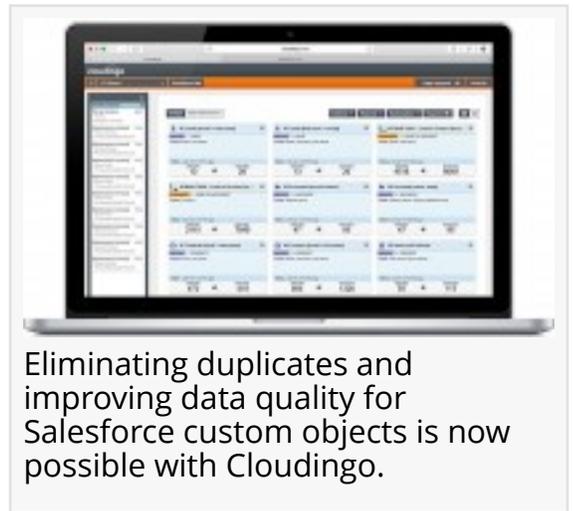


Support for Deduplication of Custom Salesforce® Objects Now Available with Cloudingo

Salesforce users with custom objects now have the ability to easily remove duplicates and improve data quality across their entire instance with Cloudingo.

DALLAS, TX, USA, March 17, 2017 /EINPresswire.com/ -- [Symphonic Source](#) today announced a major update to its leading cloud-based [Salesforce](#) deduplication application, [Cloudingo](#). Symphonic Source has added support for deduplication of custom Salesforce objects. Previously users were limited to deduping Salesforce's standard objects. With the new release, users now have the ability to remove duplicate data in any custom object including Opportunities, Cases, Tasks, and other user-defined objects that are a part of Salesforce overlays.



Custom object support is an additional component to Symphonic Source's enterprise license tier. The new version is available now on salesforce.com's AppExchange. Cloudingo provides data cleansing and deduplication of Salesforce records, including data maintenance features like mass update or delete, and address validation and standardization.

Support for custom objects is designed to expand Cloudingo's core expertise of finding and eliminating duplicate data that currently lives in Salesforce. Users can quickly and easily identify sets of duplicate records using flexible matching criteria on any field, and now, on any object. Records are merged according to user-defined rules which can be automated to reduce hours of manual labor. Users are able to ensure that they are always working with the most accurate, up-to-date info.

"The need for custom object support was a high priority from Salesforce users. This new feature is a direct result of user feedback, and we are very proud to deliver," said Jason Holloway, Chief Technical Officer at Symphonic Source. "Organizations that use Salesforce custom objects are typically those with unique and complex data structures. Our goal is to provide a product that works seamlessly with any Salesforce org, no matter how complicated the configurations and data complexities may be. Extending support to custom objects not only makes Cloudingo an enterprise software, it fills a gap not met by other solutions on the market. We are pleased to meet the needs of those organizations that demand a more substantial solution."

Cloudingo is Symphonic Source's flagship application, and a leading dedupe and data quality resource for Salesforce users. It is available on the Salesforce AppExchange and is easily installed in a Salesforce org with no software to download or maintain, and is easily connected to the Cloudingo web portal. Dedupe of custom objects is available as part of Cloudingo's free 10 day trial.

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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