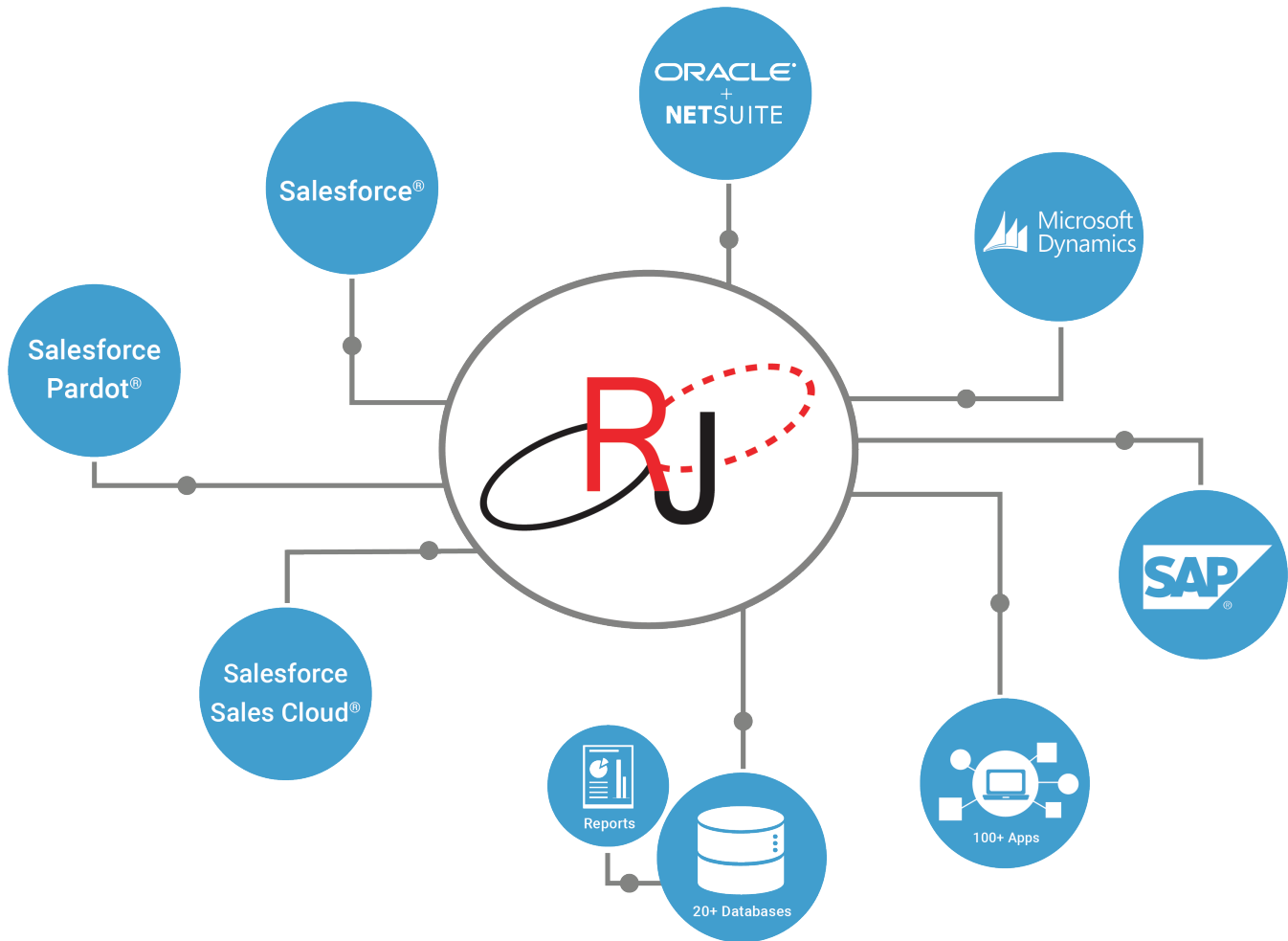


GIVING YOU COMPLETE CONTROL OF YOUR DATA

On-Premise or in the Cloud

Relational **Junction** provides scalable, developer-friendly Data Warehouse, Backup & Recovery, and Data Integration solutions.



- Provides data warehouse reporting capabilities for Cloud applications
- Protects valuable corporate information with recoverable backups
- Enables simple or complex integration between on-premise, Cloud, and custom applications

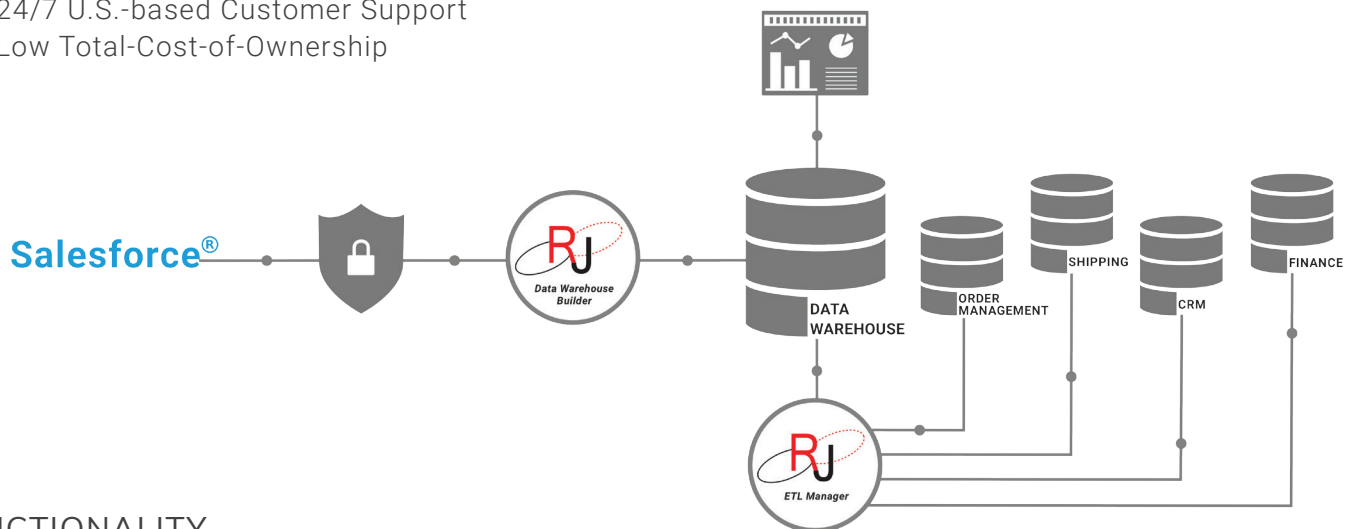
BI-DIRECTIONAL DATA WAREHOUSE FOR SALESFORCE

Backup and Recovery, Reporting Data Warehouse, Integration

Relational *Junction* simplifies compliance, reporting, and data integration by creating and continuously synchronizing a local data warehouse that perfectly mirrors your Salesforce information. This scalable, robust, high performance AppExchange-certified solution has been supporting mission critical business needs in Fortune 500 companies since 2004.

BENEFITS

- Backup any and all Salesforce data, including custom objects and fields, long text and attachments
- Reporting Data Warehouse - Develop complex reports using popular reporting / analytics packages
- Compliance - keep all versions of all records in the database, including deleted records
- Restore deleted or corrupted data to any point in time with all relationships intact
- Always in sync with your Salesforce data. Frequent bi-directional replication
- Integrate with other data sources using **Relational *Junction* ETL Manager**
- Real Time Option provides instant replication
- Supports hub-centric integration model
- No programming, No data mapping
- 24/7 U.S.-based Customer Support
- Low Total-Cost-of-Ownership



FUNCTIONALITY

- Replication only copies changes
- Tracks all changed and deleted data
- Blazing multi-threaded performance
- Takes only minutes to install and create your warehouse
- History tables record a complete snapshot of each record before it is modified
- Fault tolerant error handling - survives network outages or Salesforce.com disconnects
- Patented technology makes this the only product that can handle an unlimited number of records
- All Salesforce objects are automatically created as tables and all fields are created as columns
- 2-Way replication - Modify data in the local schema, and replicate the changes to Salesforce.com
- Schema changes are automatically updated in the warehouse - no broken data model or integrations

CROSS-PLATFORM

- Easily fits into your corporate IT infrastructure. Windows or UNIX
- Compatible with PaaS platforms: AWS, Microsoft Cloud, Rackspace, etc.
- Use any database, including SQL Server, Oracle, MySQL, PostgreSQL, DB2, Sybase, GreenPlum, Actian Vectorwise, Teradata, Snowflake

ENTERPRISE INTEGRATION YOUR WAY

Salesforce Data Integration

Relational *Junction* ETL Manager minimizes the time and cost of data integration by using a familiar and powerful SQL interface to all data sources. On-Premise or Private Cloud deployment eliminates any privacy concerns.

FUNCTIONALITY

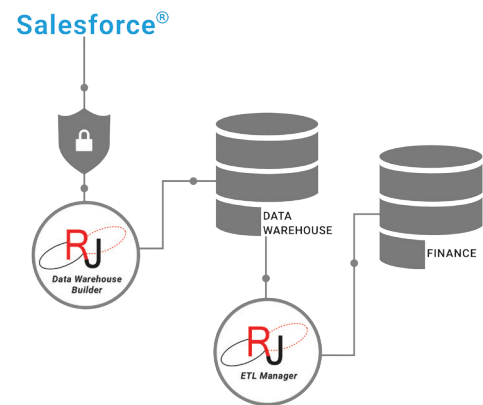
- Intuitive web User Interface
- Handles time zone changes between databases
- Automatic timestamp filtering for incremental logic
- Connects to databases, flat files, XML, or API-based applications.
- Standards-based SQL interface allows any SQL construct, including table joins & unions
- Enables complex business processing with database triggers, functions, and stored procedures

FAULT-TOLERANT


- Captures and logs rejected records
- Reports extensive load statistics
- Allows termination at point-of-failure or continuing with error logging of rejected records

EASE-OF-USE

- Developers are productive within minutes
- Compatible with source control tools
- Java for cross-platform compatibility on all hardware



DEPLOYMENT OPTIONS

|  RELATIONAL JUNCTION | On-Premise | Cloud | iPaaS | PaaS |
|--------------------------------------------------------------------------------------------------------------------|------------|-------|-------|------|
| Backup & Recovery | ✓ | ✓ | ✓ | ✓ |
| Reporting Data Warehouse | ✓ | | ✓ | ✓ |
| Data Integration | ✓ | | ✓ | ✓ |
| Highly sensitive customer data | ✓ | | | ✓ |
| Zero technology skills required | | ✓ | | |

ON-PREMISE: Relational *Junction* software loaded onto customer hardware. Complete flexibility for customer. No outside access.

CLOUD: Sesame manages all backups and performs recovery on request.

iPaaS: Integration Platform as a Service. Customer purchases a private server from Sesame Software, which in turn uses IBM Bluemix hardware that can be located anywhere the customer desires. Both customer and Sesame staff have full access.

PaaS: Platform as a Service. Amazon AWS, Microsoft Cloud, Rackspace, etc. Customer purchases hosted hardware, has exclusive access to hardware. No outside access.

PARDOT DATA WAREHOUSE

Deep-Dive Marketing Analytics

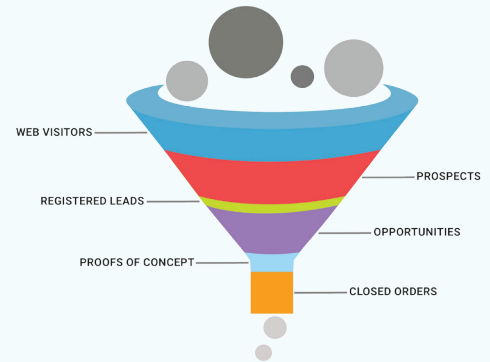
Relational *Junction* solves the problem of determining ROI:

- Where are we spending money?
- What is working and not working?
- Where could we justify spending additional resources?
- What can we eliminate without losing business?

THE SOLUTION: Pardot Reporting Warehouse

Build an on-premise warehouse from your Pardot marketing data

- Use any Business Intelligence platform
- Incremental load of Pardot data to a SQL database
- Measure Return-On-Investment for Marketing efforts
- Enhanced information with domains added to visitors
- Integrate with Salesforce.com Sales data with **Relational *Junction*** for full life cycle reporting of Prospects-to-Cash



DEPARTMENT BUDGET ANALYSIS

Provides technology that enables deep dive analysis of your campaign budget data.

CAMPAIGN ROI

Easily combines your campaign data from Pardot with the campaign and sales data from Salesforce to give your team an accurate assessment of campaign effectiveness.

TOUCHPOINT TO SALES CONVERSION METRICS

Leverages your marketing and sales data in Pardot and Salesforce to give you a data warehouse for reporting and analytics.

OPPORTUNITY GENERATION BY LEAD SOURCE OR CAMPAIGN

Provides greater insights into the number of leads, opportunities generated, potential revenue, and actual revenue.

ORGANIZATION EFFECTIVENESS

Knowing which touchpoints lead to sales helps guide organization activities. For example, **Relational *Junction*** may show that following a trade show, calling customers is more effective than a continued email campaign.

REVENUE GENERATION BY LEAD SOURCE OR CAMPAIGN

Provides multiple levels of data analysis to give the information you need to measure the effectiveness of campaigns and lead generation sources.

MARKETING CAMPAIGN EFFECTIVENESS

With so many campaign channels available, how do you know which one to continue using? **Relational *Junction*** provides insights into your Pardot data to view marketing metrics as well as a complete view of your sales pipeline.

