

Advanced ODBC and JDBC Access to Salesforce Data

DATA SHEET

FEATURES

- ✓ Use significantly less memory to do more work
- ✓ Expose Salesforce data to a full spectrum of custom and **commercial apps**
- ✓ Secure communication to Salesforce.com with SSL encryption
- ✓ Move beyond SOQL limitations with support for Aggregation functions, SUBQUERY and more

BENEFITS

- ✓ Reduces the cost of deploying and maintaining applications
- ✓ Comprehensive coverage for every major platform and commercial app
- ✓ Superior throughput and high application performance
- ✓ Reduce costly Salesforce.com quota usage with local caching
- ✓ Get ongoing support for the latest quarterly Salesforce updates

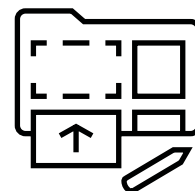
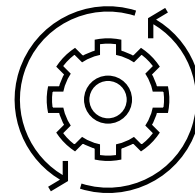
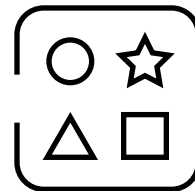
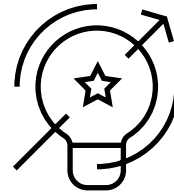
In the “terrestrial” world of enterprise computing, organizations depend on advanced JDBC and ODBC technologies to provide efficient, high-performance access to relational data. And when it comes to cloud-centric data access, enterprise applications expect the same levels of functionality and performance as in traditional data access architectures.

**Extend data value
everywhere your business
goes.**

Whatever the use case, when leveraging cloud-based data, organizations require ODBC and JDBC connectivity solutions that deliver advanced functionality, architectural flexibility, as well as superior and scalable performance. As the enterprise data connectivity industry leader, Progress® DataDirect® offers a full array of high-performance ODBC and JDBC database connectors to ensure robust and reliable data access to cloud-based solutions such as Salesforce.com.

With Progress DataDirect, enterprises can:

- 1 Eliminate the need to create a working copy of Salesforce data in another database
- 2 Employ the same data access solution for both traditional and cloud-based data sources
- 3 Leverage existing SQL skill sets
- 4 Streamline architecture and eliminate point-to-point connectivity
- 5 Reduce development, deployment and maintenance costs
- 6 Ensure data security with SSL encryption
- 7 Full SQL support moves beyond SOQL for interoperability with Aggregation functions, SUBQUERYS, JOINS and more.
- 8 Increase application efficiency and performance working with Salesforce data
- 9 Allow ISVs to rapidly expand current product offerings to include Salesforce datasupport

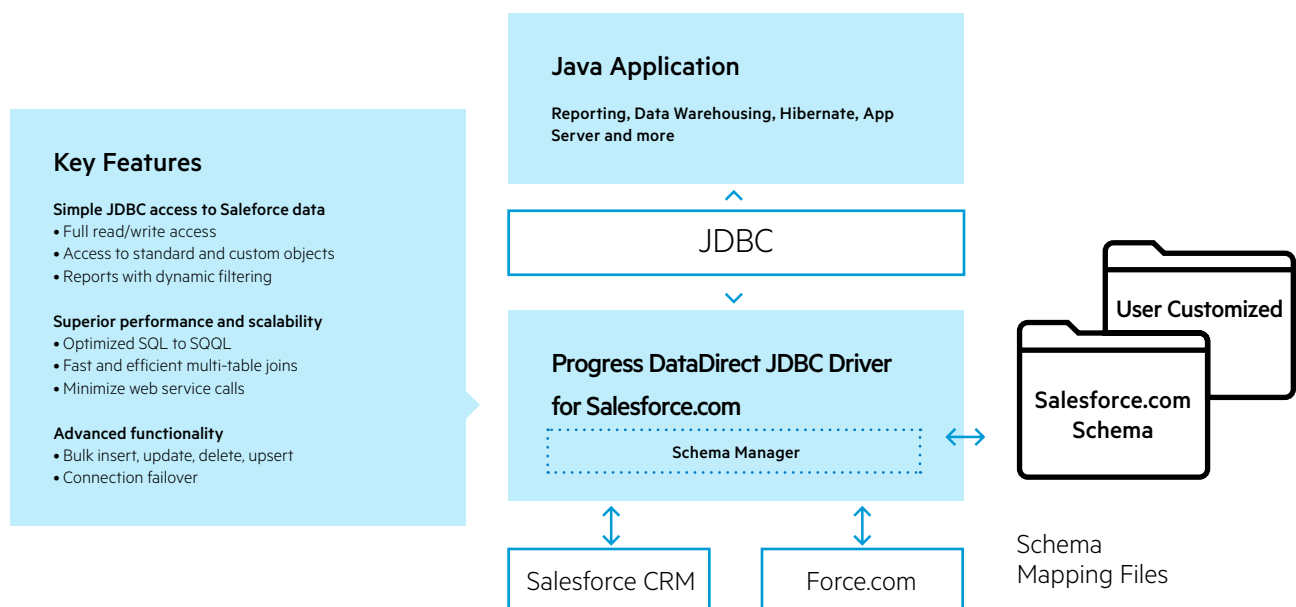


By making business-critical cloud data SQL-accessible (just like Oracle or any other relational database), organizations effectively extend the value of cloud data throughout the enterprise, allowing disparate systems, processes and end-users to better access information when and how they need it.

Progress DataDirect JDBC Access to Cloud Data

The Progress DataDirect JDBC Salesforce Driver enables access to business-critical cloud data via SQL and JDBC. The DataDirect JDBC Salesforce Driver combines read/write access to Salesforce objects, custom objects and reports, with real-time data caching and Type 5 JDBC driver features.

- 1 Progress DataDirect JDBC exposes the full breadth of Salesforce data to a wide variety of commercial and custom-built Java applications. The driver provides full read/write access and support for the JDBC API, while also making the SQL standard available to Salesforce standard objects, custom objects and reporting infrastructure.
- 2 DataDirect JDBC optimizes access to Salesforce data for fast performance and unparalleled scalability. The driver leverages a full SQL engine, combined with the unique real-time data caching features, which significantly minimize web service calls.
- 3 Leveraging advanced JDBC functionality to deliver advanced feature support, DataDirect JDBC offers enterprise organizations Bulk Insert, Update and Delete support along with Connection Failover and more. The driver easily integrates into the most demanding Salesforce data access use cases.



4 Progress DataDirect benchmarked our JDBC connector against other drivers for a variety of database operations. The test methodology compared the capacity and efficiency of the drivers by isolating and testing these key variables: throughput, CPU efficiency and memory usage:

- Superior Throughput – DataDirect JDBC throughput is unmatched, on average processing 20-500% more work over competing drivers in a given time period. In one test that simulates a monthly report in which many records are fetched, our JDBC connector delivers up to 1450% more throughput. Moreover, throughput stays high and even increases as more users are added.
- Greater CPU Efficiency – DataDirect JDBC uses considerably fewer CPU cycles to deliver superior throughput than competing drivers, in many cases, up to 150% more CPU efficient.
- Smaller Memory Footprint – DataDirect JDBC uses significantly less memory while doing more work than competing drivers, in some cases using almost one-fifth (20%) of the memory of other drivers.

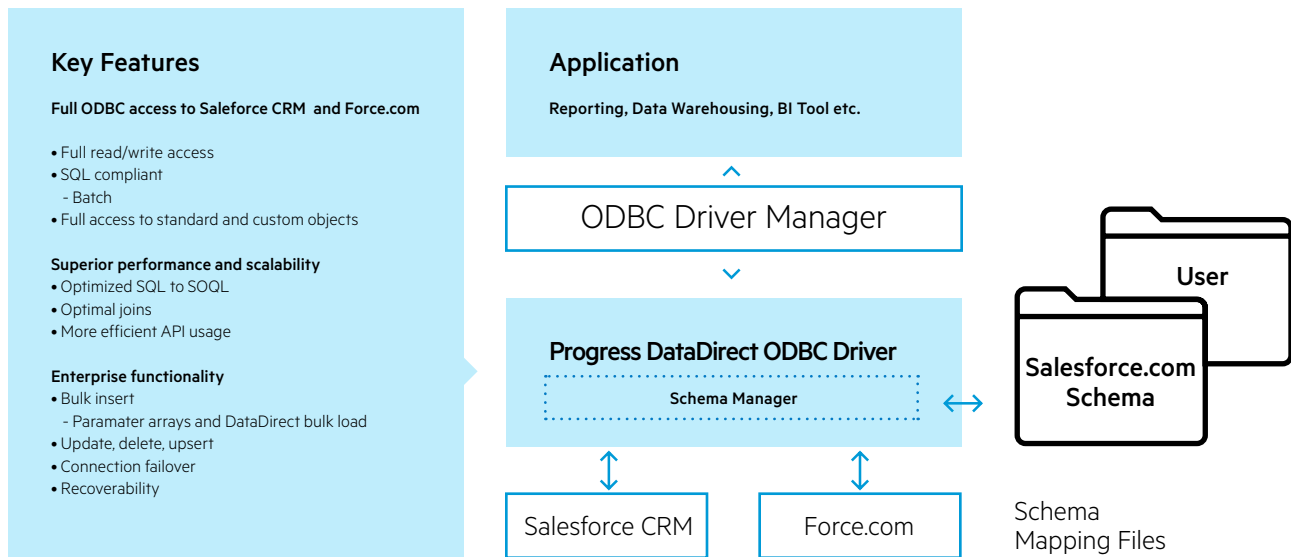
Progress DataDirect: Wire Protocol ODBC Access to Cloud Data

With low latency, high throughput and resource efficient access to Salesforce, the Progress DataDirect ODBC driver moves business applications closer to Salesforce data. In effect, IT organizations no longer need to mirror Salesforce instances to ensure high performance SQL access. The driver eliminates the need to connect to the database through components on the database server. This single-tier architecture results in better response time and throughput and reduces the cost of deploying and maintaining applications.

1 Wire protocol architecture, as well as easy-to-use tuning options, optimizes the rate and efficiency of data transfer. Application-driven caching increases Salesforce integration scalability. In addition, a high-performance Bulk Load capability enables large amounts of data to be loaded very quickly.

2 DataDirect ODBC reduces the cost and time of deploying and maintaining applications by eliminating the need for components on the database server for connectivity. One install contains everything needed to connect to Salesforce. And, DataDirect ODBC's SQL engine offers full SQL compliance over any Salesforce or Force.com instance.

3 It provides comprehensive coverage from one vendor. DataDirect offers an ODBC driver for Salesforce on every major platform – AIX, HP, Linux, Solaris and Windows, across a wide range of processor architectures. DataDirect also offers a 64-bit driver for Salesforce applications so businesses can take full advantage of faster processing speeds.



Progress DataDirect compared our ODBC drivers against competing drivers for a variety of database operations, analyzing the capacity and efficiency of the drivers by isolating and testing three key variables – throughput, CPU efficiency and memory usage.

1 **Superior Throughput** – DataDirect throughput is unmatched, processing much more work in a given time period – in some cases as much as 125% more. Unlike competing drivers, our ODBC throughput stays high as it scales to handle more volume.

2 **Greater CPU Efficiency** – DataDirect uses considerably fewer CPU cycles to deliver superior throughput than competing drivers, in many cases, greater than 400% more CPU efficient.

3 **Smaller Memory Footprint** – DataDirect ODBC drivers use considerably less memory while doing more work than competing drivers, in some cases saving over 550% in memory.

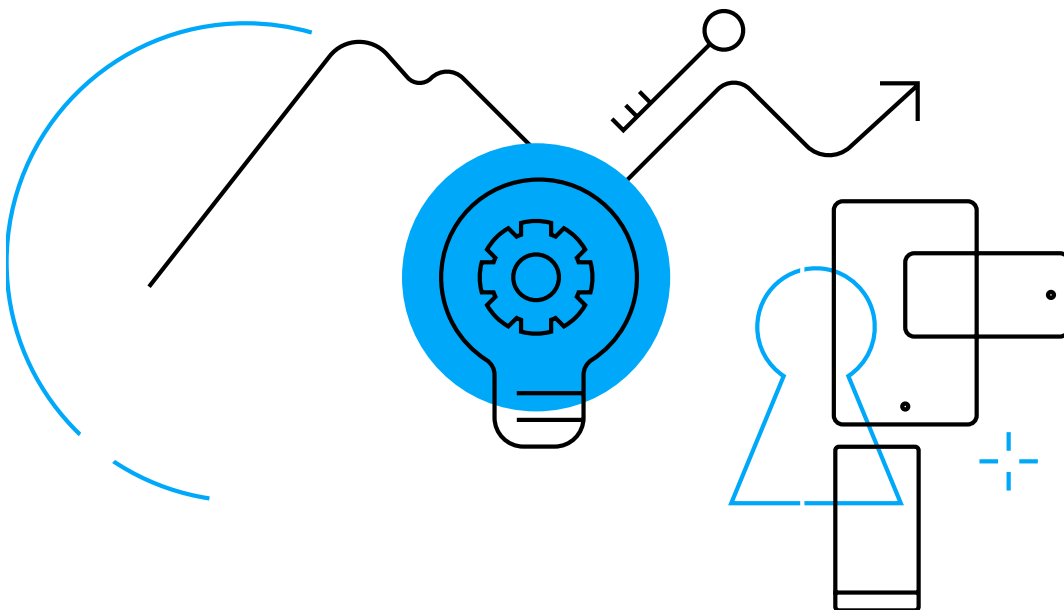
Progress DataDirect Offers Superior Cloud Data Access

With faster, more resource-efficient ODBC and JDBC drivers, enterprise organizations need less hardware to support business applications. This is particularly meaningful when applications share resources with other applications deployed on a single server or running in a resource-limited environment typical of virtualization.

Progress DataDirect components provide driver-implemented caching and pooling as well as client-side load balancing – meaning the drivers distribute workloads across a bank of databases, which does not require special DBMS failover licensing to use. DataDirect ODBC and JDBC drivers minimize system impact within virtualized environments, offering certification with virtualization technologies such as VMware, Solaris Zones, Red Hat Enterprise Linux Full Virtualization and others.

Also, one Progress DataDirect driver supports simultaneous connections to Salesforce, which significantly reduces the costs of deploying and testing applications. This allows IT organizations to consolidate critical business applications onto a single platform. In addition, the driver boasts numerous interoperability features that simplify the task of supporting other databases, such as Oracle, DB2, SQL Server, Sybase, MySQL and more.

And, because one driver supports multiple instances of a cloud-based database, Progress DataDirect eliminates the maintenance and permutations necessary to support multiple databases versions and all their components. All this coupled with cost-effective integration and support of non-relational data sources means dramatically reduced IT operational costs.



When it comes to cloud-centric database solutions, enterprise organizations expect the same level of functionality and performance they enjoy in traditional data access architectures. Whether the need is JDBC or ODBC connectivity, IT organizations need to ensure streamlined cloud access for disparate enterprise systems.

Progress DataDirect offers enterprise organizations a full spectrum of advanced data access solutions – products that perform better than other competitive technologies, scale easily as demand grows and ensure maximum uptime for business critical applications. And that is why they turn to Progress DataDirect.

About Progress

Progress (NASDAQ: PRGS) offers the leading platform for developing and deploying strategic business applications. We enable customers and partners to deliver modern, high-impact digital experiences with a fraction of the effort, time and cost. Progress offers powerful tools for easily building adaptive user experiences across any type of device or touchpoint, award-winning machine learning that enables cognitive capabilities to be a part of any application, the flexibility of a serverless cloud to deploy modern apps, business rules, web content management, plus leading data connectivity technology. Over 1,700 independent software vendors, 100,000 enterprise customers, and two million developers rely on Progress to power their applications. Learn about Progress at www.progress.com or +1-800-477-6473.

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