



## FEATURES

- Integrates transparently maintaining existing user and customer interfaces
- Sends files or folders of any size
- Implements without downtime or a learning curve
- Advanced security for compliance
- Provides enterprise-class reporting and auditing
- Enables visibility into customer’s download behavior
- Sends globally rapidly and without delays caused by high latency and bad connections
- Offers guaranteed and certified delivery



## CHALLENGE

Salesforce, one of the world’s most popular Customer Relationship Management (CRM) solutions, allows companies to combine business processes, people, and technology to achieve goals of gaining and maintaining customers. Salesforce allows users to centralize business contacts, organize tasks and reminders, generate and track new leads, manage the opportunity pipeline, and get forecasts at the click of a button. By giving users this ability to centrally manage all customer interactions, from anywhere and at any time, Salesforce has acquired more than 2 million users and 100,000+ customers.

Salesforce, however, does have limitations on file size and storage, and it does not allow tracking of files. These problems can leave a business looking for additional solutions that enable a user to send large files, but which still lack tracking and security. Even worse, information about this valuable communication with the customer is not integrated and stored with the rest of the customer’s history in Salesforce, lowering the reliability of forecasts and predictions about prospects.



## SOLUTION

The Thru Managed File Transfer Platform fully integrates with Salesforce to remove size and storage limitations, while also enabling secure tracking and exchange of files. Thru allows files or folders of any size to be securely and quickly sent to anywhere in the world without any special training or assistance required from the IT staff, and without disrupting the normal workflow in Salesforce. Files are also easily downloaded by the customer, though they remain completely secure. As the customer clicks on the link to download files, the user is immediately notified and the action is automatically stored in the customer’s history. By adding all of this functionality, Thru supplements one of the world’s most popular CRMs to make it a more complete solution for managing all aspects of customer relationships.



## BENEFITS

Thru provides benefits to companies using Salesforce, enhancing ability for both the users and the administrators of the solution.

### Users:

- Provides a secure, easy-to-use platform, for managing and exchanging files, folders, documents containing data such as proposals, quotes estimates, specifications, design drawings and contracts.
- Maintains the existing user and customer interface, avoiding any change in workflow or learning curves.
- Delivers complete and accurate visibility into customers’ or partners’ behavior, giving a more accurate picture of who the customer is and what they will likely do.
- Enables files or folders of any size to be sent and stored, freeing employees from having to search for alternative and insecure ways to send files.

### Administrators:

- Secures and tracks files for regulatory compliance.
- Low latency and fast connections allows for quick transfers across the globe.
- Providing enterprise class reporting, allowing management and users to drill down and generate comprehensive information on internal and external user and file activity.



# DATASHEET: Salesforce.com Connector



## MORE about Thru's Salesforce.com Connector

Transparent integration ensures that there will be no disruption of workflow. Since Thru only runs in the background, the existing user and customer interfaces are maintained, while also allowing your customized branding to preserve your company's image and messaging. Also, since there will no longer be a need to deploy alternative solutions to send files, all of the information about a customer will be maintained on Salesforce in one central location. This gives complete visibility into the customers and knowledge of which files customers are downloading. Predictions, forecasts, and other models will be improved with the inclusion of all of this information. Using meta data, Thru reduces handling errors and improves management of sets or groups of files. Tracking the download of individual files and complete packages allows automatic revenue recognition.

Choose which Thru site to use	
Configured Thru Sites	
Select	Site Description
Select	San Jose demo site
Select	Australia demo site
Select	Europe demo site

Case 00001035

Case Comments [0] | Attachments [2] | Case History [1]

Case Clone Thru Email Thru Audit

Status New

Priority Medium

Contact Phone

Contact Email Demo User

Add Attachments

Attachment Type: Thru Folders

Folder Name: Thru Files

Tags: Salesforce Case Attachment, Salesforce Documents, Salesforce Folders

```

/COMMON
/COMMON/Software Application 1
/COMMON/Software Application 2
/COMMON/syncThru
/COMMON/syncThru/Incoming
/COMMON/syncThru/Incoming/FromAUS
/COMMON/syncThru/Incoming/FromAUS/testUploadMir78
/COMMON/syncThru/Incoming/FromAUS/testUploadMir78/folder1
/COMMON/syncThru/Incoming/FromEU
/COMMON/syncThru/Incoming/FromEU/testUploadMir78/folder1
/COMMON/syncThru/Incoming/FromEU/testUploadMir78/folder2
/COMMON/syncThru/Incoming/FromEA
/COMMON/syncThru/Incoming/FromEA/testUploadMir78
/COMMON/syncThru/Incoming/FromEA/testUploadMir78/folder1
/COMMON/syncThru/Incoming/FromEA/testUploadMir78/folder2
/COMMON/syncThru/Outgoing/ToEU
HOME
/HOME/Adelta
  
```

With the Thru Connector for Salesforce, users send files or folders of any size to any location rapidly. Leveraging Thru's Content Delivery Network (CDN) with file acceleration technology, users can quickly transfer files to any location worldwide, without delays caused by high latency and bad connections. Emails can be composed with attachments of files or folders with the option of adding a secure message, all while being directly integrated into the Salesforce user interface.

Finally, Thru provides file tracking and layered security for compliance, auditing, and reporting. Layers of security include data encryption in transit and at rest, passwords, expiration dates for downloads, and information rights management. The "Thru Audit" function allows users to quickly pull legal-grade records that are associated with individual files or folders along with the associated messages. All users and administrators can use this function to drill down and generate comprehensive information on both internal and external user and file activity. For even more security, guaranteed and certified delivery of documents is available, with simple management and tracking of all transactions through automatic email notifications.



## ABOUT THRU

Thru provides a globally deployed cloud-based Managed File Transfer platform that delivers the reliability, flexibility, scalability, and security needs of enterprise customers. Thru enables both ad hoc file transfers and programmatic movement of files among cloud applications or between cloud applications and on premise.

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