



Internet Single Sign-On for Salesforce

“Ping Identity makes it even easier for users to implement and access Salesforce CRM, helping to drive user adoption and streamline administrative IT tasks.”

— Clarence So, Chief Marketing Officer, Salesforce.com

Identity management software has proven itself in terms of functionality, cost savings, user experience and improved security — but most solutions do not support Salesforce CRM. Ping Identity® offers two solutions that eliminate the need for repeated Salesforce logins: PingFederate® and PingConnect™. PingFederate is a software solution installed on-premise, and PingConnect is an on-demand managed service. Both automate user account management, deliver seamless SSO for the many ways users access Salesforce CRM, deploy rapidly and work with existing infrastructure.

The Salesforce CRM Internet Identity Challenge

Identity management (IdM) software is extremely useful for supplying functions like single sign-on and user provisioning for internal applications. The associated cost savings, improved user experience and increased security are clear benefits. However, traditional enterprise access management and single sign-on products do not bridge the gap to on-demand business applications like Salesforce CRM.

Salesforce CRM requires each user to have a separate user account. Given that Salesforce users already have accounts in the corporate directory, managing the same users in Salesforce CRM can double the workload. In addition, Salesforce CRM offers its users a choice of access methods that goes well beyond traditional Web browsers. From the user perspective, an ideal Salesforce SSO solution would support access methods like Microsoft Outlook, mobile devices and emailed report links. Without SSO, the user returns to the days of multiple logins and passwords to remember—and forget. To access the service, users must click a link on their desktop or browser, and then enter their credentials directly into Salesforce CRM.

Behind the scenes, administrators must go through a separate workflow to create valid user accounts within Salesforce CRM. From a security perspective, when users depart the organization, orphaned accounts may continue to allow them access to sensitive customer data in Salesforce CRM. Many sales executives fear that sales representatives who resign or get fired may download the entire customer database and give it to a competitor, and business executives also worry about potential compliance issues.



"Ping Identity has made a strategic commitment to SSO for SaaS and is building active partnerships with SaaS providers to build connectors to simplify the provisioning process."

— Steve Coplan,
The 451 Analyst

"Integrating with SFDC was simple and fast. We are now rolling out PingFederate for SSO to our other SaaS providers."

— Medical Provider

Most Identity Management Products Lack SaaS Support

Despite the inherent limitations of their existing enterprise identity management (IdM) products, some organizations try to use what they have to provide SaaS SSO. Unfortunately, these systems generally fail to meet the security and operational requirements of users and administrators. Most IdM products do not provide user account management (sometimes called provisioning) that works with Salesforce CRM's proprietary API, nor do they support multiple user-access methods. Furthermore, implementation can take months, because adding Internet SSO with these products often requires time-consuming upgrades of multiple interdependent components already in production.

Several new "identity in the cloud" options are now on the market, but they require directory duplication in a hosted service and the roll-out of a new authentication mechanism for Salesforce CRM users. This creates even more work for administrators and, with limited support for Salesforce CRM's Outlook plug-in and mobile clients, many users are left without any SSO at all.

Ping Identity Internet SSO and User Account Management Solutions for Salesforce CRM

Ping Identity not only pioneered Internet SSO and Internet user account management technology, it spearheaded enabling SSO to leading SaaS applications including Salesforce CRM. Ping Identity developed PingFederate, a software solution installed on-premise, and PingConnect, an on-demand managed service. Both offerings give users Internet SSO that support Salesforce CRM's multiple access methods. In addition, both provide administrators with automated user account management that eliminates any incremental work to set up and maintain Salesforce CRM accounts. Finally, both keep valuable customer data from walking out the door with terminated employees.



Ping Identity Single Sign-On for Salesforce CRM

PingFederate is Ping Identity's award-winning Internet Identity Security software. It provides Internet SSO for all external partner connections, including Software-as-a-Service (SaaS), Business Process Outsourcing (BPO) providers, managed services, trading partners, affiliates, acquisitions and customers. PingFederate's point-and-click connection configuration, out-of-the-box integration kits, multi-protocol support, and Internet user account management enable rapid deployment. PingFederate makes external applications easier to use, reduces administrative costs and strengthens security.



“Customers are asking for Internet SSO. Ping Identity is meeting this requirement with proven solutions.”

— Brent Mellow,
Executive Vice President,
Astadia, a Salesforce
Premier Partner

PingConnect is an on-demand Internet SSO service for virtually all on-demand business applications, including Salesforce CRM. It improves user adoption by making Salesforce CRM easier to access from multiple access points such as Web browsers, mobile devices, Outlook plug-ins and email. Powered by PingFederate, PingConnect works with your organization's existing directory and authentication mechanisms. It is the perfect solution for customers with limited resources and short deployment timelines.

Automated User Account Management

PingFederate and PingConnect for Salesforce CRM eliminate duplicate administrative work and manual maintenance of user accounts by providing automated user account management. Administrators create a group or filter in their local directory to contain all Salesforce CRM users in the existing corporate directory. They then add, modify and delete users via existing directory management processes. As changes are made to user accounts in the corporate directory, PingFederate and PingConnect automatically replicate each change to Salesforce CRM through its provisioning API.

Both products support standard Salesforce CRM practices, such as de-activating users. If a sales representative's employment is terminated and his or her account is removed from the corporate directory, the Salesforce CRM account is de-activated, not deleted, which prevents a malicious employee from downloading customer lists and giving it to competitors. Not deleting the user account also maintains the employee's activity history for future reference.

Enable Multiple Salesforce CRM Access Methods

In addition to desktop browsers, PingFederate and PingConnect provide SSO functionality for mobile devices, Microsoft Outlook and emailed report URLs. If a user already has a session established and receives an email containing a Salesforce CRM link, clicking the link takes the user directly to his or her destination without any additional login.

When a user selects the Salesforce CRM icon from his or her desktop or from the company portal, he or she receives direct entry to the personalized Salesforce CRM home page without having to provide another set of credentials. Behind the scenes, PingFederate or PingConnect and Salesforce CRM exchange a series of secure Web service calls to identify the user, verify the user's account and establish a user session. This complex process takes seconds to occur and is entirely invisible to the user.

Works with Existing Infrastructure

Ping Identity designed PingFederate and PingConnect to work with existing directory and user authentication mechanisms. As a result, administrators do not need to maintain an additional directory, and users do not need to login a second time to use Salesforce CRM. PingFederate Integration Kits expedite integration with existing identity infrastructure and are available for access management systems including CA SiteMinder and Oracle Access Manager; custom applications written in Java, .NET and PHP; Integrated Windows Authentication (IWA) and NTLM; and LDAP.

Deploys Rapidly

PingConnect can be deployed in hours, thanks to its on-demand platform requiring minimal IT support.



“Salesforce CRM customers will benefit from single sign-on solutions that can also help them administer the provisioning process on-demand in the cloud, or deployed on-premise behind the firewall.”

— Jeffrey M. Kaplan,
Managing Director,
THINKstrategies, Inc.

PingFederate can often be deployed in 30 days or less, helping IT keep up with aggressive Salesforce CRM deployment schedules. Integration Kits are also available to ease integration with existing identity infrastructure. The PingFederate Salesforce CRM Connector communicates with Salesforce CRM's proprietary provisioning API. This module includes Quick Connection templates that simplify and streamline configuration by pre-populating connection settings, user account management parameters and SSO endpoint parameters.

Support Additional SaaS Applications and Business Partners

PingFederate not only delivers SSO for Salesforce, it also provides an extensible platform that delivers Single Sign-On to other SaaS applications and business partners. PingFederate implements the SAML and WS-Federation identity federation standards that enable external security domains to accept authentication performed by the user's corporate home domain. PingFederate works with any service provider that supports SAML or WS-Federation. PingFederate is the only application on AppExchange that enables access to a broad base of partners who have already implemented these standards.

Capabilities	PingConnect	PingFederate
Internet SSO Requirement	Employee access to virtually any SaaS application, including Salesforce CRM and Google Apps	Employee access to Salesforce CRM, Google Apps, other SaaS providers and applications; Customer or partner access to your applications or services
Deployment Method	On-Demand Delivery of Managed Service	Software Installed on On-Premise Server
Deployment Time	Within Hours	Within Days
Integration Points	Active Directory of LDAP Directory IWA or LDAP Authentication	Active Directory, LDAP, IWA, NTLM, Identity Management Systems, Custom Applications, Portals, Strong Authentication
Organization Profile	Internal User Access to SaaS Applications	Larger Organizations & Service Providers
IT Department Resources	Minimal	Driving Overall Project

Try Ping Identity's Salesforce CRM SSO Solutions

Hundreds of enterprises, service providers and government agencies worldwide rely on Ping Identity to secure, protect and control their Internet Identity Security with other organizations. Ping Identity product specialists are available to help you determine which of our Salesforce CRM SSO solutions best fits your needs. Call 877.898.2905, +1.303.468.2882, email sales@pingidentity.com or visit www.pingidentity.com today.

About Ping Identity Corporation

Ping Identity is the market leader in Internet Identity Security, delivering on-premise software and on-demand services to hundreds of customers worldwide. For more information, dial U.S. toll-free 877.898.2905 or +1.303.468.2882, email sales@pingidentity.com or visit www.pingidentity.com.

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