Progress® DataDirect®

Optimize Salesforce Lightning Connect With Odata

WHITEPAPER

OPTIMIZED DATA CONNECTIVITY FOR
MOBILE APPLICATIONS

✓ New Lightning Connect feature
in Salesforce 1 enables easy
access to Progress

✓ Standardized OData and SQL
access to External Data Objects
like Oracle, SAP, and Microsoft
SQL Server

✓ Optimized for real-time data
access through a cloudbased
connectivity service

Access external data objects instantly and easily from
your Salesforce and Force.com applications using OData
and Progress DataDirect Hybrid Data Pipeline

1 Billion API transactions on
Salesforce every day are driven by Extract-
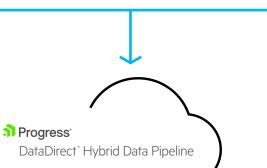Transform-Load processes

SaaS/Cloud Data   CRM Data   Marketing
Automation Apps

Progress
DataDirect® Hybrid Data Pipeline

No Firewall
Configuration

Big Data
(Hadoop Hive)

MS SQL Server,
IBM DB2,
PostgreSQL

Oracle, MySQL

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Salesforce Lightning Connect Provides a Simpler, Faster Alternative to ETL

Salesforce has evolved to become one of today's premiere CRM applications, offering robust features and capabilities that help you efficiently manage customer data and sales leads. When building applications on Salesforce 1, easily accessing and sharing data outside the firewall and across multiple applications can be complex--creating delays you can't afford. You need a fast, easy and standards-based way to connect and access data across APIs, mobile devices, big data sources, enterprise, and other transactional systems of record.

Unlock Your Data for Web, Mobile, and Enterprise Applications

Salesforce enables the creation of External Data Objects for defining data sources that applications will need to access. Salesforce Lightning Connect can be used to manage those objects, and leverage an OData-standardized REST API for real-time access to multiple data sources in the cloud and in the enterprise through the Progress DataDirect connectivity service. This combination provides the rapid connectivity you need to get your apps out the door fast.

The Open Data (OData) Protocol is a standardized protocol for creating and consuming full-featured data APIs, built on the HTTP standard and commonly accepted methodologies like REST. This gives OData a broad reach for querying and updating data, making it a simple, standardized way to interact with data on the web from any platform or device.

This means it is easier for your information workers and developers to consume and interact with data from a variety of applications and programming languages.

The Extract-Transform-Load (ETL)-based processes in Salesforce 1 enable data synchronization but those replicated datasets can quickly become out of date. The Salesforce console gives you access to OData by letting you define external data objects, and the real-time data connectivity is provided by DataDirect Hybrid Data Pipeline.

Using SQL queries, your diverse data sources appear as relational databases. This innovation simplifies your data integration challenges with a turnkey solution. You no longer need specialized IT skills to maintain integrations –

DataDirect Hybrid Data Pipeline handles that for you, freeing you to focus on your business and your customers, knowing that your data connectivity needs are in trusted hands.

Get The Rapid Data Connectivity You Need

Hybrid Data Pipeline is a self-hostable hybrid connectivity solution that you can run in the cloud or on-premises. Data Pipeline gives you access to data in the cloud or on-premises behind a firewall. Connect through a standard interface—SQL (ODBC, JDBC) or REST (OData 2 or OData 4). Your mobile and Web Force.com applications use the standard interface to connect to the Hybrid Data Pipeline service, and then SQL is used used under the covers to interface with the cloud or enterprise data source - preserving the high performance, security, and throughput characteristics of powerful data connectivity. In the end, this avoids having to replicate data which quickly becomes out of date - and leverage real-time data access.

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Success Powered by Progress

Progress shares a common passion with you – data. Your strength lies in processing large amounts of data quickly and turning it instantly into visualizations that translate into actionable business intelligence. Progress provides the data connectivity you need across the organization, feeding that data into the application. Building out connectivity to every data source that you need requires an enormous amount of resources, time, and money. By using Progress

DataDirect connectivity within your application, you provide powerful built-in connectivity that your customers and end users need to drive success in the marketplace.

Let's Continue The Conversation Find out more about Progress DataDirect, visit the https://www.progress.com/cloud-and-hybrid-data-integration

About Progress

Progress (NASDAQ: PRGS) offers the leading platform for developing and deploying mission-critical business applications. Progress empowers enterprises and ISVs to build and deliver cognitive-first applications, that harness big data to derive business insights and competitive advantage. Progress offers leading technologies for easily building powerful user interfaces across any type of device, a reliable, scalable and secure backend platform to deploy modern applications, leading data connectivity to all sources, and award-winning predictive analytics that brings the power of machine learning to any organization. Over 1700 independent software vendors, 80,000 enterprise customers, and 2 million developers rely on Progress to power their applications.

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