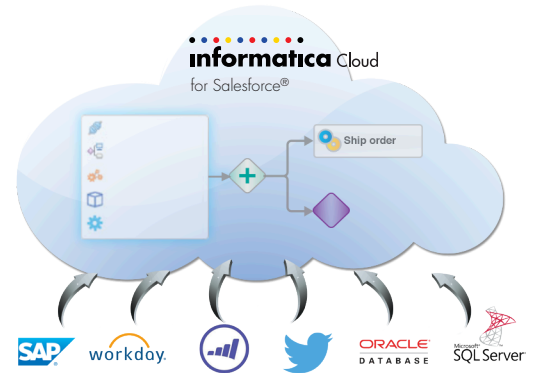


Informatica Cloud for Salesforce®

The leading integration and data management solution for Salesforce®

Your Salesforce® footprint and usage have likely grown with your business. The added complexity now makes it difficult for you to share and utilize your customer data throughout your organization.

Informatica Cloud for Salesforce® can help you tame the data complexity to better leverage Salesforce and your Internet of customers.



What do you do when you've outgrown the Salesforce® data loader and traditional coding-centric approaches are no longer cutting it?

Leverage Your Salesforce® Data with Ease

Informatica Cloud lets you easily connect to a variety of cloud, on-premises, mobile and social data sources, to ensure that you can efficiently share your relevant and trustworthy Salesforce® information.

Informatica Cloud also goes beyond traditional point-to-point integration vendors by offering the most complete suite of cloud integration for batch and real time patterns, cloud test data management, cloud data quality and cloud master data management applications – all powered by the market-leading integration Platform as a Service (iPaaS) to help you better engage with your customers and realize the potential of your Salesforce® investment.

<p>Leverage Existing Bulk Data</p>	<p>Real Time Access to Actionable Data</p>	<p>Secure Sandbox Data</p>	<p>Cleanse and De-dupe Data</p>	<p>Consolidate and Visualize Data</p>
<p>Cloud Data Integration</p>	<p>Cloud Application Integration</p>	<p>Cloud Test Data Management</p>	<p>Cloud Data Quality</p>	<p>Cloud Customer 360 For Salesforce</p>

Connecting Salesforce® with Informatica Cloud

Connect your cloud and on-premise applications rapidly with a wide variety of native Informatica Cloud connectors for Salesforce®.

Sales Cloud® to Back Office: Accelerate sales momentum, increase agility and reduce operating costs by synchronizing your Sales Cloud® front office with your back office, on-premises operational data stores.

Closed-loop Service Cloud®: Build customer loyalty and deliver exemplary customer service by unifying your customer data. Integrate your Service Cloud customer data with legacy systems to close the loop and become a true customer company.

Salesforce® Analytics: Make better business decisions by replicating your Salesforce® data and aggregating with multiple enterprise data sources to build a reliable Enterprise Data Warehouse.

Custom Salesforce Apps®: Applications built on Force.com™ can become isolated silos of unusable data. Extend your custom Force.com™ applications to become "data-aware" by connecting them to other cloud, or on-premises data sources.

To get started with a free trial please go to informatica.com/cloudtrial

Connect your SAP and Siebel data to the Salesforce1 Mobile App™ and run your business from your phone.



Informatica Cloud for Salesforce® Clients Include:



About Informatica

Informatica is a leading independent software provider focused on delivering transformative innovation for the future of all things data. Organizations around the world rely on Informatica to realize their information potential and drive top business imperatives. More than 5,800 enterprises depend on Informatica to fully leverage their information assets residing on-premise, in the Cloud and on the internet, including social networks.



Put potential to work.™

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