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# Sentinel EMS
## Salesforce.com Connector

> Establishing a strong interface between the system that generates and manages your software licensing and entitlements and your Salesforce CRM system is a vital part of any successful licensing solution and can provide invaluable insight about your customers.

Without an interface connecting these two systems, tedious, manual work is necessary to associate customers with their respective license entitlements. Now with the availability of the Sentinel EMS Salesforce.com CRM connector, associating customer information with entitlement ID's has never been easier.

## Overview

The Salesforce.com connector for Sentinel EMS is a simple, yet powerful add-on that provides software publishers with an instant link between their existing Salesforce.com CRM and the Sentinel EMS system.

The Sentinel EMS Salesforce.com connector allows you to manage and track all your Sentinel EMS account entitlements content, activations data, status and consumption directly from your existing Salesforce.com platform. ISV's can associate entitlements, licenses and activation information with Salesforce.com accounts as customized objects.

## Key Benefits

**Marketing:**
> Track product adaptationand license usage acrosscustomers allowing up-sell andadd-on sales opportunities.
> Improve marketing campaignsbased on products purchased and deployed.

**Sales:**
> Plan and launch up-sellingcampaigns based on existing customer install base.
> View into upcoming licenseexpirations allowing for proactive engagement on license renewals.

**Customer Service:**
> Access updated data,customer license entitlement, and consumption statusdirectly from Salesforce.com.
> Provide full visibility on trial to purchase statistics.

Various organizational bodies (such as sales, product management, marketing, and customer service) have access and can query these objects directly by using the Salesforce. com reporting tools while creating real time and batch reports.

Extended visibility from Salesforce.com into Sentinel EMS provides your sales team the right tools to better manage the customer relationship beyond the initial sale, allowing increased profitability, customer satisfaction, and customer retention.
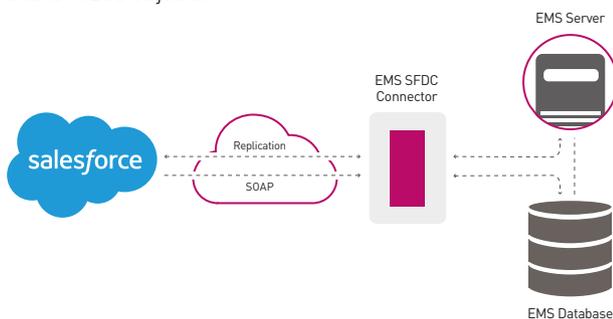
## Key Benefits for your organization and businesss

> **Sell more** – know exactly which customer licenses are used and which are about to expire, allowing for automatic renewal and up-sell opportunities

> **Plan ahead** - enable your sales team to plan, launch, and execute sales campaigns based on existing customer install base

> **Adapt** - empower your marketing team to track sold products and license usage across install-base, in turn allowing for improved up-sell campaigns

> **Centralized information database** – gain better visibility and customer management as a direct result of lowered ongoing training and operational costs

> **Proactive customer service** - grant your customer service team access to the most updated data on customer license entitlement and consumption status directly from Salesforce.com.

> **Reduce costs** – decrease setup time, maintenance costs, or any additional overheadImprove marketing campaignsbased on products purchased and deployed.

## Sentinel EMS Connector Bidirectional synchronization

| Synchronize Salesforce.com to Sentinel EMS | |
|---|---|
| Accounts → Customers | Automatically replicate Salesforce.com accounts into Sentinel EMS customers, ensuring that all entitlements and activations are associated with their respective Salesforce.com accounts. |
| Products → Products | Automatically replicate Salesforce.com products to Sentinel EMS products. Create a product in Sentinel EMS which upon activation produces a license that is directly tracked from Salesforce.com. |

| Synchronize Sentinel EMS to Salesforce.com | |
|---|---|
| Entitlements→ Entitlements Custom Objects | Replicate Sentinel EMS entitlements to Salesforce.com as new generated customized objects. Automatically associate the latest entitlements in Salesforce.com to their corresponding accounts and products. |
| Activations→ Activation Custom Objects | Replicate EMS activations to Salesforce.com as new generated customized objects. Generate account data such as activation date, activated Salesforce.com saleable product, license string, and duration. |

## Synchronization Process

The synchronization of Sentinel EMS and Salesforce.com (accounts, product activations, entitlements) can be synchronized either manually, running batch reports, or using the built-in scheduler. The scheduler allows synchronizing the two systems based on a predefined time interval. Filter definition is included to replicate only the relevant objects from SFDC.

## Flexible Deployment and Maintenance

The Salesforce.com connector for Sentinel EMS contains two components:

> The Sentinel EMS Connector: The connector is a web service which may be installed on the Sentinel EMS server as an add-on or on a separate server. The connector "listens" to incoming replication requests from Salesforce.com and performs them as defined.

> A Salesforce.com Ecosystem: The Salesforce.com application package contains a scheduled or manual process which replicates entitlements and activation data from Sentinel EMS into Salesforce.com as custom objects and Salesforce.com accounts and product to Sentinel EMS. The new generated custom objects are automatically associated with the appropriate Salesforce.com account and product(s). Various organizational bodies (such as sales, product management, marketing, and customer service) can query those new custom objects directly from Salesforce.com in real time or by creating custom reports.

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