

Denodo Professional for AWS

Salesforce Integration



SOLUTION

Denodo Professional for AWS
Salesforce Integration

INDUSTRY

Applies to all industries

Salesforce is one of the best and most popular cloud platforms for CRM and sales management. Salesforce helps organizations to run their sales operations and provides a better way for business development, marketing, and support to manage the customers and drive a successful business.

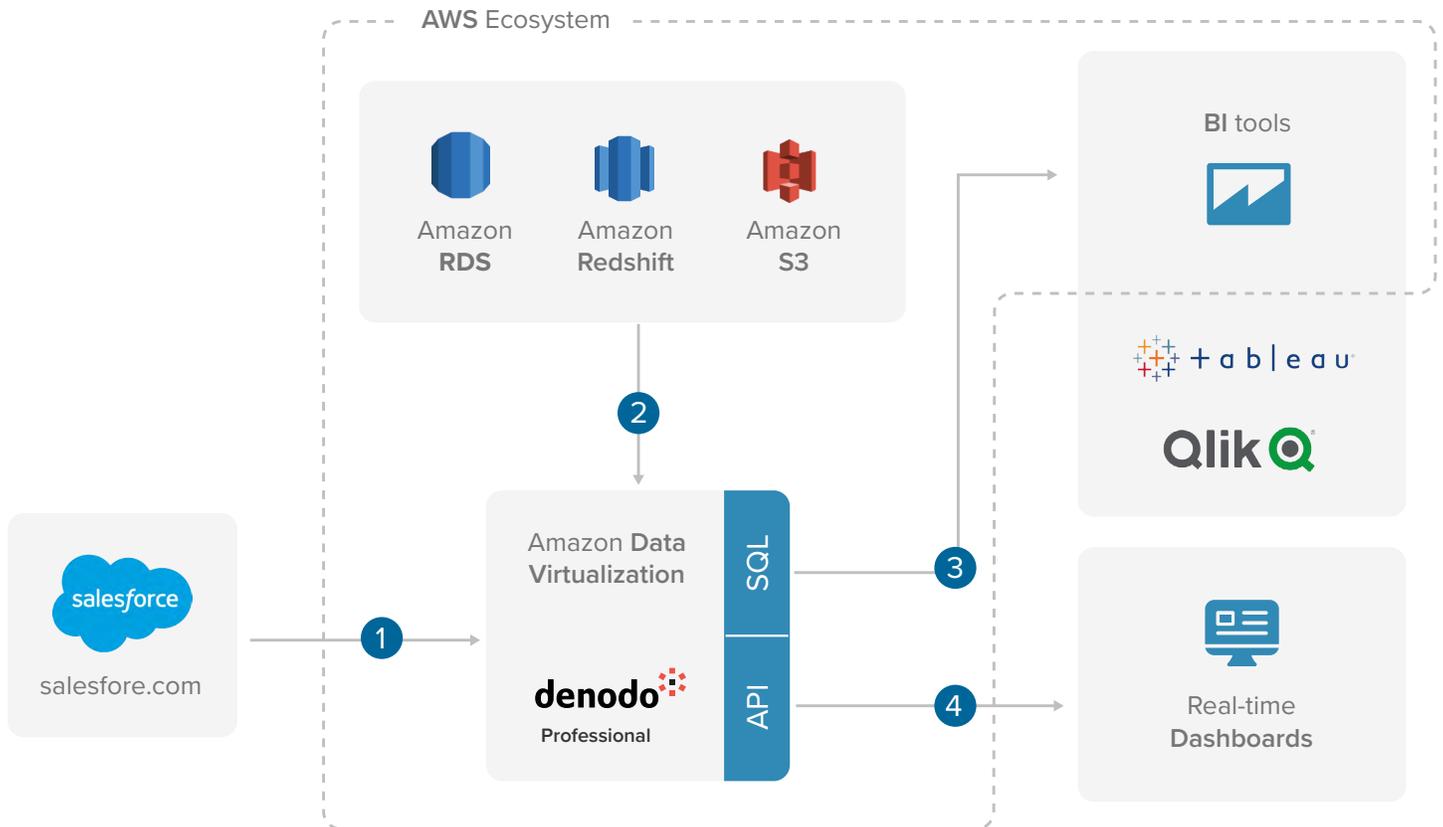
Enriching Salesforce data with data from the other AWS cloud data repositories, such as Redshift, RDS, and S3 brings your organization a centralized, holistic 360 view of your customer.

This data can include purchase history, complaints, detailed demographics, and relationships.

Denodo Professional platform applies its unique data virtualization capabilities to seamlessly integrate all Salesforce customer data with the data from disparate AWS data sources in real-time without physical data movement. Enhanced real-time customer data drives insights, deepens customer relationships, improves campaigns, and personalizes prospecting.

Salesforce data integration with Denodo Professional

With Denodo data virtualization platform you can enrich your Salesforce data with the other AWS data repositories in 4 simple steps:



1. **Objects from Salesforce** cloud application virtualized by Denodo Professional engine providing unified and secure access point.
2. Structured, semi-structured, and unstructured **data residing in AWS stores** is combined with the data coming from Salesforce cloud application.
3. Virtual data views are built and provided for the **historical reporting and analytics**.
4. Also, Virtual 360 data views are exposed via API interface for the **real-time dashboarding and alerting**.

Denodo Professional provides the out-of-the box connector to Salesforce.com. With this connector you can query the data of your Salesforce account, and insert, update and delete records from it.

This connector can work with any Salesforce object - the objects created in Salesforce by default (accounts, contacts, etc.) as well as with custom objects.

The connector uses the REST API of Salesforce. To establish the connections, it uses HTTPs and the OAuth 2.0 authentication protocol to securely access data without having to reveal your username and password.

Benefits of Salesforce data integration



A COMPLETE VIEW OF THE CUSTOMER DATA

Integrating Salesforce customer data with the data from the other AWS data sources provides a complete business view including a single view of the customer, a 360° view of customer relationships, and a complete view of customer transactions and interactions.



COST SAVING BY REDUCED REPLICATION

Denodo Professional data virtualization platform enables cost-effective utilization of AWS platform data repository by eliminating the need for heavy ETL processes traditionally used to physically move the data from Salesforce cloud application to operational and/or analytical data store.



A SHORT IMPLEMENTATION TIMEFRAME

Denodo Professional comes with an easy-to-use unified Web interface and automated cloud infrastructure setup and management to make it fast and efficient for small teams to quickly get into production.



REAL-TIME ACCESS

Denodo data virtualization approach to data integration enables real-time access to the complete customer 360 view, for any stakeholder in the organization.



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Time and cost of spent in wrangling data issues sucks the wind from the sails of many an ambitious analytics program. Visvero implements innovative solutions as a part of our Agile Analytics Solutions Framework to give you the lowest overall cost of ownership.

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Denodo Technologies is the leader in data virtualization providing agile, high performance data integration, data abstraction, and real-time data services across the broadest range of enterprise, cloud, big data, and unstructured data sources at half the cost of traditional approaches. Denodo's customers across every major industry have gained significant business agility and ROI.

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