



Validity Launches GridBuddy Cloud to Integrate Multiple Salesforce Orgs in One View

New Solution Improves Salesforce Productivity and Operational Efficiency

JULY 17, 2020 – AUSTRALIA – Today Validity, the most trusted name in customer data quality, announced the launch of its new GridBuddy Cloud solution. In the current business environment, companies find themselves competing to grab the attention of their customers and prospects in every way possible – and digital has become the cornerstone of those efforts. But to be successful, businesses and Salesforce end users alike need up-to-date data that is both easily managed and accessible, enabling Salesforce pros to execute with timely, accurate data. With GridBuddy Cloud, users can combine data from multiple sources – including separate Salesforce orgs – into one editable, spreadsheet-style view, providing a workspace designed for users to manage data quickly and accurately.

As Salesforce administrators know, the native Salesforce interface doesn't offer an efficient end-user experience. With the native interface, users working with data from multiple objects have to click from screen to screen as they search for the information they need to do their jobs, causing fatigue and a significant reduction in productivity. The problem is even worse for companies working out of multiple Salesforce orgs, as users bounce back and forth to log in and see related data. When teams don't have an efficient way to reference and update data, it quickly becomes out of date, and in some cases incomplete, fueling inaccurate data reports and a reduction in overall CRM return on investment (ROI).

Unlike the native Salesforce layout, GridBuddy Cloud's grid-based interface integrates all the data teams need into one actionable view, increasing CRM adoption, improving data quality, and generating more reliable reports, resulting in more targeted and effective campaigns.

"We created GridBuddy Cloud so Salesforce admins can manage access and permissions to data across multiple orgs," said Scott Ziegler, SVP, product management, at Validity. "With GridBuddy Cloud, we're giving our customers yet another way to streamline how they track their relationships with customers – in one place, with one view. GridBuddy Cloud will be especially helpful as brands start their holiday marketing campaigns this month, if they haven't already. By incorporating GridBuddy Cloud into their systems, Salesforce users can work more efficiently to make sure their data is clean and correct so they can jump right into campaign mode without any delay – and ahead

"If you want to accelerate the productivity of your sales team, you need GridBuddy Cloud," said Steven Cox, manager of global sales tools strategy at NetApp. "The app is solid and provides a single, easy-to-use interface for all your CRM users."

Availability

GridBuddy Cloud is available immediately to new customers.

About Validity

For over 20 years, tens of thousands of organisations across the world have relied on Validity solutions to target, contact, engage, and keep customers – using trustworthy data as a key advantage. Validity's flagship products – DemandTools, BriteVerify, Return Path, Trust Assessments, 250ok, and GridBuddy – are all highly rated, #1 solutions for CRM data management, email address verification, inbox deliverability and avoiding the spam folder, and grid CRM applications. These solutions deliver smarter campaigns, more qualified leads, more productive sales, and ultimately faster growth. For more information, visit Validity.com and connect with us on LinkedIn, Instagram and Twitter.

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