

ExchangeForce

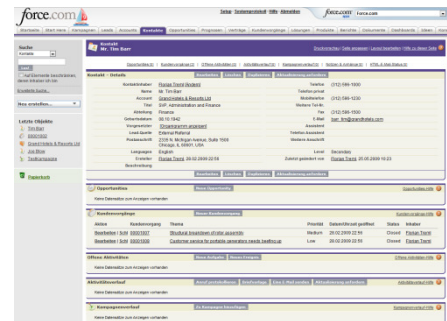
Exchange-Connector for Salesforce

go-mobile IT GmbH

Introducing ExchangeForce

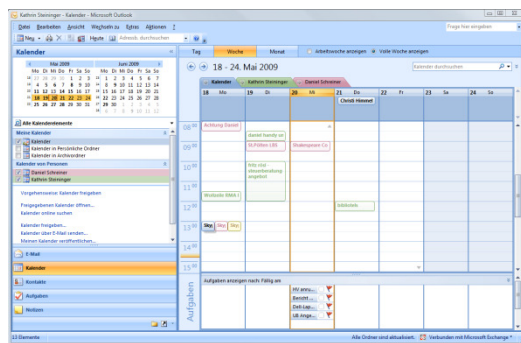
Customer Relationship Management always require communication – with your customers, with your team, with your partners. Microsoft Exchange and Microsoft Outlook is the most compelling enterprise-class messaging solution available on the market.

While there are several Salesforce Addons available enabling usage of Microsoft Outlook as communication and collaboration extension to Salesforce, there are some severe drawbacks.



Case Study 1 – Sales Reps are mobile

Consider a use case for organizations that use Microsoft Outlook extensively for scheduling appointments. The sales reps are mobile and use PDAs or blackberries to view appointments. Your sales reps will absolutely not like the fact the they will have to synchronize their Microsoft Outlook on their desktop computer in order for the appointments to show up in there (and therefore, in their PDA)! The biggest hurdle is that many of these meetings in Microsoft Outlook are scheduled by



secretaries, who cannot synchronize all of the end users' Microsoft Outlook clients with Salesforce in a centralized manner. The users can be out of the office for days at a time without Microsoft Outlook or Microsoft Outlook Connector access, only webmail. The ideal scenario would be to create all appointments from Salesforce and have them automatically synchronized into Microsoft Exchange (and therefore, to Microsoft Outlook and PDAs) in as close to real time as possible.

Case Study 2 – Sales Reps are online

Another example: all available Microsoft Outlook connectors for Salesforce require Microsoft Outlook. That sounds pretty trivial, but consider the case where a sales rep is out-of-office and only has access to Microsoft Outlook Webmail! Salesforce effectively is usable by online access, as well as Microsoft Outlook Webmail, but not Microsoft Outlook itself.

What about your rebellious Linux users with Thunderbird ? Or your web designers with a good old Mac ?

Case Study 3 – Sales Reps are expensive

All available Microsoft Outlook connectors for Salesforce are licensed per user – of course there are volume discounts, additional features and some extras, but in fact, the more Microsoft Outlook users you have, the more license costs. While this licensing model is friendly for small Salesforce installations, for larger installations the license costs grow and grow and grow.

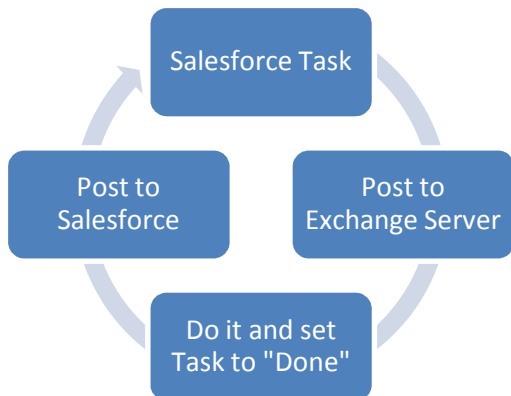
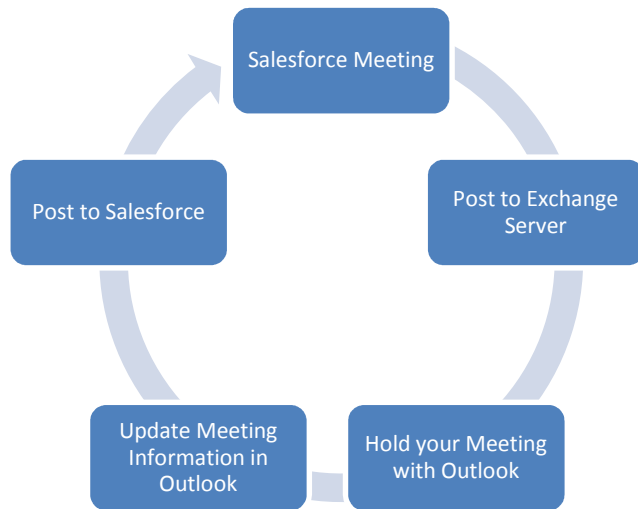
And here comes ExchangeForce

- Real-Time and Automatic Synchronization of Salesforce with Microsoft Exchange
- Microsoft Outlook is not required, but of course supported
- Licensed per user or per server

Features

Synchronization of Calendar

Your Calendar entries in Salesforce are posted to Microsoft Exchange automatically and immediately. You can use all features of Microsoft Outlook with them: send and update invitations, reserve resources and meeting rooms, schedule with your free/busy information.



Synchronization of Task List

Your tasks registered in Salesforce are posted to Microsoft Exchange automatically and immediately. You will receive information about pending and overdue tasks in your Microsoft Outlook then.

Shared Contact List

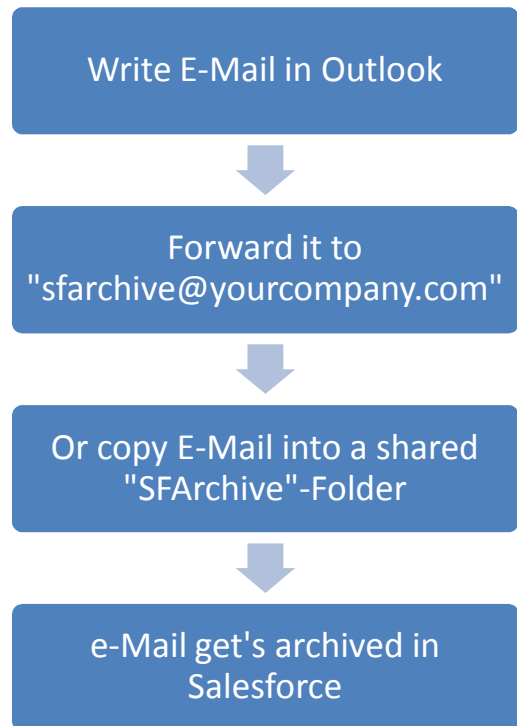
Contact information from your Salesforce contacts, accounts, leads and prospects are automatically and immediately posted to a shared addressbook in your Microsoft Exchange. This includes e-mail-addresses, companies, phone-numbers and more.



Archive to Salesforce

Simply place your e-Mails into a "SFArchive"-Folder watched by ExchangeForce and it immediately gets archived and linked to your customer or team members in Salesforce. Placing it into the watchfolder is most easy done by forwarding your E-Mail to a special e-mail-box on your Exchange Server, either manually entering a Bcc-address or based on an Outlook rule. For archiving your inbound communication simply copy your e-Mails to a public folder.

This selective approach on archiving e-Mail communication, leaving the decision to the user, is rather important for everyday work: There is a lot of communication which you don't need to archive into your Salesforce, and you can simply decide to not do so with ExchangeForce.

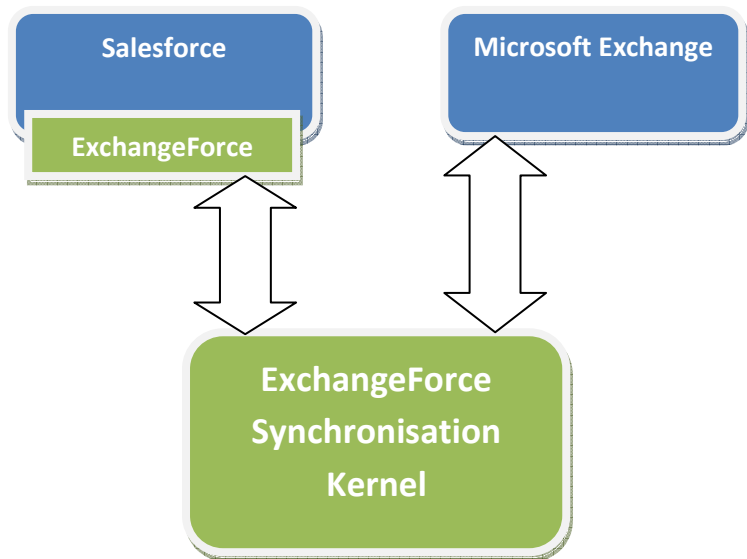


Architecture

ExchangeForce comes with an own synchronization kernel running in your infrastructure. Salesforce and Microsoft Exchange don't talk directly with each another. This middleware component handles the complexity of bi-directional synchronization.

Microsoft Exchange is accessed by means of the standardized WebDAV protocol supported in Microsoft Exchange 2003 and 2007.

Salesforce is accessed with the standardized Salesforce API.



Requirements

In general, there are not much requirements – a current Salesforce and a current Microsoft Exchange installation is required.

Requirements Salesforce side

All Salesforce flavours are supported (Community Edition, Professional Edition, Enterprise Edition)
Administrative access to Salesforce is required for installation

Requirements Microsoft Exchange side

Microsoft Exchange 2003 and 2007 are supported (all Editions)
WebDAV support has to be enabled

Pricing Overview

ExchangeForce is available in two editions, which differ in the level of support granted. For questions please contact us at management@go-mobile.at.

License Model	Professional Edition	Unlimited Edition
The Basics		
How often is software released ?	Twice Yearly	
Do I get Support ?	1 business day (CET) 10 Support Cases per year	8 Business Hours (CET) Unlimited Support Cases
How do I get Support ?	E-Mail, Skype	Phone, E-Mail, Skype
Do I get Software Upgrades ?	Yes, by purchasing the Customer Care Package	
Software Licensing	Commercial End User License Agreement	
Pricing		
Need to support up to 20 users ?	€ 1.000,00	€ 1.500,00
Need to support up to 50 users ?	€ 2.000,00	€ 3.000,00
Need unlimited users ?	€ 3.000,00	€ 4.500,00
Customer Care Package *	20% of initial license costs per year	

* Included for 1 year in the initial license costs