

Salesforce MAM Bridge

Salesforce.com is an enterprise grade customer relationship management (CRM) application that is provided in a software as a service (SaaS) model. Salesforce.com is currently the most commonly used CRM application within the world's largest organizations.

Salesforce.com Media Asset Management (MAM) bridge provides the missing component in the marketing asset management systems. Usually MAM systems are used by creative departments of the marketing organizations. Content created by the marketing departments are placed in MAM systems and are approved for general use after going through several workflow steps. Once the content is approved and ready for distribution, MAM systems don't connect very well with the end users of this content. In majority of the organizations, end users are sales people trying to sell the company's products out in the field. Salesforce bridge allows the sales staff to access the approved marketing materials within their sales tool.

Salesforce MAM bridge allows DAM and MAM applications to expose the general use assets such as PDFs, PPTs, product images, product demo videos and illustrations within Salesforce.com. Users can easily download this content with a single click or email it to their contacts and leads directly from Salesforce without downloading. The email record is stored in the activity history of the contacts. Using different format conversions, the system can also create customized versions of the brochures such as a PDF document including only the product images that the prospect is interested in.