

Informatica On Demand Data Replication Service for Salesforce CRM

Copy Your Salesforce CRM Data Quickly, Easily, and Affordably

Tom Ewing

Manager, IS Business Systems

Tumbleweed

“Anyone that needs a local copy of their Salesforce data for BI reporting should use the Informatica Data Replication Service. It made my life easier!”

BENEFITS

- Copy what you need when and where you need it with multiple replication groups
- Improve the accuracy of your customer and sales lead information by integrating your Salesforce data with the rest of our business applications
- Ease administrative burdens by avoiding upgrade, platform support, and compatibility issues
- Streamline your operations, better manage your IT costs, and minimize dependency on IT

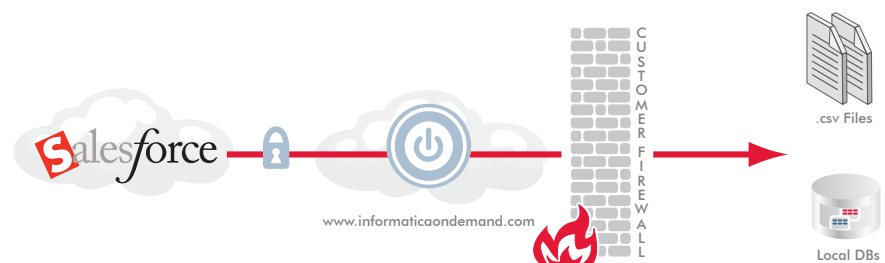
The Informatica® On Demand Data Replication Service for Salesforce CRM makes replicating Salesforce CRM data to your local on-premise applications fast, easy, and hassle-free. This on-demand service automatically replicates your Salesforce data, residing outside your corporate firewall, to local databases, .csv files, or Google spreadsheets seamlessly and securely across the Internet. You can create any number of replication groups with individual schedules to integrate selected data—such as new customers, new orders, and recently qualified opportunities—with your business applications.

This service is available on demand and is ideal for business analysts and CRM administrators looking to copy or archive Salesforce data without having to rely on an IT organization to do so. There is no hardware or infrastructure to install or maintain.

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 replication job



Use the Data Replication Service to automatically replicate some or all of your Salesforce data, located outside your corporate firewall, to your on-premise databases, .csv files, or Google spreadsheets.

Key Features

Simple Web-Based Interface

- Lets you use just a Web browser to:
 - Transfer Salesforce data into a local file or database for reporting, forecasting, and scorecarding in business analytics applications
 - Archive all Salesforce data, including custom objects and custom fields
 - Back up Salesforce data to comply with internal workflow processes, corporate data governance processes, or regulatory requirements, such as Sarbanes-Oxley

Custom Field Support

- Automatically captures all Salesforce schema changes and replicates all data in your Salesforce Org
- Saves you time and effort by not having to reconfigure the service when new fields are added
- Gives you peace of mind by never having to worry whether your data has been captured for archive and backup

Incremental Refresh

- Provides full or change data capture replication of Salesforce data
- Eases the administrative burden of handling large data volumes by only capturing and transmitting changed records

Support for Broad Target Array

- Supports Oracle, SQL Server, MySQL, flat files, and Google as replication targets
- Increases user adoption of Salesforce by empowering multiple constituencies in your organization, whether they are using SQL databases or Microsoft Excel

On-Demand Subscription-Based Service

- Enables better management of IT costs with a predictable and affordable monthly expense
- No software or hardware to install or maintain

Benefits

Improve Accuracy

With the Data Replication Service for Salesforce CRM, you can achieve a holistic, consistent, and accurate picture of your customer and sales lead information by automatically making Salesforce data available for analysis and reporting with your preferred BI tools. You produce more accurate reports, forecasts, and scorecards. You reduce the risk of regulatory non-compliance. And you have peace of mind, knowing your Salesforce data is securely and reliably captured for archive and backup.

Copy What You Need, When You Need It

With the Data Replication Service for Salesforce CRM, you can create as many separate replication groups as you want and run these groups on the schedule you prefer. For example, you can replicate all new customer orders to your ERP system on an hourly basis, your new opportunities to your BI system on a daily basis, and your entire Salesforce database to archival storage on a weekly basis. And the Data Replication Service automatically detects and incorporates changes in your Salesforce schema so the replication groups will always be up to date.

Ease Administrative Burden

As an on-demand service, the Data Replication 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. You don't have to reconfigure the service when new fields are added, and you can choose to replicate only the changed records within your Salesforce Org.

Streamline Operations

The Data Replication 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

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 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

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, 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.

6770 (03/14/2008)