

# Salesforce AppExchange Integration App

Delivering – Success Through Partnership



🌐 Domain

B2B Event Management Software

🏢 Platform

Force.com

👤 App Downloads

50+

🌐 Region

World-wide

🏢 Teamed-up with a leading B2B meeting scheduling provider to build a secure, AppExchange-ready composite Salesforce app enabling real-time, two-way data sync.

## Solution Focus:



Scalable architecture, data modeling, design and configurations



B2B app interface access directly from the composite Salesforce app



Ability to book meetings from the Account, Opportunity, or Lead levels through seamless integration



Dynamic field mapping between B2B app & Salesforce objects



Salesforce AppExchange security reviews and listing

## Business Impact Delivered:

**Salesforce AppExchange-certified & listed**

Broader visibility and reach via trusted marketplace

**Admin-friendly deployment**

Quick setup and deployment with no-code integration for Admins

**Enhanced user experience**

Unified user interface within Salesforce

**Seamless data flow & integrity**

Secure, real-time, reliable information sync

**Easy upgrades & releases**

Faster iteration cycles & minimal disruptions

Tech Stack / Tools

Force.com



Visualforce/LWC



APEX



REST API



Checkmarx Scanner



ZAP Scanner



salesforce

**PARTNER**  
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