



Progress DataDirect for Salesforce

An Economical Solution to Data Connectivity

Today – maybe more than ever – there is a tremendous focus on business intelligence (BI) and analytics, and how organizations utilize it to bolster their business strategies. From predicting buying patterns within a geographic region to major league sports teams using analytics to plan for their next game, relying on ‘gut feelings’ to make important and crucial business decisions has become a thing of the past.

Thankfully, this all coincides with the rapid increase in data that is being generated and can be used for BI and analytics to help make business decisions. And make no mistake, there is a lot of data being generated, according to this report from Statista: “The total amount of data created, captured, copied, and consumed globally is forecast to increase rapidly, reaching 64.2 zettabytes in 2020. Over the next five years up to 2025, global data creation is projected to grow to more than 180 zettabytes.”

All sounds great, right? More data, more reliance on analytics and BI, and fewer decisions made from guesses. But where there are opportunities, there are also challenges. Top of mind for many organizations is... how to access all this data? Gone are the days of housing data in a few warehouses and having a confident understanding of what data resides in them. Instead of being exclusively on-premises, today, data is found on the cloud, within text and log files, on social media pages, and even data streaming from IoT sensors to name just a few. Having access to all this data is critical to harnessing the best insights from your analytics and BI programs, as the answers you seek are contained within specific silos of data.



Salesforce... a wealth of data

It's no secret that Salesforce has taken the CRM space by storm. The figures below alone are enough to show that they have a firm grip on the market.

- Over **\$21 billion** in revenue **2021**
- **A 19.8%** share of the CRM market, more than its 4 leading competitors combined
- 150,000 organizations using Salesforce
- Last 10 years, compound annual revenue growth is over **29%**

It goes without saying that there is a wealth of data and insights within Salesforce. However, what organizations do with that data will determine their success or failure. For reporting, analytics and machine learning initiatives to have true value they must be populated with real-time data from all relevant data sources to have an impact on customer retention, revenue and so much more.

It's no surprise that Progress DataDirect, the leader in data connectivity, has functionality that supports Salesforce-powered organizations to connect to the data they need to run their business.

Working with your Salesforce data can be done in a way that suits your organization's needs:

- DataDirect enables analytics and reporting against your Salesforce data, using your own BI tools instead of Salesforce built-in reporting. This is possible because many popular BI tools embed the DataDirect Salesforce driver to connect to Salesforce. As for the BI providers that don't? DataDirect drivers plug into almost all BI tools via ODBC for secure and reliable connectivity to Salesforce data. Both connection methods result without the need to export Salesforce data to a warehouse. Meaning DataDirect users can report, in real-time no less, against live Salesforce data.
- DataDirect allows you to view and update external data from within your Salesforce application or reports. This functionality is possible by leveraging Salesforce Connect, a feature within Salesforce which enables using OData to connect to external data. DataDirect for Salesforce is able to OData-enable a wide range of data sources – everything from the relational databases you would expect, such as PostgreSQL, SQL Server and Oracle, to others such as Hive, Google BigQuery and even REST sources. This allows organizations to view real-time external data within Salesforce. Not only do you save money by not paying to relocate and store that data in Salesforce, you also are working with a single source of truth. No more stale data!

And the savings from DataDirect don't stop there. DataDirect also provides a tremendous savings on monthly licensing costs vs many native connection drivers through a single point of access. DataDirect allows supports data source grouping, resulting in a reduced number of Salesforce Connect licenses you need, while enabling access to multiple data sources.



Data Security Matters

Nowadays, we are hearing about more and more incidents of security lapses and malicious attacks than ever before. These organizational threats are costly – not only financially, but to customer goodwill and the overall brand. An incident may have such a severe impact on customer trust that it can deeply affect them for years and may also personally affect the CIOs and other executives – potentially ruining a career or reputation. Organizations are left to worry about these security concerns which likely deviate from their main business goals.

On top of the requirement to access all your data and do it cost-effectively, DataDirect understands and commits to security as well.

Progress DataDirect has defined a stringent set of policies and practices around product development and distribution to ensure transparency regarding third party dependencies, proactive policies, and practices to meet the highest security standards when releasing products. Additionally, DataDirect is dedicated to responding to and resolving any serious security concerns that may arise in due course with timebound actions.

These commitments center around, but are not limited to, the below:

- Your organization's security team can easily understand the complete security profile of the products, including the product source code as well as its external dependencies.
- Product release practices incorporate testing and certification to ensure no product is released with a known serious vulnerability.
- Information on what external or third-party dependencies are used in the product, along with their versions and any known security vulnerabilities (if any) and their severity and the licensing of these external (third party) components.
- Progress DataDirect also goes through external **security standards compliance** audits like **SAMM** (Software Assurance Maturity Model) Compliance and **SOC2** (System and Organization Controls) Compliance. These compliance audits make sure that our internal security practices stay robust and trustworthy.



The solution of choice for Salesforce users

It's no wonder then, 80% of leading BI vendors partner with DataDirect and hundreds of other organizations in various industries have relied on DataDirect for their data connectivity requirements. A standout example of this is a leading cloud provider that had a customer in need of real-time data connections to Salesforce. With ETL not being a viable option and creating a custom connection out of the question both from a cost and time perspective, this cloud provider turned to DataDirect. Within minutes of installing, the cloud provider was able to create an OData based REST API connection for Salesforce to consume, as opposed to taking possibly months of development. The result, as you can imagine, was hundreds of hours saved on labor by not having to pull IT resources off

critical projects to create a custom connection. Most importantly, a client that remains loyal because their requirements were met.





This is just one example of how DataDirect is helping organizations succeed. Recently, DataDirect presented via [webinar how our solutions work with Salesforce](#). You will find a more in-depth presentation about DataDirect, including a recorded demonstration of our solution.



Find additional information on our
Salesforce solutions

About Progress

Progress (NASDAQ: PRGS) provides the leading products to develop, deploy and manage high-impact business applications. Our comprehensive product stack is designed to make technology teams more productive and enable organizations to accelerate the creation and delivery of strategic business applications, automate the process by which apps are configured, deployed and scaled, and make critical data and content more accessible and secure—leading to competitive differentiation and business success. Learn about Progress at www.progress.com or +1-800-477-6473.

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