



SESAME SOFTWARE

Protecting Enterprises from Data Disaster

Sesame's Relational Junction is a real-time data replication, scalable, reliable, data recovery solution for enterprises.



It is often said, "Data is the fuel of Today's Economy." And that is even truer as the world progresses further with technologies such as AI and Blockchain that become more powerful with more data. Data is increasingly becoming more crucial for businesses.

Loss of data or failure of data center has negative consequences far beyond the owners of the data; it impacts the entire system that encompasses the business or the company. The importance of data backup, recovery plan and implementation of best-practice data integration methods for the complex datasets cannot be overstated. Preventive plan for data disaster is paramount for businesses in today's competitive market where mistakes and accidents cannot be justified.

As a pioneer in the provision of data warehouse and enterprise application integration solutions, Sesame Software well understood the consequences of data failures and the importance of the recovery plan. The company's solutions reduce business risk, eliminate data loss, and protect valuable corporate information. Started in 1988, the company has been at the forefront in the field of data backup, recovery, and integration enabling global businesses to focus on their expert fields and to seamlessly execute their services without the worry of data mayhem.

In 2004, the company developed the first two Relational Junction products in response to the customers' requirement for Enterprise Application Integration and Data Warehousing. Since then, some of the reputed Salesforce's customers have benefited from the company's services.

Rick Banister
CEO and Founder
Sesame Software

Automated Data Warehousing Solutions

Sesame's Relational Junction is a real-time data replication, scalable, reliable, data recovery solution for enterprises. It is highly compatible with Salesforce. It simplifies Salesforce data integration, offline reporting, backup, and recovery by creating and continuously synchronizing a local data warehouse. All Salesforce.com objects are automatically created as tables, and all the fields are created as database columns. Data model changes in Salesforce are automatically made in the database.

The Relational Junction Suite delivers scalable database ETL (Extract, Transform,



Load), information warehouse, on-premise, and cloud integration, as well as complete backup and recovery capabilities to reduce business risk, eliminate data loss and ensure regulatory compliance of data. Relational Junction meets the market demand for simplicity and efficiency for rapid data integration, protection, management, and reporting.

As a long time provider of automated data warehousing, the company capitalized on its experience to deliver an unparalleled solution. Rick Banister, CEO and Founder of the company says, “We weren’t the first company to do this, but we’ve built a much better product over the years in its platform-agnostic capabilities, performance, and scalability.”

Trusted Name in the Industry

For two decades, Sesame has a track record of product and service excellence which earned them multiple awards. With high annual customer retention rate of 90% (the company only loses clients because they no longer have a business need), Sesame is considered as one of the most reliable providers of data recovery solutions.

Banister shares his experience working with clients: “We have assisted many customers with their data recoveries that would otherwise have resulted in business disaster. Some have even wiped out or corrupted all of their customer data, mostly due to Salesforce administrator mistakes, and in few cases, malicious behavior. We have been very successful in recovering those kinds of data disasters quickly.”

One client of the company says, “We adopted Relational Junction because it’s a very powerful and complete product for integration.” Another client remarks, “Having Relational Junction is a must if you have Salesforce. It has helped us to have a live copy of all our Salesforce data.” These are few testimonials among hundreds of satisfied customers who use Relational Junction and other patent processes of Sesame.

Continuing Growth and Delivering Greater Values

As the company further advances, Banister

assures that the recoveries are going to be even easier with the new user interface that is easier for non-technical people to use. The company plans to widen its footprint to a vast number of new data sources and database platforms. Banister says, “We have re-architected our Salesforce data warehouse and recovery product to handle virtually all API’s and new warehouse platforms such as Snowflake and Greenplum using native bulk loaders.” He adds, “This puts us in the position of being able to handle any cloud or on-premise data source.” In addition, the company is also transitioning from purely direct sales into partnering and OEM embedded solutions for Business Intelligence and other types of vendors. Recently, the company brought in new sales management that is focused on sell-with partners and OEM deals. Broadening into new markets and Cloud applications present new challenges, but the company continues to trailblaze new innovations to enhance enterprises’ data management.

With a calculated growth strategy, the future of the company looks bright. Banister says, “I see a bright future as an independent growing company. I love my job, and plan on a long and prosperous future.”



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