

From Data Loading to Data Synchronization

10 Reasons Salesforce Customers Adopt Informatica Cloud Services

The Informatica Data Loader Service is designed to automate basic loading and extraction of data between Salesforce.com, flat files, and relational databases on a daily basis. It is consistently ranked as the most popular *free* application on the AppExchange because it is a significant step up from the Apex Data Loader tool. But the Informatica Data Loader Service is just the first step towards secure, powerful, and complete data integration as a service. The next step?

The Informatica Cloud Services. The industry's only true enterprise-class software as a service integration Informatica Cloud Services are designed for non-technical users to set-up, manage, and monitor bi-directional integration tasks. Primary use cases for Informatica Cloud Services:

- **Data Synchronization:** CRM to ERP integration → Opportunity-to-Order Process, Customer Master, Quoting
- **Data Replication:** Easily replicate Salesforce data to on-premise systems for reporting, back-up, compliance.
- **Business / IT Alignment:** Business self-service to trusted information; IT avoids proliferation of point solutions.

This paper will focus on the powerful data synchronization capabilities of Informatica Cloud Services, which includes bi-directional data loading and extraction capabilities and goes further. Here are 10 reasons why more and more organizations are upgrading from the Data Loader Service in just a few clicks:



- #1 AppExchange Data Integration Solution in 2009
- #1 Data Integration Company
- #1 in Customer Success

The Informatica Cloud is the industry's only true enterprise-class integration as a service solution that delivers purpose-built, powerful, and proven data integration applications to non-technical users over the web. Designed to allow organizations to maximize the value of their business data – whether it resides within or outside the firewall, the Informatica Cloud is the #1 choice for Salesforce customers.



1) Direct Enterprise Application Integration

Front-to-back office integration is critical to CRM adoption and success. Examples include: Opportunity to Order synch, Customer or Product master synch, Quoting, Price Books, etc. The Informatica Cloud Data Synchronization Service ensures trusted and secure business process integration with on-premise ERP applications such as SAP, Oracle, JD Edwards, and Great Plains.

2) Connect to Multiple Endpoints

The Data Loader Services only allows you to connect Salesforce.com to one endpoint – either a flat file or relational database. With the Data Synchronization Service you can move data in and out as many databases, files and systems as you have. Check out the Cloud Integration Process eXchange for a list of Cloud, On-Premise, Industry File Feeds, and even social networking sources that the Data Synchronization Service is integrating with today.

3) Unlimited Scheduling

Tasks created using the Data Loader Service can only be scheduled at most once a day. With the Data Synchronization Service tasks can be scheduled multiple times a day – down to the minute. This allows you to keep your data synchronized as often as your business requirements demand - monthly, weekly, daily, or in real-time.

4) Develop, Run, Reuse Integration Tasks

The Data Synchronization Service delivers the productivity features you'll need as your data integration requirements grow. New Sandbox features in the Informatica Cloud Services Winter '09 release allow administrators to build, test, and migrate tasks and connections from a development environment to production environment. Take your productivity gains to the next level with the Data Synchronization Service!

INFORMATICA | CLOUD

The Only Cloud-Based Integration Service From a Trusted Vendor



5) Connect to Multiple Source Tables at Once

When migrating data from on-premise systems into Salesforce, the data you need often resides in multiple tables in that application (i.e. your legacy CRM system has basic account data in one table, shipping information in another table, and billing information in yet another table). The Data Synchronization Service allows you to source from multiple tables so you can integrate data across multiple tables, transform it, and then load it into Salesforce.

6) Powerful LookUps

While loading data into Salesforce it is imperative that you maintain relationships in your data across objects (i.e. Contacts are associated with the right Accounts, Opportunities are assigned to the proper sales reps, Pricebook entries point to the correct products). Data Synchronization Service LookUp features allow you to easily identify Salesforce ID values for parent standard and custom objects based on their name, description, or any other criteria you want to use.

7) Cross-Object Taskflow

When integrating data across multiple objects such as Account, Contact, Opportunity, etc, it is critical that the data tasks occur in the proper order and begin only if the required data from a parent object is successfully run. With the Data Synchronization Service you can create, schedule, and manage integration Taskflow for multiple objects in order manage these processes quickly and easily.

8) Any-to-Any Integration

The Data Synchronization Service can go beyond Salesforce.com and integrate data between your on-premise databases or files. Database to database? Flat file to database? What about integrating data between two files?

9) Greater Performance

When processing large amounts of data, especially as you move closer and closer to real-time, it is critical that you do so as efficiently as possible and limit the data processed to only that which has changed since the last time a task is run. The Data Synchronization Service is optimized for high performance. Only changed data is retrieved each time an integration task is run, thereby limiting data retrieval and minimizing the processing time.

10) Customer Support

Informatica Cloud Services (Data Synchronization, Data Profiling, and Data Replication) are fully supported by Informatica's world-class support organization. Informatica customer support was recognized as the #1 vendor in 2009 TNS Data Integration Customer Satisfaction Survey.

ABOUT INFORMATICA

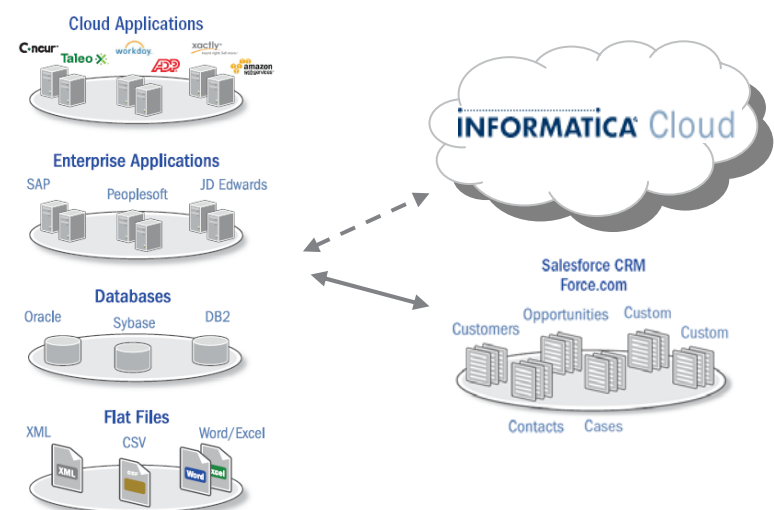
Informatica Corporation (NASDAQ: INFA) is the world's number one independent provider in data integration software. Informatica provides organizations with a comprehensive, unified, open and economical approach to lower IT costs and gain competitive advantage from their information assets. More than 3,850 enterprises worldwide rely on Informatica to access, integrate and trust their information assets held in the traditional enterprise and in the cloud.

Learn More

To upgrade to the Data Synchronization Service or to learn more about Informatica Cloud Services, call 888.345.4639 in the US or visit: www.informaticacloud.com



Informatica Cloud Services:

Aligning Business and IT with Timely, Relevant and Trustworthy Data



Comparing the Informatica Data Loader and Informatica Cloud Services

Informatica Cloud Services includes powerful Data Synchronization, Data Profiling, and Data Replication Services. And for organizations that have already invested in the market-leading data integration platform from Informatica, you can also build and share custom integration services in the Cloud. Here is an overview of the key differences between the Data Loader Service, which is a free tool for Salesforce.com customers, and the Data Synchronization Service, which is a fully functional and fully supported cloud integration solution.

	Data Loader 	Cloud Services 	Customer Benefit
Multitenant Cloud Solution	✓	✓	True SaaS integration
Wizard-Driven Integration	✓	✓	Easy to use "set and forget" integration interface
Self-Service Data Integration in the Cloud	✓	✓	Designed for Salesforce administrators
Bi-directional Data Loading, Extraction	✓	✓	Go beyond Apex Data Loader
SAS 70 and AppExchange Certified	✓	✓	Trusted, secure solution
Multiple Endpoint Support		✓	Go beyond a single point of integration
Enterprise Application Integration		✓	Go beyond databases and flat files
Unlimited Scheduling		✓	More than 1x/day synchronization
Develop, Run, Reuse Integration Tasks		✓	Sandbox and Save As to maximize productivity
Connect to Multiple Source Tables at Once		✓	Enabling more complex integration
LookUps		✓	Maintain relationships across objects
Cross Object Taskflow Support		✓	Multi-step workflow to align with business process
Any-to-Any Integration		✓	Go beyond Salesforce integration needs
Enterprise-Class Performance		✓	Supports growing data volumes and complexity
Customer Support		✓	Go beyond the Informatica Cloud Community site
Data Synchronization as a Service		✓	Back-office integration, master data
Data Quality as a Service		✓	Monitor and assess data quality
Data Replication as a Service		✓	Reporting, compliance

Salesforce Customer Success

"If you are looking for a product to integrate and synchronize your external systems with Salesforce standard or custom objects, then this is the tool for you."

Salesforce Customer Success

"The Data Synchronization tool is easy to use, a simple step up from the Data Loader and has all the functions to allow us to send data to and from Salesforce."

Salesforce Customer Success

"Being able to schedule tasks down to 5-minute increments really helps keep our data refreshed and synced."

Informatica Worldwide Headquarters, 100 Cardinal Way, Redwood City, California 94063, USA
phone: 650.385.5000 fax: 650.385.5500 toll-free in the US: 1.800.653.3871 www.informaticacloud.com

appexchange
the cloud-computing marketplace