

# Efficient Data Management for Efficient Business Operations

Data is the backbone of any business. But, only a handful of businesses manage to organize data in an efficient manner. Unorganized data contributes to wasted resources, inefficient processes, and lost productivity. That is why it is important to keep your CRM data clean to avoid any operational inefficiencies. PowerRouter can automate your data management in Salesforce without compromising efficiency.

## What can PowerRouter do for you?

PowerRouter allows you to:



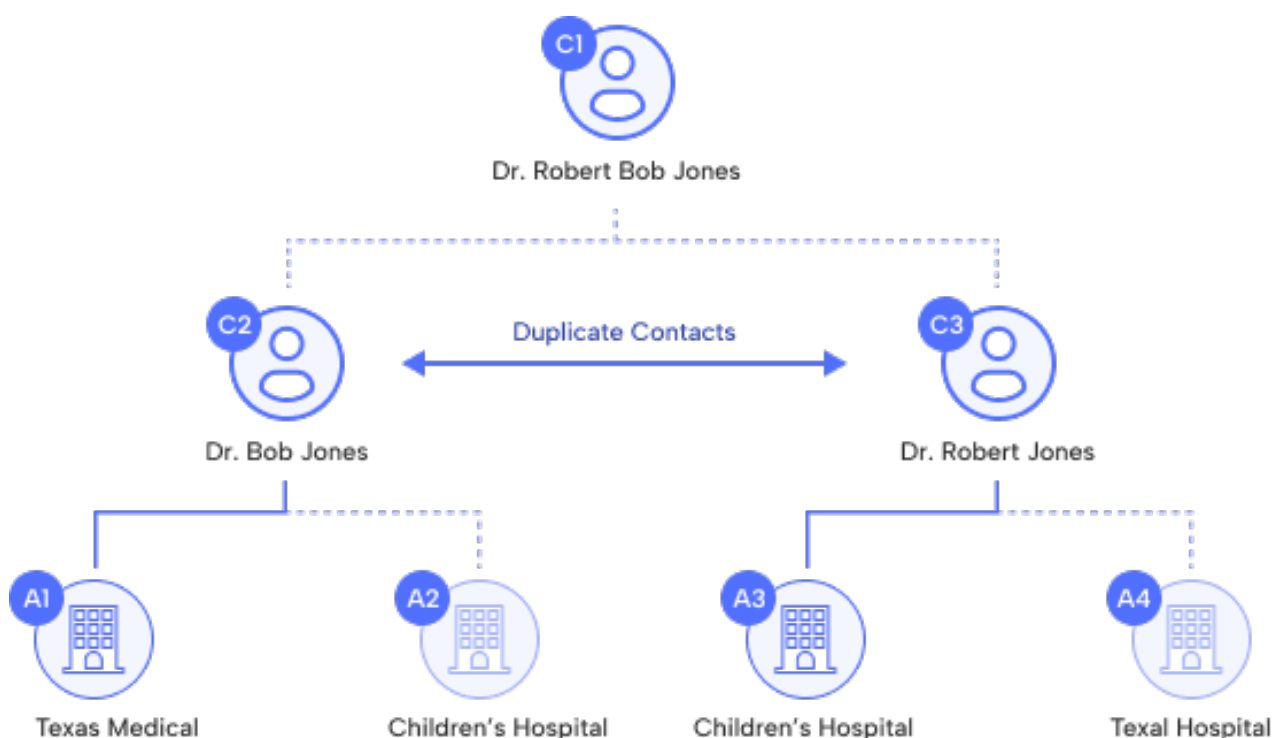
Capture, segment, and match records in real-time to keep your pipeline moving steadily



Automatically identify and merge duplicate records in real-time to keep your CRM clean



Optimize your sales processes with rich data insight into your lead management system



# Why PowerRouter?

PowerRouter is a perfect solution for revenue teams that are looking for a flexible team and lead management solution. High-growth organizations use PowerRouter to build performance-driven teams with unparalleled coordination.

PowerRouter's intelligent account matching, powered by no-code routing automation, simplifies lead distribution and boosts alignment between your teams, processes, and operations to accelerate your revenue velocity. Try PowerRouter today to see how it can set your revenue teams up for success.

Visit us on [Powerrouter.io](https://Powerrouter.io) to learn more about PowerRouter's sales operations solutions for lead routing, team management, and account matching or visit us on AppExchange.

Request a demo