

# Vindicia Launches CashBox DataBridge: CashBox DataBridge Integrates Transaction Data with more than 160 Different Systems for Greater Transparency, Efficiency and Improved Productivity

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London, UK – July 31, 2012 – Vindicia (<http://www.vindicia.com>), the leading provider of marketing and selling automation for the Digital Economy, today announced the latest addition to its CashBox product family, CashBox DataBridge. CashBox DataBridge allows digital businesses to easily connect their complex and hybrid world of public clouds, private clouds and on-premise applications. It offers digital businesses greater insights into their subscribers and customer data across systems and applications – from accounting and finance to marketing and management – and dramatically boosts operational efficiencies.

Today's announcement follows several major recent additions to the CashBox suite including CashBox for Salesforce CashBox for Salesforce (<http://www.vindicia.com/CashBox-for-Salesforce>) and CashBox Select CashBox Select (<http://www.vindicia.com/Vindicia-Expands-CashBox-Family-with-CashBox-Select>). The Cashbox products are a marketing, CRM and billing platform designed to enhance customer acquisition, customer retention and expand businesses, both flexibly and reliably.

Managing data across disparate applications and SaaS providers is a pain-point for many subscription and recurring billing businesses – and creating and maintaining connections manually takes time and money, and much-needed resources away from other critical, revenue-generating business functions like sales and product development.

By adding CashBox DataBridge to the CashBox marketing and billing platform, businesses can quickly and easily integrate with other SaaS and on-premise applications and eliminate common integration hassles. By using CashBox DataBridge integrations are completed in days versus months with an 80 percent time savings over traditional custom coding; productivity is up and valuable resources are saved.

"Businesses today operate across a myriad of systems from a web of different providers, each with its own set of strengths and expertise – from NetSuite to SAP to Oracle – but must operate as one streamlined environment," said Chairman and CEO Gene Hoffman. "The ability to rapidly connect and more efficiently leverage the data across the cloud, leads to better, smarter decisions and an improved bottom line."

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Resources

Revenue Revelations Webinar Series (<http://www.vindicia.com/Webinars>)  
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About Vindicia

Vindicia is the leading provider of marketing and selling automation for the Digital Economy. We enable digital leaders to optimize their customer acquisition and retention capabilities across a variety of online markets via our SaaS solution, Vindicia CashBox. We have processed over \$4 billion globally and generate over \$75 million in annual incremental revenue for our clients. Our clients include TransUnion Interactive, Intuit, Activision Blizzard, IAC, Bloomberg, and Next Issue Media. To learn more, please visit [www.vindicia.com](http://www.vindicia.com).