In today's data-driven world, businesses are drowning in a sea of information. Valuable insights are scattered across diverse platforms and sources, often remaining siloed and underutilized. Traditional data integration methods struggle to bridge these gaps, hampered by high costs, data quality concerns, and inconsistencies. These challenges impede businesses from understanding their sales leads holistically, ultimately hindering growth.

Studies reveal that businesses lose significant time and opportunities due to missing integrations and poor data quality and accessibility. As Dan Vesset, group vice president at IDC, stated, "People spend 60% to 80% of their time trying to find data. It's a huge productivity loss."

Zenia Graph's Salesforce Accelerator empowers your sales and marketing teams to overcome this challenge and unlock their true potential.

## Unleashing the Power of Data Connections

Zenia Graph isn't just another data solution company. We are pioneers in knowledge graphs –

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a revolutionary technology that goes beyond simple data analytics, aggregation, and reporting. It makes it possible not just to collect information but also to understand and semantically interlink it based on its meaning and context. This is the power of Zenia Graph's services and solution powered by Ontotext GraphDB.

By leveraging cutting-edge knowledge graph technology and generative artificial intelligence (AI), we empower businesses like yours to:

- Transform raw, unstructured data into actionable insights
- Gain a deeper understanding of your sales and market
- Make data-driven decisions with confidence
- Drive innovation and achieve significant growth

Our expertise lies in crafting intelligent solutions that break down data silos and unlock the true value of your information by using cutting-edge technologies like:

- **Knowledge graphs:** Organize and semantically connect your disparate data to reveal hidden relationships and unlock deeper insights.
- **Generative AI:** Automate tasks, personalize communication, provide answers to questions, and generate creative content to enhance sales effectiveness.
- **Machine learning (ML):** Gain deeper insights from your data with advanced algorithms for data-driven decision-making.
- **Natural Language Processing (NLP):** Understand and interpret the meaning of text data to extract valuable insights.
- **Large language models (LLMs):** Generate human-quality text formats like emails, scripts, and marketing copy, personalized for each prospect.

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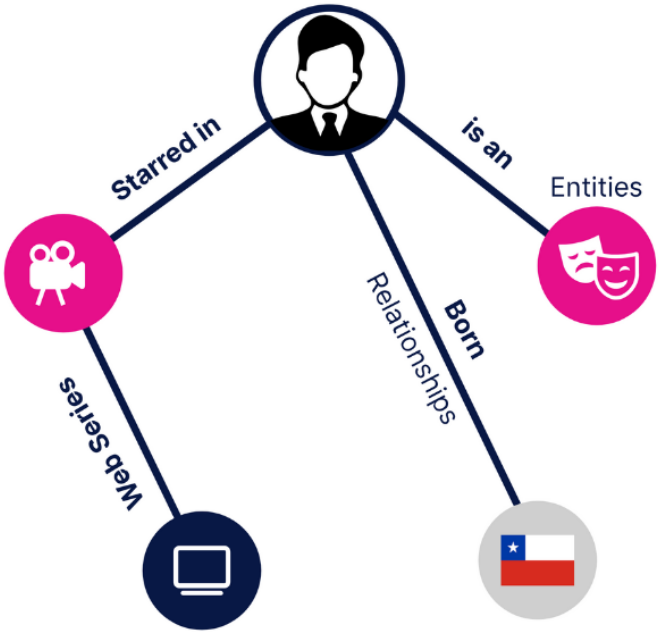


# Zenia Graph's Salesforce Accelerator: A Use Case for Automation

Zenia Graph's Salesforce Accelerator goes beyond traditional data integration. It seamlessly integrates data from various sources like LinkedIn, ZoomInfo, DBpedia, Yahoo Finance, and even internal data sources – all within the familiar interface of Salesforce. This empowers your sales and marketing teams to:

- **Streamline lead generation:** Identify and classify potential sales leads efficiently. The Accelerator automates this process, freeing up your team's valuable time to focus on nurturing leads and closing deals.
- **Make data-driven decisions with cutting-edge ML:** Gain deeper insights from your data with the Accelerator's cutting-edge ML capabilities. This allows your teams to make informed decisions based on real data, not just intuition.
- **Personalize sales experiences:** Craft tailored marketing campaigns and interactions with a comprehensive understanding of your audience. The Accelerator provides a unified view of your sales leads, enabling you to deliver personalized experiences that

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resonate with them.

- **Reduce costs and make development faster:** Traditional data integration methods can be expensive and time-consuming. The Accelerator offers a cost-effective and quicker alternative, allowing you to see a return on your investment sooner.
- **Enhance sales engagement:** Leverage the power of generative AI and LLMs to individualize communication, automate follow-ups, and generate compelling sales content tailored to each prospect's needs and interests. This can significantly improve engagement, conversion rates, and overall sales effectiveness.
- **Access and utilize data seamlessly from various sources:** Gain insights from LinkedIn, ZoomInfo, DBpedia, Yahoo Finance, and other internal/external data sources, all within your familiar Salesforce interface.
- **Keep your sales teams working in one primary tool:** with the data sources integrated in one place, your sales team can become more productive by staying in SFDC rather than bouncing from tool to tool and performing data integration manually.

## The Bridge to Unified Data and Growth

Imagine a world where your sales and marketing teams can effortlessly access and utilize data from various sources – LinkedIn, ZoomInfo, DBpedia, Yahoo Finance, and even your internal data sources – all within the familiar interface of Salesforce. Zenia Graph's Salesforce Accelerator makes this a reality. This powerful plug-in flawlessly connects data, transforming it from a scattered flood into a unified stream of intelligence, empowering your teams to gain a 360-degree view of lead generation processes.

The Salesforce Accelerator is an example of Zenia Graph's expertise, integrated immaculately into the familiar environment of your Salesforce CRM. This powerful plug-in goes beyond traditional data integration, offering a comprehensive solution that unlocks the full potential of your data.

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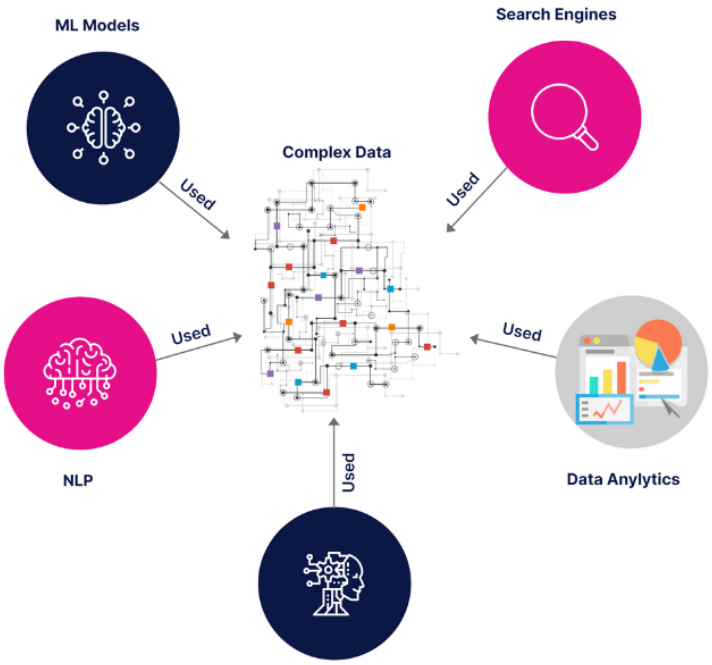


## Unlocking the True Value of Your Data

Zenia Graph's Salesforce Accelerator goes beyond mere data integration. It unlocks the true value of your data through a range of advanced features:

- **Flawless data quality:** Ensure your decisions are based on trustworthy insights with the Accelerator's commitment to clean and accurate data. Knowledge graphs are leveraged to unlock the potential of your scattered data, untangling and connecting it for deeper insights.
- **Intelligent mapping:** Eliminate the complexity of connecting data points across diverse sources. The Accelerator's intelligent mapping capabilities create a unified information landscape for seamless data exploration.
- **Robust security:** Zenia Graph understands the importance of data security. Industry-leading security measures safeguard your valuable sales information, giving you peace of mind.
- **Instantaneous syncing:** Real-time data is crucial for effective decision-making. The Accelerator ensures your Salesforce platform is always up to date, empowering your teams to act on insights immediately.

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## Empower Your Sales and Marketing Teams

Watch this video to see how Zenia Graph's Salesforce Accelerator simplifies data integration and empowers your team.

## More Than Just a Solution: A Partnership for Success

Zenia Graph recognizes that accelerator solutions alone aren't enough. We believe in building partnerships with our clients to ensure their success. By choosing Zenia Graph's Salesforce Accelerator, you gain more than just a plug-in; you gain a dedicated partner committed to helping you:

- **Unlock the full potential of your data:** Our team of experts will work with you to understand your specific needs and ensure the Accelerator is configured to deliver optimal results.
- **Empower your sales and marketing teams:** We offer training and support to help your teams adopt the Accelerator seamlessly and fully leverage its capabilities.

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- **Achieve your data-driven goals:** We are committed to your success and will be by your side every step of the way, ensuring you achieve the desired results from your data integration efforts.

Embark on your journey to data-driven success with the power of knowledge graphs and generative AI! Together, let's transform the data avalanche into an optimized engine for growth, automating and propelling your sales and marketing efforts to new heights.

Click here to learn more about Zenia Graph and its portfolio of GraphDB-based solutions!

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