

## EXTEND your crm and ACCELERATE your sales cycle

Thru supplements Salesforce, one of the world's most popular CRMs, to make it the complete solution for managing all aspects of customer relationships. Sales teams have enhanced insights into what files customers are downloading and how to best help them throughout the transaction.

Integrating Thru with Salesforce arms sales teams and IT administrators with powerful tools architected exclusively for the enterprise. The integration process is easy for both IT administrators and end users – there is no disruption of workflow or special training required. Thru removes file and folder size exchange limitations and enables secure tracking. With layers of security, organizations can rest assured their information and communications with customers are safe.

### Key Benefits

- Integrates a secure, easy-to-use platform for managing and exchanging files and folders
- Solves the file size and tracking limitations of Salesforce
- Enhances security features without sacrificing ease of use
- Enables enterprise-grade reporting and auditing
- Provides sales teams with visibility into customers' download behaviors
- Maintains brand visibility and existing user and customer interfaces

### Email Files Securely

Thru empowers organizations to monitor and protect their Salesforce files with advanced security and tracking capabilities.

- Maintain corporate policies and security posture with "Thru Audit", a comprehensive function that allows users to quickly pull legal-grade records that are associated with individual files or folders along with the associated messages for compliance, auditing and reporting
- Verify authenticity, monitor file uploads and downloads and create time-sensitive expiration controls
- Track and monitor all file activities for accurate automatic revenue recognition
- Layers of security include data encryption in transit and at rest, passwords, expiration dates for downloads and information rights management
- Receive guaranteed and certified delivery of documents with simple management and tracking of all transactions through automatic email notifications

## Integrate Seamlessly

Integrating Thru with Salesforce is a seamless process for everyone in the organization, including IT administrators and sales team members. Arm employees with a powerful solution complete with centralized visibility into customer activity and added behavioral insights. Implementing the Thru add-in is easy with no disruption in workflow and continuity in company branding.

- Transparent integration ensures that there is no disruption of workflow
- Maintain custom company branding, images, user and customer interfaces and messaging while Thru runs in the background
- Eliminate Salesforce limitations such as file size and storage limits
- Secure file exchanges between external partners, customers and colleagues
- Enables centralized access to customer information - gives your team complete visibility into the customers' or prospects' file download history
- Improve predictions, forecasts and other models with comprehensive information available all in one place
- Using metadata, Thru reduces handling errors and improves management of sets or groups of files

## Manage Data Exchange

Leverage Thru's Global Content Delivery Network (CDN) with file acceleration technology to quickly transfer files to any location worldwide, without delays caused by high latency and bad connections. Emails can be composed with attachments of files or folders with the option of adding a secure message, all while being directly integrated into the Salesforce user interface.

- Decrease delays caused by high latency and unreliable connections
- Manage the flow of critical business data with customers, businesses and partners
- Share large files quickly around the world via synced global data centers
- Reduce the risk of employees turning to unsecure file sharing solutions by giving them a robust solution that allows them to easily send and store files of any size

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**Note:** The Thru for Salesforce add-in only supports Salesforce accounts that have API enabled. The minimum edition is *Lightning Enterprise Edition*. *Salesforce IQ CRM Starter* and *Lightning Professional* do not support integrations via web services API. Please contact [sales@thruinc.com](mailto:sales@thruinc.com) for more information.