

# Informatica Data Integration Solutions for Salesforce CRM

## Integrating Salesforce Data With the Rest of Your Enterprise

**Marc Benioff**  
 Chairman and CEO  
[salesforce.com](http://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.”

### BENEFITS

- Integrate Salesforce 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 investment

Informatica has developed a family of data integration solutions specifically designed to help Salesforce customers like you integrate your Salesforce CRM and Force.com data with the data residing in the rest of your on-premise databases and applications. These solutions ensure that your Salesforce Org is synchronized with your corporate IT business systems and maintained with the highest possible data quality.

With this family of data integration solutions, your company can integrate Salesforce data with the rest of your enterprise to ensure data accuracy, improve business decisions and operations, and derive maximum value from your Salesforce investment. This family of data integration solutions features both on-premise solutions—targeted at IT organizations—and on-demand services—targeted at business analysts and CRM administrators.

### Which Informatica Data Integration Solution for Salesforce CRM is Right For You?

Your Role	Your Need	Your Solution
Enterprise IT Manager or Developer	Data Integration	Informatica PowerExchange for Salesforce CRM
Departmental or Line of Business IT Manager or Developer	Data Integration	iPack for Salesforce CRM
Departmental or Line of Business IT Manager or Developer	Data Quality	iPack for Salesforce CRM
Salesforce Administrator	Data Integration	Informatica On Demand Data Replication Service for Salesforce CRM
Salesforce Administrator	Data Quality	Informatica On Demand Data Quality Assessment Service for Salesforce CRM

## Informatica On Demand Data Integration Services

Informatica® On Demand Data Integration Services, offered on a subscription basis, are for organizations that are looking for a quick, easy, and affordable way to integrate their Salesforce CRM data with on-premise applications, or other hosted SaaS applications, without having to rely on their IT organization to do so. If you're a business analyst or application administrator in a small- to medium-sized company who is looking for a quick, easy, and affordable way to integrate your Salesforce data with your on-premise applications or other hosted SaaS applications, these services are for you.

## Informatica On Demand Data Loader Service for Salesforce CRM

Looking to automatically and bidirectionally synchronize your Salesforce data with your on-premise back office applications quickly, easily, and affordably and without having to rely on an IT organization to do so? The Informatica On Demand Data Loader Service for Salesforce CRM™ is available on a convenient subscription basis. Sign up for a 30-day free trial at [www.InformaticaOnDemand.com](http://www.InformaticaOnDemand.com).

## Informatica On Demand Data Replication Service for Salesforce CRM

Looking to copy or archive Salesforce data quickly, easily, and affordably and without having to rely on an IT organization to do so? The Informatica On Demand Data Replication Service for Salesforce CRM is available on a convenient subscription basis. Sign up for a 30-day free trial at [www.InformaticaOnDemand.com](http://www.InformaticaOnDemand.com).

## Informatica On Demand Data Quality Assessment Service for Salesforce CRM

Looking to assess the quality of your Salesforce data quickly, easily, and affordably, and without having to rely on an IT organization to do so? The Informatica On Demand Data Quality Assessment Service for Salesforce CRM is available on a convenient subscription basis. Sign up for a 30-day free trial at [www.InformaticaOnDemand.com](http://www.InformaticaOnDemand.com).

## Informatica PowerExchange for Salesforce CRM

Informatica PowerExchange® for Salesforce CRM™ enables you to use Informatica PowerCenter® to migrate, replicate, cleanse, and synchronize your Salesforce data, seamlessly and securely, with the rest of your on-premise enterprise business applications and databases. If your IT organization is looking to add robust Salesforce data integration capabilities as part of your enterprise IT architecture, this powerful Salesforce connectivity solution is for you.

## Informatica Integration Pack for Salesforce CRM

Informatica Integration Pack for Salesforce CRM™ (iPack) is a powerful, “plug and play” data integration solution suite that is comprised of Informatica PowerExchange for Salesforce CRM and Informatica PowerCenter, as well as both Informatica On Demand Data Integration Services. Offered on a convenient and affordable subscription basis, iPack enables you to integrate and synchronize your Salesforce CRM or Force.com data with the rest of your applications and databases without requiring you to buy and manage more than you need. This solution is ideal for companies that are looking for an easy-to-use, yet powerful technology suite that is tailored to the needs of Salesforce data integration.

### LEARN MORE

Learn more about the Informatica Data Integration Solutions for Salesforce CRM. Visit us at [www.InformaticaOnDemand.com](http://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.

**INFORMATICA**  
The Data Integration Company™

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