

SALESFORCE DATA CONNECTIVITY

What Most Salesforce Shops Don't Know

Having a hard time reporting on Salesforce?

- ✓ **On the Platform:** With the Salesforce Winter '17 release, you can run reports on Salesforce Connect external objects. Take advantage of this feature with real-time connectivity to popular back-office reporting databases such as SQL Server, Oracle and Greenplum.
- ✓ **Off the Platform:** SQL access provides direct connectivity to Salesforce data from your preferred business intelligence and data integration tools.

Better decisions for your users

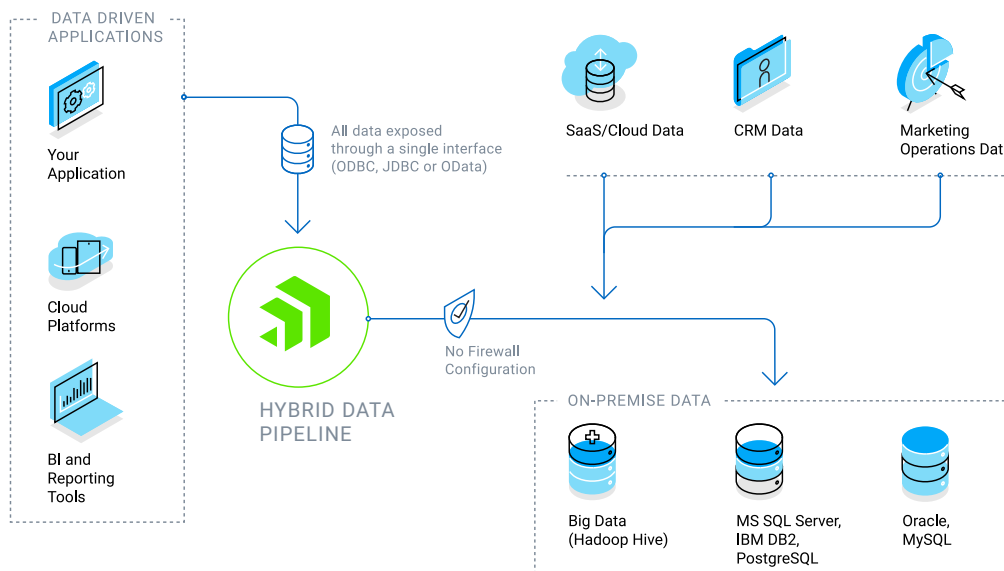
Is external business data stale or not integrated from Salesforce? Get the fastest and easiest way to access back office data behind the firewall.

New data opportunities with cloud and big data

Are your users taking advantage of the latest technology investments? Empower Salesforce users with instant access to the latest technologies such as Hadoop, Oracle Service Cloud, and Google Analytics.

Cut integration time and release new data-driven capabilities faster

Progress DataDirect Hybrid Pipeline provides the OData service that allows your Salesforce applications to access back office data in real-time.



PROGRESS DATADIRECT + THE SALESFORCE PLATFORM

Leadership in Real-Time Data Connectivity and Integration

- ✓ **Self-hosted:** Host your own service on-premises or in the cloud; data privacy and security are under your control
- ✓ **Embeddable:** Embed the service into your app, and white-label it to give your customers the best cloud connectivity
- ✓ **Firewall friendly:** Access on-premises data securely behind the firewall

BACK OFFICE ODATA INTEGRATION WITH SALESFORCE CONNECT	DIRECT SQL ACCESS TO SALESFORCE	CLOUD ODATA INTEGRATION WITH SALESFORCE CONNECT
<p>Real-time and self service, DataDirect Hybrid Pipeline is the easy way to connect Salesforce directly to databases behind the firewall.</p> <p>Popular back office data sources for Salesforce Connect:</p> <ul style="list-style-type: none"> • Oracle Database • Oracle EBS (E-Business Suite) • Microsoft SQL Server • IBM DB2 for I, z/OS and LUW • JD Edwards • Oracle Siebel • Big Data in Hadoop Hive • Oracle Marketing Cloud (Eloqua) 	<p>Always compatible, DataDirect Salesforce ODBC and JDBC drivers connect BI and data integration apps directly to the latest Salesforce APIs, updated quarterly. Popular applications that embed or work with DataDirect+ Salesforce Connectivity:</p> <ul style="list-style-type: none"> • SAP Business Objects Data Services • Microsoft Office • Microstrategy • Tableau • Tibco Jaspersoft • Oracle Business Intelligence • SQL Server Integration Services • Informatica PowerCenter • IBM DataStage • Pentaho Data Integrator 	<p>Real-time without data duplication, DataDirect Hybrid Pipeline is the fastest way to connect Salesforce directly to leading cloud applications. Popular cloud data sources for Salesforce Connect:</p> <ul style="list-style-type: none"> • Eloqua • Oracle Service Cloud (RightNow) • Amazon Redshift • Google Analytics • Microsoft Azure • Amazon EMR

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