

DATA SHEET

Pitney Bowes Spectrum™

Enterprise Data Integration Solution

COMPOSITE APPLICATION DATA SERVICES™ FOR SALESFORCE.COM®
SIMPLIFIES AND ACCELERATES ANY PROJECT THAT REQUIRES PACKAGED
ENTERPRISE DATA



Summary

Data Services for SFDC delivers hundreds of the most common application objects – invoices, shipments, customer accounts, sales opportunities, and more – in the form of pre-built views.

Benefits

- **Pre-built Content** – Frequently used business information already packaged with context, accelerating projects and reducing risks
- **No Coding** – Eliminates programming and API complexities, saving you time
- **Data Integrity** – Enforces application level user authentication and restricted data access based on user responsibilities
- **Non-invasive Access** – Light weight, low-risk integration. No need to modify your SFDC Application

OVERVIEW

Composite Application Data Services™ for Salesforce.com (SFDC) enable instant access to SFDC and deliver its content as pre-built, reusable data services. Data Services for SFDC allow enterprises to quickly and easily implement a service-oriented architecture (SOA), providing companies with the agility to build IT solutions that support dynamic business needs.

Customer data from SFDC is invaluable not only within the system, but also in the larger context of your enterprise. For example, combining order data from SFDC with invoice data from a billing system to provide a customer's complete sales history - helping you make day-to-day business decisions. However, integrating XML data from SFDC with SQL data from traditional systems requires extensive programming effort.

Data Services provide SFDC data and deliver it as standards-based Web services or SQL. Data Services for SFDC deliver high-level abstracts of the most common business objects, such as Leads, Accounts, and Cases. This enables SOA-compliant applications, as well as traditional front-end applications such as a reporting tool, to consume the content, providing users with the visibility they need to effectively run their businesses. *(Sample list of SFDC services on next page.)*

Immediate Impact on a Wide Range of Projects

- **SOA Data Services** – Enterprises need to get SOA up and running quickly. Data Services for SFDC deliver pre-built services, providing out-of-the-box content in the form of standards-based Web services, accelerating your path towards SOA.
- **Single-View of a Customer** – On-demand aggregation of operational and historical data about a given customer (or any other business object) across SFDC and other data sources improve visibility for sales and service professionals.
- **Data Integration** – Data Services for SFDC are read/write, enabling easy insert and update of key data, with all application business rules enforced, without a big infrastructure effort. Access, combine, and deliver information from disparate data sources, including SFDC, SAP, Oracle EBS, and Siebel.
- **Operational Business Intelligence** – Use Data Services for SFDC to power business intelligence, portal, and dashboard initiatives. On-demand information from SFDC enables better management visibility and day-to-day business decisions.

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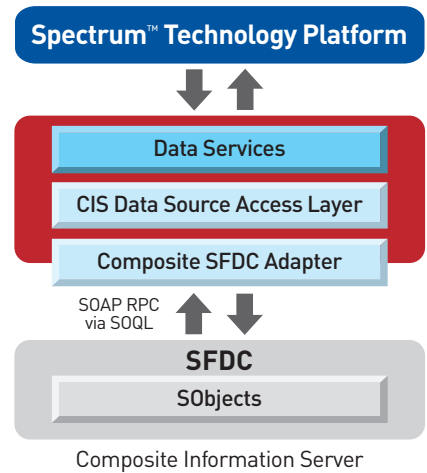
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Data Services for Salesforce.com

The Composite architecture allows you to query and combine all SObjects using approved interfaces. SQL requests are converted into remote SOQL invocations by the Composite SFDC adapter, allowing you to transparently access both the data and metadata in a relational format. Then the Composite Information Server allows you to publish the SFDC content to Spectrum.

FOR MORE INFORMATION ON HOW YOU CAN JUMPSTART YOUR ENTERPRISE DATA PROJECTS, CALL US TODAY OR VISIT OUR WEBSITES.



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SAMPLE LISTS: SALESFORCE.COM DATA SERVICES

Accounts

- Account Details
- My Accounts
- New This Week
- All Accounts
- New Last Week

Campaigns

- All Active Campaigns
- My Active Campaigns
- Campaign Details

Cases

- All Closed Cases
- Case Details
- My Open Cases
- International - Silver, Bronze
- Partner Relations
- US - Platinum, Gold
- All Open Cases
- My Cases
- International - Escalations
- International - Platinum, Gold
- US - Escalations
- US - Silver, Bronze

Contacts

- All Contacts
- Contact Details
- New Last Week
- Birthdays This Month
- My Contacts
- New This Week

Contracts

- All Activated Contracts
- All Draft Contracts
- Contract Details
- My Draft Contracts
- All Contracts
- All In Approval Contracts
- My Activated Contracts
- My In Approval Contracts

Leads

- All Open Leads
- Lead Details
- Today's Leads
- International Leads
- My Unread Leads
- US Leads

Opportunities

- All Opportunities
- Closing This Month
- New Last Week
- Opportunity Details
- Won
- Closing Next Month
- My Opportunities
- New This Week
- Private

Products

- All Products
- Product Details

Solutions

- All Reviewed Solutions
- All Un-reviewed Solutions

SPECIFICATIONS

To view a list of supported databases and connectivity software, please visit us at:

<http://www.pbinsight.com/products/data-management/data-quality-and-enrichment/enterprise-data-integration/spectrum-data-services-for-salesforcecom/>