

Informatica On Demand Data Loader Service for Salesforce CRM

Synchronize Salesforce CRM and Back Office Systems Quickly, Easily, and Affordably

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Workplace Answers

“We used to rely on our developers to integrate Salesforce with data from our local databases, and every time we added a custom data field in Salesforce, we would need IT to edit their queries. Informatica On Demand Data Loader Service for Salesforce CRM places back-ups of our mission-critical Salesforce data under our control.”

BENEFITS

- Maximize your technology investments by synchronizing critical business information in Salesforce with your back office operational systems
- Improve 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
- Ease administrative burdens by avoiding upgrade, platform support, and compatibility issues
- Minimize dependency on IT, better manage IT costs, and accelerate time to results

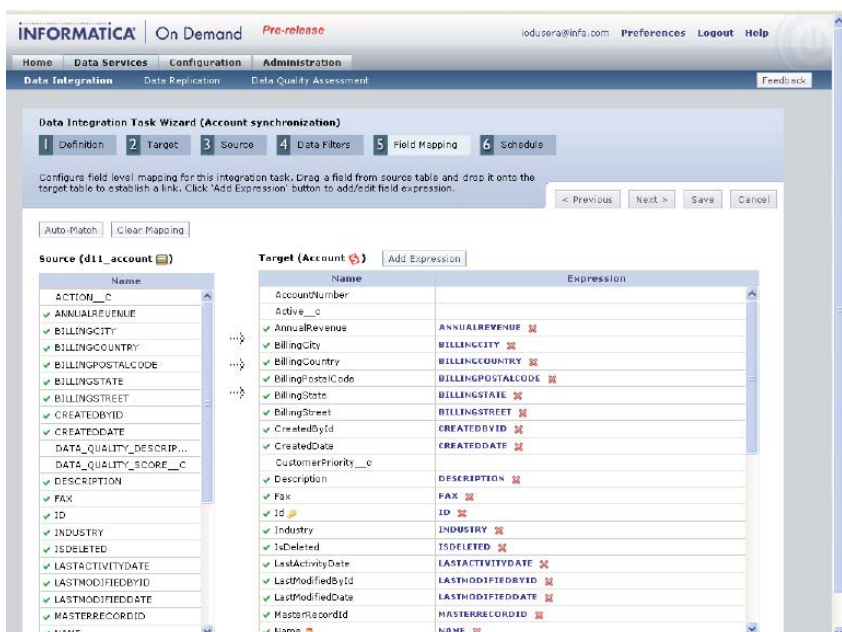
TRY IT NOW FOR FREE

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

1. Register for a free trial account at www.InformaticaOnDemand.com
2. Configure the service
3. Run the synchronization job

The Informatica® On Demand Data Loader Service for Salesforce CRM™ provides bidirectional synchronization between Salesforce and your back office applications through a simple, “set it and forget it,” Web-based environment. This service integrates your on-premise databases and systems with your Salesforce data, residing outside your corporate firewall, seamlessly and securely, across the Internet.

This service is ideal for business analysts and CRM administrators who need to manage account information, sales leads, orders, or opportunities between Salesforce and various accounting, ERP, data warehouse, or other back office systems or databases without having to rely on an IT organization to do so. There is no hardware or infrastructure to install or maintain.



The Data Loader Service makes integrating Salesforce and back office applications data quick and easy. Use a simple wizard to automatically map like fields between source and target, apply filters, and set synchronization schedules—all from a Web browser.

Key Features

Easy to Configure

- Use an intuitive, drag-and-drop, Web-based interface and integration wizard to easily configure the service
- Take advantage of out-of-the-box database connectivity and avoid complex hand coding to access or manipulate database records
- Use an Excel-like function palette to build deeper customizations, including concatenations, substrings, and trims
- Import existing maps from your Salesforce AppExchange Data Loader to quickly migrate to the service

Easy to Maintain

- Use a built-in scheduler to run integration processes run 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 or maintain

Benefits

Improve Operational Efficiency

With the Data Loader Service for Salesforce CRM, you can reduce the time 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 both your sales and marketing organizations use.

Ease Administrative Burden

As an on-demand service, the Data Loader 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 Loader 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.

LEARN MORE

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

Visit us at www.InformaticaOnDemand.com or call 888.345.4639 to learn more.

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.



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