

OPTIMIZE SALESFORCE LIGHTNING CONNECT WITH ODATA

Optimized Data Connectivity for Mobile Applications

- New Lightning Connect feature in Salesforce 1 enables easy access to Progress
- Standardized OData and SQL access to External Data Objects like Oracle, SAP, and Microsoft SQL Server
- Optimized for real-time data access through a cloudbased connectivity service

Access external data objects instantly and easily from your Salesforce and Force.com applications using OData and Progress DataDirect Cloud



1 Billion API transactions on Salesforce every day are driven by Extract-Transform-Load processes

Salesforce Lightning Connect Provides a Simpler, Faster Alternative to ETL

Salesforce has evolved to become one of today's premiere CRM applications, offering robust features and capabilities that help you efficiently manage customer data and sales leads. When building applications on Salesforce 1, easily accessing and sharing data outside the firewall and across multiple applications can be complex--creating delays you can't afford. You need a fast, easy and standards-based way to connect and access data across APIs, mobile devices, big data sources, enterprise, and other transactional systems of record.

Unlock Your Data for Web, Mobile, and Enterprise Applications

Salesforce enables the creation of External Data Objects for defining data sources that applications will need to access. Salesforce Lightning Connect can be used to manage those objects, and leverage an OData-standardized REST API for real-time access to multiple data sources in the cloud and in the enterprise through the Progress DataDirect connectivity service. This combination provides the rapid connectivity you need to get your apps out the door fast.

The Open Data (OData) Protocol is a standardized protocol for creating and consuming full-featured data APIs, built on the HTTP standard and commonly accepted methodologies like REST. This gives OData a broad reach for querying and updating data, making it a simple, standardized way to interact with data on the web from any platform or device. This means it is easier for your information workers and developers to consume and interact with data from a variety of applications and programming languages.

The Extract-Transform-Load (ETL)-based processes in Salesforce 1 enable data synchronization but those replicated datasets can quickly become out of date. The Salesforce console gives you access to OData by letting you define external data objects, and the real-time data connectivity is provided by DataDirect Cloud.

Using SQL queries, your diverse data sources appear as relational databases. This innovation simplifies your data integration challenges with a turnkey solution. You no longer need specialized IT skills to maintain integrations – DataDirect Cloud handles that for you, freeing you to focus on your business and your customers, knowing that your data connectivity needs are in trusted hands.

Get The Rapid Data Connectivity You Need

Configuring the OData connection to a variety of external data sources through DataDirect Cloud is simple. Just establish the connection to DataDirect Cloud OData service and configure the data source. DataDirect Cloud automatically maps cloud data store objects and fields to tables and columns. A standardized OData REST API is used from your mobile and Web Force.com applications to the DataDirect Cloud OData service, and then SQL is used under the covers to interface with the cloud or enterprise data source - preserving the high performance, security, and throughput characteristics of powerful data connectivity. In the end, this avoids having to replicate data which quickly becomes out of date - and leverage real-time data access.

Success Powered by Progress

Progress shares a common passion with you – data. Your strength lies in processing large amounts of data quickly and turning it instantly into visualizations that translate into actionable business intelligence. Progress provides the data connectivity you need across the organization, feeding that data into the application. Building out connectivity to every data source that you need requires an enormous amount of resources, time, and money. By using Progress DataDirect connectivity within your application, you provide powerful built-in connectivity that your customers and end users need to drive success in the marketplace.

Let's Continue The Conversation

Find out more about Progress DataDirect, visit

www.progress.com/products/datadirect-cloud

About Progress

Progress (NASDAQ: PRGS) is a global leader in application development, empowering the digital transformation organizations need to create and sustain engaging user experiences in today's evolving marketplace. With offerings spanning web, mobile and data for on-premise and cloud environments, Progress powers startups and industry titans worldwide, promoting success one customer at a time. Learn about Progress at www.progress.com or 1-781-280-4000.

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