Turning data integration into strategic opportunity.

Data integration. Two words that strike fear into the hearts of any IT department. Expensive, time-consuming – and often out of date even before they're finished – data-integration projects are a burden on IT resources. Until now. Lightning Connect unlocks your back-end legacy data in minutes with point-and-click simplicity – and integrates this external data in real time with customer data in Salesforce to deliver new insights and opportunities.

Salesforce App Cloud is already the fastest, easiest way to build next-gen apps. Salesforce Lightning Connect brings the same approach to data integration. Connect any database in minutes and create apps fueled by this real-time data – all on the world's #1 enterprise cloud platform.

No pain. All gain.
Integrate any database in minutes, not months. SAP, Microsoft, Oracle, you name it. No coding required.

Data on demand.
Seamlessly integrate every aspect of the recruiting process – social, mobile, and cloud-based – to track every interaction with candidates and build a single record of employees throughout their lifecycle in your HCM system.

## Treat all your data like it's in Salesforce.
Build custom apps, run SOSL and SOQL queries, and create related lists with all your data, even if it isn't in Salesforce. Using industry standard OData, Lightning Connect represents your external data as Salesforce external objects.
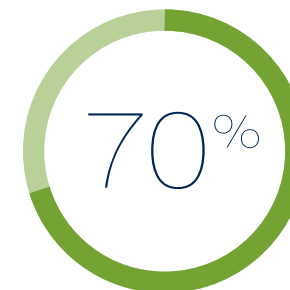
Lightning Connect
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Data integration tool that connects any database in minutes and gives that data native platform ability inside Salesforce.
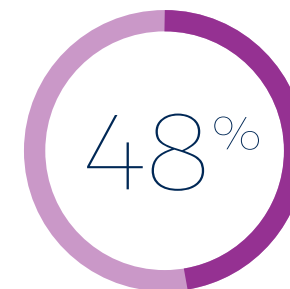
48% of CIOs say data integration is their #1 challenge.

70% of an overall mobile app project's cost can be attributed to integration.

Bring your back office to the front lines.

1. Configure your external data source with an OData end point. Your application may include native support for OData. For other applications, major integration vendors such as Dell Boomi, Informatica, Jitterbit, MuleSoft, and Progress Software have partnered with Salesforce on Lightning Connect to build adaptors.

2. Point Lightning Connect at the OData end point, either directly, or through any middleware solution.

3. Sync your external database tables with external objects in Salesforce. Use these external objects throughout any of your Salesforce applications on any device. When a user accesses pages with data from these external objects, Lightning Connect makes real-time callouts to your back-end applications without storing the data in Salesforce.

Cracking the code:
How Lightning Connect solves data integration.

Traditional data integrations get bogged down in mapping protocols for connecting databases. Lightning Connect eliminates this time-consuming process by leveraging the OData protocol to connect with external data without copying or storing that data inside Salesforce. Salesforce's external objects essentially acts as a wrapper around the OData protocol, treating the data as first class citizens so that it can be tightly integrated into App Cloud.

Every external object maps to a data table in a defined external data source, and also field maps to a table column, which means they can be:

- Included in global Salesforce searches

- Queried via SOQL or SOSL

- Used in list views, detailed list views, and API calls

- Included in related lists

- Mapped to other Salesforce standard and custom objects via indirect lookup

And because data is retrieved via a Web callout, any Salesforce user can access trusted, up-to-the-minute data on any device, from anywhere.

Data integration opens up a world of opportunity.

Now that you can integrate back-office data in minutes, how will you use it? The power to create real-time, panoramic views of your customers – and put that power in the hands of every employee – creates opportunities across your organization. Companies that seize this opportunity will enjoy a competitive advantage because they can connect with their customers in a whole new way.

SALES

Mobilize back-office data.

Connect your account executives to all the data that's now isolated in legacy systems like SAP, Oracle, or Microsoft, including mainframes. Build mobile apps your sales team can use from anywhere to access critical customer data.

Improve CRM with a single view of the customer.

Combine customer data from multiple CRM systems across your business to give your sales team a truly integrated view of the customer. No more logging into multiple systems for answers.
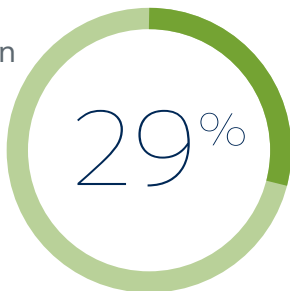
Optimize sales order management.

Automate quote-to-cash seamlessly, in the cloud. Bring sales orders from disparate ERP systems into Salesforce, enabling every member of your customer-facing teams to know the latest status of every customer order.
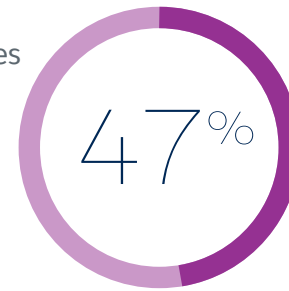
Accelerate the CPQ process.

Enable sales to view, configure, price, and quote inside Salesforce. No more jumping from your CRM app to your CPQ app – just click and view the quote info you need, anywhere.

Employees on mobile devices find information **29%** faster with App Cloud.

Companies who use the App Cloud experience **47%** faster data and application integration.

HUMAN RESOURCES

Empower customer service reps to do more.

Customer service representatives waste valuable time logging into a multitude of different systems looking for customer transaction data or product information in distributed knowledge bases. Now you can empower CSRs with a unified view of customer transactions so they can increase customer satisfaction and be more productive.

Give your field personnel more firepower.

Give your field operations the tools they need to troubleshoot and resolve issues from anywhere. By mobilizing knowledge base articles, schedules, and product information, you can help any employee be outstanding in their field.

SERVICE

Reduce onboarding and offboarding time.

Connecting your HRIS to Salesforce simplifies onboarding – and offboarding – because employee information in Salesforce is always accurate and up to date. Synchronize employee start dates, reporting managers, and expenses, and go from new recruit to set up immediately, enabling new reps to ramp up faster.

Provide a single view into all benefits and compensation info.

Simplify how employees keep track of their benefits and compensation details by giving them one place to log in for salary, pay history, stock options and vesting information, vacation days, health benefits, and more.

Hire top talent every time.

App Cloud gives you a social, mobile, and cloud-based recruiting process that not only tracks every interaction with candidates but also integrates seamlessly with your HCM system so you have a single record of employees throughout their lifecycle.

"I want IT to focus on delivering innovations, not complex integration. With Salesforce Lightning Connect, we can continue to change the role of IT by eliminating the pain of building integration after integration and allowing IT to focus on building the apps needed to keep everyone productive."

Toby Lester, Vice President Director Global Commercial Technology, Brown-Forman

BROWN-FORMAN

How data integration impacts every industry.

CONSUMER PACKAGED GOODS
Gain real-time visibility into product sell-through across channels, retailers, and distributors – all from Salesforce. Collaborate with suppliers and distribution partners on complex supply chains.

HEALTHCARE
Enable caregivers and hospital administrators to access prescription data, insurance information, and appointment data in external systems at anytime.

MANUFACTURING
Get a real-time view of every link in your supply chain – inventory, raw materials, suppliers, delivery status – to identify bottlenecks and keep production humming.

FINANCIAL SERVICES
App Cloud gives you a social, mobile, and cloud-based recruiting process that not only tracks every interaction with candidates but also integrates seamlessly with your HCM system so you have a single record of employees throughout their lifecycle.

AUTOMOTIVE
Collaborate with partners on complex supply chains, parts, shipments, and just-in-time manufacturing. Track customer warranties, purchases, and service appointments all from one place, at anytime.

RETAIL
By integrating data for both traditional brick-and-mortar and online operations, you'll see what's selling – and what's not – across every channel.

COMMUNICATIONS
Enable account managers to access customer entitlements, service calls, and technical schedules, all from a single console within Salesforce.

GOVERNMENT
Go from information in multiple legacy ERP systems to a single source of truth with real-time data, all in one place. Whether for asset visibility, financial management, order entry, or employee onboarding, Lightning Connect helps distributed organizations gain an accurate, comprehensive view of their team's resources.