

Informatica On Demand Data Synchronization Service for Salesforce CRM

Synchronize Salesforce CRM with Your Enterprise Databases Quickly, Easily, and Affordably

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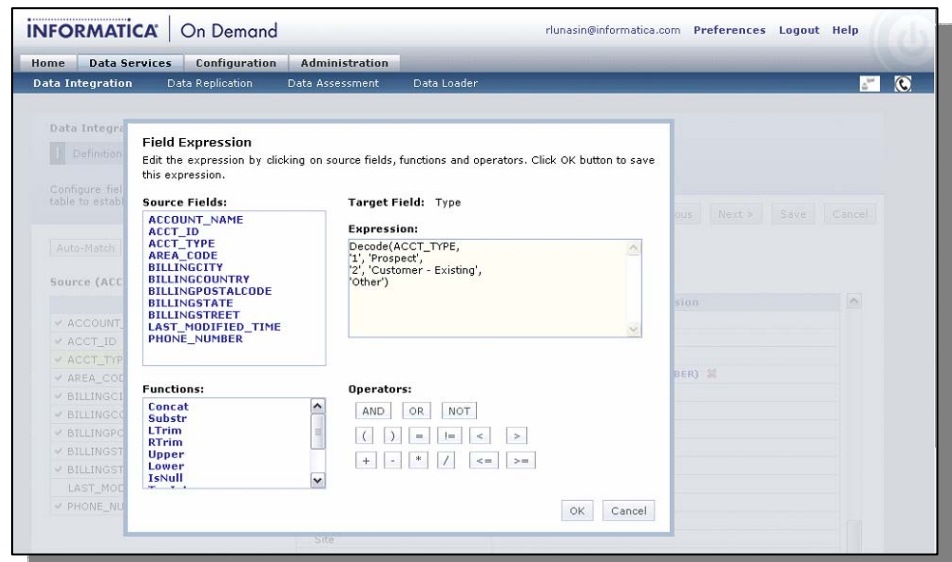
“We knew that Informatica was a leader in the data integration space,” said Rich Gottesman, Salesforce CRM Administrator at Monster.com, “and so we were pleased to find that Informatica’s On Demand Data Synchronization Service provided everything we needed in a single, affordable SaaS package enabling us to deploy our integration tasks in production in a matter of days.”

The Informatica® On Demand Data Synchronization Service for Salesforce CRM™ provides robust bi-directional synchronization between Salesforce CRM, or the Force.com platform and your back office systems through a simple, yet powerful, “set and forget,” Web-based environment. The service integrates your on-premise systems with Salesforce CRM, as well as with each other, while seamlessly and securely managing data residing inside and outside of your corporate firewall.

This service is ideal for CRM administrators as well as IT data analysts who need to manipulate and manage account information, sales orders, opportunities or custom objects between Salesforce CRM and various accounting, ERP, data warehouse, or other back office databases without needing complex coding or IT support to do so. As a true multi-tenant On Demand Service there is no hardware, software or infrastructure to install, manage or maintain.

Benefits

- Maximize your technology investments by synchronizing critical business information in Salesforce with your back office databases and systems
- Improve overall operational efficiency by being able to process orders, deliver product, and handle new sales leads quickly
- Deliver a consistent view of customer and account information across the organization
- Perform powerful data mapping and transformations previously only available in complex IT tools
- Ease administrative burdens by avoiding upgrade, platform support, and compatibility issues
- Minimize dependency on IT, better manage IT costs, and accelerate time to results



The On Demand Data Synchronization Service makes integrating Salesforce CRM and back office systems quick and easy. Use a simple wizard to automatically map source and target fields, configure powerful data transformations, and set automated synchronization schedules—all from your Web browser.

Key Features

Easy to Configure

- Use an intuitive, drag-and-drop, Web-based interface and integration wizard to easily set up and configure the service
- Take advantage of out-of-the-box database connectivity to access or manipulate database records avoiding complex hand coding
- Built in scheduler automates repetitive integration tasks saving valuable time and avoiding errors
- Use a powerful Excel-like function palette to build data transformations, translations and string manipulations to effectively manage data without requiring multiple or manual steps

Powerful Tools

- Take automated scheduling a step further by sequencing integration tasks to deliver data properly formatted, updated and integrated with no manual intervention required
- Move data between any combination of Salesforce orgs, databases and files providing the utmost in flexibility and access for even complex task flows
- Manage multiple objects in one session such as updating contacts and accounts that have interdependencies avoiding multiple manual steps
- Leverage information in databases as part of an integration task such as looking up a customer record number prior to processing an order record

Easy to Maintain

- Use the built-in scheduler to configure dependent integration processes as often as you like; nightly, hourly, or down to the minute
- Get email alerts when any failure or gap in service occurs so that problems can be instantly communicated for quick resolution
- Use Internet proxy resiliency to reduce the chance of failures inherent in integration over the Internet and to intelligently restart

processes On-Demand Subscription-Based Service

- Better manage IT costs with a predictable and affordable monthly expense
- No software or hardware to install and maintain

Benefits

Improve Operational Efficiencies

With the Data Synchronization Service for Salesforce CRM, you can reduce the time and staff it takes to synchronize critical business information between Salesforce and your various operational systems. This will help to ensure timely processing of orders, a consistent view of customer and account information across the organization, and efficient processing of new sales leads, product delivery, and other key business data that your sales, marketing and overall organizations use.

Ease Administrative Burden

As an on-demand service, the Data Synchronization Service for Salesforce CRM eases your administrative burden by avoiding upgrade, platform support, and compatibility issues. It frees up your valuable time, budget, and limited resources. Integration processes that once required complex coding or skilled IT resources can now be performed by Salesforce administrators using only a Web browser.

Streamline Operations

The Data Synchronization Service for Salesforce CRM helps you streamline your operations and better manage your IT costs with a predictable and affordable monthly expense. You accelerate time-to-results and minimize dependency on IT. You also maximize your investment in Salesforce by increasing user adoption

ABOUT INFORMATICA

Informatica enables organizations to gain a competitive advantage in today's global information economy by empowering them to access, integrate, and trust all their information assets. As the independent data integration leader, Informatica has a proven track record of success helping the world's leading companies leverage all their information assets to grow revenues, improve profitability, and increase customer loyalty.

Learn More

Learn more about the Informatica On Demand Data Synchronization Service for Salesforce CRM and the other Informatica On Demand offerings.

Visit us at

www.InformaticaOnDemand.com or call 888.345.4639 to learn more.

TRY IT NOW FOR FREE

This service is delivered to you on demand—absolutely no hardware or infrastructure is required. Just follow these four easy steps to try it out now:

1. Register for a free trial account at www.InformaticaOnDemand.com
2. Configure the service
3. Create an integration mapping
4. Run the integration job