



Merfantz Technologies Pvt. Ltd

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Website integration with Salesforce

STORY:

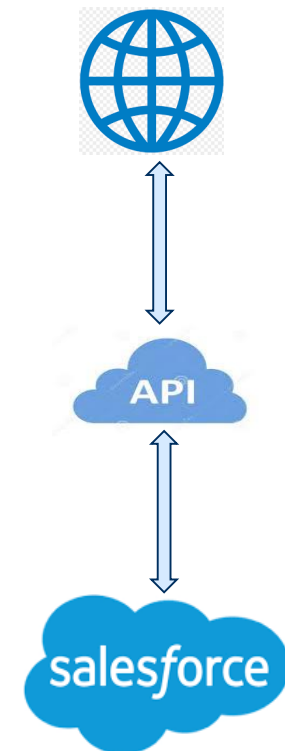
One of our valued customer uses Salesforce as their Customer Relationship Management (CRM) software. Salesforce is a platform on which you can organize all of your business contacts, products, vendors and their leads.

They also do have a public site for selling their products online. It is built on the different platform altogether.

The Challenge:

- 👉 A lot of online signups with the customer's contact details (like First name, Last Name, Email and phone number, address, company name) can occur on their company's website on daily basis.
- 👉 Customer wants all the emails sign ups and online orders should flow to the salesforce to maintain their customer relationship to track the order history.
- 👉 They needed new solutions to integrate their public site to Salesforce with a secure way

Process Flow



Website integration with Salesforce

The Solution:

- 👤 This is where Salesforce Integration comes in. Each platform has its own way of integrating Salesforce pages. With a Salesforce Integration, you can make data publicly available on a website, but only the data you choose to share.
- 👤 You can allow users on your public website to enter information and have that information flow directly and securely into Salesforce.
- 👤 The Force.com REST API provides you with a powerful, convenient, and simple Web services interface for interacting with Force.com.
- 👤 Its advantages include ease of integration and development, and it is an excellent choice of technology for use with mobile applications and Web 2.0 projects.
- 👤 The REST API is accessible from any programming languages, such as PHP, Ruby, .NET, or any other environment