

Pervasive + Salesforce = More CRM Value

CONNECT.

Connect your accounting, ERP, SaaS, and virtually any other system – even high volume data flows – to Salesforce rapidly and reliably.

MIGRATE.

Migrate virtually any data, whether structured, semistructured, or unstructured, from hundreds of applications to and from Salesforce.

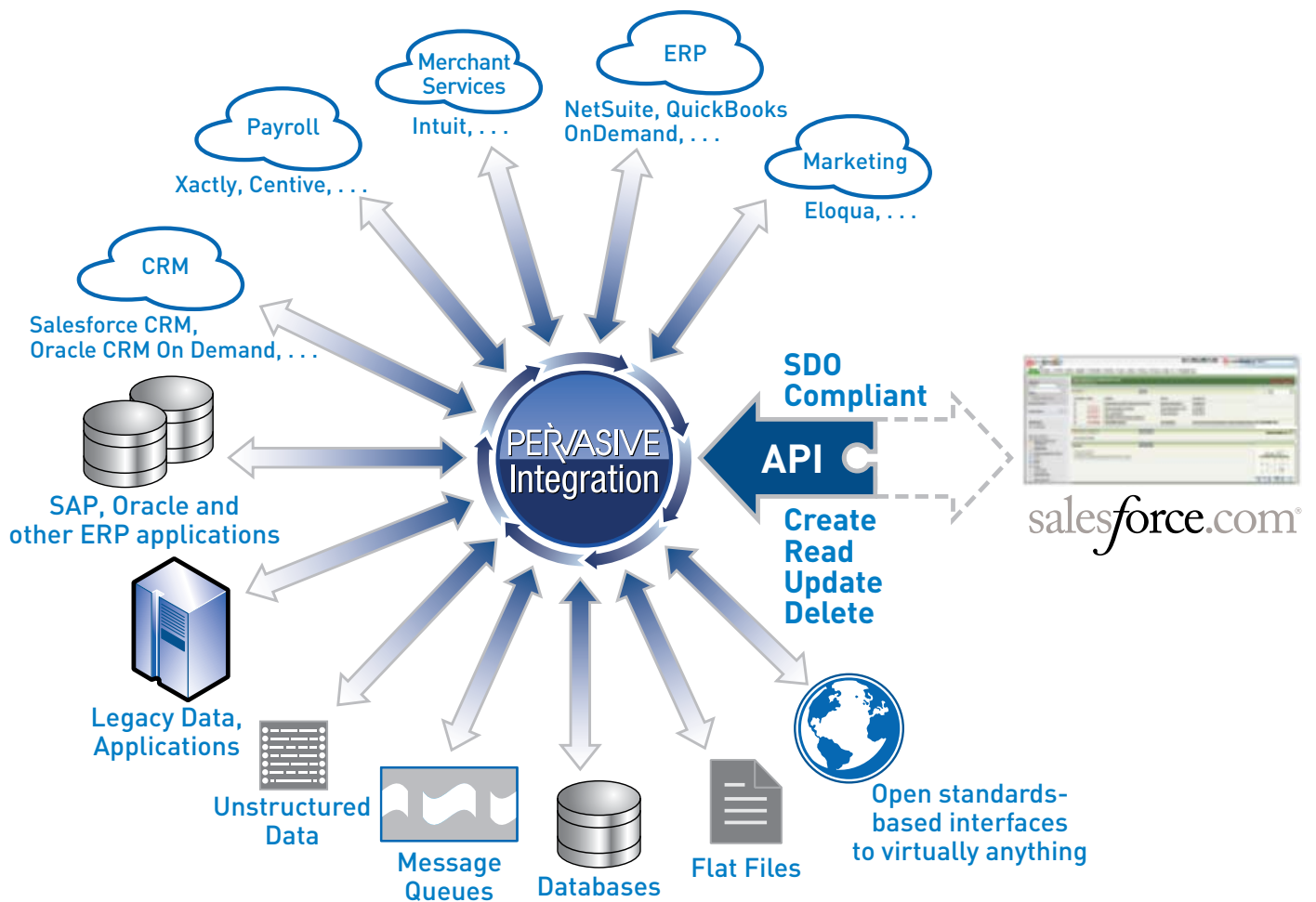
INTEGRATE.

Integrate through the cloud, behind the firewall, or on-demand – batch, real-time, synchronized updates – through non-intrusive Salesforce-certified automation.

SUCCEED.

Succeed fast – implement in hours or days – get more CRM value, the lowest total cost and highest ROI.

Fast, flexible, reliable, affordable integration for Salesforce.



How can you get more value from Salesforce quickly?

- Pervasive can connect Salesforce to all your data—integrate with your accounting, ERP, SaaS, MIS, and virtually any other mission-critical business applications, data warehouses, and databases—even legacy data and systems.
- Pervasive unlocks the value of your historical customer and transactional data, *fast*.

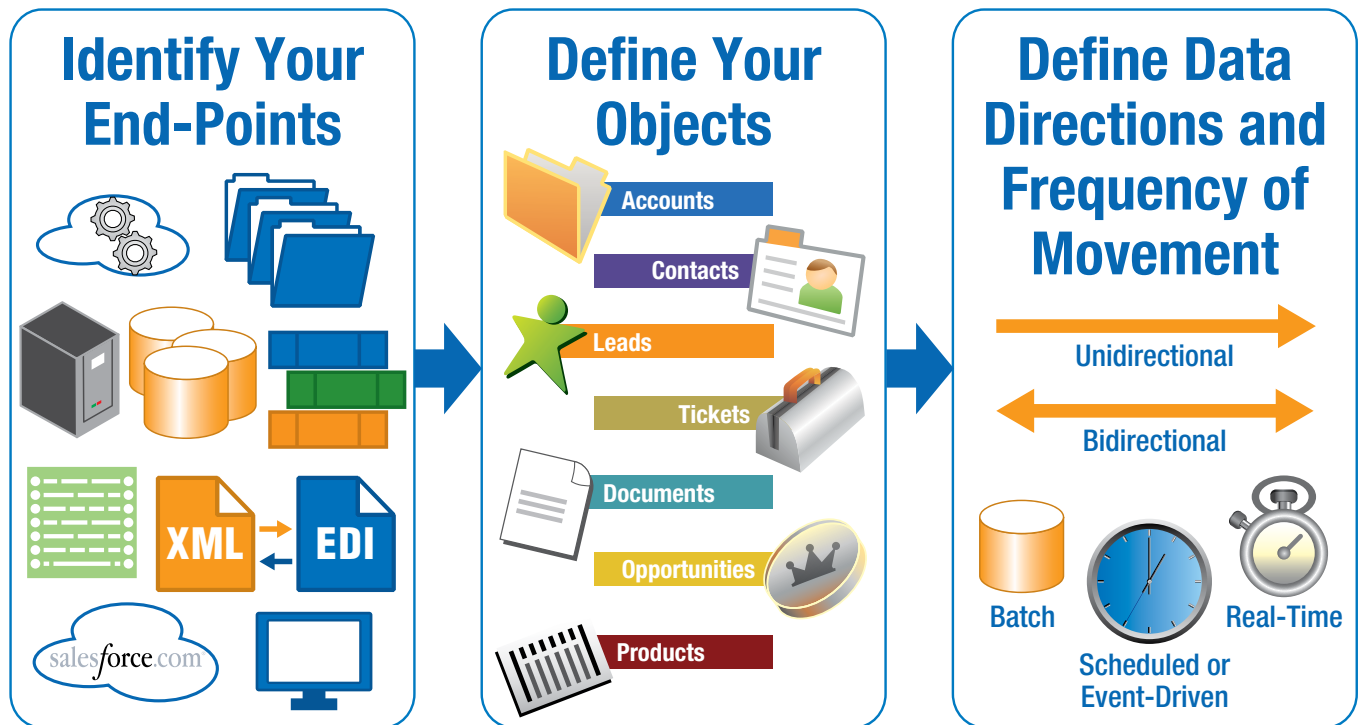
Why trust Pervasive with your Salesforce integration?

- Pervasive has been salesforce.com's go-to integration partner longer than any other—since 2001.
- Pervasive has successfully completed more integrations with salesforce.com than any other integration partner.
- Pervasive integration products hold “five star” ratings from organizations like yours on the salesforce.com AppExchange.

What does “fast, flexible, affordable” really mean?

- Pervasive can connect/migrate/integrate your data—even high-volume data flows—in hours or days, not weeks or months.
- Pervasive provides flexible delivery options—on-demand, subscription, license, turn-key packages, and more.
- Comparing the low total cost of Pervasive to others, Bloor Research noted, “Pervasive appears to be the most popular and suitable for all types of projects.”

Three easy steps to more Salesforce value.



1. Identify your end-points

- Files, such as .xml, .csv, reports, email, and similar
- ERP/accounting applications, including SAP, Oracle, Microsoft, Sage, and many, many more
- Custom and/or legacy applications
- Databases, data warehouses, and reporting and back-up systems

2. Define your objects

- Accounts/Customers
- Contacts
- Opportunities/Orders
- Products/Inventory
- Tickets/Incidents
- Custom Objects
- And more...

3. Define the data directions and frequency of movement

- Uni-directional, bi-directional
- Batch, event-driven, real-time, on-demand

It's easy to get robust integration in hours or days with Pervasive.

- It's affordable; with subscription options and fixed price packages to meet your needs.
- It's scalable to meet the needs of any size organization or data volumes—even high-volume data flows.
- It's flexible and adaptable to meet future requirements and change.
- And it's reliable—leverage the most widely used Salesforce integration platform and see why Pervasive gets five stars on the AppExchange.

salesforce.com integration that gives you more

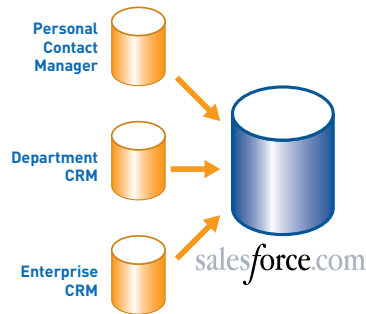
Pervasive provides cost-effective instant connection to all Salesforce objects, including custom objects, so you can quickly get:

- Immediate ROI—one Pervasive customer, Payment Processing, Inc., got a 4700% improvement on data access/movement time, supporting a return on investment within 24 hours!
- Improved sales growth—by connecting more of their data to Salesforce faster, the enriched 360-degree customer view gave that same Pervasive customer one-year sales growth of 82.3%!
 - Initiate orders based on Closed Won Opportunities
 - Share invoicing information to improve collections
 - Check product availability and inventory levels
 - Confirm credit and payment histories
 - Research support incidents before the next sales call
 - Improve cross-sell and up-sell through shared purchase histories
- Enhanced business processes and business intelligence—
 - Make fast work of common processes: integration of customer master, pricing master, quote and order management, invoice master, and more
 - Integrate rapidly with BPM tools, healthcare data, financial and accounting data, and many other vertical industry data formats and standards
 - Orchestrate and maintain business logic workflow to meet unique business processes
 - Synchronize Account Master and Customer Contact data
- Don't want to do it yourself? Pervasive offers affordable turn-key implementation.
 - Flexible delivery options include complete implementation FastTrack packages, as well as subscription, on-demand, license, cloud-based integration, and more.

No matter what your integration needs, if you use (or are considering using) Salesforce, we can help.

Data Migration and Conversion

- One-time or periodic batch migration from thousands of sources
- Conversions from multiple sources, flat files, unstructured data
- Updates and appends to customer data from external sources
- Visual mapping tools enable business users to perform transformations
- Rich scripting language supports complex transformations
- Data profiling available to improve data quality



Pervasive reduces the pain of legacy conversion, system consolidation and new application implementation.

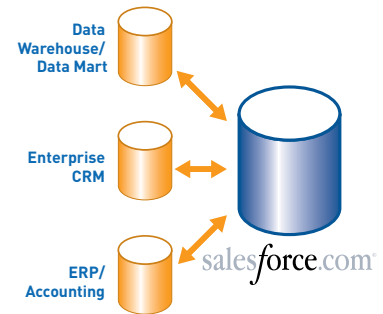


SunTrust integrates more than 1,000,000 customer records

“Transferring over a million records could have posed a real technology problem for us but Pervasive and salesforce.com have enabled us to resolve our data issues without worrying about the technology. **Pervasive and salesforce.com are terrific companion products.**”

Data Warehouse/Data Mart Updates and Synchronizations

- Automation for event-driven or scheduled activity, bi-directional
- Load-offload into data warehouses, data marts or other target systems
- Summary A/R updates from accounting systems
- Lead insertion using complex lead allocation logic
- Reusable components, non-intrusive
- Visual mapping tools enable business users to perform transformations
- Rich scripting language supports complex transformations



Profile all fields, all records fast, view statistics in graphs, divide data into passing and failing, and repair or reject failing data.



SAP synchronization

“Pervasive did exactly what was promised and more, by providing a highly reliable and flexible Salesforce-to-SAP integration solution that keeps our customer information synchronized. **Pervasive has been a lifesaver many times** by helping us quickly convert and clean up data as we have made changes in our Salesforce implementation to reflect changing business requirements.”

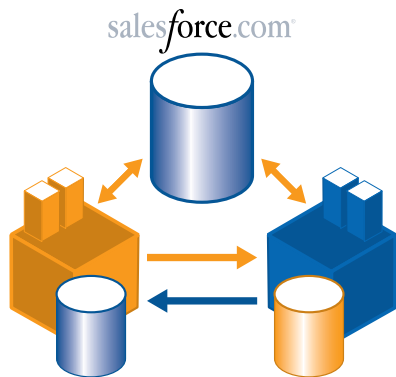
Here are just a few of the thousands of firms that got more value from Salesforce with Pervasive:



value ... across multiple scenarios and beyond!

Application Integration

- Automate the movement and transformation of data to/from Salesforce to your other applications and systems, and between customers, partners, and suppliers
- Create and manage repeatable, reliable, B2B data exchange projects inside and outside the firewall
- Convert unstructured data to structured/standards-compliant data ready for consumption
- Create automated data feeds, and then synchronize the data in batch, event-driven, and/or real-time feeds



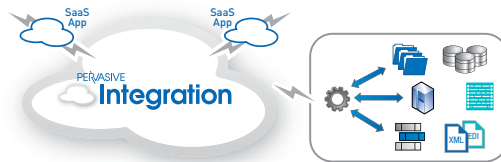
Faster implementation and lower total cost of ownership for integration of key operational applications like ERP, financials, HR, and others – both SaaS and on-premises.



"Pervasive software eliminates the need for our developers to spend time manually coding and recoding each data transformation and writing applications to move data ... saving us hundreds of hours of coding and writing. Pervasive Data Integrator enables our developers to create a map in less than 30 minutes and have data moved instantly."

Integration-as-a-Service (IaaS)

- Rapidly configure and deliver Integration-as-a-Service solutions
- Affordable and extensible Internet-based integration
- SaaS-to-SaaS, SaaS-to-On-Premises, On-Premises-to-On-Premises integration
- Hosted on the Pervasive Data-Cloud®, SaaS-vendors' cloud or a third-party cloud



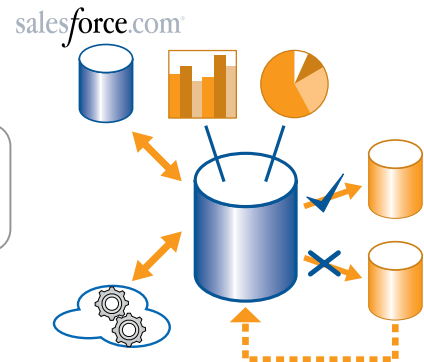
On-demand cloud-based integration – quickly connect any number of on-premises applications and on-demand solutions.



"Thanks to this relationship, we can now offer our clients the ability to easily integrate our SaaS solution with any other business-critical application. As a result, we can deliver deeper functionality than ever before, and we have also streamlined our sales, implementation, and support processes to provide our clients with even greater speed-to-value."

Data Quality and Data Governance

- Quickly access, test, and reliably audit large volumes of data before, during, and/or after loading
- Enhance the quality of your information by rapidly assessing the contents of customer and transactional data, claims data, data from SaaS systems such as Salesforce, and even the "shadow data" contained in spreadsheets, text files, and reports
- Get drag-and-drop ease for all aspects of project design, deployment, monitoring, and reporting



Profile all fields, all records fast, view statistics in graphs, divide data into passing and failing, and repair or reject failing data.

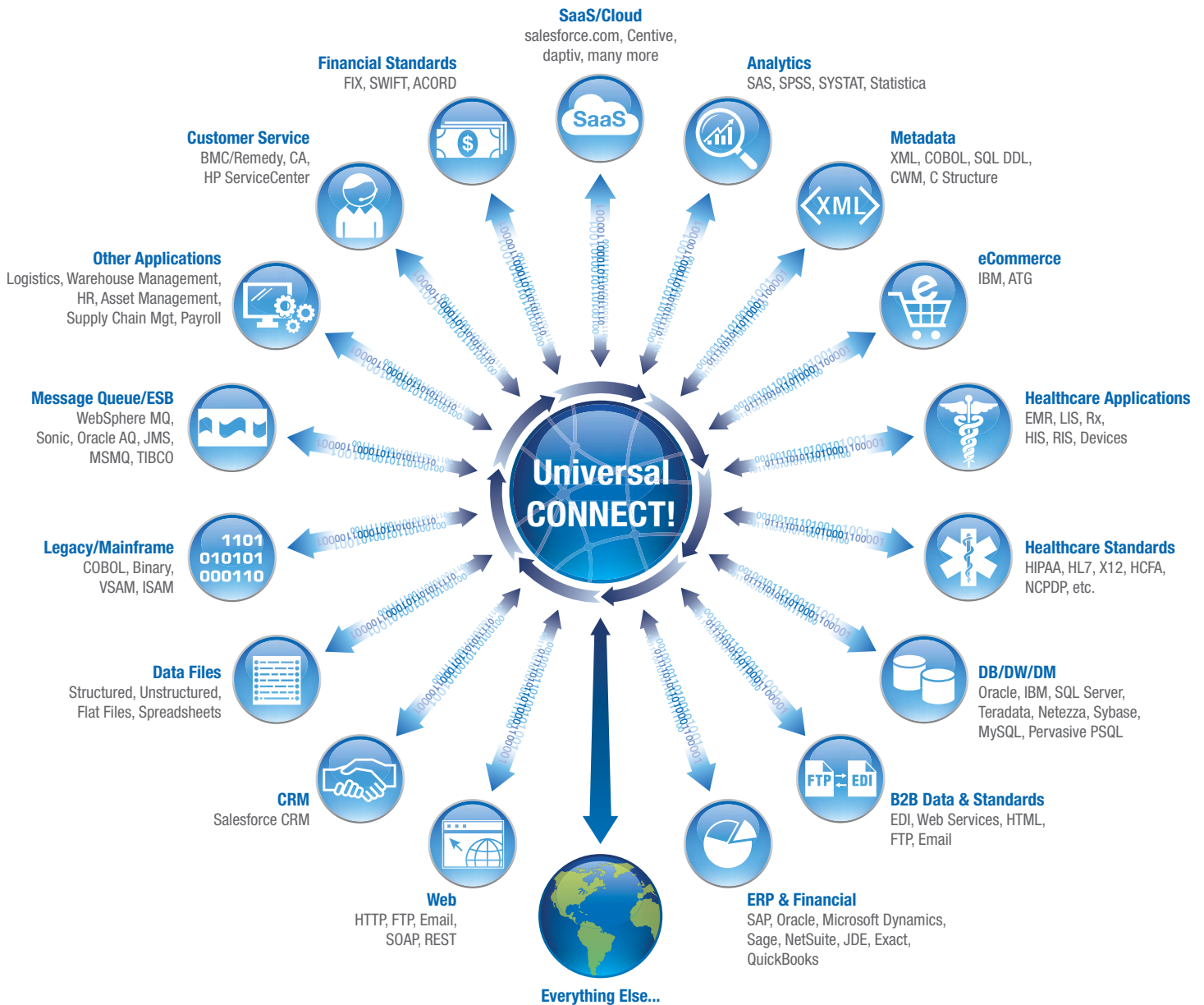


"Pervasive Data Integrator ... was key in enabling us to pull agency sales data from our database, despite varying formats, and upload it into Salesforce for greater accessibility and less risk for human error. It has been a tremendous time-saver."

"As one of the first data integration partners to support salesforce.com, Pervasive has shown the capability to not only handle complex and challenging application integrations but also to deliver solutions that consistently accelerate time to value and success for our customers."

—Dean Robison, Senior Vice President, Professional Services, Salesforce.com

The most comprehensive initiative for universal connectivity to all data sources and applications – from legacy to on-premises to SaaS applications, files to databases, Web to mainframe.



Whatever it is, Pervasive connects to it and integrates it.

Over 500 reusable connectivity components

Connectivity out-of-the-box to thousands of applications and data sources

Rapid extensible connectivity to everything else

About Pervasive Software

Pervasive Software provides agile data integration software that speeds the flow of data between applications and between organizations. Our robust technology addresses SaaS, SOA and traditional integration modes and allows customers to re-use the same software for integration scenarios that span data warehouses, real-time application integration and data exchange with trading partners.

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For other international contacts, please visit
http://www.pervasiveintegration.com/company/Pages/contact_pervasive_software.aspx