

Salesforce Connector Kit & Salesforce Application Kit for Publishers



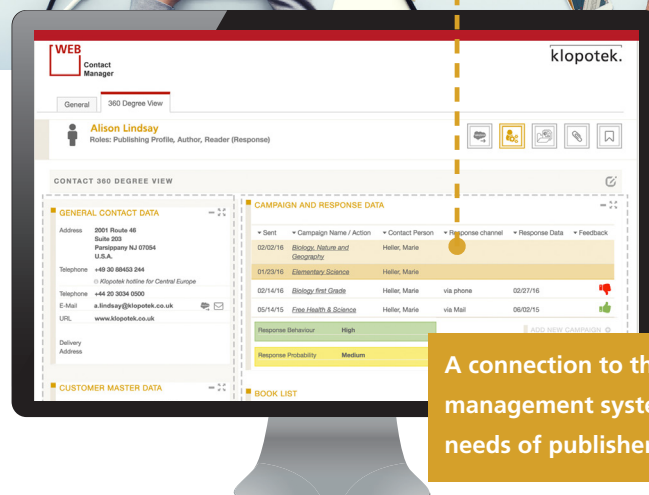
Klopotek STREAM

Klopotek's smart connection to Salesforce including dedicated widgets in our STREAM apps

With Klopotek's unique CRM solution, you can address the right person with the right information at the right time – browser-based and on all types of devices. This can only be made possible by offering a full and seamless integration of various specialized technologies, each of them a leader in their specific functional segment.

To plan, develop and coordinate marketing activities in the CRM solution, Salesforce is fully integrated into Klopotek for state-of-the-art opportunity management and marketing automation.

Klopotek's connection to Salesforce is purpose-built for the needs of publishers, especially in the field of Education. Establishing a connection between Klopotek and Salesforce can help to reduce the administrative overhead in your organization and to provide better insights into consumer behavior.



A connection to the leading opportunity management system purpose-built for the needs of publishers

KEY FEATURES AND BENEFITS

- Full integration of Salesforce into Klopotek for state-of-the-art opportunity management and marketing automation; part of the CRM Solution
- Helps to reduce the administrative overhead in your organization and to provide better insights into consumer behaviour
- STREAM Salesforce Connector Kit & STREAM Salesforce Application Kit for Publishers
- Both kits can be modified and extended to offer additional integration capabilities (such as a direct integration with a web shop) or functionalities (such as automated business processes like lead nurturing, conversion and opportunity creation)
- Key information from Salesforce is available in Klopotek STREAM (e.g. Contact Manager): in configurable widgets on your individual dashboard
- Dedicated team of Salesforce consultants and developers at Klopotek; short projects

Two kits are available on STREAM – Klopotek’s cloud-based platform for optimized user interaction on computers and mobile devices – for enabling a seamless connection to Salesforce tools:

STREAM Salesforce Connector Kit

This kit is an essential solution for providing interfaces and integration:

- Interfaces to business partners, orders, and products in Klopotek
- Integration with Microsoft Outlook® and web platforms (e.g. Liferay)
- Integration with marketing automation software

STREAM Salesforce Application Kit for Publishers

This set of tools helps with:

- Opportunity management
- Managing booklists / leads / orders from a web shop
- Establishing connections to mobile apps

Modifications & extensions made easy

Both the Connector Kit and Application Kit can be modified and extended to offer additional integration capabilities (such as a direct integration with a web shop) or functionalities (such as automated business processes like lead nurturing, conversion, and opportunity creation).

Configurable widgets make information from Salesforce available in STREAM apps

Key information from Salesforce is available in Klopotek STREAM: in configurable widgets on your individual dashboard. If you click a button in Salesforce, you will be taken to the Contact Manager (or any other app that is connected) to the following widgets:

- Campaigns Salesforce
- Adoption Status Salesforce
- Opportunities Salesforce
- Contact Activities Salesforce

Klopotek has its own dedicated team of certified Salesforce consultants and developers, so setting up Salesforce and both kits can happen quickly.

