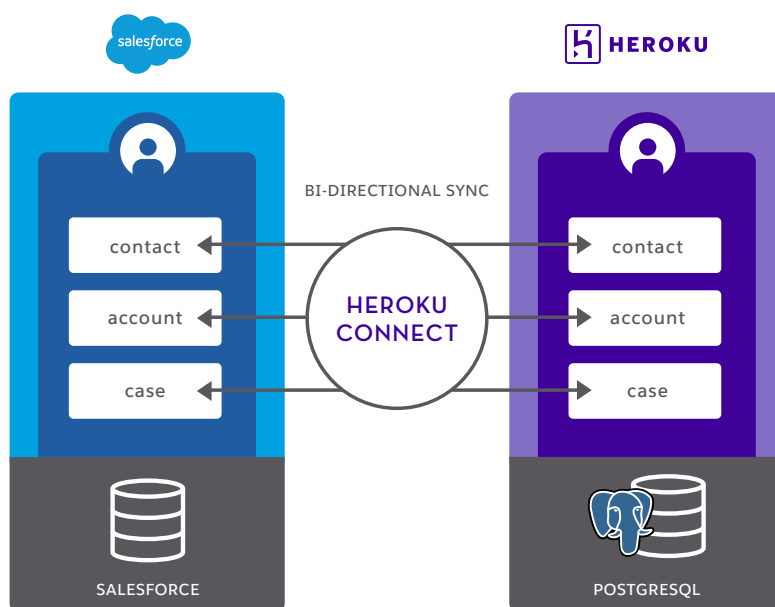


# Heroku Connect

## Unleash the power of your Salesforce Data

### Product Overview

Heroku Connect is a data integration service that synchronizes data between your Salesforce organization and a Heroku Postgres database. Using Heroku Connect with Heroku Postgres, you can build applications that interact with your Salesforce data using your favorite tools, including all languages and frameworks supported by Heroku. Easily configured with a point and click UI, it's simple to get the service up and running in minutes – no coding or complex configuration is required.



### Product Highlights

Connect multiple Salesforce orgs and build apps that provide a 360 view of your customer

Easy click-based UI for bi-directional data sync with Heroku Postgres

Meet regulatory compliance needs with Heroku Shield

Extend your Salesforce Data into Postgres to deliver new business opportunities



# Key Product Benefits

## Data Replication and Data Proxy

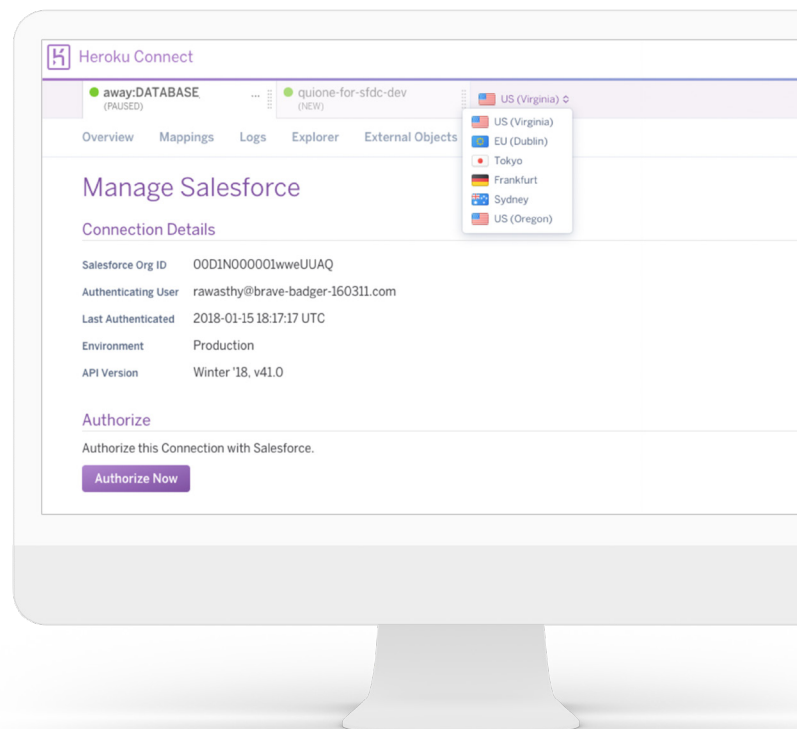
Heroku Connect provides both data replication and data proxies for Salesforce. Data replication synchronizes data between Salesforce and a Heroku Postgres database. Depending on how it's configured, the synchronization is either one way or bidirectional. Heroku Connect also provides a data proxy to Salesforce through the OData protocol using Heroku External Objects. Heroku External Objects provides an OData wrapper for the Heroku Postgres database that Heroku Connect maintains a connection for. This feature allows other web services to retrieve data from within the specified Heroku Postgres database using RESTful endpoints generated by the wrapper.

## Point and click configuration

Configure Heroku Connect through a Web UI that is easy for either developers and Salesforce business users to set-up and manage. Choose Read-Only or Read/Write mode. Map as many Salesforce objects and fields as you need. Heroku Connect replicates your Salesforce data model inside Postgres and supports all standard and custom Salesforce objects.

## Optimized Lightning Platform interactions

Heroku Connect uses a variety of methods to optimize interactions between a Heroku Postgres database and the Lightning Platform APIs, including SOAP, Bulk, Streaming and other batch processes. Choose the objects and attributes you want to map between the systems and commit. The synchronization process will operate automatically. The result: integrated application data across the Lightning Platform and Heroku.



## Streamlined developer experience

---

Heroku Connect provides a way to cleanly separate Salesforce API interactions from application code. Build applications on Heroku that use the leading open source database, Postgres. Perform data transformations inside Postgres using standard SQL. Developer centric Heroku Connect features like detailed logs, subscription notifications, and replication of setup across environments via configuration files improve developer workflow.

## Repeatable automation

---

Heroku Connect provides an API to automate the creation, maintenance, and monitoring of sync operations. This endpoint helps with tasks that most need repeatable automation, such as: consistent configuration across development, staging, and production environments; managing connections across multiple Salesforce deployments, and integrating Heroku Connect status with existing operational systems and alerts.

## Heroku External Objects

---

Heroku External Objects allows you to make data in a Heroku Postgres database available within your Salesforce deployment to create, read, update, and delete. You can build sophisticated apps in Heroku and have your application data exposed in Salesforce business processes, allowing you to create seamless experiences, while keeping all of the data in Heroku Postgres. Used with Salesforce Connect, Heroku External Objects is available as part of Heroku Connect.

## Leverage the power of Heroku Postgres

---

Heroku Postgres is a SQL database-as-a-service that lets you focus on building your application instead of messing around with database management. With features like forking and following, data rollbacks, data clips, and multi-ingress, working with Postgres has never been more powerful and intuitive. Continuous data protection, automatic health checks, and high availability at the premium level means you can scale without worry.



---

**5x**

*Faster Data Sync  
with bulk-writes to  
Salesforce compared  
to SOAP API option*

---

---

**15B+**

*Rows of Customer Data  
across 6 Global Regions*

---

*Easily handles*

**1B+**

*Records*

A stylized illustration of a steep, rocky mountain peak. The mountain is rendered in shades of brown and tan, with green trees at its base. The peak is jagged and appears to be a significant geographical feature.

# Common Use Cases

## Integrate external data with business processes in Salesforce

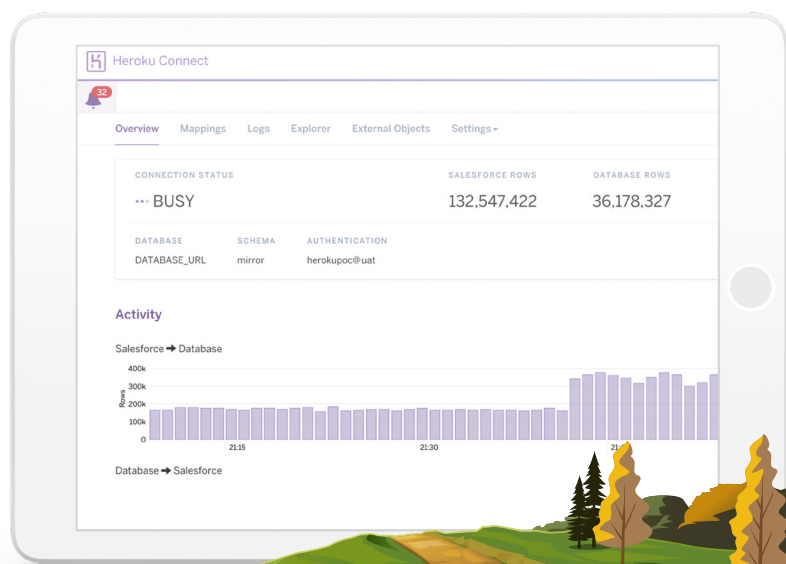
With Heroku Connect and Heroku External Objects, you can expose app data stored in Heroku Postgres inside Salesforce and vice versa. Then use that data in business processes such as service case management. View and update ecommerce order details, external device status, or service requests.

## Offload complex processing for faster insights

Queries in Salesforce can slow down depending on data storage configurations and limitations with SOQL. For complex processing, selected data can be offloaded into Heroku Postgres for faster processing with your SQL scripts and Heroku features such as Fork and Follow that enable cloning and horizontal scaling of your data. Queries on your Salesforce data in Postgres do not count toward Salesforce API limits.

## Connect multiple Salesforce orgs for a 360 view of customer

Using Heroku Connect, customers can connect multiple Salesforce orgs to develop a data agility layer that allows disparate information to be sourced into a single repository. Access that data using standard SQL for a variety of use cases that lets you learn more about customer behavior and preferences.



## Learn More:

### Salesforce Integration:

<https://sforce.co/2raSxm2>

### Quick Start Guide:

<https://sforce.co/2jmTyn3>

### Guide for Developers:

<https://devcenter.heroku.com/articles/heroku-connect>

### How to Get Started with Heroku Connect:

Contact your account executive, visit [heroku.com/connect](https://heroku.com/connect) or call 1-844-463-0828 today