

# Informatica Cloud Extend:

Guiding Salesforce Users to Work Accurately and Efficiently

## Why Cloud Extend

### Greater Salesforce Efficiency

Do your Sales people spend too much time “hunting and pecking” their way through Salesforce? Informatica Cloud Extend provides easy to use wizards that allowing every sales person follow an efficient process regardless of experience or expertise. Sales people spend more time selling and less time on administration.

### Accurate Business Reporting

Are your Salesforce reports inaccurate because your users forget to record critical information because they simply don't have the time or find the Salesforce application too confusing to use? Informatica Cloud Extend's process wizards improve the accuracy and speed of data entry for every Salesforce user.

### Improved Customer Support

Are your customers frustrated when kept on hold, or asked to repeat the same information over and over? Informatica Cloud Extend process wizards enforce consistency, predictability and quality of support activities performed by any customer service agent.

## Unlocking the Value of Your Salesforce Investment

Companies motivated by the promise of higher productivity, lower costs and rapid implementation are aggressively adopting Salesforce to enable customer service, sales and marketing functions. However, many struggle to achieve the full potential of the software because their users simply forget to record critical information or make errors trying. The dozens of tabs and hundreds of custom fields that make Salesforce powerful also make it too time consuming to use, too confusing to navigate and a fertile ground for user error. As a result many Salesforce implementations suffer from inaccurate reports, poor user adoption and low return on investment.

## Let Salesforce Users Take Control

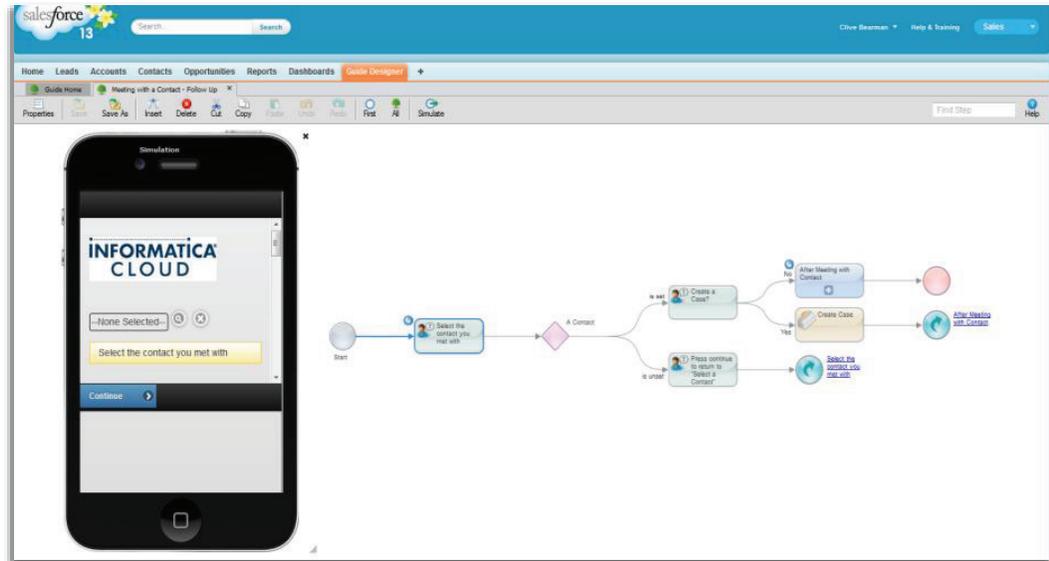
Custom coding is one option to make Salesforce easier to use, but requires developers and a significant amount of time. Another option might be to use custom triggers, visual force pages and validation rules, but again these require technical skills and time to burn. In desperation many companies turn to 3rd party consultancies that typically provide the right answers but come at a cost that not everyone can afford. The ideal solution is to let Salesforce power users among your Sale Effectiveness, Sales/Service Operations teams, and Salesforce Center of Excellence customize the interface and define processes to enhance the way in which the business works.

## Introducing Informatica Cloud Extend

Luckily such a solution exists; Informatica Cloud Extend. Informatica Cloud Extend is a process automation tool for Salesforce that allows users to easily adapt the application and automate repetitive tasks, without the need for APEX programming. With Informatica Cloud Extend, Salesforce users create custom wizards that quickly and efficiently guide any other Salesforce user through a set of tasks and activities. This ensures that processes are completed correctly, consistently, and in the right order. Adding Cloud Extend to Salesforce delivers greater user efficiency, better customer service and accurate business reporting.

Available on





## How Does Informatica Cloud Extend Work?

The power of Cloud Extend lies in its unique design environment; a do-it-yourself tool that is highly visual and intuitive, allowing business users to create, modify and implement wizards on their own. In addition, you use the same design environment to create wizards that are desktop enabled or optimized for mobile delivery.

## Who Uses Cloud Extend?

### Sales Departments:

Use Cloud Extend to automate repetitive actions, optimize sales processes and boost sales team productivity. Sales people with a smart phone or Internet browser assign tasks, create contacts, log notes and update opportunities with easy to use wizards. In addition they design and deploy custom wizards to replicate time saving sales procedures for call-scripting, sales meeting preparation, account planning, and opportunity progression.

### Customer Service Departments:

Use Cloud Extend to design and deploy wizards that standardize support procedures, streamline repetitive actions and implement best practices for problem resolution. Support agents quickly create cases, assign tasks, log issues, and send follow-on emails; all from a single user interface. As a result Cloud Extend wizards reduce time-to-resolution, increase call throughput and improve customer satisfaction.

### Marketing Departments:

Use Cloud Extend to increase the effectiveness of campaigns by designing and deploying wizards that enrich leads by appending missing data. Marketers follow a step-by-step guide that iterates through a prospect list to ensure that all lead information is accurately and consistently collected.

## Powerful Process Automation Features

- **Visual Wizard Designer** — Easily create and modify custom application wizards with an intuitive, webbased tool that requires no APEX coding or formal programming skills.
- **Supports Standard and Custom Objects** — Works with any standard or custom objects, fields and picklists that are defined in the Sales, Service or Marketing clouds.
- **Clean and Natural Salesforce Integration** — Easily manipulate Salesforce data with clean and natural integration. No need to replace existing workflows, approvals, triggers, or existing APEX classes.
- **Sample Wizards** — Get up and running in minutes using sample guides that provide lead nurturing, sales qualification, call scripting and much more.
- **One Click Publish** — It only takes a single click to share process automation wizards with an entire sales, service or marketing team.



“The benefits we’ve achieved are outstanding. We’ve seen a 20% increase in agent productivity, reduced our customer call waiting times to virtually zero and reduced the time it takes to create new accounts by 85%. What used to be a 10 minute process is now just a minute and a half.”

– Jonathan Adlerstein, CIO,  
Plymouth Rock Energy

## About Informatica

Informatica Corporation (Nasdaq: INFA) is the world’s number one independent provider of data integration software. Organizations around the world rely on Informatica for maximizing return on data to drive their top business imperatives. Worldwide, nearly 5,000 enterprises depend on Informatica to fully leverage their information assets residing on-premise, in the Cloud and across social networks. For more information, call 1 888 345 4639 in the U.S., or visit [www.informaticacloud.com/cloudextend](http://www.informaticacloud.com/cloudextend)

## Deliver an Optimized Mobile Experience

- **Easy to Use** — Leverages touch screen input and voice-to-text capabilities.
- **Mobile Application Design Environment** — Optimized for mobile delivery with pre-installed themes.
- **Supports Virtually any Device** — Drive mobile and social collaboration into any Salesforce environment with support for iPad®, iPhone®, Android™ and chatter™.



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