

# Due Diligence Made Easy: Salesforce Connector for Restricted Party Screening

To mitigate the risk of fines and even loss of trading privileges, it is essential for companies to know whether any trading partners are legally barred from conducting certain transactions. Governments all over the world require proof of thorough, accurate screenings. However, customer, partner and supplier data is stored in and accessed through various platforms — most notably Salesforce. Manual screenings are slow, error-prone, costly and must be repeated for each transaction. E2open<sup>®</sup> has built a connector to efficiently screen records in Salesforce using the same market-leading content that powers its suite of applications to manage global trade.

## Quick and Easy Connection for Due Diligence

Salesforce is the world's most common customer relationship management (CRM) platform, helping marketing, sales, commerce, service and IT teams work as one from anywhere. Companies that use Salesforce as their CRM system typically store detailed customer data within it — the same records that must be screened to ensure that every party to every transaction is legally permitted. Since the CRM itself cannot do this, personnel must screen these records manually, which is an iterative and error-prone process. Manual restricted party screening (RPS) carries heightened risk for most companies since even unintentional non-compliance can lead to significant repercussions.

E2open's Salesforce connector provides integration and related services to automatically screen records against the world's most comprehensive database of restricted parties. The database, part of e2open's Global Knowledge<sup>®</sup> application, includes more than 700 official lists of sanctioned and denied parties from governments worldwide. Accessed through a subscription to restricted party screening, part of e2open's Export Management application, the connector enables companies to instantly screen for embargoes on destination countries, sanctions, or blocked or restricted persons. It is a pre-built tool designed to get organizations up and running as rapidly as possible with little or no IT resources required.

Once this bridge between Salesforce and e2open's market-leading restricted party content is in place, teams can quickly and automatically screen accounts and contacts for compliance concerns, receiving results directly back into Salesforce records.



## Key Features

- Screens customer, supplier and other trading partner Salesforce records against more than 700 restricted party lists from governments worldwide
- Quickly and easily deploys (usually in less than a day) by an internal Salesforce administrator
- Enables teams to designate which partners or transactions should be re-screened when new data is received
- Provides flexibility to select or deselect certain lists or filters for more efficient or risk-based screening

## Key Benefits

- Prevents costly and time-consuming XML integration
- Enables quick resolution of potential matches within Salesforce
- Delivers the highest level of accuracy with the lowest rate of false-positive hits
- Shrinks manual, error-prone transactional screening

## Rapid Value With No XML Integration

The most cost-effective and reliable way to ensure regulatory compliance with sanctioned and restricted party lists is to use an automated RPS software solution. However, connecting Salesforce to most screening tools is costly, resource intensive and requires significant extensible markup language (XML) integration work. This puts organizations in a trade-off dilemma between higher information technology (IT) costs or compliance risks. E2open's Salesforce connector removes this dilemma by quickly connecting without the need for XML integration.

## Instant Results and Auditable History

Once connected, a digital record of the screening status is created for each transaction party, providing verified results and reducing audit risk. E2open's RPS solution uses artificial intelligence (AI) algorithms and business rules that produce the most accurate results available. Business rules can also be configured to regulate the number and type of lists to screen against for a particular partner.

When potential matches or hits occur, highly configurable workflow features allow users to efficiently resolve shipment holds using routing, alerts and escalations. With these alerts, users can determine which hits to manually resolve before proceeding with the transaction. Since teams are not spending time researching numerous matches, they can focus on clearing holds and other business-critical tasks.



## Comprehensive, Current Trade Content

Updated daily by in-house global trade specialists, e2open's Global Knowledge application contains the world's most extensive and most accurate body of trade content. E2open's RPS system draws on this content to screen parties using the most current data from hundreds of global lists. The system immediately identifies any areas of non-compliance for resolution. There is also the option to screen against notable lists compiled by Dow Jones, including the Sanctioned Ownership Research list, State-Owned Companies, Embargoed Embassy or Adverse Media Entities lists, adding a layer of reputational risk management as well.

## End-to-End Supply Chain Management Platform

Once an organization implements any e2open platform application, it is easy to add more capabilities in the future for better visibility, coordination and control over the end-to-end supply chain. The e2open platform creates a digital representation of the internal — and optionally external — network, connects internal enterprise resource

planning (ERP) and financial systems using SAP and Oracle certified adapters for timely data feeds, and normalizes and cleanses the data to make it decision-grade. Using machine learning-enabled algorithms and supply chain management applications, the platform processes the data and provides bi-directional, closed-loop communications back to ERP systems for execution. This facilitates the evolution of supply chain processes towards true convergence of end-to-end planning and execution.

Instantly screen Salesforce CRM data against hundreds of restricted party lists worldwide to mitigate compliance risks and reduce manual effort and cost.

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