

Data.com Connect Champions:

Data Defenders

Program Overview:

The Connect Champion program recognizes outstanding members in one or more areas of contribution. One of those areas is the Data Defenders, a group of elite data contributors entrusted with identifying abuse in the system and helping to keep the data quality high. Though there are several Data Defenders in Connect, only Active Data Defenders are recognized as Connect Champions.

How to Join the Data Defenders:

Because Data Defenders are so closely focused on data quality, you must meet these minimum requirements to be considered as a Data Defender:

- Have been a Connect member for at least 1 year
- Have at least a 95% rating
- Have at least 1,500 rated data contributions across different contribution types
- Understand and follow data contribution best practices
- Have no major warnings or account issues

If you meet these requirements and would like to apply to be a Data Defender, email Justin Royal at jroyal@salesforce.com

In addition to the basic Champion requirements, candidates for Data Defender Champion must meet these additional requirements:

- Candidates must have been active Data Defenders for the two most recent evaluation periods
- Must have at least 2000 record updates (contacts and companies combined), which can include the updates done to achieve active DD status. This requirement does NOT include contact deactivations.

Data Defender Champions are selected every six months with each new Champion class, based on the past six months of activity. As with all components of the Champion program, Champion status lasts 6 months, and it can be earned again with continued participation.

Perks:

If you're selected as a Champion, you'll receive these perks:

- A \$250 AmEx gift card
- A full conference pass to Dreamforce*

- Custom Champion avatar for The Corner, with badges representing your specific contribution area(s)
- Connect Champion Swag
- Your name on a Connect Champion desk plaque
- Regular calls with the team to keep up to date with product enhancements, company developments, etc.
- Special Corner privileges such as the ability to edit your own posts, use signatures, and insert links and videos.
- Access to the private Champions Corner section of the community

*Limit of one pass per calendar year per member.

In addition, Data Defenders have privileges that are both perks and tools:

- Data Defenders have regular data quality-focused calls with the Data Quality team.
- Those who reach Active Data Defender status are granted a special account plan, detailed in the Data Defender Guidelines.
- A \$250 gift card for every quarter they are active.