

> PROGRESS[®]
DATADIRECT CONNECT[®]
DATABASE DRIVERS

Advanced ODBC and JDBC Access
to Salesforce Data

CLOUD DATA ACCESS

In the 'terrestrial' world of enterprise computing, organizations depend on advanced JDBC and ODBC technologies to provide efficient, high-performance access to relational data. And when it comes to cloud-centric data access, enterprise IT organizations expect the same levels of functionality and performance they enjoy in traditional data access architectures.

Whatever the use case, when leveraging cloud-based data, these organizations require ODBC and JDBC connectivity solutions that deliver advanced functionality, architectural flexibility, as well as superior and scalable performance.

As the enterprise data connectivity industry leader, Progress DataDirect offers a full array of high-performance ODBC and JDBC database drivers to ensure robust and reliable data access to cloud-based solutions such as Salesforce.com. With Progress DataDirect Connect, enterprise organizations:

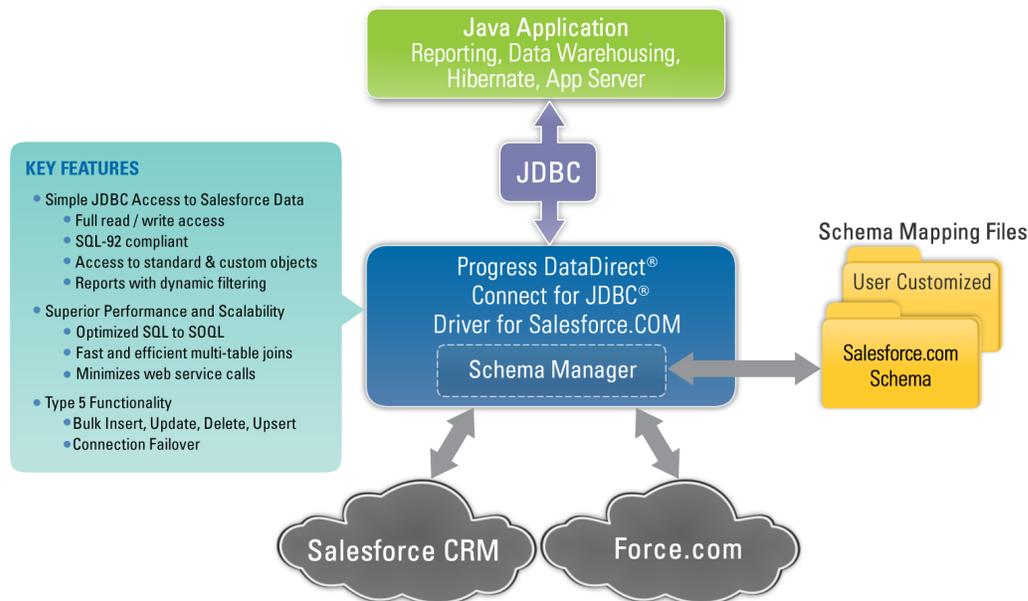
- Eliminate the need to create a working copy of Salesforce data in another database
- Employ the same data access solution for both traditional and cloud-based data sources
- Leverage existing SQL skill sets
- Streamline architecture and eliminate point-to-point connectivity
- Reduce IT development, deployment and maintenance costs
- Increase your application efficiency and performance working with Salesforce data
- Allow ISVs to rapidly expand current product offerings to include Salesforce data support

By making business-critical cloud data SQL-accessible (like Oracle or any other relational database), organizations effectively extend the value of cloud data throughout the enterprise, allowing disparate systems, processes and end-users to better access information when and how they need it.

PROGRESS DATADIRECT CONNECT – TYPE 5 JDBC ACCESS TO CLOUD DATA

The Progress DataDirect Connect XE for JDBC Salesforce Driver enables access to business-critical cloud data via SQL and JDBC. The Connect XE for JDBC Salesforce Driver combines read/write access to Salesforce objects, custom objects, and reports, with real-time data caching and Type 5 JDBC driver features.

- Progress DataDirect Connect for JDBC exposes the full breadth of Salesforce data to a wide variety of commercial and custom-built Java applications. The driver provides full read/write access and support for the JDBC API, while also making the SQL-92 standard available to Salesforce standard objects, custom objects, and reporting infrastructure.
- Connect for JDBC optimizes access to Salesforce data for fast performance and unparalleled scalability. The driver leverages a full SQL engine, combined with the unique real-time data caching features, which significantly minimize web service calls.
- Leveraging Type 5 JDBC functionality to deliver advanced feature support, Connect for JDBC offers enterprise organizations Bulk Insert, Update, and Delete support along with Connection Failover and more. The driver easily integrates into the most demanding data Salesforce data access use cases.



Progress DataDirect benchmarked Connect for JDBC against other drivers for a variety of database operations. The test methodology compared the capacity and efficiency of the drivers by isolating and testing these key variables: throughput, CPU efficiency, and memory usage.

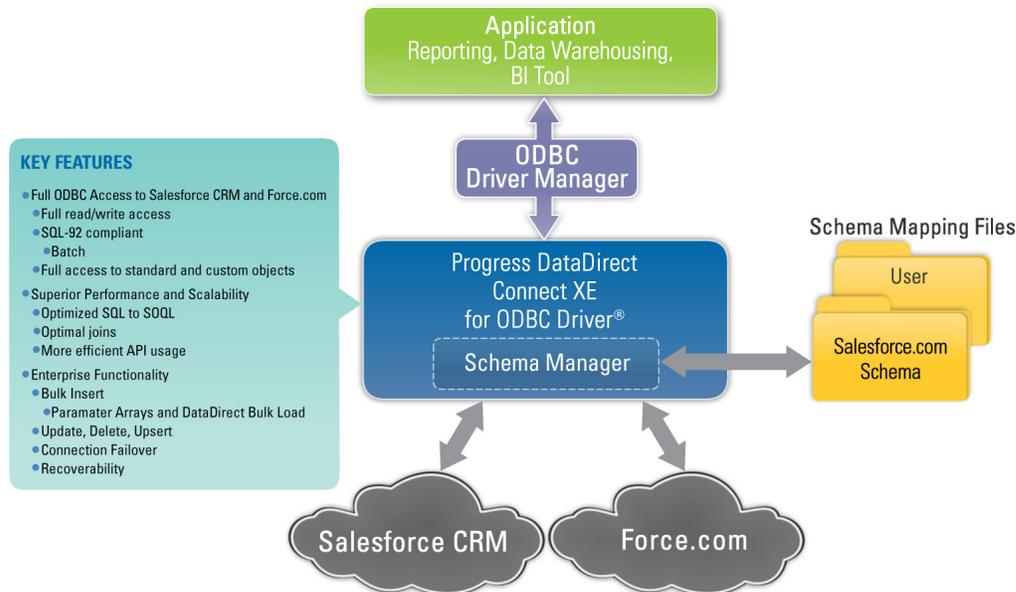
- Superior Throughput – Connect for JDBC throughput is unmatched, on average processing 20-500% more work over competing drivers in a given time period. In one test that simulates a monthly report in which many records are fetched, Connect for JDBC delivers up to 1450% more throughput, and in most tests. Moreover, throughput stays high and even increases as more users are added.
- Greater CPU Efficiency – Connect for JDBC uses considerably fewer CPU cycles to deliver superior throughput than competing drivers, in many cases, up to 150% more CPU efficient.
- Smaller Memory Footprint – Connect for JDBC uses significantly less memory while doing more work than competing drivers, in some cases using almost one fifth (20%) of the memory of other drivers.

PROGRESS DATADIRECT CONNECT – WIRE PROTOCOL ODBC ACCESS TO CLOUD DATA

With low latency, high throughput and resource efficient access to Salesforce, The Progress DataDirect Connect XE for ODBC Driver moves business applications closer to Salesforce data. In effect, IT organizations no longer need to mirror Salesforce instances to ensure high performance SQL access. The driver eliminates the need to connect to the database through components on the database server. This single-tier architecture results in better response time and throughput and reduces the cost of deploying and maintaining applications.

- Connect for ODBC's wire protocol architecture, as well as easy-to-use tuning options, optimizes the rate and efficiency of data transfer. Application-driven caching increases Salesforce integration scalability. In addition, a high-performance Bulk Load capability enables large amounts of data to be loaded very quickly.
- Connect for ODBC reduces the cost and time of deploying and maintaining applications by eliminating the need for components on the database server for connectivity. One install contains everything needed to connect to Salesforce. And, Connect for ODBC's SQL engine offers full SQL 92 compliance over any Salesforce or Force.com instance.

- Connect for ODBC provides comprehensive coverage from one vendor DataDirect offers an ODBC driver for Salesforce on every major platform – Windows (including v7), Linux and UNIX, including UNIX platforms such as IBM AIX, HP-UX, and Sun Solaris, across a wide range of processor architectures. Connect64 for ODBC also offers a 64-bit driver for Salesforce so 64-bit applications can take full advantage of faster processing speeds.



Progress DataDirect compared Connect for ODBC drivers against competing drivers for a variety of database operations, analyzing the capacity and efficiency of the drivers by isolating and testing three key variables – throughput, CPU efficiency, and memory usage.

- Superior Throughput – Connect for ODBC driver throughput is unmatched, processing much more work in a given time period – in some cases as much as 125% more. Unlike competing drivers, the Connect for ODBC throughput stays high as it scales to handle more volume.
- Greater CPU Efficiency – Connect for ODBC drivers use considerably fewer CPU cycles to deliver superior throughput than competing drivers, in many cases, greater than 400% more CPU efficient.
- Smaller Memory Footprint – DataDirect ODBC drivers use considerably less memory while doing more work than competing drivers, in some cases saving over 550% in memory.

PROGRESS DATADIRECT CONNECT – SUPERIOR CLOUD DATA ACCESS

With a faster, more resource-efficient ODBC and JDBC drivers, enterprise IT organizations need less hardware to support business applications. This is particularly meaningful when applications share resources with other applications deployed on a single server or running in a resource-limited environment typical of virtualization.

Progress DataDirect components provide driver-implemented caching and pooling as well as client-side load balancing – meaning the drivers distribute workloads across a bank of databases, which does not require special DBMS failover licensing to use. Connect ODBC and JDBC drivers minimize system impact within virtualized environments, offering certification with virtualization technologies such as VMware, Solaris Zones, Red Hat Enterprise Linux 5 Full Virtualization, and others.

Also, one Progress DataDirect Connect driver supports simultaneous connections to Salesforce, which significantly reduces the costs of deploying and testing applications. This allows IT organizations to consolidate critical business applications onto a single platform. In addition, the driver boasts numerous interoperability features that simplify the task of supporting other databases, such as Oracle, DB2, SQL Server, Sybase, MySQL, and more.

And, because one driver supports multiple instances of a cloud-based database, Progress DataDirect Connect eliminates the maintenance and permutations necessary to support multiple databases versions and all their components. All this coupled with cost-effective integration and support of non-relational data sources means dramatically reduced IT operational costs.

When it comes to cloud-centric database solutions, enterprise organizations expect the same levels of functionality and performance they enjoy in traditional data access architectures. Whether the need is JDBC or ODBC connectivity, IT organizations need to ensure streamlined cloud access for disparate enterprise systems.

Progress DataDirect offers enterprise organizations a full spectrum of advanced data access solutions – products that perform better than competitive technologies, scale easily as demand grows, and ensures maximum uptime for business critical applications. And that is why they turn to Progress DataDirect.