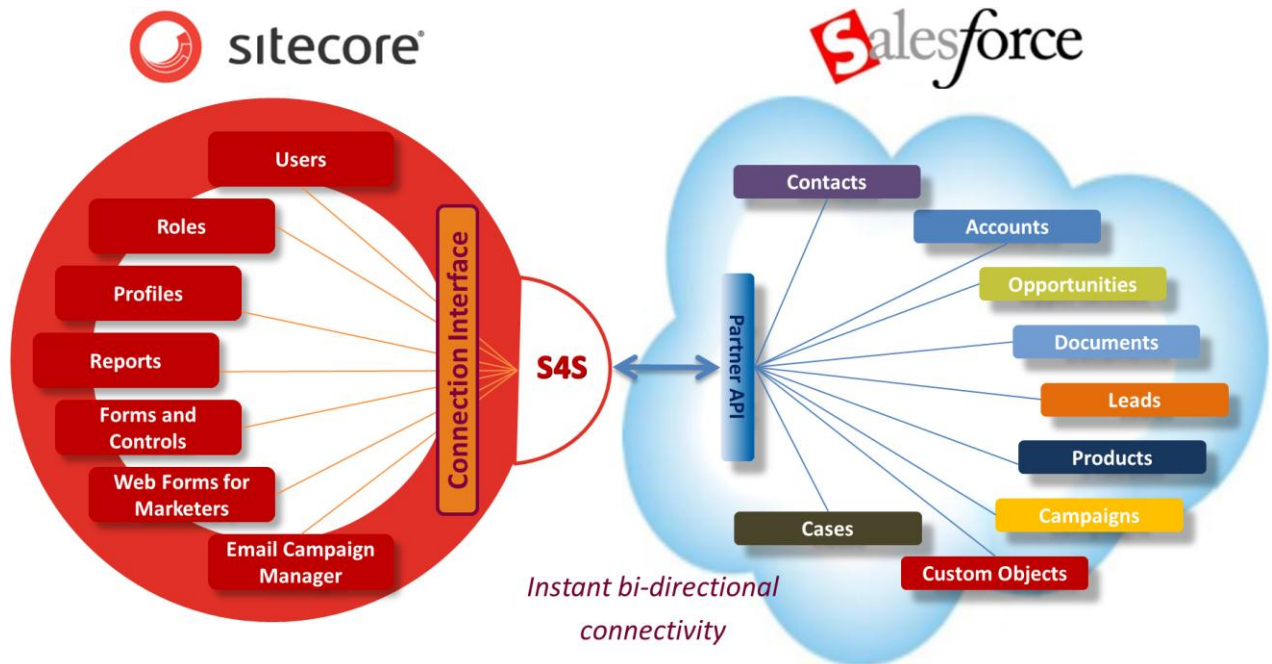


# We've got them talking!

S4S, the Sitecore for Salesforce.com connector unifies the world's best .NET CMS with the world's most popular enterprise marketing tool.



## ... and backing up!



The S4S Data Recovery Solution takes a full data export of Salesforce.com, saves it to a SQL Server database and presents it for use in Sitecore.

[www.fuseit.com](http://www.fuseit.com)

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CONNECTED SOLUTIONS

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# S4S

Get the power and versatility of two world leading customer technologies working together, intuitively, in ways you expect and others that amaze! S4S unifies Sitecore and Salesforce.com so they act as one to deliver a suite of incredibly powerful marketing tools. Take a look at some use cases!

## Sitecore CMS

Drive your CMS from Salesforce CRM

- Monitor visitor behaviour even before they submit a lead form. Later, as leads, closely track their responses to email campaigns.
- Let Salesforce contacts log in to your website with a username and password created and stored in their Salesforce contact record.
- After logging in the contact lands on a “home” page that has been selected in their Salesforce contact record. This is ideal for showing showcasing products.
- While browsing the website the contact is delivered custom content determined by settings in their Salesforce contact record. The entire web experience is tailored to each visitor – all driven from Salesforce.
- Use Salesforce to control access to the website and website object visibility. Decide how to manage access permissions from a range of role options.
- Search and view Salesforce documents, or any other Salesforce object, from the website in real time.
- Selectively show Salesforce reports to anonymous or logged in website users.

## Salesforce CRM

Drive your CRM from Sitecore CMS

- Capture individual website behaviour, goals, engagement metrics, graphs and reports in Salesforce.
- In each Salesforce contact record, show when the contact last logged in and the pages they visited - powerful feedback for marketers.
- Create a lead, contact, case, opportunity or any other Salesforce object when a website visitor completes a web form – potentially a contact us, registration or support form.
- Use the Web Form for Marketers (WFFM) wizard in Sitecore to map web form fields to Salesforce leads, contacts and other objects.
- Show Sitecore user profiles in Salesforce contact records so your sales team know exactly who they are dealing with.
- In Salesforce, use the “Send to Sitecore” wizard to move email campaigns to Sitecore taking advantage of Sitecore’s superior delivery, testing, automation, and tracking mechanisms.
- Against individual leads and contacts, view the website goals, engagement values and page visit history of individual campaign members.

## S4S Data Recovery Solution



### Data Recovery Solution

- Make all Salesforce objects available in Sitecore for create, read, update and delete operations.
  - Salesforce snapshots can be selectively exposed internally or externally.
  - Fully automated from a Salesforce backup (Data Export).
  - Salesforce data is mapped to a SQL Server database and available for Interrogation, mapping (e.g. with SSIS) and data mining.
  - Database can be exposed using web services for high volume data access.
- Product road map is to push changes back to Salesforce using S4S.