

# Navigating The Salesforce Obstacle Course

## Duplicate Record

### TIGHTROPE WALK

Tread lightly on the duplicate record tightrope.

**39%** of Salesforce users fall into the data correction pit, spending 10+ hours a week cleaning up data.

Navigate this perilous path with data collection methods that pull from pre-defined picklists and drop-down capabilities that standardize data capture and minimize discrepancies from free-form text.

## User Adoption

### TRUST FALL

Master the user adoption trust fall. User adoption requires a willingness to trust the process. Build user confidence in Salesforce with training, support, and strategic integrations that bridge Salesforce into users' daily tasks and routines.



## Integration Limitation

### FIRE JUMP

Brave the integration limitation fire jump.

**41%** of Salesforce users work up a sweat over limited integrations.

Without systems that work seamlessly with each other, it can feel like your data management is on fire. Adopt systems with robust [Salesforce integrations](#) to pole-jump past the flames.

## Data Breach

### SANDPIT

As data objects and users multiply, the risk of a breach grows. Stay out of the data breach sandpit by implementing [secure data collection practices](#), two-factor authentication, and role-based data restrictions.

