

# OpenText Content Management for Salesforce FasTrak

Fast track the integration of Salesforce® with best-in-class Enterprise Content Management (ECM) to content-enable your critical customer relationship management platform processes they need to master modern work



## Benefits

- Faster go live Rapidly integrate with Salesforce®
- Foundation: Add value to Salesforce with a leading-practice approach
- Flexibility: Integrate with Salesforce Sales, Service, Marketing Cloud with many use cases
- One-team accountability: Services, Support and Engineering

OpenText™ Content Management for Salesforce® efficiently and intuitively brings content into context by seamlessly linking unstructured content, such as documentation, to the related structured data in Salesforce®. In doing so, business users are more effective and efficient in executing key business processes. The OpenText Content Management for Salesforce FasTrak is the best foundational project to integrate OpenText and Salesforce and solve a business need, while mobilizing your project team so it can build upon that first success to expand your return on the investments in OpenText.

This FasTrak project integrates OpenText Content Management for Salesforce with Salesforce and content-enables one business process of up to three Salesforce business objects. The solution can be used for a myriad of business use cases associated with line of business and administrative functions.

Functional outcomes include a tight, productized (not custom) integration between Salesforce business objects and OpenText Content Management for Salesforce business workspaces, tuned to meet customer requirements. Business users of Salesforce can easily access content such as documents,

## Use case: Global health services provider

OpenText Professional Services content-enables business applications (Salesforce®, SAP® SuccessFactors®) and Microsoft® Office 365® using OpenText Content Management to enable enterprisewide business transformation.

Business Partner Workspaces were configured so they can be created by either of the leading applications. Business users now have access to customer files regardless of whether they are an SAP user or a Salesforce user. Users have access to all customer files without having to change their main business application with no need to duplicate customer files.

**“The team has been very supportive of our efforts to reach the go-live in time.”**

Director of SAP Technology

emails and videos related to the Salesforce business objects they work with. Equally valuable, non-Salesforce users can engage Salesforce processes via OpenText business workspaces, and other user interfaces where integrated (i.e. SAP® and Microsoft® Office 365®), to contribute to the business process. Both groups of users can continue to use interfaces familiar to them, improving effectiveness and user adoption.

## Go live faster and rapidly integrate with Salesforce

The FasTrak project can typically establish a fully operational solution in two technical environments (pre-production and production) in three months or less. This delivers faster time to value, mitigating risks associated with longer and more costly projects. It also positions your organization to take initial steps with the solution to further understand its value.

## Establish a foundation for adding value to processes in Salesforce

OpenText’s leading-practice approach and tools not only ensure a rapid deployment but also build a solid foundation for your team as you entertain other use cases to enhance with the OpenText Content Management for Salesforce solution.

The OpenText Learning Subscription included in the FasTrak project provides one of your experts with all OpenText Learning Services content for one year and one product certification. Guidance and knowledge transfer from expert consultants and the wealth of content in the OpenText self-paced learning subscription align to help the solution’s business administrator build foundational knowledge.

## Benefit from flexibility with many Salesforce use case options

The solution can be used for a myriad of business use cases associated with sales business processes and customer service/support business scenarios.

The FasTrak is optimized for deployment in the OpenText™ Cloud and integrated with Salesforce. With expertise integrating with Salesforce, OpenText provides flexibility regardless of where you are on your Salesforce journey.

Similarly, OpenText customers preferring to deploy the solution on third-party cloud or off-cloud infrastructure can be easily accommodated with incremental services to address software installation.

## Extend Salesforce with confidence using product vendor experts

OpenText has delivered Salesforce solution extensions since 2015. Leverage OpenText’s years of experience integrating information management solutions with Salesforce. OpenText Professional Services brings leading practice and lessons learned to guide the team, simplify the design and maximize the business potential from your investment so you can have confidence in your path to content-enabling your Salesforce managed business.

As the product vendor, OpenText delivers as one team. You benefit from experts across the organization with shared mutual accountability for customer success and satisfaction. OpenText Professional Services is a global organization with more than 3,000 product-certified staff exclusively focused on enterprise information management solutions.

## Resources

### OpenText Software Implementation services

[Learn more >](#)

### Customer Success: Other stories about OpenText Content Management for Salesforce Solutions

[Read more >](#)

### OpenText Content Cloud (Cloud Managed Service for this solution)

[Learn more >](#)

### OpenText Content Management for Salesforce Solutions

[Learn more >](#)

## Related services

- [Advisory Services](#) helps customers maximize business value from information management investments through planning—your vision rendered as an executable strategy.
- [Customer Success Services](#) helps guide customers through every step of their OpenText journey—from onboarding to user adoption.
- [Learning Services](#), including [Training \(instructor-led via remote or in person, or self-paced\)](#) maximizes the effectiveness of your IT staff to understand the modernized system and how to leverage it to solve other business needs.
- [Consulting Services](#) further extend the value of your solution investments through business application configuration, integration, information migration, etc.