expressor Semantic Integration Solution for Salesforce.com

Salesforce.com has successfully pioneered the "no software" approach to application software, dramatically simplifying customer relationship management (CRM) applications for more than 100,000 customers worldwide. In much the same way, expressor software is simplifying the traditionally arduous task of data integration and ETL, enabling Salesforce customers to more easily integrate and transform their Salesforce.com data with their other operational and analytical systems minimizing and in many cases eliminating the need to write even a single line of code!

expressor's Salesforce Solution enables you to graphically navigate, transform and move data from Salesforce.com and your other applications, databases and files without requiring complex coding or scripting.

The expressor Salesforce Solution lets you…

Easily map your external source or target data formats to built-in and custom Salesforce record formats (objects) such as Leads, Contacts, Campaigns, and Accounts.

Easily and accurately migrate existing prospect and customer data from your legacy systems and data stores into Salesforce, making it an ideal solution for business users and other non-developers.

Integrate and import data from your various operational systems - such as your order entry, HR, or accounting system - into Salesforce on a regular basis to enrich the data in Salesforce and keep it up-to-date.

Cleanse, validate, and de-duplicate Salesforce data for improved accuracy.

Connect to your Salesforce account and gain access to all of your Salesforce objects graphically – including all of your custom fields. Easily define filter criteria before extracting your data from Salesforce using our visual filter generator.

How it Works

At the core of expressor's Salesforce Solution is expressor Studio, a simplified, powerful, and affordable data integration technology that provides seamless connectivity with Salesforce and many other applications and data stores including Microsoft Excel, QlikView, MySQL, Oracle, CSV, text files, and more.

expressor's intuitive user interface lets you graphically navigate all of the native data objects that exist within your Salesforce applications, including any custom objects you have defined, with no coding or scripting required. By graphically selecting just the Salesforce.com objects (i.e. Leads, Contacts, Campaigns, Accounts) you wish to capture in expressor, the corresponding data schemas and mappings are automatically created in expressor, and all of the related Salesforce data is automatically accessed while maintaining the consistency of all data types and any existing constraints on the values.

Once the data is extracted from Salesforce, expressor allows you to choose from a wide range of powerful and intuitive capabilities to manipulate and transform your data.

> " The graphical, color-coded user interface of expressor Studio all but eliminates the need for training by guiding you through each step of developing an expressor ETL job. My one-word description for the new user interface is that it is 'fantastic. "
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> *- Scott Morgan, data warehouse architect for H. Lee Moffitt Cancer Center & Research Institute*

Data from other applications, flat files, and databases – whether on-premises or cloud-based – can be imported into expressor in the same way. Now you have the ability to combine your Salesforce CRM data with data from any other sources, and manipulate all the data from within a single, unified environment!

expressor offers powerful, out-of-the-box capabilities for virtually any type of transformations, including aggregations (to build summary tables for reporting, for example), joins (for combining and enriching data), data look-ups and complex filters (to speed up the processing of data), and allows you to easily build and re-use your own custom transformations and operations. With the data residing in expressor, you can integrate data from multiple systems; you can more easily cleanse your Salesforce data by removing duplicates and obsolete data records, validating zip codes, email addresses and phone numbers to increase accuracy; create custom mappings and transformations to combine Salesforce data with other data for custom reporting; and perform many other actions.

Loading data from expressor back into Salesforce is just as easy and intuitive as extracting it. You can choose among insert, update, upsert, and delete actions, and expressor's seamless Salesforce connectivity automatically updates the data within your Salesforce applications. No complicated mapping, configuration or coding is needed!

Key Features

Ease of Use. expressor is easy to download, install, learn, and use, even for non-technical users. It provides a familiar user interface with a Microsoft Office-like look and feel, offers drag and drop configuration, and uses simplified graphical tools for defining reusable data mappings and business rules.

Powerful Semantic Framework. expressor's powerful Semantic Framework simplifies and brings elegance to the complex and very often messy data integration application design process. It employs reusable data objects referred to as Semantic Types that allow you to define, in business terms, how you want data to be represented within expressor Studio. Semantic Types hold information such as field names, data types, and field validation rules like minimum/maximum values and regular expression rules. They enable expressor Studio to validate and cleanse individual data items by redirecting or changing the data when one or more rules are violated.

Reuse Everything. expressor is designed with reuse in mind. It allows you to design and reuse transformations, data flows, and transformation logic. Moreover, project artifacts can be shared and reused across multiple projects, enabling standardization even when sources and targets change.

Powerful Connectivity. expressor makes it easy to work with your Salesforce data, transparently leveraging Salesforce's native Object Query Language (SOQL). expressor works equally well with data from all major database systems, file-based sources, and on-premise and cloud-based applications.

Rich Transformations. expressor offers powerful, out-of-the-box transformation capabilities for virtually any type of transformations including aggregations, joins, lookups, and complex filters. Each transformation operator is optimized for performance and can simultaneously support several types of transformation rules ranging from simple Microsoft Excel-like expressions to complex database lookups and scripting functions.

Powerful Scripting. expressor enables powerful transformations via a graphical drag and drop interface. But when you need to extend a transformation through a script to perform more complex data manipulation, expressor's powerful Datascript language enables you to write custom logic that provides total control of the data transformation process, without requiring the skills of a developer.

Simplified Data Mappings. expressor simplifies the traditionally highly complex data mapping process. Data schemas that correspond to your existing sources and targets are automatically created in expressor, and the source and target datasets are automatically mapped to business data objects. Any data type discrepancies are automatically reconciled during execution. The result is a dramatically simplified approach to creating, executing, and reusing data integration processes.

Enhanced Data Cleansing. expressor's optional enhanced data cleansing capabilities provide advanced tools to easily standardize, verify and correct all your contact data for effective communications and precise business operations.

Business Scenario

In this simple business scenario, a marketing organization receives a purchased "list," or prospect data file, from a vendor and must perform the following steps, as illustrated in the expressor Dataflow below:

- Read the vendor's data file
- Map and transform the data to be consistent with their existing Salesforce.com schema
- Perform validation on the address, email address, and name for each record
- Join the results into a single file
- Write the resulting data to their existing Salesforce.com application
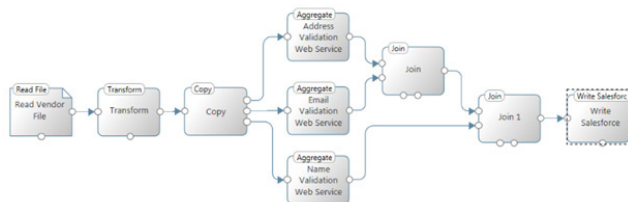

Figure 1: expressor Dataflow for validating and importing purchased lists into Salesforce.com

Data schemas that correspond to the source data and to the Salesforce.com application are automatically created in expressor, and the source and target datasets are automatically mapped to a common business data object. Any data type discrepancies are automatically reconciled during execution.

Figure 2: The expressor Write Salesforce operator, which automatically creates the appropriate schema in expressor and seamlessly passes data to Salesforce.com

Any additional mappings, for example to interface with an external validation service, can be graphically created with ease, as shown below.
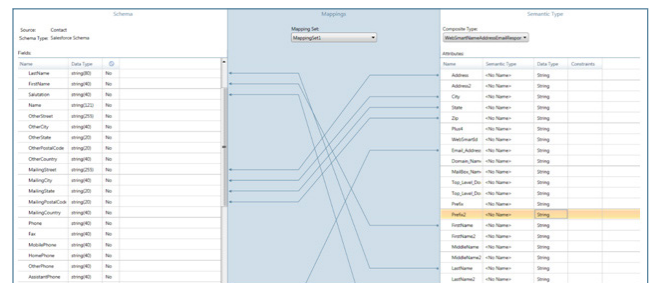

Figure 3: Easily map and transform data between the Salesforce.com "Contact" object and a validation service.

Users are also provided with a powerful Read Salesforce operator within expressor Studio which graphically enables them to browse their Salesforce.com data objects. This operator automatically creates a schema artifact that describes the

Salesforce.com record format and also provides users with the ability to graphically define any filters to reduce the number of records queried for integration.
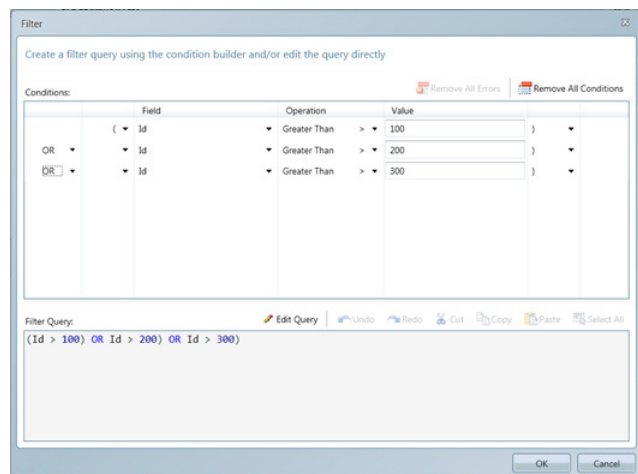

Figure 4: This screen illustrates the graphical user interface to define filters on Salesforce records within expressor Studio. More advanced users can also manually edit the filters in the text area by clicking the "Edit Query" option.

Community Center Support

You can access online support by visiting www.expressorCommunity.com and logging into the expressor Community Center, a vibrant online resource. Within the Community Center you can review blogs, forums, tutorials, a knowledge base, and online documentation—and you can benefit from free community support offered by expressor software personnel and the growing community of expressor Studio users.

expressor Support

We strive to make expressor the easiest and most intuitive data integration software on the market, yet specific application requirements can still present challenges. So, expressor Support not only provides assistance with unexpected issues encountered during installation or usage, but also offers guidance on specific concerns and questions related to your application or expressor implementation.

About expressor software

At expressor software, we're simplifying data integration by providing software that is easy to use, powerful, and affordable—enabling organizations to accomplish more with fewer resources. We dramatically simplify the vast majority of basic data integration tasks—making it far easier to map and move data from one location to another. And, when data integration becomes more complicated—requiring various types of data transformations—we help make data integration and ETL projects more flexible and efficient by enabling the creation and subsequent reuse of powerful artifacts, configurations, and business rules. This means that when a complex business data challenge is solved once, the solution can be reused.

expressor has a rapidly growing community of over 15,000 unique expressor Studio download users. Leading organizations such as Skechers, American Tower, BHI Energy, Viverae, Western World, LABVANTAGE, and ClickRSVP have adopted expressor's affordable data integration platform for server deployment to help them integrate on-premises and cloud data sources with their business critical applications.

expressor software is headquartered in Burlington, MA. For more information, please visit our website at www.expressor-software.com.

expressor ® Simplifying Data Integration