# SOCIAL FOUNDRY

## EnablePath Builds Custom AppExchange Application for The Social Foundry

The Social Foundry offers a Data Integration product called SOAPBox, a software designed to expose database operations via web services. The SOAPbox significantly reduces the cost and time of typical integration projects by removing the complexity associated with creating internet-facing Application Program Interfaces (APIs). The SOAPbox is a perfect building block for both on-premise and cloud infrastructure as it creates APIs quickly and in less time than traditional hand-coding methods or large scale SOA initiatives.

### Challenge

Social Foundry was a startup company with a single product called 'Unity', a revolutionary solution enabling their clients to make their data sources accessible as web services. This uniquely niched concept made data accessible in the cloud without the need for migration or integration, regardless of the database, location or size.

The company was a perfect fit for cloud-based Salesforce, but the SOAP-based services were sometimes difficult to work with on the Salesforce platform unless one had extensive experience and training.

The SOAP services exposed through 'Unity' couldn't be digested by the out-of-the-box Apex Class Generator. In order to use these services, raw HTTP Callouts had to be created to access 'Unity' features. EnablePath was challenged with creating an interface that would enable Salesforce administrators and entry level developers to retrieve real-time data from an external data source right inside of their Salesforce instance.

### Solution

EnablePath built an AppExchange Application as well as an Apex-based class library, that 'Unity' subscribers could install into their Salesforce instance, configure, and gain direct, real-time access to external data for usage in Page Components, VisualForce pages, and even for reporting.

EnablePath completed this AppExchange package and assisted Social Foundry in the AppExchange review process for their product. EnablePath also assisted Social Foundry in locating their first Salesforce customer for beta-testing, a specialty building materials distributor that used an on-premise COGNOS database, and served as the front line for installation and configuration support for the AppExchange Product.

### Result

The 'Unity' AppExchange application was re-branded to 'SOAPBox', and is available today on the AppExchange (SOAPBox). The beta customer was extremely pleased with the product and has since become a subscriber to the AppExchange package.