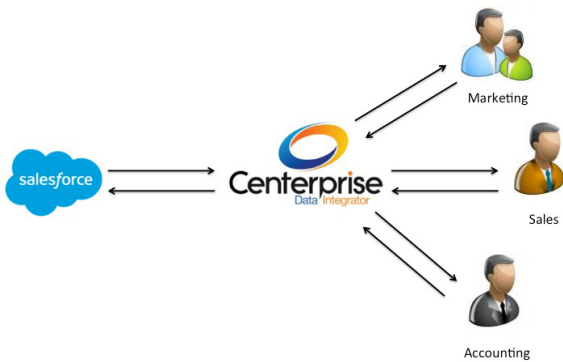# Astera
DATA INTEGRATION MADE *EASY*

Datasheet: Centerprise Connector for Salesforce

Overview

Astera's Centerprise Data Integrator provides an enter- prise-level data integration solution that quickly and easily migrates, trans- forms, and profiles data from any application or file, without the enterprise-level investment. The Centerprise platform delivers connectivity to a wide array of databases, file formats, and cloud or on premise applications.

Centerprise eases the hassle of integrations and migrations and en- ables businesses to modify and extend their integration projects on demand, ensuring ongoing value from their integration investment.

Key Features

- Powerful data mapping capabilities
- Fast upload of data to Salesforce
- Use Centerprise change data capture features to transfer only the changes
- Statistics of data load and detailed error information
- Extract data from Salesforce using point-and-click interface
- Run SQL queries from a full-featured query editor
- Build a graphical data model of the entire Salesforce database with a few clicks
- High-speed, parallel-processing transformation engine
- Streamlined deployment--schedule synchronization jobs to run hourly, daily, weekly, monthly, or on a file drop
- AppExchange certified
- Free trial with full support

Salesforce.com

Businesses of all sizes have selected Salesforce.com as their sales and customer relationship management application. Its in-cloud deployment, subscription-based model, and available-anywhere convenience enable companies to share customer information in real time. Until now, though, integrating Salesforce.com into other enterprise applications and sharing and leveraging that valuable customer information has been challenging and costly. Migrating from other customer relationship management (CRM) tools such as Microsoft Dynamics CRM, Goldmine or SalesLogix into Salesforce.com is also often a difficult undertaking.

A common problem is that companies' Salesforce data sits on an island, disconnected from other enterprise systems. This means that other departments, such as marketing and accounting, can't be confident that their own systems have the most up-to-date information. Manual importing and exporting of reports between systems is error-prone and takes too long to be done routinely and reliably. In an ideal scenario, all enterprise systems would share Salesforce data continuously, ensuring that all systems are on the same page. Centerprise connects, migrates, and transforms between Salesforce and other systems in the enterprise. With its wide variety of connectors, Centerprise can connect your Salesforce data with just about any system.

Salesforce.com Integration Made Easy

Now, Centerprise takes the pain and expense out of using Salesforce. Astera's Salesforce AppExchange Centerprise Connector easily, quickly, and affordably migrates data from other CRM applications and integrates other enterprise business applications with Salesforce.com.

Centerprise Data Integrator is an easy and intuitive way to integrate with Salesforce.com. With Centerprise, Salesforce.com looks and works exactly like a local database and the interaction is consistent and straightforward. With the Centerprise Salesforce Connector, you can integrate and synchronize with other internal and external applications and databases and share information with partners and vendors.
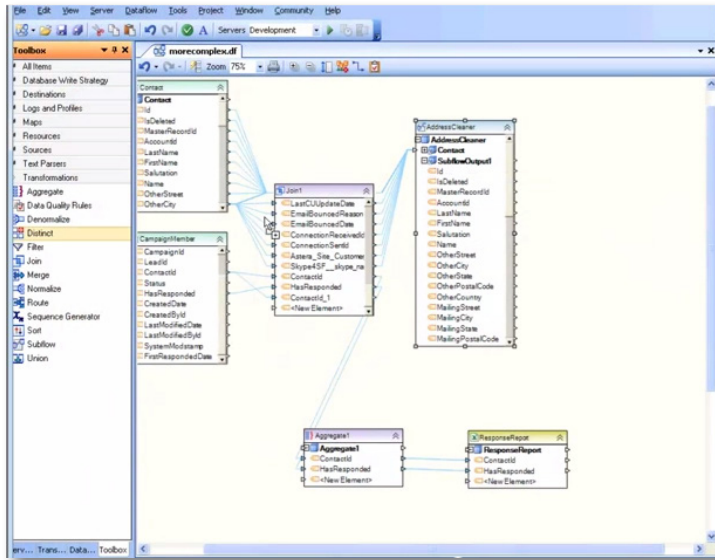
Centerprise delivers powerful data integration features, enterprise grade performance, an extensive and continuously expanding list of connectors, workflow orchestration, a built-in scheduler, and event-driven real time integration functionality. A high-performance, multi-threaded integration engine, combined with Salesforce.com-specific optimizations, ensures that Centerprise will deliver the performance and scalability to efficiently process large initial and ongoing data volumes.
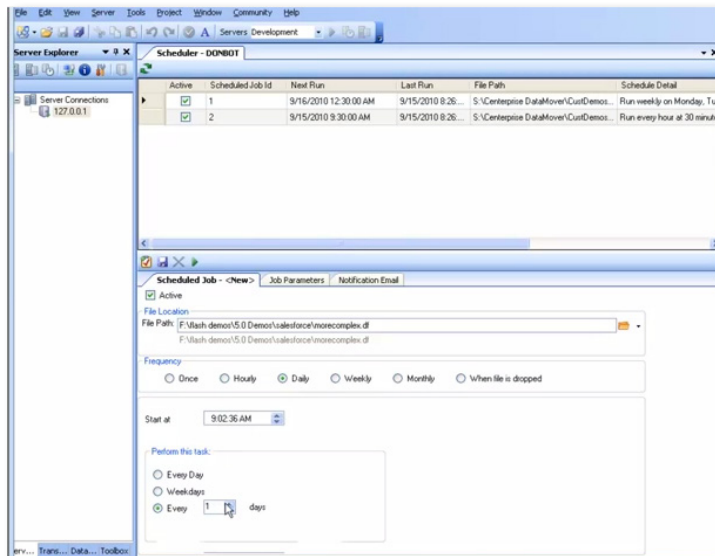
How Does It Work?

The Centerprise Connector for Salesforce.com is an add-on connector that enables fast and efficient data loading by using 100 percent Microsoft .NET APIs. Pre-configuration means no additional coding is necessary, but if needed, Centerprise is easily customized. Centerprise is a client server based software solution that is installed on your premises. The design studio client provides an intuitive interface for designing data migrations and/or data transformations.

These mappings can be as simple as a few drag and drops, or complex dataflows, involving joining data, splitting data, and just about anything else you can imagine.

Once you've saved this reusable dataflow, you can schedule it to create autonomous processes that will keep all your data sources reliably in sync.

Easily Connect Other Enterprise Applications

Creating connections to other applications and data sources can easily be done using Centerprise's visual, drag-and-drop interface, so your business can leverage its Centerprise investment to gain even more value. Available add-on Centerprise Connectors speed the process with pre-built interfaces. Astera is constantly expanding its library of Centerprise Connectors to ensure you have the latest tools.

Try Centerprise for Salesforce.com for FREE

Yes, free. Centerprise Data Integrator delivers a high performance, extensible and usable integration platform that delivers a visible and flexible integration environment. We're confident that once you try Centerprise, you'll see how fast, easy and powerful integration can be.