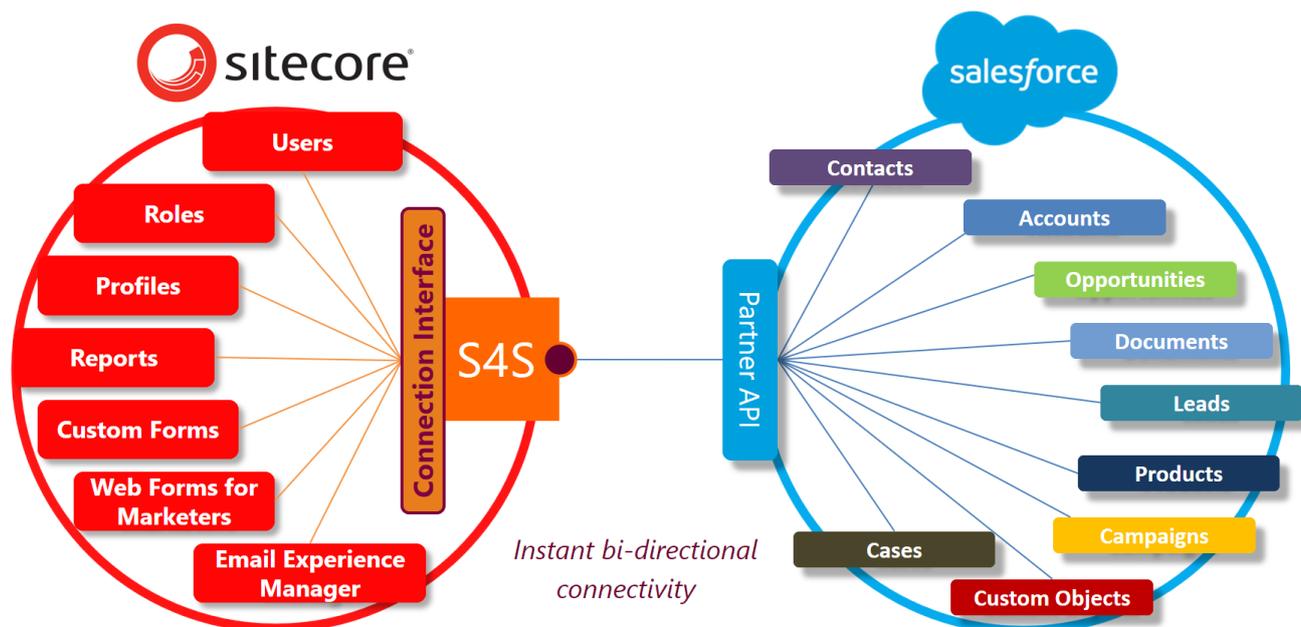


Sitecore for Salesforce

WE'VE GOT THEM TALKING

The Sitecore and Salesforce (“S4S”) connector unifies the world’s best Microsoft based CMS with the world’s leading enterprise CRM. Be amazed by the new sales and marketing opportunities that will be created when the power and versatility of Sitecore and Salesforce are intelligently connected.



S4S lets you

- Instantly share any data in both directions.
- Create, view, edit and delete Salesforce records from Sitecore.
- Pull Salesforce attachments, documents and content to Sitecore.
- Use the S4S wizard to map WFFM web forms to any Salesforce object.
- Auto-add form leads to Salesforce campaigns.
- View Sitecore visitor behavior in Salesforce before and after form submission.
- Better qualify and filter leads in Salesforce – more data to create targeted campaigns.
- Control an individual’s website experience from Salesforce.
- Create a single data source – no duplication or synchronisation required.
- Login to a Sitecore portal using credentials stored in Salesforce contact or lead records.
- Control Sitecore portal access permission and visibility from Salesforce.
- Import Salesforce campaigns and reports to Sitecore Contact Lists.
- Use Sitecore and Salesforce security features to control access permissions.
- Be confident your data is protected with best practice SSL (HTTPS) encryption (no at rest data).
- Easily develop extended features using the professional .NET interfaces.

The S4S EXM module extends this further

- Pushes Sitecore email analytics from xDB to Salesforce.
- Updates Salesforce on a regular basis.
- Exposes the behavior of email recipients navigating to the website.
- Supports click-through website personalization from Salesforce.

Sitecore for Salesforce

In Sitecore CMS

Drive Sitecore from Salesforce

- Create, access and edit Salesforce records and documents in real time from Sitecore.
- Selectively show Salesforce reports to anonymous or authenticated visitors.
- Use the S4S mapping wizard to map Sitecore Web Form for Marketers (WFFM) forms to Salesforce leads, contacts, cases, opportunities or other Salesforce objects.
- Monitor visitor behavior on the website and push it to a Salesforce lead or contact when the visitor submits a web form.
- Provide an option to allow visitors to login to the website with a username and password stored in their Salesforce contact or lead record.
- After login, land the visitor on a “home page” that has been selected in their Salesforce record. This is ideal for showcasing products.
- For authenticated visitors, the “My Profile” page is mapped to Salesforce ensuring their personal information is more likely to be correct and up-to-date.
- Control access to any information using Sitecore page composition, roles and profiles; and Salesforce permission sets and profiles for the API user.
- The S4S List Builder can be used to create Sitecore Contact Lists from Salesforce reports and campaigns. The Contact Lists can then be used with Sitecore Email Experience Manager (EXM).

In Salesforce CRM

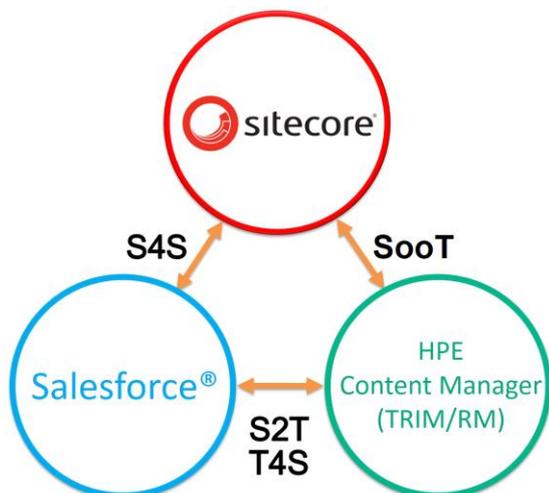
Drive Salesforce from Sitecore

- View individual visitor behavior including Sitecore goals, engagement metrics, graphs and reports in Salesforce.
- In contact and lead records, show the last visit date, and visited pages - powerful feedback for the sales team. Show Sitecore goals, pattern and profile information (personas) so the sales team know exactly who they are dealing with.
- If new information is discovered about a prospect, the sales team can adjust their Sitecore personalization from within their lead or contact record. When the prospect returns to the website they will have the corresponding tailored experience.
- Create email recipient lists in campaigns and reports that can be quickly imported to Sitecore for dispatch using Sitecore EXM.
- With the S4S EXM module, view the individual responses to Sitecore email campaigns in lead and contact records. website goals, engagement values and the page history of campaign members.
- In Salesforce control the visibility of website objects to authenticated visitors. Decide how to manage access permissions from a range of role options.

Why S4S?

- Fast install and configure.
- Developers don't need to learn Salesforce technologies.
- Salesforce Partner API connection challenges solved - reduced project risk.
- Caching improves API throughput.
- Implementation guidance if required.
- On-going upgrades and enhancements.

S4S has been developed using FuseIT's deep experience with Sitecore and Salesforce.



FuseIT
CONNECTED SOLUTIONS



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