

$100
FAILURE COST

$

THE 1-10-100 RULE

Consumer data records double on average every 12-18 months, leaving you drowning in bad data if you don't find a smart solution to fix them now and in the future.

It takes **$1** to verify a record

It takes **$10** to fix it later

It costs **$100** if you do nothing

Harpin AI automates data quality

Improve your data quality by 40%. Our Salesforce Connector App finds data quality issues, cleans them up and keeps them clean.

Simplify record clean up

Our AI powered tools find, clean and repair data quality issues in real-time.

Continuous data repair

Reduce mistakes and increase engagement. No babysitting required.

Observe and monitor

Our toolkit continuously reviews your Salesforce data, finding anomalies and alerting you to new categories of data issues.

PURPOSE BUILT to solve your toughest data challenges

✓ **Saves you time and money**
Up and running and ready to clean your data in less than an hour

✓ **Built to handle large volumes of data**
We can process millions of records in less than 24 hours

✓ **Low cost**
Low monthly subscription fee

✓ **More than a dedupe tool**
Purpose built from the start to solve your toughest data quality challenges

Get more out of your Salesforce investment

Download our Salesforce Connector App from the Salesforce AppExchange or book a demo.