

Reduce time, complexity, costs and effort

Automate your SAP to Salesforce® migration

The benefits of a Salesforce CRM cloud migration are plentiful.

The complex data migration itself? **Painful.**

- Costly extraction, transformation and loading (ETL) tools often required
- Complex and painful data loading process
- Time-consuming, error-prone mapping and transformation of source and target fields



Simplify your transition from SAP to Salesforce with data migration accelerators from IBM



Reduce time

- Uses preconfigured flexible mapping and transformation logic for accounts, contacts, tasks and opportunities objects
- Extends mapping and transformation logic to other Salesforce standard/custom objects, saving time and effort
- Adapts mapping files to specific fields and objects



Reduce complexity and costs

- Creates intermediate documents and extracts data into CSV files
- Automates one-time or recurring end-to-end data loads
- Eases troubleshooting and audits with user-friendly logs
- Works with or without ETL tools



Reduce effort

- Automates the data migration process from SAP to Salesforce with a single tool

For more information, contact your IBM representative or visit ibm.com/services/us/en/salesforce/index.html

Have questions?

Get answers more easily using IBM Watson™ cognitive assistant for Salesforce® Service Cloud™

Searching for customer service solutions can be difficult.

“By 2020, 50 percent of all business analytics software will incorporate prescriptive analytics built on cognitive computing functionality.”¹



Watson cognitive solutions, like the [Retrieve and Rank Service](#), make finding answers through Salesforce Service Cloud easier.

It searches through thousands of company knowledge articles for faster, more relevant results.



Key features and benefits

- Delivers higher quality, relevant results more quickly
- Uses natural language to search through thousands of company knowledge articles
- Includes easier-to-install packaged cognitive assistant app
- Helps automate case resolution through all channels, including phone, email, web, communities, Chatter and the Salesforce1 mobile app
- Helps improve customer service representative productivity
- Reduces the need to index large inventory of knowledge or help desk content
- Helps decrease support costs
- Drives rich user experience through self-service
- Provides next best action/offer based on company's knowledge base



IBM Watson can provide industry-leading cognitive analytics, helping:

- Drive innovation
- Find answers for complex questions using natural language
- Process insights and patterns from unstructured data
- Cultivate customer-activated enterprise for better customer satisfaction
- Extend solutions into any industry and Salesforce solution

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1. IDC FutureScape: Worldwide Big Data and Analytics 2016 Predictions. November 2015. Doc #259835.
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