



## Information Asset Assumes Leadership Position with Salesforce Data Management Practice

**OLD TAPPAN, N.J. - May 4, 2021 - [PRLog](#)** -- Information Asset, a leading digital transformation, and data management firm, announces its market-leading Salesforce Data Management Practice. The practice specializes in implementing data management applications native to the Salesforce® Lightning® platform.

"Since 2012, Information Asset has held a core belief that data management is at the center of digital transformation success. We understand that data must be consistent, compliant, and current, while the solution must be simple, scalable, and intuitive. That's why industry-leading companies turn to Information Asset as their Salesforce partner for data management," said Sunil Soares, Chairman of Information Asset.

Information Asset has proven expertise with Salesforce data management:

- **Data Integration:** Synchronize myriad applications using MuleSoft® and Salesforce Connect
- **Data Quality:** Extend native Salesforce data quality capabilities for advanced duplication detection, validation, and remediation at the point of data entry
- **Master Data Management:** Consolidate, cleanse, and merge data to create a golden record
- **Data Privacy:** Comply with GDPR and CCPA/CPRA with essential data privacy capabilities, including Right to Be Forgotten, Customer Communities, and process compliance
- **Data Catalog:** Classify data for stewardship using Salesforce Einstein AI
- **Data Valuation:** Quantify and realize the financial benefits of data
- **Data Marketplace:** Manage shared information with internal and external partners

## Marcus to Lead Salesforce Data Management Practice

Information Asset separately announced that Alan Marcus, a Salesforce veteran, educator, and founder of a Salesforce consulting firm (since acquired) has joined the company to lead its Salesforce Data Management Practice. "Alan is a visionary with a proven track record of execution. He is a technologist with a boundless passion for Salesforce and its possibilities, who is customer focused with deep leadership capabilities," said Sunil Soares, Chairman of Information Asset.

## Knowledge Graph for Salesforce

Information Asset also announced the availability of the **Information Asset Knowledge Graph for Salesforce**. A knowledge graph is a visual representation of the relationships between people, places, things, and ideas. Information Asset's Knowledge Graph for Salesforce lets users visually inspect how their Salesforce Leads, Accounts, Contacts, Opportunities, Campaigns, and other custom objects are related to each other in a single page view.

## About Information Asset

**Information Asset** is a leading digital transformation and data management firm with proven expertise with enterprise clients in multiple industries and a focus on Salesforce. For more information, visit [information-asset.com](http://information-asset.com).

## Contact

Sunil Soares

[\\*\\*\\*@information-asset.com](mailto:***@information-asset.com)

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Source	Information Asset
City/Town	Old Tappan
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