

Most enterprise cloud computing initiatives face a common challenge: how do you integrate cloud applications like those from salesforce.com® with existing on-premise applications to optimize user productivity and obtain maximum ROI from your technology investments?

## Integrate Salesforce with Virtually Any Other Application

On the enterprise desktop, business processes and user workflows span multiple generations of business applications and IT infrastructure, often with significant dependencies. This creates integration obstacles that are often too complex, time-consuming or costly to address, if they can be addressed at all. Legacy and custom applications were typically architected with limited APIs or none at all, making integration virtually impossible without a complete re-architecting of the application. OpenSpan's development tools help overcome these obstacles. OpenSpan allows you to rapidly integrate Salesforce with virtually any other type of application – legacy, client/server, Windows desktop or cloud – to deliver dramatic improvements in process efficiency, compliance and customer service delivery.

OpenSpan's desktop integration and automation tools help you create cloud-to-enterprise solutions without coding and without requiring changes to existing applications. OpenSpan accelerates solution delivery at a lower risk and cost compared to other methods of integration. With OpenSpan, cloud-to-enterprise or cloud-to-cloud integration can be achieved – and ROI realized – in days or weeks rather than months or years. Existing business processes can be updated and enhanced to fit new cloud services into the workflows of individual users, groups of users or the entire enterprise. The result? Faster time-to-solution, reduced project costs and tighter collaboration between business and IT.

### Business and IT Value

If your organization is committed to making Salesforce the primary system of engagement, OpenSpan will help you leverage and extend Salesforce workflows across your enterprise computing environment. With OpenSpan, you can minimize project and IT risks and maximize the business value of salesforce.com applications and your existing IT investments. How?

- Deployed on the enterprise desktop, OpenSpan can rapidly automate manual, repetitive and error-prone user navigation and data entry tasks that span Salesforce and other applications, eliminating “swivel chair” integration. OpenSpan enables significant improvements in staff capacity, data quality and service delivery levels.
- OpenSpan can be deployed as a rapid services enablement layer to “open” otherwise “closed” applications in the event that native APIs and Web services interfaces are not readily available. OpenSpan enables rapid cross-application data synchronization and workflow event capture – ensuring that Salesforce always represents the current state of customer activity and engagement.

OpenSpan provides Salesforce users and the IT teams that support them with an efficient and intuitive experience where technology, time-to-solution and cost barriers are largely removed, workflows are more streamlined, manual tasks can be automated and business-critical service delivery data is more readily available.

### Accelerate Implementation and Extend salesforce.com Applications

- Integrate salesforce.com Sales Cloud®, Service Cloud®, Chatter®, Force.com® and Database.com™ with virtually any other application – without writing or rewriting code, with no changes to existing applications and without access to source code
- Automate user process workflow and guidance across salesforce.com applications and any other application – legacy, client/server, Windows desktop or cloud
- Enable salesforce.com applications to initiate event-driven actions and functions resident in other applications
- Discover and measure salesforce.com application utilization and monitor business processes

## Beyond Integration: User Process Improvement for Salesforce

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OpenSpan technology helps you continually improve business processes. You discover how users work, measure user work processes, and improve those processes for greater productivity, improved compliance and higher quality data. Ultimately, this results in a better user experience and improved customer service delivery.

**OpenSpan Desktop Analytics™** is a powerful tool for collecting and analyzing user activity data, helping you understand how users work. OpenSpan Desktop Analytics can extend and enrich the native data logging and reporting capabilities in Salesforce with cross-application (and technology) user process workflow metrics. It provides detailed, customizable charts, graphs and diagrams that show exactly how users interact with each application, so you can analyze application utilization and identify workflow inefficiencies.

**OpenSpan Desktop Automation™** is an application integration and automation technology that helps you improve how users work. Its intuitive visual design environment helps you rapidly develop automation solutions to optimize workflows that span Salesforce and virtually any other application on the Windows desktop or in a virtualized environment such as Citrix. Because your OpenSpan integration and automation solutions execute on the user desktop, they are non-intrusive and do not compromise security or infrastructure integrity.

**OpenSpan Automation Broker™** is a user process virtualization technology. With OpenSpan Automation Broker, workflows that extend to legacy or closed systems with no native APIs or Web services interfaces can be exposed as “headless” automations. These OpenSpan automations can then be invoked by Salesforce as a component of a Salesforce-centric business process.

## How OpenSpan Works

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OpenSpan process improvements are accomplished with a unique technology that gives you the ability to interact with virtually any application. It does not require access to source code or APIs, and does not alter existing applications in any way. OpenSpan provides two ways to integrate with Salesforce:

**User Interface Object Integration:** OpenSpan’s unique and robust object-level interrogation and matching technology gives you the ability to interact with virtually any application at the user interface object level, for unprecedented control of applications and workflows. Application user workflows can also be exposed as Web services and then published to an Enterprise Service Bus or consumed by the Salesforce cloud.

**Force.com API Integration:** OpenSpan has a built-in component that enables integration with Salesforce using the Force.com Web services API.

## What Does OpenSpan Work With?

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OpenSpan supports the salesforce.com Sales Cloud® and Service Cloud®, working with all salesforce.com products – Salesforce®, Chatter™, RemedyForce™, and applications built with Database.com™ and the Force.com® platform – as well as practically any other application, including: custom applications; Windows®, Java®, .NET, and mainframe applications; cloud-based SaaS applications; Citrix® and virtualized applications; any application or service with standard interfaces such as Web Services, JMS or Websphere MQ; enterprise applications such as Amdocs®, BMC Remedy, FIS®, Oracle®, and SAP®.

**salesforce.com**

OpenSpan is a member of the salesforce.com AppExchange.



4501 Northpoint Parkway  
Alpharetta, GA 30022 USA

US: +1 678 527 5400  
UK: +44 (0) 207 043 3573  
India: +91 80 40300 780  
Fax: +1 678 527 5401

### GETTING STARTED

For more information about OpenSpan, please visit [www.openspan.com](http://www.openspan.com), contact us via phone at 1.678.527.5455 or email [info@openspan.com](mailto:info@openspan.com).