Symphonic Source Updates Cloudingo™ Deduplication for Salesforce®

Cloudingo, cloud-based dedupe for Salesforce, updated with filter options, an Enterprise bundle for mult., permissions-based logins, and an integration API.

DALLAS, TX, USA, June 22, 2016 /EINPresswire.com/ -- Symphonic Source Updates Cloudingo™ Deduplication for Salesforce®.

Cloudingo Logo

Update Adds Greater Flexibility in Identifying Duplicate Records New License Tier Serves Enterprise Customers.

Symphonic Source today announced an update to its leading cloud-based Salesforce deduplication application, Cloudingo. The new version is available now on salesforce.com's AppExchange, and includes significant new data filter enhancements, as well as a new Enterprise license bundle, which enables multiple, permissions-based logins, and provides an integration API. Cloudingo provides data cleansing and deduplication of Salesforce records, including data maintenance features like mass update or delete, and address validation and standardization.

With its new filtering enhancements, Cloudingo adds even more flexibility to data cleansing and management. Users can quickly and easily identify sets of Salesforce records to analyze, create groups of duplicate records based on field matches, and now further control the results by filtering within the groups themselves.

Cloudingo's Enterprise bundle adds control and security to data management. With permissions-based user logins, Cloudingo admins can control who has access to which features and functions of the Cloudingo platform, and how those users are able to work with their Salesforce data. Auditing and change tracking can be managed in both Cloudingo and Salesforce for compliance and security reporting.

Symphonic Source has also made an integration API available with Cloudingo's Enterprise bundle. Cloudingo's API provides enterprise customers with the ability to manage data quality from within their own systems rather than via the Cloudingo portal exclusively. For example, with full SOAP/REST support Cloudingo can be called from an internal ERP system, and respond back before duplicates ever make it to Salesforce. In addition, an outbound webhook can call the same ERP system when records are merged in Salesforce.

"Our goal is to provide Salesforce users with tools that ensure data quality because quality data is the first step in productivity and efficiency," said Courtney Schexnayder, Marketing Manager at Symphonic Source. "We work hard to keep the lines of communication open with our users. The latest updates to Cloudingo are a direct result of user input, and I'm confident our users will be excited about these additions. We've found that more and more of our customers are using Salesforce as their master data repository. By enabling an API we have been able to provide much of the functionality of a true master data management system at a fraction of the price."

Cloudingo is Symphonic Source's flagship application, and a leading dedupe and data quality resource for Salesforce users. Its availability on the Salesforce AppExchange means it is easily

installed in a Salesforce org with no software to download or maintain, and easily connected to the Cloudingo web portal.

Additional Resources
• Learn more about data quality
• Run a health check with Cloudingo
• Video demo of Cloudingo's features

About Symphonic Source
Symphonic Source, Inc. delivers a full range of data management and data quality tools and services, from data cleansing, and integration, to deduplication, enabling users to realize the full potential of cloud-based and service-oriented architectures (SOA). Its mission is to provide customers with resources to manage the exponential growth in data, saving time and money and adding efficiency. Symphonic Source's data quality products, Cloudingo, DupeCatcher, and Cloudingo Studio make it possible to eliminate and prevent duplicates and manage data in the Salesforce database. Its customized data management services make it possible for small to enterprise level organizations to fully take advantage of their investment in valuable data resources. The company is privately-held with offices in Dallas, Texas. For more information, visit http://www.symphonicsource.com or call 972- 241-1543.
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