

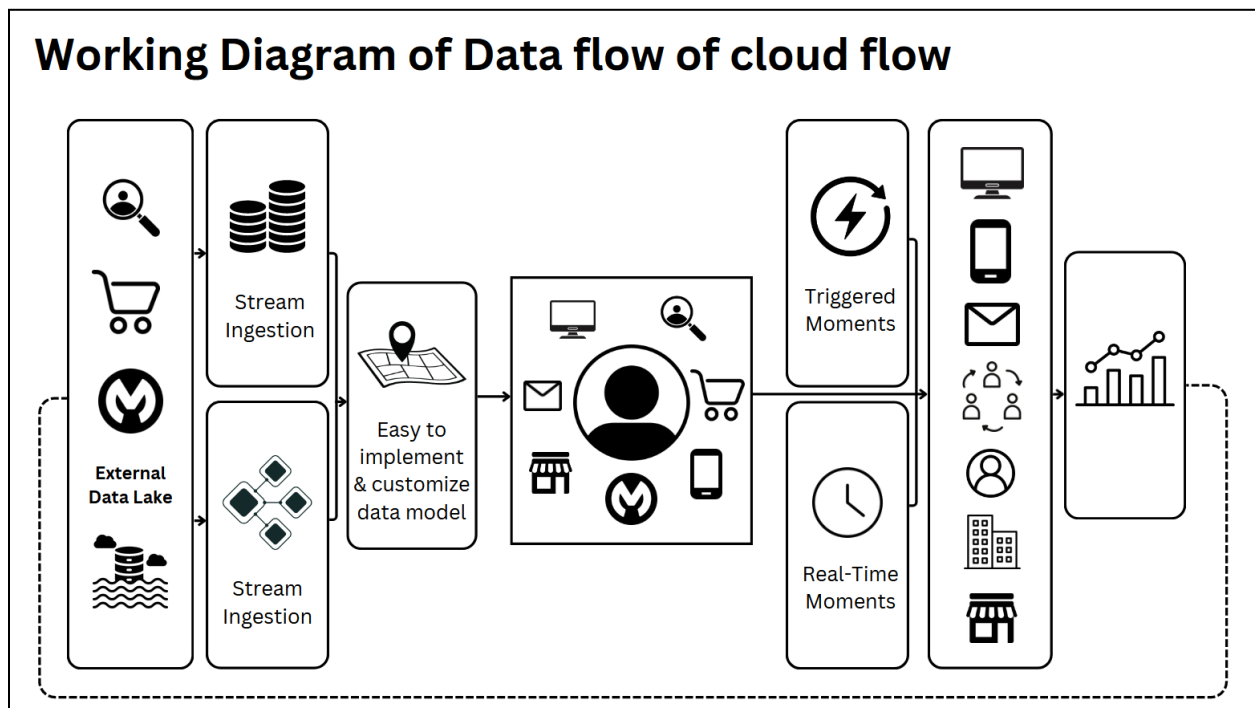
LIMITATIONS OF DATA CLOUD

1. Introduction:

Salesforce Data Cloud is a real-time data integration platform that allows you to connect and unify data from any source, including your CRM, marketing automation, and third-party applications. This gives you a single view of your customers, which you can use to personalize your interactions with them and make better business decisions.

Data Cloud works by ingesting data from your different sources and storing it in a unified data lake. This data lake is then made available to Salesforce applications and other third-party applications, so that you can use it to build custom reports, create personalized marketing campaigns, and more.

2. Working of SFMC Data Cloud:



3. List of all the places where SFMC Data Cloud falls behind other Marketing Tools:

- **Limited data connectors:** Salesforce Data Cloud only has connectors for a limited number of data sources, such as Salesforce CRM, Google Analytics, and Adobe Marketing Cloud. This can make it difficult to integrate data from other sources, such as social media platforms, IoT devices, and customer support systems.
- **Unreliable profile unification:** Salesforce Data Cloud can sometimes have problems unifying profiles, even when records meet the matching criteria. This is because the tool uses a complex algorithm to match records, and it can be difficult to account for all the possible variations in data. This can lead to inaccurate data and insights, which can impact the effectiveness of marketing campaigns and other business decisions.
- **Slow data loading:** Salesforce Data Cloud does not support real-time data loading. This means that it can take several hours or even days for data to be loaded into the tool. This can be a problem for businesses that need to make decisions based on up-to-date data.
- **No encryption support:** Salesforce Data Cloud does not currently support encryption of data at rest or in transit. This can be a security risk for businesses that handle sensitive data.
- **Overwritten permission sets:** When creating a Data Cloud user, their permission sets are overwritten with the default Data Cloud permission set. This can cause problems if the user needs to have access to specific data or features that are not included in the default permission set.
- **JSON format for segmented data:** When pushing segmented data to Salesforce Marketing Cloud, the related attributes info is passed in JSON format. This can make it difficult to parse the data and use it in Marketing Cloud.
- **Limited customization:** Salesforce Data Cloud is not as customizable as some other CDPs. This can be a problem for businesses that need to tailor the tool to their specific needs.
- **Limited support:** Salesforce Data Cloud does not offer as much support as some other CDPs. This can be a problem for businesses that need help with troubleshooting or getting the most out of the tool.
- **Not a good fit for all businesses:** Salesforce Data Cloud is a powerful tool, but it may not be a good fit for all businesses. Businesses with small IT teams or limited budgets may find the tool to be too complex or expensive to use. Businesses that need to integrate data from a wide range of sources may also find the tool to be limited.
- **Requires Salesforce expertise:** Salesforce Data Cloud is tightly integrated with Salesforce CRM. This means that businesses that want to use the tool will need to have Salesforce expertise. If a business does not have this expertise, they may have difficulty setting up and using the tool.

4. More detailed explanation on the cost limitation of SFMC Data Cloud:

The cost of Salesforce Data Cloud can be divided into two main categories:

- **Subscription fees:** Salesforce Data Cloud charges subscription fees based on the number of users and the amount of data stored. The subscription fees are also tiered, so organizations with more users or more data will pay more.
- **Usage fees:** Salesforce Data Cloud also charges usage fees for certain features, such as data imports and exports, data cleansing, and data analysis. The usage fees are based on the volume of data processed and the complexity of the tasks performed.

The total cost of Salesforce Data Cloud can vary significantly depending on the specific needs of the organization. However, in general, the cost of Salesforce Data Cloud is higher than the cost of other data platforms.

Here are some of the specific cost limitations of Salesforce Data Cloud:

- **Data storage limits:** Salesforce Data Cloud has a data storage limit of 100GB per user. This means that organizations with large amounts of data may need to upgrade their subscription to a higher tier.
- **Data transfer limits:** Salesforce Data Cloud has a data transfer limit of 100GB per month. This means that organizations that need to transfer large amounts of data may need to pay additional fees.
- **Usage limits:** Salesforce Data Cloud has usage limits for certain features, such as data imports and exports. Organizations that exceed these limits may be charged additional fees.

Overall, the cost of Salesforce Data Cloud can be a significant barrier for some organizations.

7. Limitations:

Limitations of Salesforce Data Cloud:

- **Data privacy and security:** As a cloud-based platform, Salesforce Data Cloud is subject to the same security risks as any other cloud-based service. Organizations need to carefully assess their data privacy and security needs before deploying Salesforce Data Cloud.
- **Dependency on internet connectivity:** Salesforce Data Cloud is a cloud-based platform, which means that users rely on internet connectivity to access their data. In situations where internet access is limited or unreliable, users may face difficulties.

- **Limited mobile app functionality:** The Salesforce mobile app does not offer all of the same features and functionality as the desktop version. This can be a disadvantage for organizations that need to access their data on the go.
- **Customization complexity:** Salesforce Data Cloud offers a robust set of customization options, but configuring and tailoring the platform to specific business needs can be complex and require technical expertise. Organizations may need to invest in additional resources, such as Salesforce administrators or consultants.

Examples of the limitations:

The European Commission penalized Salesforce \$35 million in 2019 for breaking the General Data Protection Regulation (GDPR). The penalty arose from Salesforce's unauthorized collection and storage of customer data from Europe via Data Cloud.

In 2020, a breach on Salesforce resulted in the exposure of millions of consumers' personal information. This incident highlighted the security dangers connected to cloud-based technologies like Salesforce Data Cloud.