

# Databricks and Salesforce

## Elevating CRM with data-driven intelligence



By bringing together Salesforce's market-leading CRM and Data Cloud with the Databricks Lakehouse, organizations can unify customer, operational, and IoT data in one powerful ecosystem. This connection turns signals from sales, service, and shop-floor systems into governed, real-time actions.

Businesses can enrich Salesforce with AI-powered insights from Databricks to drive automation, personalization, and next-best actions across the customer journey. The result: smarter engagement, faster decision-making, and accelerated growth.



### Zero-Copy Federation

Query Salesforce objects directly from Databricks SQL or notebooks, and federate Lakehouse tables back into Salesforce without complex pipelines.



### AI/ML at Scale

Train, register, and serve models in Databricks (MLflow, Feature Store, Mosaic AI) to power Salesforce workflows.



### Agentic Workflows

Extend Salesforce Agentforce with Databricks agents and models for automated, intelligent actions across the customer lifecycle.



### Connected Ecosystem with MuleSoft

Use MuleSoft to integrate Salesforce, Databricks, and other enterprise systems—ensuring seamless data flows across ERP, MES, IoT, and beyond.



### End-to-End Governance

Maintain secure, governed data with Databricks Unity Catalog while enabling robust dashboarding and reporting in Tableau.

## Benefits:

- **Real-Time Insights:** Turn CRM, ERP, and IoT data into timely, actionable intelligence within Salesforce
- **AI-Powered Decisions:** Deploy models for lead scoring, churn prediction, and next-best actions to drive smarter engagement
- **Unified Data Ecosystem:** Seamlessly connect Salesforce Data Cloud and the Databricks Lakehouse for a single source of truth across the enterprise
- **Accelerated Outcomes:** Deliver faster sales, service, and marketing results with governed data and intelligent workflows

## Industries

- Retail
- Distribution
- Consumer Packaged Goods
- Manufacturing
- Healthcare & Life Sciences
- High Tech & Telecom
- Financial Services



**Get Started Today!** Contact us at [connect@argano.com](mailto:connect@argano.com) to learn how Argano unifies Salesforce and Databricks to deliver real-time insights, AI-powered decisions, and measurable growth.



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