cloudingo
by Symphonic Source

TECHNICAL OVERVIEW

Enterprise deduplication in the cloud.

salesforce

AppExchange Program
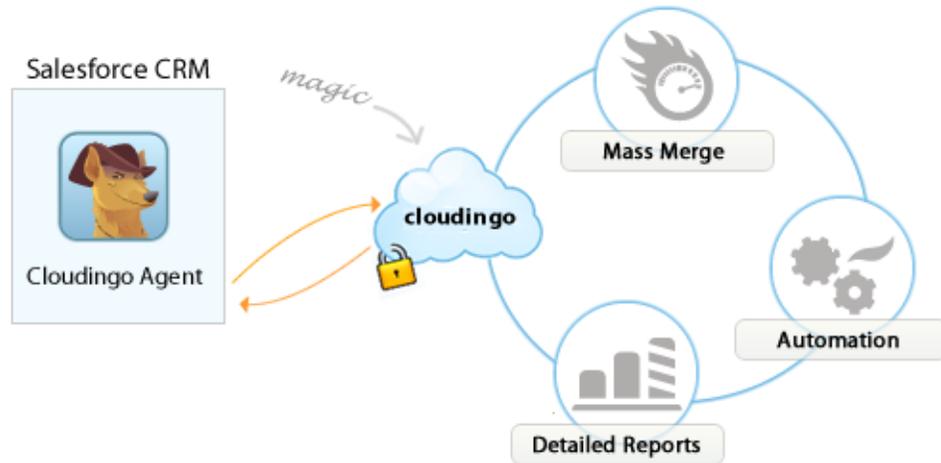**PARTNER**

For More Information

Contact us and we'll be happy to walk you through a live, personalized demonstration of the product & discuss your data cleansing needs.

Symphonic Source
4100 McEwen Rd.
Suite 237
Dallas, TX 75244 USA

1-972-241-1543

Also by the Cloudingo team { **DupeCatcher** **cloudingo** studio }

Overview

The Cloudingo Agent (100% Force.com) is installed from the AppExchange. When leads, contacts, accounts are inserted, updated or deleted - the agent looks at what filters the user has setup inside the Cloudingo Web Portal. If the record(s) are in the scope of the filters then the agent logic fires. A secure web-service call is then made to Cloudingo letting it know that it needs to update its index for that object/record. Cloudingo then calls back to acknowledge the transmission. There are numerous security mechanisms in place to make sure that no un-authenticated traffic occurs.

Other than an internal logging table, the Cloudingo Agent code is 100% non-destructive.

Any time a merge takes place inside the Cloudingo Web Portal (either manual, mass or fully automated), the merge is completed using the native/secure Salesforce API via either OAuth or with the stored (AES encrypted) credentials for that user. The Cloudingo servers are whitelisted and the Salesforce servers are the only servers allowed to communicate with the Cloudingo web service end-points.

The agent itself is highly tuned for performance to use as few resources as possible. It automatically switches between "real-time" index mode and "batch" index mode based on user preferences and available resources. In addition, the merge/convert commands issued from within Cloudingo are tuned for performance as well.

It's important to understand that when the merge grid is viewed in the Cloudingo Web Portal, a secure Salesforce API call is being made to pull/stream the data in real-time for user review. The data resides in your Salesforce account.

Efficiency

Cloudingo uses a healthy mix of native Apex code and cloud power to accomplish enterprise level deduplication and data standardization.
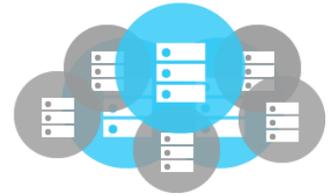
Native Agent
The native agent (100% Force.com) sits inside Salesforce. We are major believers in being good citizens in the Salesforce ecosystem. We realize that Cloudingo is going to be used alongside other applications as well as custom code in each Salesforce instance. This being said, we work very hard to performance tune the native agent and save resources whenever possible. This includes CPU cycles, heap size, message size, DML rows, "bulkified" triggers etc.

At its core, the Cloudingo Agent is an index builder, tuner and maintainer – and it does it quite well! It is constantly watching records and alerting the Cloudingo Servers with updates to the index. This is done with minimal chatter over the wire.

Indexes for each Cloudingo customer are physically separated. This is both for security and for faster distributed processing. It is important to note that the indexes themselves are simply mathematical calculations and do not contain identifiable pieces of information. They are in essence – "headless" data. Your data is your data and it lives in Salesforce.

Cloud Power
Most of the heavy lifting happens in the cloud (as it should). With Cloudingo, the idea is to use the cloud to administer the cloud.

Cloudingo leverages Salesforce's native merge functionality via API to perform operations on the data. Cloudingo uses a sophisticated algorithm to call the Salesforce API and use the minimum amount of resources while balancing the actual speed of the responses back from Salesforce. Cloudingo strives to get the most out of every single API call so that any other application you may use also have plenty to work with. The end user can also quickly apply hard limits on resources.