

DATA SHEET

# Pitney Bowes Spectrum™

## Enterprise Data Integration Solution

COMPOSITE APPLICATION DATA SERVICES™ FOR SALESFORCE.COM®



### Features & Benefits

Data Services for SFDC offer the following advantages:

- **Pre-built Content** – Frequently used business information already packaged with context, accelerating projects and reducing risks
- **No Coding** – Eliminates programming and API complexities, saving you time
- **Non-invasive Access** – To SObjects via auto-generation of Sforce Object Query Language (SOQL) calls
- **Data Integrity** – Enforces user authentication and visibility rules as defined in SFDC
- **Comprehensive Results** – Transparently by-pass the 200-row-limit of SObject calls
- **Optimized Performance** – Faster than basic adapters, using specialized query algorithms
- **Data Caching** – Table and file caching to mitigate the impact of frequently requested queries
- **Multiple Data Types/Procedures** – supports multiple data types such as Multipicklists and procedures such as Convertlead
- **Data Updates** – Supports transactional inserts, updates, and deletes

### OVERVIEW

Composite Application Data Services™ for Salesforce.com (SFDC) enable instant access to SFDC and deliver its content as pre-built, reusable data services. Data Services for SFDC allow enterprises to quickly and easily implement a service-oriented architecture (SOA), providing companies with the agility to build IT solutions that support dynamic business needs.

Customer data from SFDC is invaluable not only within the system, but also in the larger context of your enterprise. For example, combining order data from SFDC with invoice data from a billing system to provide a customer's complete sales history - helping you make day-to-day business decisions. However, integrating XML data from SFDC with SQL data from traditional systems requires extensive programming effort.

Data Services provide SFDC data and deliver it as standards-based Web services or SQL. Data Services for SFDC deliver high-level abstracts of the most common business objects, such as Leads, Accounts, and Cases. This enables SOA-compliant applications, as well as traditional front-end applications such as a reporting tool, to consume the content, providing users with the visibility they need to effectively run their businesses. *(Sample list of SFDC services on next page.)*

### Immediate Impact on a Wide Range of Projects

- **SOA Data Services** – Enterprises need to get SOA up and running quickly. Data Services for SFDC deliver pre-built services, providing out-of-the-box content in the form of standards-based Web services, accelerating your path towards SOA.
- **Single-View of a Customer** – On-demand aggregation of operational and historical data about a given customer (or any other business object) across SFDC and other data sources improve visibility for sales and service professionals.
- **Data Integration** – Data Services for SFDC are read/write, enabling easy insert and update of key data, with all application business rules enforced, without a big infrastructure effort. Access, combine, and deliver information from disparate data sources, including SFDC, Oracle EBS, and Siebel.
- **Operational Business Intelligence** – Use Data Services for SFDC to power business intelligence, portal, and dashboard initiatives. On-demand information from SFDC enables better management visibility and day-to-day business decisions

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### PITNEY BOWES BUSINESS INSIGHT

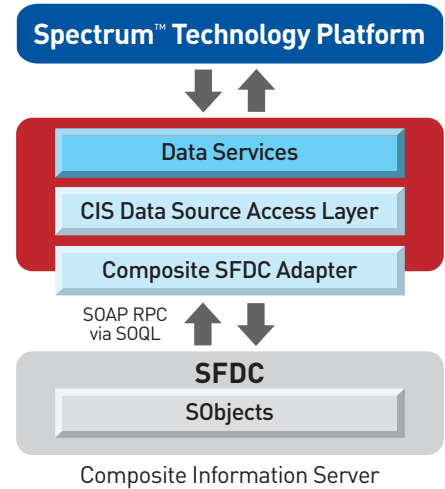
With the industry's most comprehensive set of solutions for maximizing the value of customer data, Pitney Bowes Business Insight helps organizations more effectively locate, connect with and communicate to their customers in today's global markets.



### Data Services for Salesforce.com

The Composite architecture allows you to query and combine all SObjects using approved interfaces. SQL requests are converted into remote SOQL invocations by the Composite SFDC adapter, allowing you to transparently access both the data and metadata in a relational format. Then the Composite Information Server allows you to publish the SFDC content to Spectrum.

For more information, call us today  
at 800-327-8627 or visit [www.pbinsight.com](http://www.pbinsight.com).



### SAMPLE LISTS: SALESFORCE.COM DATA SERVICES

#### Accounts

- Account Details
- My Accounts
- New This Week
- All Accounts
- New Last Week

#### Campaigns

- All Active Campaigns
- My Active Campaigns
- Campaign Details

#### Cases

- All Closed Cases
- Case Details
- My Open Cases
- International - Silver, Bronze
- Partner Relations
- US - Platinum, Gold
- All Open Cases
- My Cases
- International - Escalations
- International - Platinum, Gold
- US - Escalations
- US - Silver, Bronze

#### Contacts

- All Contacts
- Contact Details
- New Last Week
- Birthdays This Month
- My Contacts
- New This Week

#### Contracts

- All Activated Contracts
- All Draft Contracts
- Contract Details
- My Draft Contracts
- All Contracts
- All In Approval Contracts
- My Activated Contracts
- My In Approval Contracts

#### Leads

- All Open Leads
- Lead Details
- Today's Leads
- International Leads
- My Unread Leads
- US Leads

#### Opportunities

- All Opportunities
- Closing This Month
- New Last Week
- Opportunity Details
- Won
- Closing Next Month
- My Opportunities
- New This Week
- Private

#### Products

- All Products
- Product Details

#### Solutions

- All Reviewed Solutions
- All Un-reviewed Solutions

### SPECIFICATIONS

#### Composite Application Data Services:

- Application Sources**
- Salesforce.com

**Other Data Services**

- SAP 4.6, 4.7, 5.0
- Siebel eBusiness Applications 7.x
- Oracle E-Business Suite 11.5.8, 11.5.9, 11.5.10

**Composite Information Server:**

- Software Requirements**
- Composite Information Server 3.7

**Access Interfaces**

- SOAP 1.1, JDBC 2.0, ODBC 2.x

**Standards**

- JDK 1.4, J2EE 1.3, JAAS, JNDI
- WSDL 1.1, SOAP 1.1, XSLT 1.0, XML Schema 1.0, SAX and DOM
- SQL 99
- Unicode support

**Server Platforms**

- Microsoft Windows 2000, 2003, XP
- SUN OS 5.8 / Solaris 8 or higher
- LINUX RedHat Enterprise Release 3
- IBM AIX 5.2, 5200-04
- HP-UX 11.11, B.11.11.0412.5 Gold Base11i

**Client Platform**

- Windows 2000 and XP