

# Informatica PowerExchange for Salesforce CRM

## Fortify Your Enterprise IT Architecture with Robust Salesforce CRM Data Integration

**Marti Menacho**

CIO

Brocade Communications Systems, Inc.

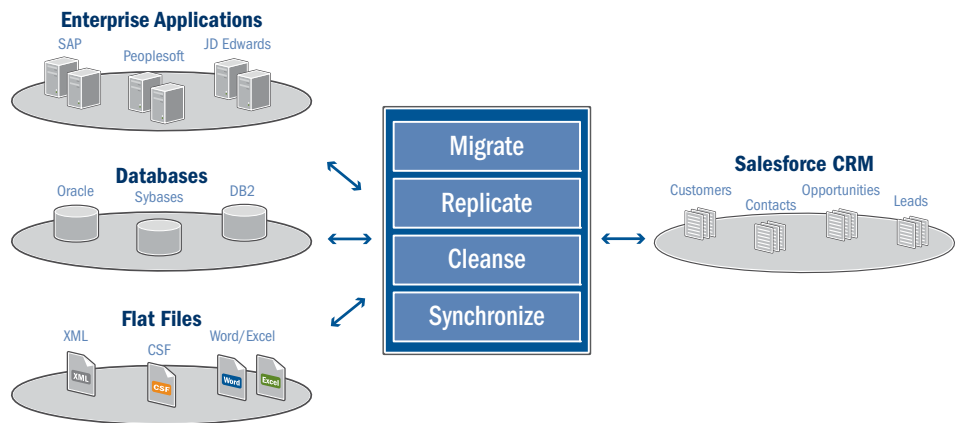
“As a long-time Informatica customer, we have relied on PowerCenter to integrate disparate data across our enterprise. The new and powerful capabilities of PowerExchange for Salesforce CRM provide additional support for our growth initiatives and contribute to our goals to achieve a holistic view of all critical data residing within and outside our enterprise.”

Informatica® PowerExchange® for Salesforce CRM enables you to use Informatica PowerCenter® to migrate, replicate, cleanse, and synchronize your Salesforce CRM or Force.com application data, seamlessly and securely, with the rest of your on-premise enterprise business applications and databases.

This robust connectivity solution is for IT organizations that have already standardized on PowerCenter and are looking to add Salesforce integration as part of an enterprise IT architecture.

### BENEFITS

- Reduce development costs and time-to-develop
- Increase IT teams' productivity
- Capitalize on the benefits of data integration while maximizing the value of your Salesforce investment



PowerExchange for Salesforce CRM helps IT organizations integrate their Salesforce data, seamlessly and securely, with the rest of their on-premise business applications.

## Key Features

### Seamless, Secure Native Connectivity to Salesforce

- Provides direct bi-directional Salesforce integration without requiring code
- Brings Salesforce data within your corporate firewall
- Provides a single tool to transform and cleanse data before delivering data to your on-premise enterprise software and databases

### Direct, Application-Level Metadata Access to Salesforce

- Passes Salesforce data directly from source to target without intermediate staging in message queues
- Simplifies the tasks of migrating, replicating, cleansing, and synchronizing Salesforce data across the Internet with business analytics applications or master data hubs

### Bulk, Change Data Capture, Real-Time Data Integration

- Distills new and updated Salesforce data from unchanged background data, and sends only the changes for further processing
- Delivers Salesforce data in a batch on any chosen schedule, or as a real-time stream of updates, all with a common architecture, and all without coding or scripting

## Secure, Scalable Platform

- Supports any enterprise data integration initiative involving Salesforce data
- Scales to support Web services in an SOA, event-driven architectures, and traditional data integration techniques on multiple platforms
- Allows you to choose your preferred technology and evolve gradually as conditions change

## Benefits

### Reduce Development Costs and Time-to-Develop

PowerExchange for Salesforce CRM simplifies the tasks of migrating, replicating, cleansing, and synchronizing Salesforce data with business applications, databases, or master data hubs. You can introspect application-level objects, such as accounts, contacts, opportunities, leads and customers in your Salesforce Org through a single, easy-to-use GUI. You don't have to spend time trying to understand the details of the Salesforce schemas and Web services APIs. This solution helps development teams reduce costs and accelerate the development lifecycle.

### Increase IT Teams' Productivity

With PowerExchange for Salesforce CRM you can easily bring Salesforce data within your corporate firewall and use a single tool to transform and cleanse it before delivering it to your on-premise enterprise software and databases. You get all the benefits of connecting to the Salesforce API without tedious, time-consuming hand-coding or

having to learn new skills or use additional Web services middleware. This solution increases IT teams' productivity, preserving valuable IT resources for other strategic initiatives.

## Maximize the Value of Your Salesforce Investment

PowerExchange for Salesforce CRM helps you reduce the development time and cost of data integration projects, streamline the maintenance and reusability of data mapping logic, and deliver trusted, timely data throughout the enterprise to meet the analytical and operational needs of the business. With this solution IT organizations can reap all the benefits of enterprise data integration and take advantage of the convenience and low total cost of ownership of Salesforce.

## LEARN MORE

Informatica has developed a family of on-premise products and on-demand services specifically designed to help companies integrate Salesforce data with their corporate systems and applications. Visit us at [www.InformaticaOnDemand.com](http://www.InformaticaOnDemand.com) or call 888.345.4639 to learn more.

## ABOUT INFORMATICA

Informatica is a leading provider of enterprise data integration software and services. With Informatica, organizations can gain greater business value by integrating all their information assets from across the enterprise. Thousands of companies worldwide rely on Informatica to reduce the cost and expedite the time to address data integration needs of any complexity and scale.

**INFORMATICA**  
The Data Integration Company™

Worldwide Headquarters, 100 Cardinal Way, Redwood City, CA 94063, USA  
phone: 650.385.5000 fax: 650.385.5500 toll-free in the US: 1.800.653.3871 [www.informatica.com](http://www.informatica.com)

Informatica Offices Around The Globe: Australia · Belgium · Canada · China · France · Germany · Ireland · Japan · Korea · the Netherlands · Singapore · Switzerland · United Kingdom · USA

© 2008 Informatica Corporation. All rights reserved. Printed in the U.S.A. Informatica, the Informatica logo, PowerCenter, PowerExchange and Informatica On Demand Data Replicator are trademarks or registered trademarks of Informatica Corporation in the United States and in jurisdictions throughout the world. All other company and product names may be trade names or trademarks of their respective owners.

6723 (09/02/2008)