"Pervasive's software has allowed Eloqua to focus on our key value proposition without having to develop custom code, so that we can bring up new customers with complete CRM integration in a fraction of the time formerly required. The integration agent is a very elegant solution for reaching legacy applications behind the firewall."

**– Steven Woods,
Chief Technology Officer and Co-founder, Eloqua**

About Eloqua

Founded in 1999, Eloqua provides the leading integrated demand generation platform for executing, automating and measuring highly effective business-to-business marketing programs. Eloqua's Conversion Suite combines email, direct mail, chat and website analytics to drive the entire marketing process from contact to close, while making prospect interest and intent visible at every step. Eloqua also automates best practices in demand generation for B2B marketers who need to produce a continuous flow of qualified leads for their sales force.

About Pervasive Innovation and Cloud Capabilities

The cloud-based Pervasive integration agent pulls data from, and inserts updates into, the SalesLogix system. Eloqua instructs the agent to simply carry data forward from the back-end system and publish it as an XML data service at the edge of the enterprise. For future changes, Eloqua can auto-generate dynamic mapping for custom data exchange flows.

Pervasive Cloud Integration Allows Eloqua Customer to Leverage SalesLogix and Cloud-Based Eloqua Conversion Suite

Near-Real-Time Data Integration Offers High ROI

EXECUTIVE SUMMARY

Eloqua's innovative Conversion Suite platform is a well-regarded SaaS solution that helps marketers execute, automate and measure advanced, multichannel business-to-business marketing programs. When its customer wanted a quick-turn integration solution to extend its SalesLogix CRM capabilities and leverage Conversion Suite, Eloqua teamed with Pervasive to bring about a high-value, high-ROI cloud-based data integration remedy.

CHALLENGE

Eloqua's customer relies on CRM to close deals and drive revenue. "For us, integration between Eloqua Conversion Suite and SalesLogix CRM is absolutely critical to keeping our marketing and sales teams on the same page," said the customer. To achieve this requirement and meet project timelines, near-real-time integration between Eloqua's Conversion Suite and the SalesLogix CRM system had to be implemented rapidly – within hours – and serve as a "gateway" to improve the customer's leverage of its CRM assets.

SOLUTION

Pervasive quickly delivered a SalesLogix integration agent in the cloud to work in concert with Eloqua—doing so allowed a "gateway" to be installed at the customer site, enabling Eloqua to access and update campaign data through the firewall to achieve seamless cloud-to-on-premises integration.

The cloud-based Pervasive integration agent pulls data from, and inserts updates into, the SalesLogix system. Eloqua instructs the agent to simply carry data forward from the back-end system and publish it as an XML data service at the edge of the enterprise. For future changes, Eloqua can auto-generate dynamic mapping for custom data exchange flows.

The gateway enables Eloqua to seamlessly touch the customer data just as if the customer used a hosted CRM solution. The solution also can be extended to integrate with a range of Eloqua customers, regardless of whether they have traditional or custom CRM systems. By incorporating reusable process flows, the Pervasive-powered integration approach can support Eloqua's full marketing automation offering at multiple customer sites to leverage CRM data, including legacy, hosted and packaged application data.

BENEFITS

Flexibility. Having built its ASP integration architecture around Pervasive Integration Agent, Eloqua now has greater flexibility to manage and update the integration processes for this or other customers, whether they use hosted CRM software and/or deploy a lightweight "integration agent" as a Web service at the edge of the customer's firewall.

Agility. Without custom code, the reusability-oriented Pervasive solutions lets Eloqua implement integration at customer sites rapidly and reliably.

Speed to revenue. Eloqua mapped the customer's business rules to the cloud integration framework in less than a day—a process that previously required weeks of effort—accelerating the speed to revenue.

Bi-directional. The cloud-based Pervasive integration agent pulls data from, and inserts updates into, the SalesLogix system.

CONCLUSION

Pervasive provides Eloqua with a cloud-based "integration agent" to pull data from, and insert updates into, its customer's on-premises SalesLogix system. Eloqua now has a key competitive advantage in implementing rapid, repeatable solutions for integration to customers' CRM systems, whether hosted or on-premises. This type of integration enables clients to gain the full benefit of Eloqua's offerings by creating ever-evolving "closed-loop" marketing processes that improve marketing effectiveness, visibility and accountability. In this customer's case, its marketing and sales personnel are on the same page, and closing sales at a faster pace, thanks to robust, fully employed, near-real-time CRM integration with Conversion Suite.

More About Pervasive DataCloud 2

Pervasive Software now offers Pervasive DataCloud 2 to meet the needs of organizations large and small who want to include cloud computing and data services as a part of their IT infrastructure. Pervasive integration running on Pervasive DataCloud 2 can enable organizations to migrate or integrate even large amounts of data between on-premises and cloud endpoints within very tight timeframes.

Built on Amazon Web Services (AWS), Pervasive DataCloud 2 is geared to deliver rapid customer solutions. Not only rapid, Pervasive DataCloud 2 solutions are reliable, scalable and secure. With Pervasive DataCloud 2 on AWS, IT departments and developers now have the convenience of enabling on-demand data services without having to worry about hardware maintenance, software updates, etc.

What Pervasive DataCloud 2 offers

Raw Engines and Workflow – Developers can use Pervasive Data Integration, Profiling and Pervasive DataRush™ engines, as well as our Workflow Designer.

Core Data Services – Developers can access Pervasive connectivity (adapters) to on-premise endpoints using Pervasive DataCloud agent technology. Also available are a Data Sort Service and Database, among other emerging services.

Rich Composite Data Services – Developers can provide data services that incorporate data loading, data matching, profiling, transformation data mining and analytics, including k-means, Levenshtein Edit Distance and Jaro.

CS0210E01