

Reimagine technology to accelerate your business



Integrate Salesforce and Other Business Applications with HTC's SF Connector Tool

Salesforce Customer Relationship Management

Salesforce is a leading Customer Relationship Management (CRM) tool widely used by businesses across the world. It helps to manage customer data, connect with customers, nurture leads, and effectively provide greater customer service. Salesforce helps marketing, sales, commerce, service, and IT teams work as one cohesive unit from anywhere to enable you keep your customers happy everywhere.

Salesforce users also use several categories of third party business applications to manage their other business processes such as Finance and Accounting, Purchase, Inventory, Manufacturing/ Production, Product Development, Product/ Service Delivery, Planning and Budgeting, Marketing, Sales, Service, Quality, Process Improvement/ Change Management, Content Publishing, Customer Communications, and much more.

Integrating Salesforce with Other Business Applications

Integrating Salesforce with other business applications synchronizes data between the systems, eliminates the problem of maintaining multiple copies of the same data in the different systems, streamlines CRM with the other business applications, and brings together various functions on a single interface.

For example, when a new customer's information is created in Salesforce, it is equally important to make this data available in the other related business applications in a timely manner. This will help to manage the related business functionalities. Integrating Salesforce with the other business applications will streamline and automate business processes and also help to:

Eliminate the need for dual data entry and saves time and money

Eliminate data redundancies and errors caused by manual data entry

Enable efficient use of other business applications, synchronize data between the various systems, and build a connected business

Gain real-time data visibility to increase business intelligence and proactively respond to issues

Improve efficiency by enhancing critical business processes

Improve overall business agility by keeping critical business and financial information up-to-date to make better and faster

You need a robust and smooth integration tool to seamlessly integrate Salesforce with other business applications in real time.

Challenges in Integrating Salesforce with Other Business Applications in Real Time

Integrating Salesforce with other business applications is a vital requirement and also a typical challenge as it involves a combination of different types of data dependencies that require specialized skill sets to integrate. The integration is not an exercise in mapping/ syncing data, but more about process integration. The complications in integration also arise due to cloud - on-premises solution differences. Moreover, the maintenance efforts and costs involved are generally high.

SF Connector Tool, from HTC Global Services The Cost-effective and Dependable Integration Solution

HTC Global Services has the right tool you need, which seamlessly integrates Salesforce with any category of third party business application in real-time and helps you build a connected business. It delivers truly personalized, connected, and relevant experiences by reducing the cost and speed of connecting them. The key feature of our **SF Connector Tool** is that it has the **Extract, Transform, Load (ETL)** module built inside the Salesforce environment to manage:

- Data mapping
- Data transformation
- Dynamic/ JSON generation
- Data connect - direct connect (via http) and JAVA component connect (via TCP/ IP)

SF Connector Tool - Major Benefits

Optimization of license usage

No middleware dependency

Fast data sync with enhanced performance capability

SF Connector Tool has been built using:

Salesforce Apex Classes

Lightning Components

Java Bridge for on premise target systems

HTC's **SF Connector Tool** successfully integrates Salesforce with several third party business application endpoints to breakdown data silos and unlock productivity gains.

SF Connector – A Functional Overview

