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## Progress Software Helps Developers and ISV's Develop and Deploy Applications in the Cloud with DataDirect Connect XE for ODBC Driver

*New driver streamlines ODBC access to [Salesforce.com](http://Salesforce.com) CRM and [Force.com](http://Force.com) data and provides superior performance, scalability and enterprise functionality*

BEDFORD, Mass.--(BUSINESS WIRE)-- [Progress Software Corporation](http://Progress Software Corporation) (NASDAQ: PRGS), a leading independent enterprise software provider that enables companies to be operationally responsive, today announced its new [DataDirect Connect XE for ODBC](http://DataDirect Connect XE for ODBC) driver for Salesforce.com data, enabling developers to connect critical business data in Salesforce with off-the-shelf applications and internal application infrastructure. With the new Progress DataDirect Connect XE for ODBC driver, developers now have low latency, high throughput and resource efficient access to both Salesforce CRM and [Force.com](http://Force.com) data.

New data sources in the cloud bring challenges for developers in ensuring a best-in-class data connectivity experience. Enabling SQL-92 support across Salesforce.com data, the Connect XE for ODBC driver moves applications closer to the Salesforce CRM and [Force.com](http://Force.com) databases, eliminating the need for costly replications in a relational database to provide SQL access and enabling developers and independent software vendors (ISVs) to connect solutions at the foundation of their existing infrastructure, including SQL and packaged applications, to new data sources in the cloud.

Together the new DataDirect Connect XE for ODBC driver and the DataDirect Connect XE for JDBC driver, initially launched in March 2011 and now [available](http://available) on the [Salesforce.com](http://Salesforce.com) AppExchange, enable developers to work with Salesforce precisely the way they work with any other relational database.

[John Goodson](http://John Goodson), senior vice president, Products, at Progress Software, added: "Cloud data sources have reached critical acceptability in the enterprise and our customers and partners are seeking the ability to quickly access their data in real-time. The new Progress DataDirect Connect XE for ODBC driver and our support for standards-based access to Salesforce CRM and [database.com](http://database.com) data sources enable our customers to be more agile and responsive and further demonstrate our leadership positioning for data connectivity to the cloud."

The new Connect XE for ODBC driver features improve enterprise functionality including bulk insert; update, delete; connection pooling, failover; and recoverability. The Connect XE for ODBC driver is equipped to meet enterprise requirements out-of-the-box, including native cross platform support across the ODBC matrix ensuring consistent data access and making it easy to install and deploy.

Additional functionalities of the Progress DataDirect Connect XE for ODBC for Salesforce driver, include:

- | Full read/write access
- | SQL-92 compliance
- | Full access to standard and custom objects
- | Optimized SQL to SOQL, with patent-pending mediation to ensure optimal push joins
- | Inherent Web Service API usage efficiency allowing for new scalability

For more information on the Progress DataDirect Connect XE for ODBC for Salesforce driver, visit: [http://www.datadirect.com/products/odbc/salesforce\\_crm\\_odbc\\_driver/index.html](http://www.datadirect.com/products/odbc/salesforce_crm_odbc_driver/index.html) or call (800) 876-3101.

Progress Software is the software industry's only comprehensive provider of software for connecting the world's most critical business applications to data and services, running on any platform, using proven and emerging standards. Developers worldwide depend on [DataDirect@ products](http://DataDirect@ products) to connect their applications to an unparalleled range of data sources using standards-based interfaces such as ODBC, JDBCTM and [ADO.NET](http://ADO.NET), XQuery and SOAP. More than 300 leading independent software vendors and thousands of enterprises rely on Progress Software to simplify and streamline data connectivity for distributed systems and to reduce the complexity of mainframe integration.

**About Progress Software Corporation**

Progress Software Corporation (NASDAQ: PRGS) is an enterprise software company that enables businesses to be operationally responsive to changing conditions and customer interactions as they occur — to capitalize on new opportunities, drive greater efficiencies and reduce risk. The company offers a comprehensive portfolio of best-in-class enterprise software spanning event-driven visibility and real-time response, open integration, data access and integration, and application development and deployment — all supporting on-premises and SaaS/Cloud deployments. Progress maximizes the benefits of operational responsiveness while minimizing IT complexity and total cost of ownership. Progress can be reached at [www.progress.com](http://www.progress.com) or +1-781-280-4000.

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