

Belarus .NET User Group

Apatar Launches Hosted Salesforce.com and QuickBooks Integration, Slashes Deployment Time by a Factor of Ten

Apatar, Inc., the leading provider of open source software tools for the data integration market, today launched Apatar On-Demand for Salesforce.com CRM and QuickBooks accounting software. Apatar On-Demand Edition is a hosted service that synchronizes order data between Salesforce.com CRM and desktop QuickBooks accounting software. It was designed for business users, so the process of setting up the integration link does not require technical skills. Apatar On-Demand Edition for Salesforce.com and QuickBooks allows running one- or two-way, recurring or one-time synchronization of account, contact, order, and opportunity data, while preserving links between tables in both Salesforce.com and QuickBooks.

Designed specifically to avoid double entry, subscription to Apatar software also includes embedded data quality service. To free its users from manual data upkeep, Apatar software searches and removes duplicate accounts every time it synchronizes order data.

Apatar On-Demand is available on AppExchange at https://www.salesforce.com/us/appexchange/detail_overview.jsp?id=a033000005kn33AAA

Why Salesforce.com and QuickBooks users should care?

According to Forrester Research, 66% of North American and European enterprises are afraid to adopt SaaS applications due to integration issues. Apatar On-Demand solves this problem by providing easy-to-use integration and synchronization of data between Web-based and desktop applications. A recent survey by Kelton Research confirms the enterprise's increasing interest in on-demand services, with nearly 73 percent of large companies saying they had adopted or plan to adopt SaaS in the next 18 months.

Quotes

"The days when Salesforce.com users had to wait for weeks before they could see customer order histories are gone," said Renat Khasanshyn, the founder and CEO of Apatar. "Today these users can be up and running in 30 minutes or less."

Features and benefits:

- Accelerate billing
- Shorten collection cycles
- Eliminate duplicate order data
- Avoid double entry and manual coding
- Quickly process new and existing customer sales orders
- Arm your sales and customer service representatives with key information, including customer sales history and up-to-date product data
- As easy as synchronizing your BlackBerry!

Supported QuickBooks editions include QuickBooks Pro, Premier, Enterprise 2003, and, later, QuickBooks 2007.

About QuickBooks

QuickBooks is the nation's number one selling accounting software package with more than three million small business customers and more than 250,000 accountants who use and support it. Building on Intuit's trademark ease of use, QuickBooks simplifies key business tasks, saves businesses time with new inventory management and accounting controls, and delivers faster performance for mid-market businesses. QuickBooks also adds a single, visual view of an entire business and key tasks, customized for each company's needs, so information is never more than two clicks away. For more information on the QuickBooks line-up of products and services, please visit www.quickbooks.com.

About Apatar

Apatar is the leading provider of open source software tools for the data integration market. With powerful Extract, Transform, and Load (ETL) capabilities, Apatar enables its users to easily link information between databases (such as MySQL, Microsoft SQL, Oracle), applications (Salesforce.com, SugarCRM), and the top Web 2.0 destinations (Flickr, Amazon S3). Apatar provides support, training, and consulting services for its integration solutions. Headquartered in Western Massachusetts, Apatar operates a development center in Minsk, Belarus. Apatar is currently used by 4000+ organizations and individuals worldwide. For more on Apatar, please visit www.apatar.com and <http://www.apatarforge.org>.

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