

This page will not be printed



# Solution Overview Cast Iron for Salesforce.com

## The No Software Approach to Integration

You just purchased salesforce.com. Now you need to upload your masterlist of customers, products, prices, previous order histories etc. and, more importantly, keep salesforce.com synchronized with your existing corporate systems.

But you don't want to embark on a lengthy project requiring deep integration expertise and lots of complex software. Sound familiar?

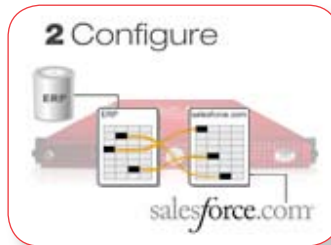
That's why Cast Iron Systems created a solution specifically for integrating salesforce.com with other applications. Developed in collaboration with salesforce.com, these appliance-based solutions incorporate Cast Iron's "Configuration, not Coding" approach to deliver integrations with No Software.



salesforce.com  
Success On Demand™

"Our partnership with Cast Iron Systems ensures companies complete these integrations in a matter of days without writing code and begin reaping the rewards of an on-demand enterprise faster than ever before."

Cindy Warner  
Senior Vice President  
of Global Integration  
Services



## Connect Salesforce.com with Your Enterprise

Most salesforce.com customers need to rapidly synchronize sales data — such as leads, accounts, opportunities and forecasts — with a variety of internal systems including ERP, CRM and custom applications. Just as the **No Software** experience of salesforce.com has simplified sales force automation, enterprises can now use Cast Iron for a seamless **No Software** solution for their integration projects.



"We're using the Cast Iron Integration Appliance to do in days what would have taken weeks or months to accomplish with software. Truly remarkable."

Cole Orndorff  
Vice President  
Information Technology  
Services



**Cast Iron Integration Appliance: Integrate salesforce.com with your enterprise in days**

## Cast Iron Integration Appliances – Functional Comparison

	iA2500-SF	iA3000-SF	iA3000HA-SF
Pre-built connectivity to salesforce.com	✓	✓	✓
	✓	✓	✓
Supports all standard and custom salesforce.com objects	✓	✓	✓
Accelerator for SAP to salesforce.com integration	✓	✓	✓
Support for enterprise and partner WSDLs	✓	✓	✓
Templates for SAP to salesforce.com integration	✓	✓	✓
Monthly subscription pricing	✓	✓	✓
24 * 7 Production support	✓	✓	✓
No restrictions on number of users for configuring/monitoring	✓	✓	✓
Graphical data transformation	✓	✓	✓
Content-based data routing	✓	✓	✓
Lights-out management and error notifications	✓	✓	✓
Guaranteed delivery of transactions	✓	✓	✓
Web-based monitoring of integrations	✓	✓	✓
Secured management and data communication	✓	✓	✓
Bidirectional real-time and batch integration	✓	✓	✓
Unlimited enterprise application connectivity		✓	✓
Redundant hot-swappable components		✓	✓
Dual CPUs for enhanced performance		✓	✓
High throughput projects		✓	✓
High-availability out of the box			✓
Automatic failover capability			✓
Hot standby appliance			✓



*"We looked at a number of integration tools, but we chose Cast Iron for its simple, appliance-based approach. What really got our attention was the ability of the Cast Iron iA3000-SF to be implemented in a matter of days and with a higher degree of flexibility than alternatives"*

*Chip Vanek, Director of Corporate and CRM Applications  
Magma Design Automation.*



Product of the Year Two years running!

Cast Iron Integration Appliances for salesforce.com contain all components needed to integrate salesforce.com with other applications. In the On-demand world, salesforce.com customers find the Cast Iron Integration Appliance to be the most compelling way to complete their integrations within days, and for 80% less cost. For more information, visit [www.castironsys.com/solutions/sfdc/](http://www.castironsys.com/solutions/sfdc/).



2593 Coast Avenue, Mountain View, CA 94043 <> Tel: 650.230.0621 <> [www.castironsys.com](http://www.castironsys.com)

© 2006 Cast Iron Systems, Inc. Cast Iron Systems and the Cast Iron Systems logo are trademarks of Cast Iron Systems, Inc. All other registration marks are the property of their respective owners. Specifications subject to change without notice. SO\_SFDC-2.0.1-0706

## Accelerate Salesforce.com Integrations

Cast Iron Integration Appliances for salesforce.com have been specifically designed for salesforce.com customers and contain everything needed to implement their integration projects within days. Cast Iron provides these features in the solution for salesforce.com:

- >> Pre-built salesforce.com connector provides out-of-the box connectivity to salesforce.com without any need to learn salesforce.com APIs and WSDLs
- >> Support for all salesforce.com objects, including custom objects, enables implementation of integrations without writing any code
- >> Session management with multiple logon support reduces the number of sessions needed and improves performance for integration
- >> Appexchange certification by salesforce.com ensures proven and reliable connectivity to salesforce.com
- >> Pre-configured templates for salesforce.com projects provide support for all salesforce.com operations like Create, Delete, Update, Upsert, Query, etc.
- >> Supports all salesforce.com enterprise and partners WSDLs
- >> SAP – salesforce.com **Accelerator** includes several features to address the most common integration scenarios for salesforce.com customers
  - > Pre-configured connector endpoints, orchestrations, and maps required to integrate Accounts (Customer Master) and Product Catalog data
  - > Pre-built integrations that illustrate the steps in integrating Customer Master and Product Catalog data
  - > Developer's guide documenting "How to" integrate SAP and Salesforce.com



## What Problems Does the Cast Iron Integration Appliance Solve?

Cast Iron Integration Appliances for salesforce.com rapidly connect a variety of internal and external applications to salesforce.com. Companies in industries ranging from manufacturing, retail and consumer goods to energy, transportation and logistics, use Cast Iron's Integration Appliances for salesforce.com to rapidly solve problems like these:

Business Problems Solved	Systems Connected
<ul style="list-style-type: none"><li>&gt;&gt; ERP customer master with Accounts and Contacts</li><li>&gt;&gt; Opportunities with ERP/order management systems</li><li>&gt;&gt; Invoice data with billing systems</li><li>&gt;&gt; Pricing and product catalogs</li><li>&gt;&gt; Case data with customer support systems</li><li>&gt;&gt; Forecasts with other CRM systems</li><li>&gt;&gt; Quote requests with ERP/order management systems</li><li>&gt;&gt; Leads and Campaigns with marketing automation systems</li><li>&gt;&gt; Activity history with external reporting systems</li></ul>	<ul style="list-style-type: none"><li>&gt;&gt; Salesforce using AppExchange APIs</li><li>&gt;&gt; SAP using RFC, BAPI, IDOCs</li><li>&gt;&gt; ERP including Oracle, JD Edwards, Peoplesoft, BAAN, QAD</li><li>&gt;&gt; Customer support systems</li><li>&gt;&gt; All major databases including Oracle, DB2, SQL Server, Informix, Sybase</li><li>&gt;&gt; Flat-files using FTP, HTTP(S), E-mail</li><li>&gt;&gt; Web Services/XML</li><li>&gt;&gt; Custom applications</li><li>&gt;&gt; And many more...</li></ul>

## Why Choose the Cast Iron Integration Appliance?

Cast Iron Integration Appliances enable IT Departments to be nimble and responsive to the needs of the business. These Integration Appliances have been specifically engineered for salesforce.com customers and contain everything needed to complete their integration projects within days.



Cast Iron Integration Appliance

### Fastest Time to Market:

- >> No software to install. Up-and-running in minutes!
- >> Configuration, not coding
- >> Rack-mountable, production-ready
- >> Integration with Salesforce completed 80% faster



### Lowest Costs:

- >> **No software** to license or deploy
- >> Nothing else to buy
- >> Used by systems analysts, not middleware experts
- >> Up to 80% lower operating costs vs. softwarebased alternatives



### Simplest Monitoring and Management:

- >> Complete visibility into transactions
- >> Proactive alerting of data and connectivity errors
- >> Monitor from anywhere, anytime
- >> Factory-configured High Availability option



### Rapid Development Environment:

- >> 100% Standards-based: no reliance on niche middleware skills
- >> 100% support for Sforce
- >> Preconfigured salesforce.com integration templates
- >> Preconfigured SAP connectors: RFCs , BAPIs and IDOCs
- >> Connectors to other ERP, customer support systems, flat-files, Web Services and all major databases



## Selecting the Right Integration Appliance

Cast Iron's solution for salesforce.com comprises three distinct products — the iA2500-SF, iA3000-SF and iA3000HA-SF. While these appliances share the same technology foundation, each product is designed to meet specific customer needs:

### Cast Iron Integration Appliances for Salesforce.com



iA2500-SF

Entry-level appliance provides integration between salesforce.com and one other named application. Allows customers to consider an integration solution for simpler integration projects, and is an attractive alternative to custom code.



iA3000-SF

Flagship solution solves integration problems between salesforce.com and any other application. Useful for companies that seek a standard solution for their application integration needs and find software-based integration solutions too complex.



iA3000HA-SF

High Availability solution for mission-critical applications. Comprised of a pair of iA3000-SF appliances, the HA solution provides failover capability. Useful for companies that need a hot standby option in addition to high-availability requirements.

**eWEEK**

"...promises simple, fast deployment and clearly delivers on this promise."

**Gartner**

"Appliances are able to support very high throughput and are often neutral with respect to operating system, middleware and application server. In addition, appliances are often less expensive than full-blown integration suites."

Frank Kenney  
Research Director, Gartner