salesforce

Transform Data into **Customer Experiences with Heroku**

Introduction

Your customer data is critical to your business, and powers every current and future customer interaction. The degree to which an organization understands its customer data determines how readily it can act on it. A continuous learning mindset about your customer and the ability to act on those lessons is the ultimate competitive advantage.

However, leveraging customer data can be challenging. There are three distinct areas where companies struggle with providing meaningful insights and building on the rich customer data in Salesforce. For each challenge, Heroku offers an elegant and proven solution.
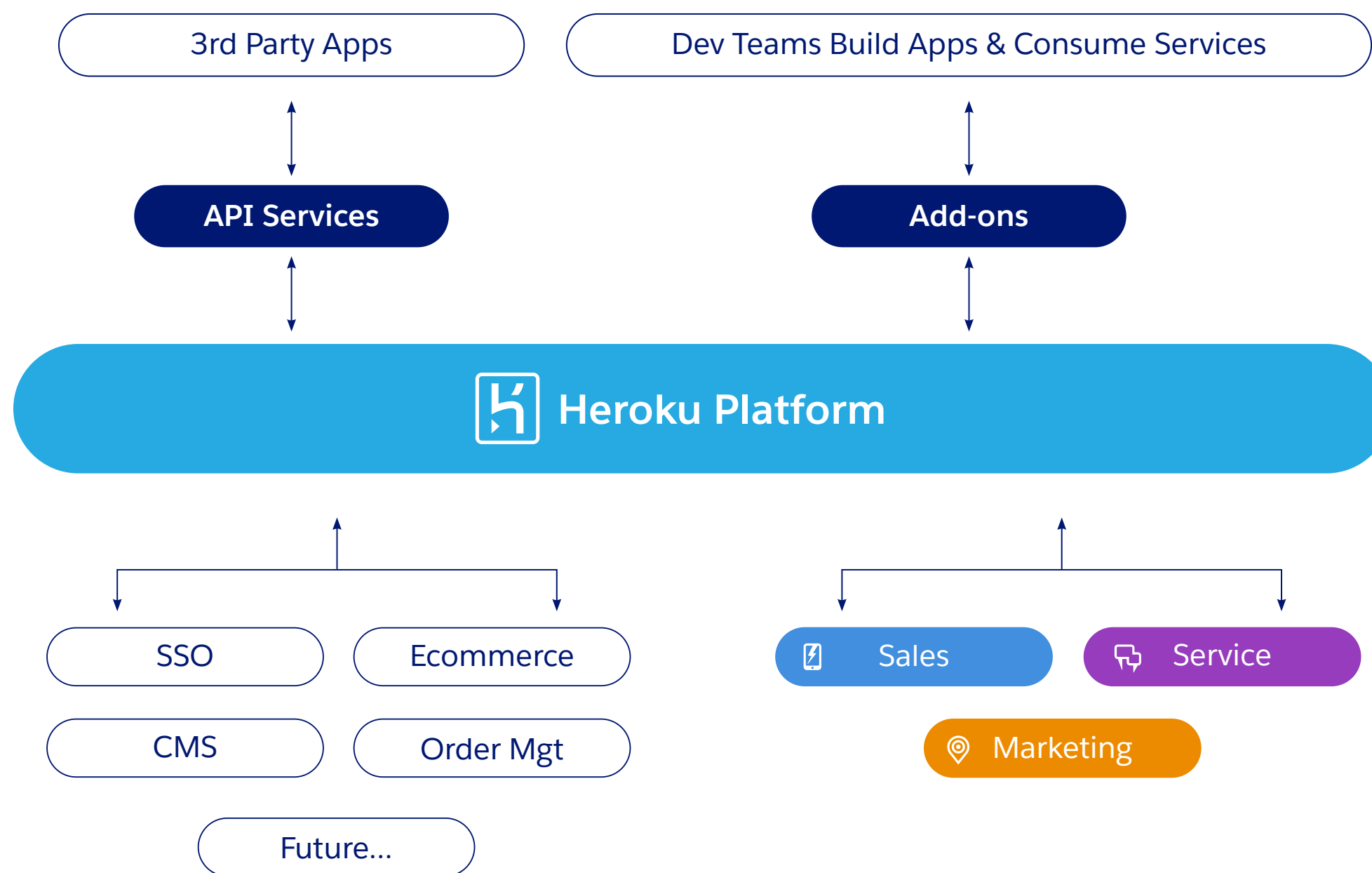
HEROKU

What is Heroku ?

Heroku is a scalable platform as a service (PaaS) that enables developers to build apps with tools and languages they love and integrate seamlessly with Salesforce.

Extend your Salesforce data.

As your business grows, customer data explodes, and sources of data along with it. It's no longer enough to pull basic reports, use off-shelf tools or build simple apps based on the customer data. In order to build deep insights, developers must have easy programmatic access to Salesforce data. Heroku enables companies to build APIs that make it easier for employees and partners to build and use Salesforce data in a programmatic manner.

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FOREVER

Forever Living, a retail player with over 14 million users and 2,000 employees, had grown from a small business to a global enterprise in over 150 countries. Senior leadership needed a clear view of the global distribution at any time from any device. Forever Living used Heroku to pre-aggregate channel numbers, then Heroku Connect to integrate the data with Salesforce to power mobile apps, agent portal, and employee views.
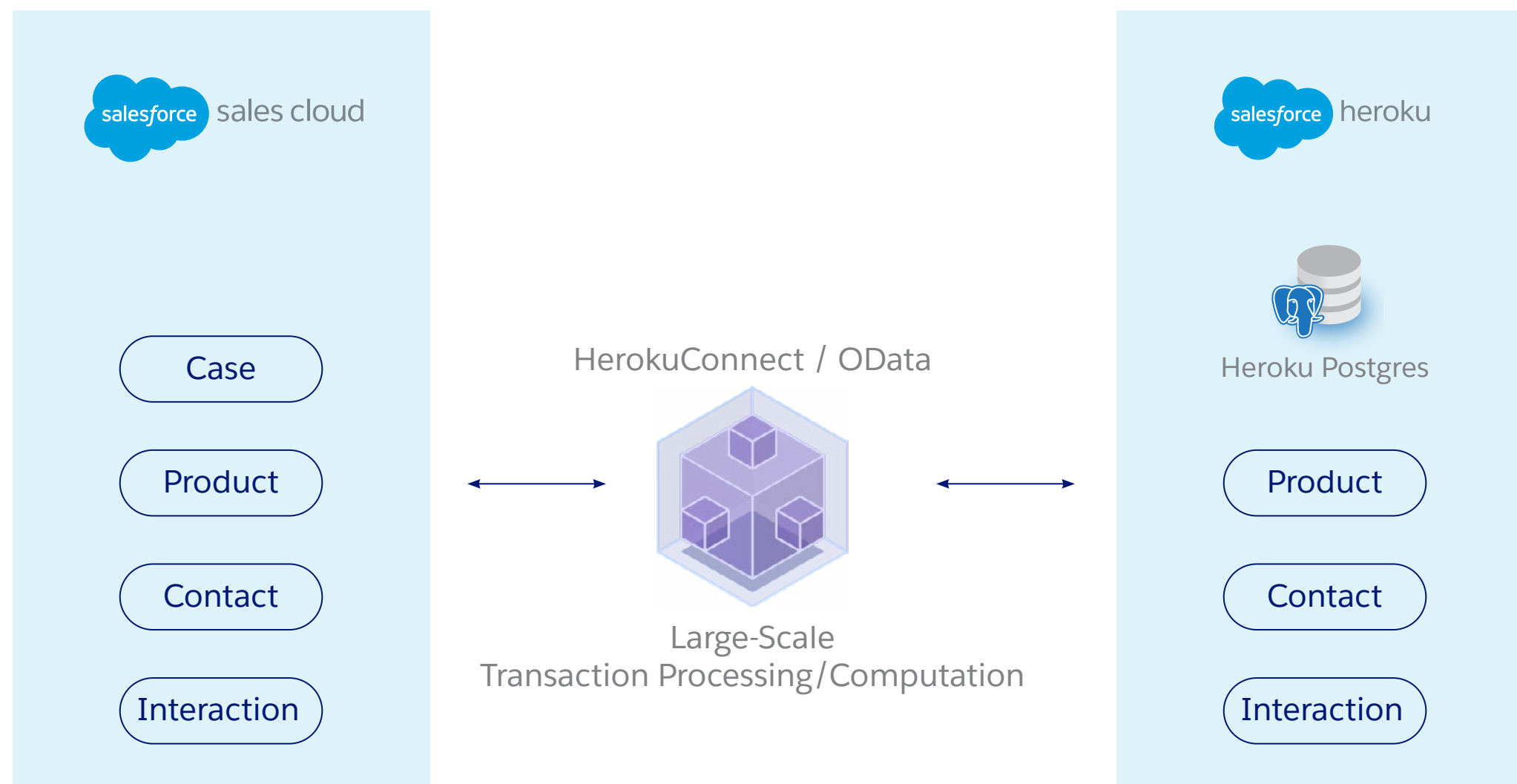
READ THE FOREVER LIVING CUSTOMER STORY >

"With Heroku driving the back end, our dashboard can pivot numbers across 14 million distributors and aggregate in mere seconds."

– Seth Winters, *Manager, Web Development, Forever Living*

Architect large-scale transactions.

Many Salesforce customers find the need to separate customer and contact data with large-scale, transaction-heavy use cases. Instead of building a separate platform or disparate third-party tools, Heroku offers an easy, scalable solution for high-data volumes that are integrated with Salesforce. Easy, bidirectional connect to Salesforce means companies can off-load data into Heroku Postgres and externalize data subsets for analysis and reporting. Data in Postgres may be updated by a variety of applications built on Heroku and can be replicated in near-real time back into Salesforce.

salesforce sales cloud

Case

Product

Contact

Interaction

HerokuConnect / OData

Large-Scale
Transaction Processing / Computation

salesforce heroku

Heroku Postgres

Product

Contact

Interaction

Red Robin stepped up its Royalty program beyond 500 restaurants using Salesforce and Heroku to build a Next-Generation Loyalty Platform. Heroku Connect synchronizes the application data between the loyalty application and Salesforce system of record, enabling a 360-degree view of our customers.
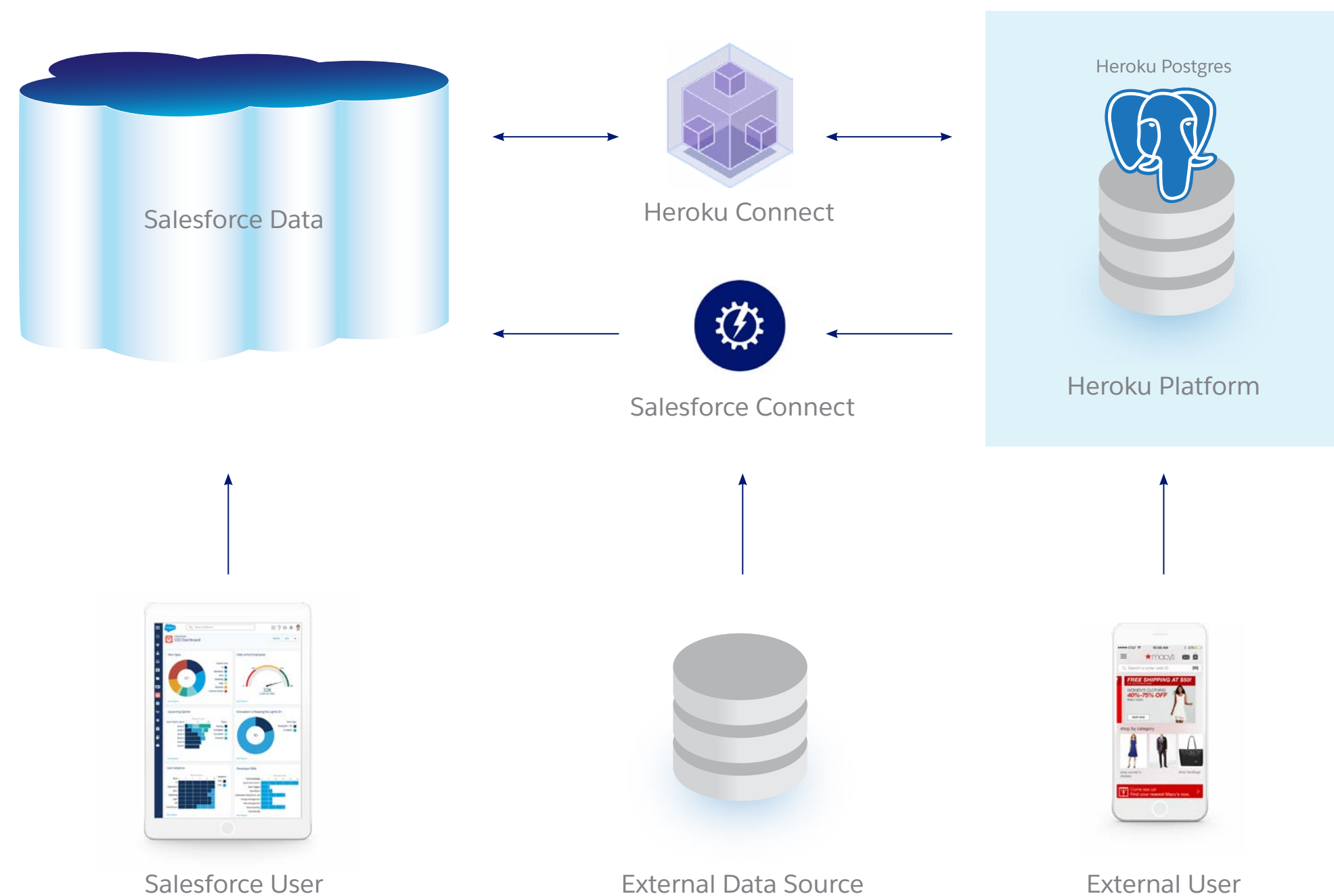
READ THE RED ROBIN CUSTOMER STORY >

"It's Heroku Connect, the piece of Heroku that natively integrates with Salesforce at a data level that truly makes this whole thing fly. If we didn't have that, I can't even fathom the effort it would take to build it ourselves."

– Evan Eakin, *Vice President, Information Technology, Red Robin International, Inc.*

Manage data with Salesforce.

Old data may be valuable but can often clutter up your Salesforce org. With Heroku, old Salesforce and customer data can be stored in an economical yet universally accessible database for storage and enrichment. Data is stored in Heroku on Postgres, a world-class, open-source database.

Salesforce Data

Heroku Connect

Salesforce Connect

Heroku Postgres

Heroku Platform

Salesforce User

External Data Source

External User

Lilly is the 10th largest pharmaceutical company in the world and stores immense amounts of data as part of R&D, as well as regulatory requirements regarding payments, ownership, and investment interests. Legacy tools such as Informatica were not efficient to extract Salesforce data for use in Customer Portal and APIs. With Heroku Postgres and Heroku Connect, Lilly built an integrated solution that houses all of its customer data in one location, creating operational efficiency across the organization.

Unlock your Salesforce data potential with Heroku.

GET STARTED WITH HEROKU ON SALESFORCE TRAILHEAD >

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