

Information Asset Knowledge Graph for Salesforce

A knowledge graph is a visual representation of the relationships between people, places, things, and ideas.

The **Information Asset Knowledge Graph for Salesforce** allows you to visually see how your Leads, Accounts, Contacts, Opportunities, Campaigns, other standard objects, and custom objects are related to each other in a single page.

The solution is a Lightning Component that can be added to any of your standard and custom object record pages. After adding to a record page, such as the Account record page, you can see in a visual, interactive diagram that includes other types of data that have a direct relationship to your accounts. You can then explore the related records, allowing you to see records indirectly related to the account. This process can be repeated, allowing you to discover new and hidden relationships that exist within your Salesforce data.

Figure 1 shows a knowledge graph with an Account, its direct relationships, and indirect relationships to other records in Salesforce.

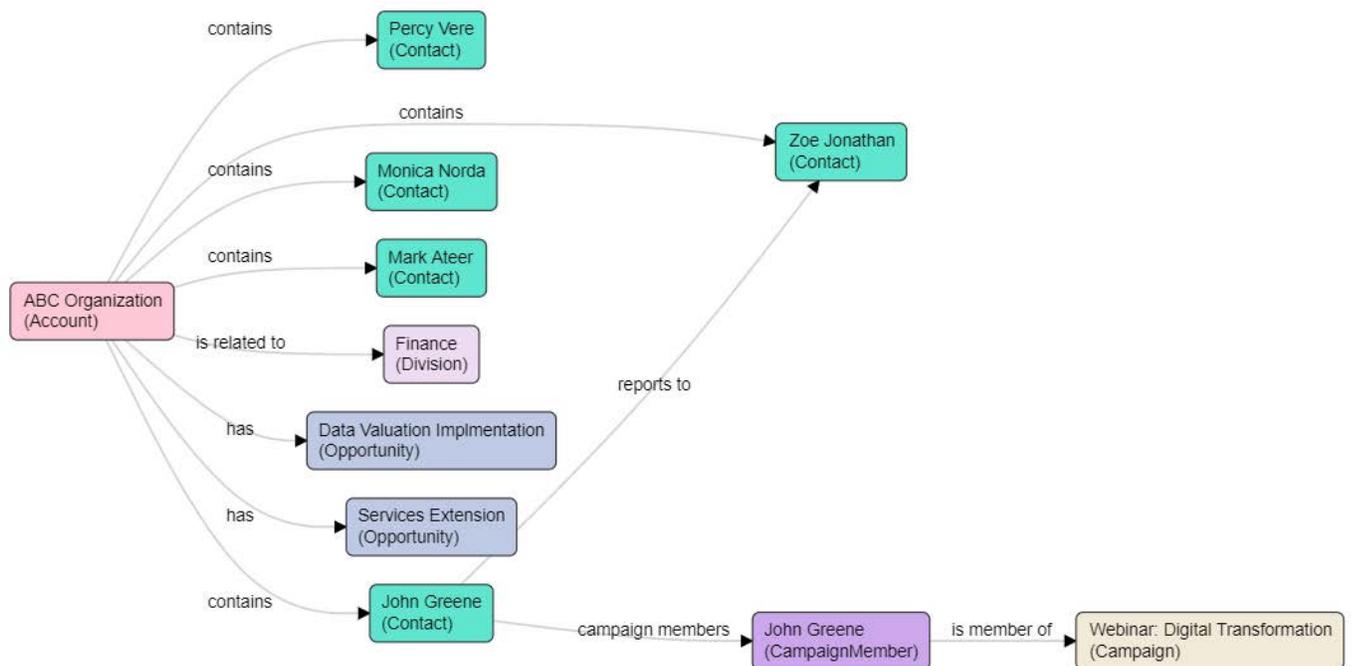


Figure 1: Account knowledge graph

Benefits

- See the end-to-end relationships between all of your Salesforce records in a single page, saving you time by eliminating multiple clicks and page loads.
- Discover new, hidden relationships between your Salesforce records and explore them using visual, interactive diagrams.
- Customize the colors, labels, and layout of the knowledge graph using a point-and-click interface.

Next Steps

If you'd like to explore how to build custom Salesforce applications for data-enabled digital transformation, please contact sales@information-asset.com. For more information, please visit our website, www.information-asset.com.