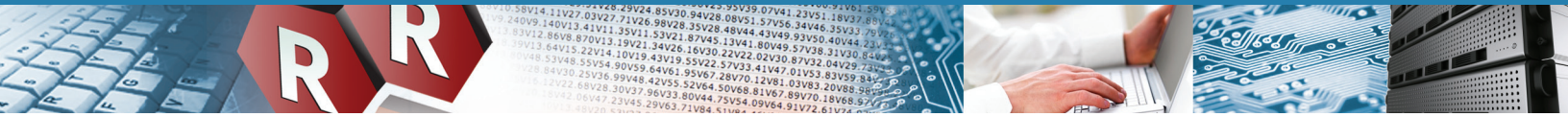


Riptide Reflection

Product Data Sheet



Reflection automatically creates a near perfect mirror image of your Salesforce database on a SQL Server database. Reflection is a Windows .NET application developed by Riptide that runs continuously as a Windows service and monitors all database changes—including data and structural changes—in your Salesforce database and makes the corresponding change within SQL Server.

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Description

Reflection creates a near perfect mirror image of your Salesforce database on any SQL Server 2005 or later instance. Reflection was developed using Microsoft .NET version 3.5 and runs continuously as a Windows Service on Windows 2000 Server or later.

Reflection installs in just a few minutes and requires minimal configuration and maintenance, and requires only three pieces of information to run: SQL Server login information, Salesforce login information, and the desired frequency of replication. Once running, Reflection automatically moves data from Salesforce and modifies the structure of the SQL Server database to reflect any changes made to Salesforce fields or objects including the addition of custom fields and objects.

Highlights

Intelligent Replication	Reflection monitors Salesforce and recognizes any changes made to the data or structure of your database and automatically updates the change in SQL Server.
Easy Setup & Configuration	Installs in just minutes and requires only one input screen to fully configure. No special training is required to configure or use.
Zero Maintenance	Once configured, there is no need for any interaction with Reflection.

Features & Benefits

Intelligent Replication — Reflection monitors Salesforce continuously and keeps SQL Server in sync. Reflection is aware of any and all changes that occur in Salesforce and updates SQL Server to reflect the changes automatically and without the need for user intervention. There is never a need for data mapping, and Salesforce administrators can make changes to the Salesforce system without disrupting the replication process.

Simplify Reporting & Analysis — Having a local copy of your Salesforce data allows your developers and analysts to access your data using tools and techniques they are familiar with. There is also no need for training to learn to use any proprietary data access languages or tools.

Simplify Integration — Reflection brings all the Salesforce data into your local environment allowing your organization to easily move that data into other systems without developing custom web services code.

Share Sales Information More Easily — Share sales and customer information with the people inside and outside your organization who need it but who don't have direct access to Salesforce due to business rules and security controls.

No Training Necessary — Reflection requires no special training to install or configure, and once it's running, it doesn't require any user interaction.

Improved Data Access Performance & Indexing — Your Database Administrators will be able to tune and optimize SQL Server to improve the performance of queries and reports.

Requirements

- ▶ Salesforce Editions: Enterprise, Unlimited, Developer
- ▶ Windows 2000 Server or greater, or Windows XP or greater
- ▶ SQL Server 2005 or later
- ▶ Microsoft .NET 3.5

Specifications

Type	External
Publisher	Riptide
Website	www.RiptideCloud.com/products/reflection