

# The Informatica Cloud for Salesforce Integration

## *Integrating Salesforce CRM and Force.com Data with the Rest of Your Enterprise*

Marc Benioff  
Chairman and CEO  
salesforce.com

“Informatica is the leading provider of data integration software, with the broadest access to enterprise data sources of any other integration vendor. Our partnership with Informatica represents a very strategic relationship for our customers—ensuring they can manage and share all of their enterprise data and information on demand.”

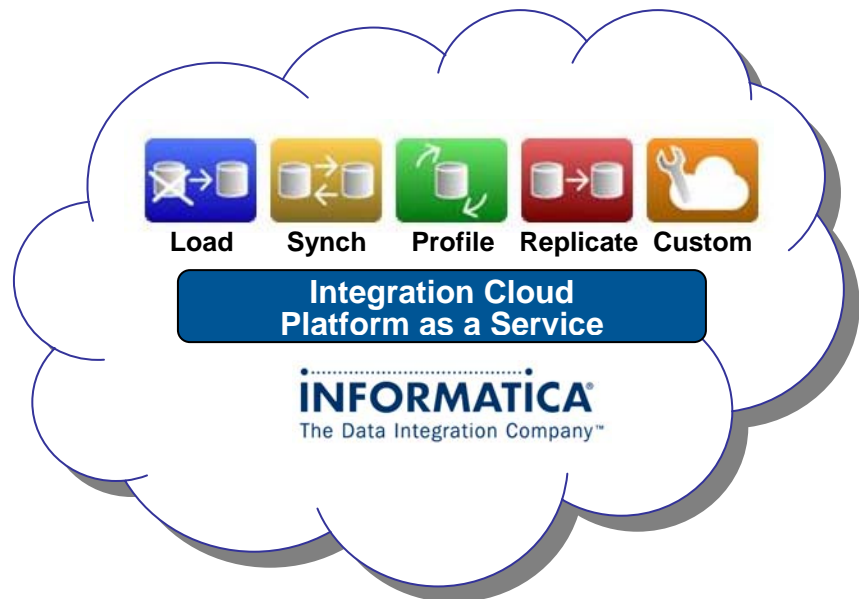
Informatica® is the world's number one independent provider of data integration software. Publicly traded on the NASDAQ since 1999 and operating in 23 countries, Informatica's mission is to enable organizations to reduce IT costs and gain a competitive advantage by empowering them to access, integrate and trust all their information assets.

Informatica® has developed a family of cloud data integration solutions specifically designed to help salesforce.com customers like you to integrate your Salesforce CRM and force.com applications with the data residing in other cloud and on-premise databases and applications like Oracle eBusiness, JD Edwards, and Microsoft Dynamics. These solutions ensure that your Salesforce data is synchronized with your corporate IT business systems and maintained with the highest possible data quality.

With the Informatica Cloud, your company can unify Salesforce data with the rest of your enterprise and ensure data accuracy, improve business decisions and operations, and derive maximum value from your CRM and force.com investment. The Informatica Cloud features multitenant software-as-a service (SaaS) data integration applications – targeted at business analysts as well as CRM administrators — and a powerful integration platform as a service— targeted at IT organizations and systems integrators.

### Benefits

- Integrate Salesforce CRM and Force.com with the rest of your business systems
- Ensure the accuracy of all your enterprise data
- Improve business decisions and operations with higher quality data
- Derive maximum value from your Salesforce CRM or Force.com platform investment



The Informatica Cloud maximizes the benefits of your Salesforce CRM and other business applications—not just today, but in the future as your business needs, technology, data volumes, and data integration challenges grow and change.

## Cloud Services

Informatica Cloud Services are specifically designed to meet the data integration needs of line-of-business users. Based entirely "in the cloud," Informatica Cloud Services make integrating Salesforce CRM and on-premise applications quick and easy. They are designed to work "out of the box" to integrate Salesforce CRM data with a variety of common on-premise systems and databases and require very little training to set up and administer.

### Data Loader Service

This free cloud integration service automates the loading and extraction of data between Salesforce CRM, flat files, and relational databases and provides limited scheduling capabilities. In 2008 it was recognized as the #1 data integration application on the AppExchange.

### Data Synchronization Service

This cloud integration service delivers data loading and extraction capabilities and goes much further. It delivers advanced scheduling so that you can automate everything from simple to complex multistep integrations between various cloud and on-premise systems. Whether its data migration, back office or customer master synchronization, or CRM data integration, this multitenant SaaS application is powerful and proven, yet easy for nontechnical users to administer and manage.

#### The Ease of Systems Talking:

*"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."*

- 5-star AppExchange review

### Data Replication Service

This service automates the replication or archiving of data from Salesforce CRM to an on-premise database, csv files, or Google spreadsheets. Set up the Data Replication Service to run every few minutes and leverage your in-house business intelligence tools for enterprise reporting requirements.

### Data Profiling Service

This cloud service measures and monitors data quality in the Lead, Opportunity, Contact, and Account objects within Salesforce CRM. Data quality dashboards allow you to quickly identify duplicate, incomplete & inconsistent data and automated scheduling allows you to easily monitor and maintain ongoing data integrity.

#### Data Replication in the Cloud - True!

*The data replication service is easy to set up, easy to schedule and it essentially manages itself.*

- 5-star AppExchange review

## Cloud Platform

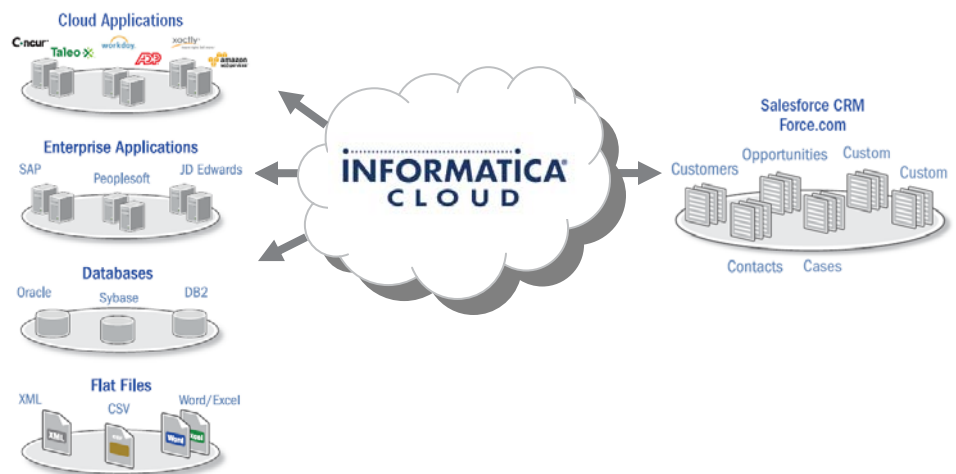
The Informatica Cloud Platform opens up the multitenant architecture of Informatica Cloud Services and exposes the power and flexibility of Informatica's market-leading data integration platform to the cloud. Whether it's developing and running custom source-to-target mappings or advanced functions such as stored procedures, business users and IT can collaborate in building and sharing their work in the cloud as custom data integration Cloud Services.

### ABOUT INFORMATICA

Informatica is the world's number one independent leader in data integration software.

### Learn More

Visit [www.InformaticaOnDemand.com](http://www.InformaticaOnDemand.com) or call 888.345.4639 to learn more about the Informatica Cloud for Salesforce data integration.



Powerful and proven data integration as a service built on the market-leading platform – with the Informatica Cloud for Salesforce integration, you'll always be working with timely, relevant, and trustworthy data.