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Progress Releases Industry's First Suite of Pre-Built Data Connectors for SaaS CRM

Progress DataDirect Hybrid Data Pipeline Extends Data Connectivity to Salesforce, SugarCRM, Veeva CRM, Microsoft Dynamics and Oracle Sales Cloud

BEDFORD, Mass.--(BUSINESS WIRE)-- [Progress](#) (NASDAQ: PRGS) today announced the availability of a new set of SaaS CRM connectors as part of the [Progress® DataDirect® Hybrid Data Pipeline](#). The new enterprise-ready connectors leverage industry standard SQL (ODBC, JDBC) and REST (OData) access, using prebuilt connectors to access data from third party analytics and data management tools, as well as other SaaS applications. The new suite of open standard connectors provide powerful and open data connectivity to SaaS CRM solutions, including Salesforce, SugarCRM, Veeva CRM, Microsoft Dynamics and Oracle Sales Cloud.

"ISVs in the analytics and data management space need a way to easily integrate with and pull data from a wide range of CRM solutions," said Dion Picco, General Manager, Data Connectivity & Integration, Progress. "Our support for SaaS CRM with open SQL and REST connectors provides ISVs with a great option to instantly connect standalone tools to CRM data for advanced analytics capabilities."

Progress is the first provider to support this suite of CRM offerings with prebuilt standard connectors. The new enterprise-grade CRM connectors provide optimized data connectivity by pushing down operations to the SaaS CRM APIs, and support the latest versions of those APIs for a flexible connectivity experience designed to work with a wide range of integration and analytics workloads.

Progress DataDirect® Hybrid Data Pipeline is a data access service that provides simple, secure access to cloud and on-premise data sources for hybrid cloud applications. Through the Hybrid Data Pipeline, the connectivity layer of the CRM suite can now be self-hosted in any cloud or on-premise.

"We are committed to making migrations and integrations as effective and painless as possible for our clients, so we make sure to support hybrid on-premise and cloud systems as well as integration with external systems," said Harry Wong, CEO and President of [CASAHL](#), a provider of enterprise-class solutions that take critical content to the cloud. "Partnering with Progress DataDirect enables us to better support our 1000+ enterprise customers with hybrid connectivity to on-premise databases such as SQL Server, Oracle and DB2, and we are excited about the new suite of CRM connectors to expand our coverage of external data sources."

The new connectors are available today. To learn more, please read ["New CRM Connectors with Common API for SQL or REST"](#) or visit pgress.co/hybrid.

Additional Resources

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- | [Read the Progress blog](#)

About Progress

[Progress](#) (NASDAQ: PRGS) is a global leader in application development, empowering enterprises to build mission-critical business applications to succeed in an evolving business environment. With offerings spanning web, mobile and data for on-premise and cloud environments, Progress powers businesses worldwide, promoting success one application at a time. Learn about Progress at www.progress.com or 1-781-280-4000.

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