

## SOFTPATH CLOUD SERVICES

Challenges with some traditional Data Management Projects:

- Too expensive
- Takes too long
- Delayed ROI

### The Softpath Cloud Solution

Softpath Cloud Services leverage the Informatica Cloud solutions suite to make your data a competitive advantage while saving you time and money.

**Cloud Data Integration:** Integrate data with all applications using custom API's.

**Cloud Connector:** Seamlessly connect applications with point-connect UI interface.

**Cloud Data Quality:** Better data for reporting, forecasting, improving Marketing ROI, improving cross-sales and customer experience. Utilize Address Doctor API's to clean and validate contact data.

**Customer 360 for Salesforce:** Master key data for a 360-degree view of customers. Configurable rules-based logic to consolidate data. Eliminate duplicates and create hierarchies. While merging, decide which records to keep or discard.

### Key Benefits:

Deploying these Cloud solutions results in better decision-making, improved customer experience and more effective up-selling and cross-selling. It's a less invasive process that results in faster implementation and a more immediate ROI.

### HOW SOFTPATH CAN HELP

We offer a comprehensive set of services regardless of where you are in your Data Management journey.

### Data Management Needs Assessment Services:

The Softpath team works with our clients to create a common understanding of the business purpose and value among all stakeholders. Our team represents a range of solutions: Cloud, On-Premise or Hybrid Solutions, to help find the best solution for your business. Our services include:

- Building the Business Case
- Evaluating and Selecting solutions
- Developing "Proofs of Concepts"
- Defining Product Configuration
- Determining requirements
- Acquiring Licensing

### Cloud Implementation Services:

We can provide a wide range of services depending on your needs, including:

- Data Discovery
- Mapping Design & Development
- Data Synchronization
- Customization
- Data Masking
- Support
- Business Integration Workflows
- Administration

### ABOUT SOFTPATH

Softpath System, LLC is an award winning IT consulting, services and staffing company. This 16 year old company is a certified women and minority owned business. The company specializes in Fortune 2000 firms and Government agencies.

### CORE COMPETENCIES

- Master Data Management
- Data Quality
- Data Integration
- Business Intelligence
- Data Governance
- Cloud
- Professional Services
- License Sales
- Technology Staffing Solutions

### SOFTPATH ADVANTAGE

- Talented, Experienced Workforce
- Operational Excellence
- Cost Effective Alternative
- Superior Customer Relationships
- Strategic Mix of Business and IT

### KEY PARTNERSHIPS

- Informatica Accredited Partner
- IBM Premier Partner
- Cloudera Hadoop

### BASIC INFORMATION

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