

PROWESS SOFT

Website: www.prowesssoft.com

WHITEPAPER

SOLUTION SPOTLIGHT: SALESFORCE INTEGRATION WITH iPaaS TOOLS



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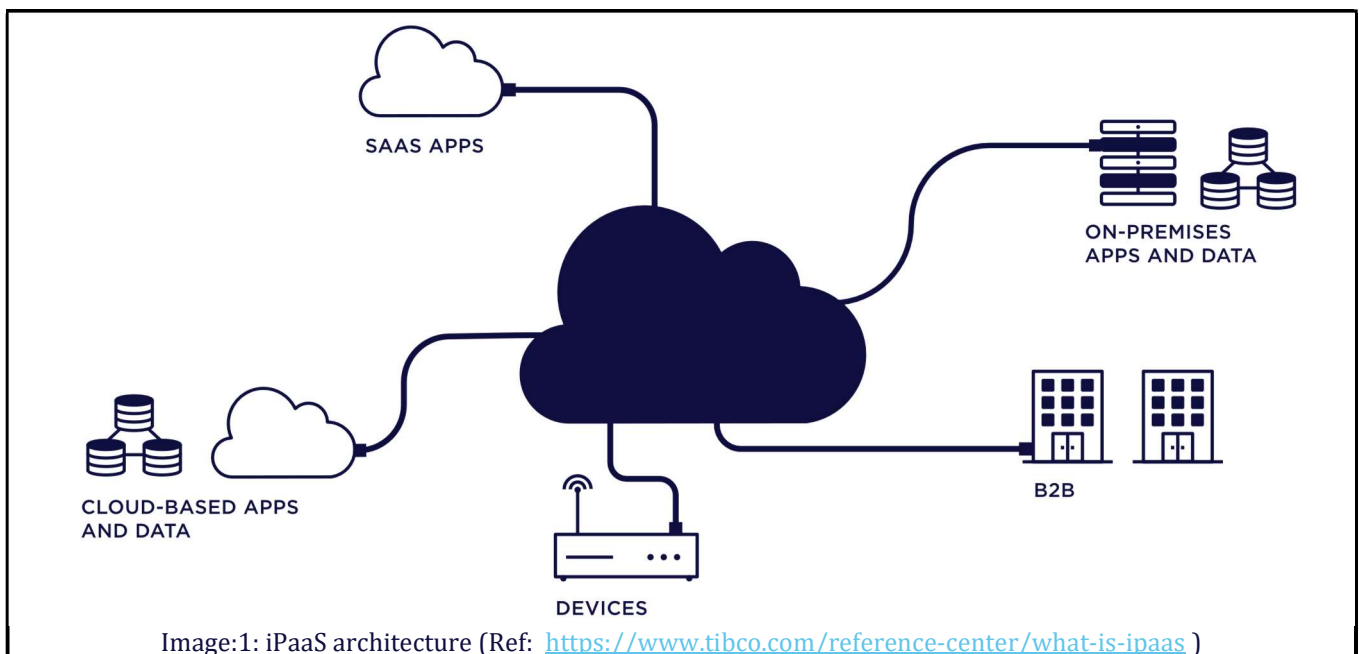
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Salesforce Integration- iPaaS Adoption

Introduction

“iPaaS- integration platform as a service”, gained its popularity when the business user became aware of controlling and sharing data across a number of SaaS applications. Previously, it was ESB (Enterprise Bus Service) that used standards-based services to satisfy the need of integrating applications. But, with the rise of enterprise integration middleware, businesses move to implement open source and cloud-based services. However, the ESB's do not address the combination of open source-cloud based technology owing to its limitations. Hence, iPaaS comes in to picture to address the combination and integration of open source & cloud-services.



Businesses are now keen on adopting SaaS applications across departments and hence there has been an increase in cloud integration. There was no centralized plan to share data between on-premise and cloud services. Hence the iPaaS posed as a perfect solution.

iPaaS address crucial use cases such as:

- Integrating ubiquitously
- Creation of APIs
- Extensive business-consumer processes
- Real time action on data
- Asynchronous messaging

Understanding Use Cases

1. **Integrating ubiquitously:** With an increasing number of mobile devices and IoT technology being at forefront, there has been an increasing need of data management (data reporting and acting on reported data). iPaaS is the best solution to this as it not only connects mobile devices to cloud and on-premises but also enable IoT connectivity.
2. **Creating APIs:** APIs provide agility to the business environments. It allows the business entities to collaborate seamlessly by creating a conceptual layer that simplifies the data consumption and connection. API creation is different from deployment & maintenance. iPaaS allows user to create mock API to understand it works as expected. This mock API application is shared with consumers to use while they write the actual service application. Once the service is ready, they can replace mock with the actual API thereby improving time, results and agility. The APIs can be managed with the API management tool which is always a part of iPaaS. More user friendly APIs lead to better partner & customer association.

3. **Extensive business-consumer processes:** Imagine a generic scenario where a user wishes to book a travel itinerary. Here the basic process would be a request is sent to manager with all the user details and then the once the manager approves, it goes to multiple travel portals to look to various options. Traditional systems do not automate such processes as it requires multiple systems connected to each other. iPaaS comes with a process set that creates a human workflow to automate the process and allows better association between systems.
4. **Anytime action on data:** One of the crucial role of iPaaS is to break data siloes and provide business data insights. An iPaaS not only work as a medium to connect with multiple platforms but also to provide analytics regarding data to make informed decisions.
5. **Asynchronous Messaging:** One of the most essential aspect of application design & integration is the event driven architecture. With the increase in number of devices (web, mobile, IoT etc), it is essential that the data from all the devices is fetched and connected with the backend systems. iPaaS rises from the traditional request-response scenario to an event by event processing strategy where it identifies data events and perform real-time data exchange. Asynchronous messaging is the starting use case for iPaaS that is more than just request-response, as it correlates events and allows instant action on data.

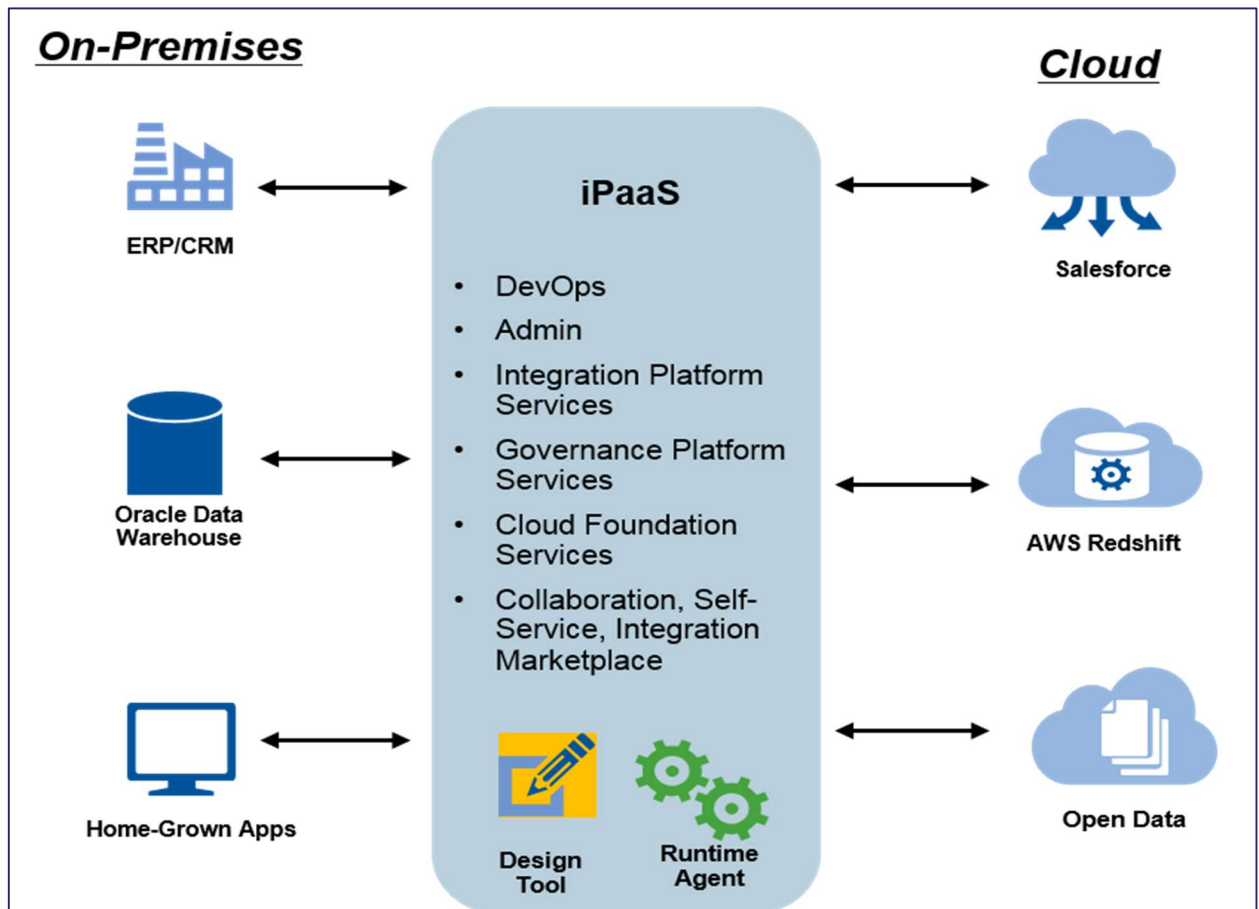


Image-2- iPaaS Benefits (image ref: <https://gtmr.it/3p0Hydr>)

Best Patterns/Practices for Salesforce Integration

The 2020 Connectivity Benchmark [Survey and Report](#) by Mulesoft states that more than 95% of the businesses believe and are keen on delivering better customer experiences. This can be achieved by connecting with real people on a timely manner throughout their product/ services journey. Customer Relationship Management systems plays an important role in connecting with customers across various business touchpoints. Salesforce being the worlds best CRM platform is the most sought-after integration by businesses as it seamlessly connects sales, marketing, customers, services and many more functions.

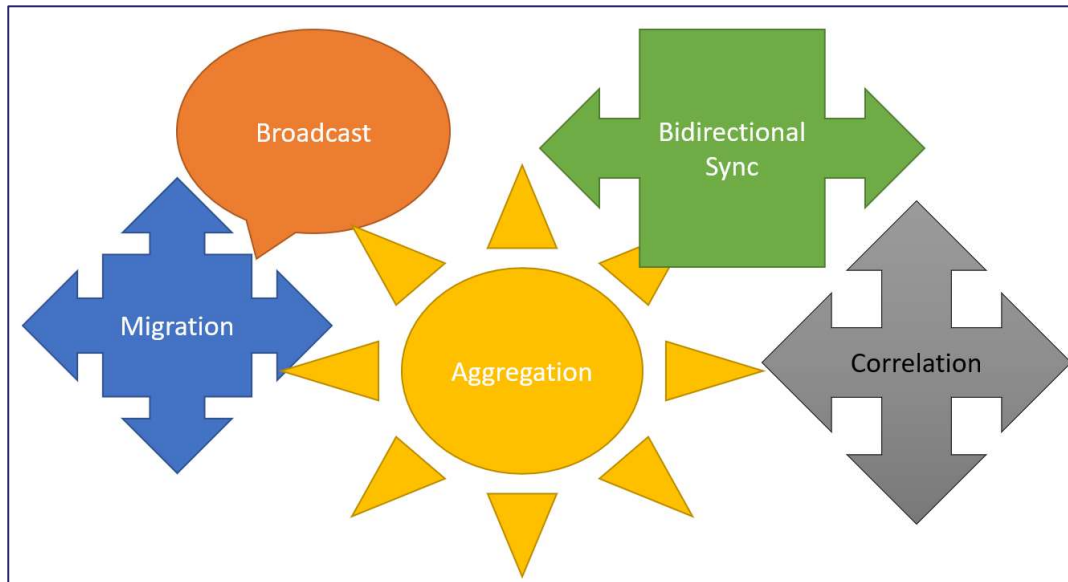
Almost every business these days use an internal planning system or a custom resource planning application. The major challenge is to integrate Salesforce with these core/ legacy business systems/ custom applications to leverage data and enable better customer services by connecting systems, data and devices within the business environment. This whitepaper addresses the integration strategies, patterns, and middleware tools that developers can use for Salesforce integration.

Integration Patterns

Every business application process consists of a data movement and handling **pattern**. Thus, for agile, successful, reusable, and easily comprehensible integration; developers need to understand the basic patterns and practices. The conditions for understanding patterns need to be a combination of below mentioned elements:

1. The Source System: where initial data resides
2. The Conditions: identifying the scope of data (whether it needs to be copied, replicated or moved)
3. Transformation of Data Sets: from one format to another
4. The Destination System: where final data will be put in/reside
5. The Results: comparing the concluding & anticipated states

Based on the above-mentioned conditions, Salesforce Integration can be of following types:

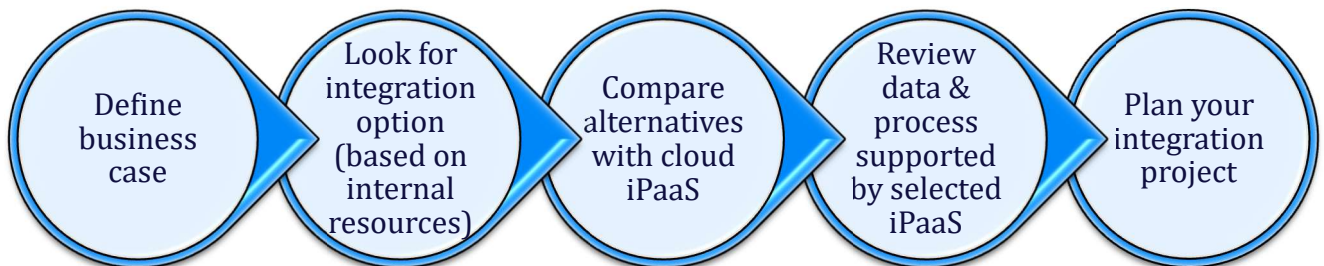


1. **Migration:** moving a set of data from source system to destination system.
2. **Broadcast:** Moving data from source system to multiple destination systems
3. **Aggregation:** collects data from multiple systems and put them in to single system
4. **Bi-directional Synchronization:** combines multiple data sets from multiple systems and unites them such as it acts as a single system with different data sets.
5. **Correlation:** It is similar to bi-directional sync but there is a difference. Bidirectional sync duplicates same data elements at different locations whereas in correlation is associated with disparate data elements and agonistically coordinate data sets found in different systems.

iPaaS Tools/Platforms for Salesforce Integration

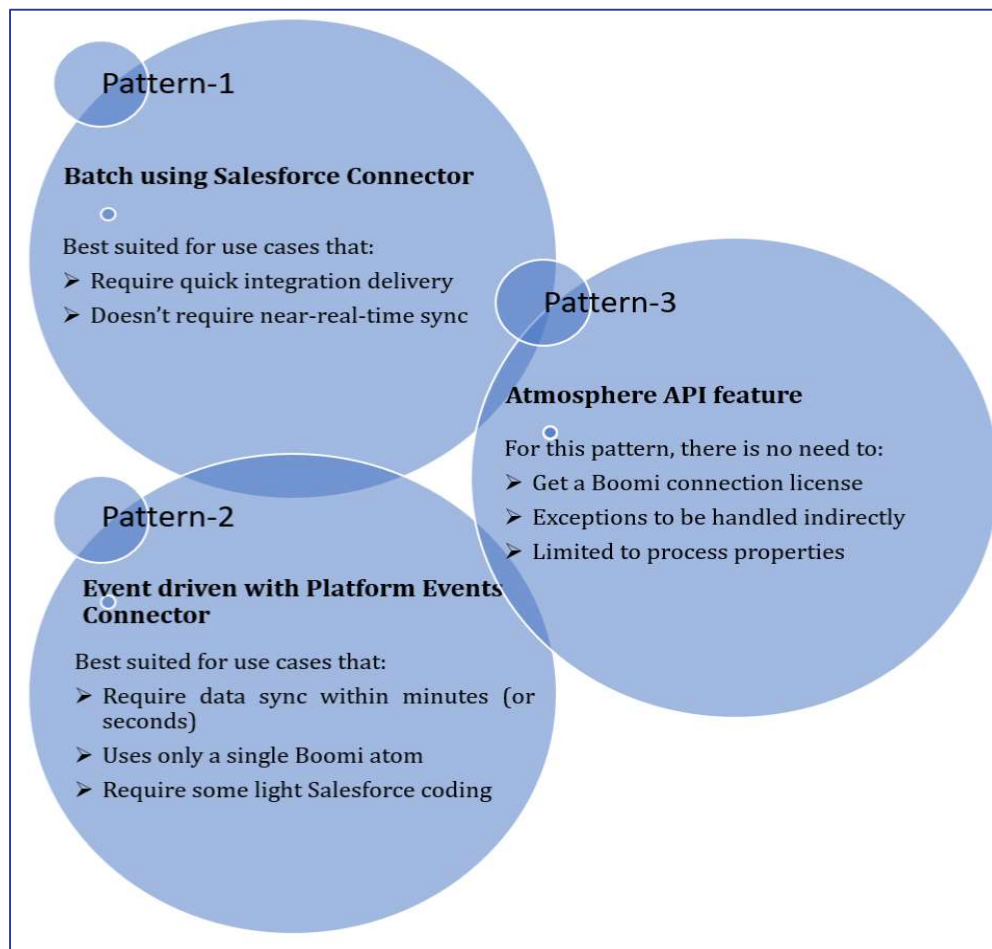
Businesses are going through a revolutionary transformation with many digital touch points with data & application integration being the key element. Data is continuously created and the application run on cloud posing a challenge to faster integration, unmanageable data siloes and cumbersome and non-user-friendly processes. Adopting iPaaS strategy can help in modernizing legacy systems and allows secure, flexible, scalable & reusable data integration. There are various iPaaS service providers/ vendors such as Mulesoft, Dell Boomi, Workato, Tibco, WS02 and many others. iPaaS can reduce maintenance challenges dramatically and improve productivity.

A Gartner study reveals that for every dollar spent on business application, a company spend 4 times more on its adaption & integration. Before iPaaS implementation, it is essential to understand the business process requirement-



Dell Boomi-Salesforce Integration

For a cloud-based platform like Salesforce, a cloud based iPaaS makes sense. **Dell Boomi** supports cloud-to-cloud & cloud-to-ground (on premise) integration. Boomi comes with multiple tool sets, including API management, MDM and application integration. Boomi is flexible & easy to use tool that allows developers to manage & build their own integrations. It provides a wealth of choices for connecting systems. The image below explains the Salesforce-Boomi integration patterns that covers the most common yet unique business integration needs



Mulesoft-Salesforce Integration

Looking for more upsell & cross-sell opportunities? Customer service through single customer view is the answer. To achieve this through Salesforce integration with other third-party systems, it is essential to have a holistic view of customer data. Mulesoft can assist in achieving the same.

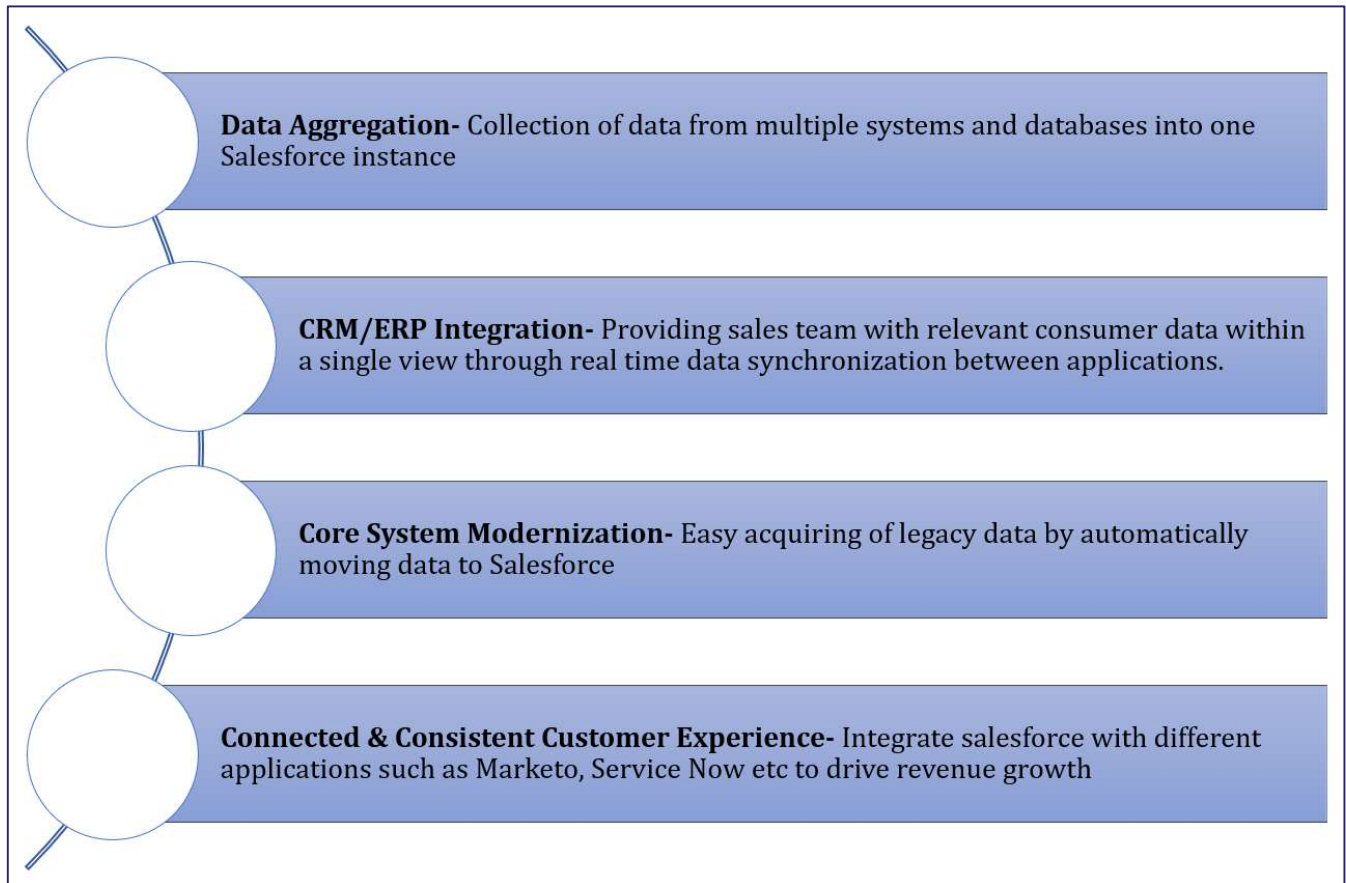
Challenges without single customer view:

1. Data across multiple applications/channels
2. No real time insights
3. Poor service response

Benefits of single customer view:

1. Customer engagement through multiple channels
2. Faster issue resolution
3. Personalized customer services

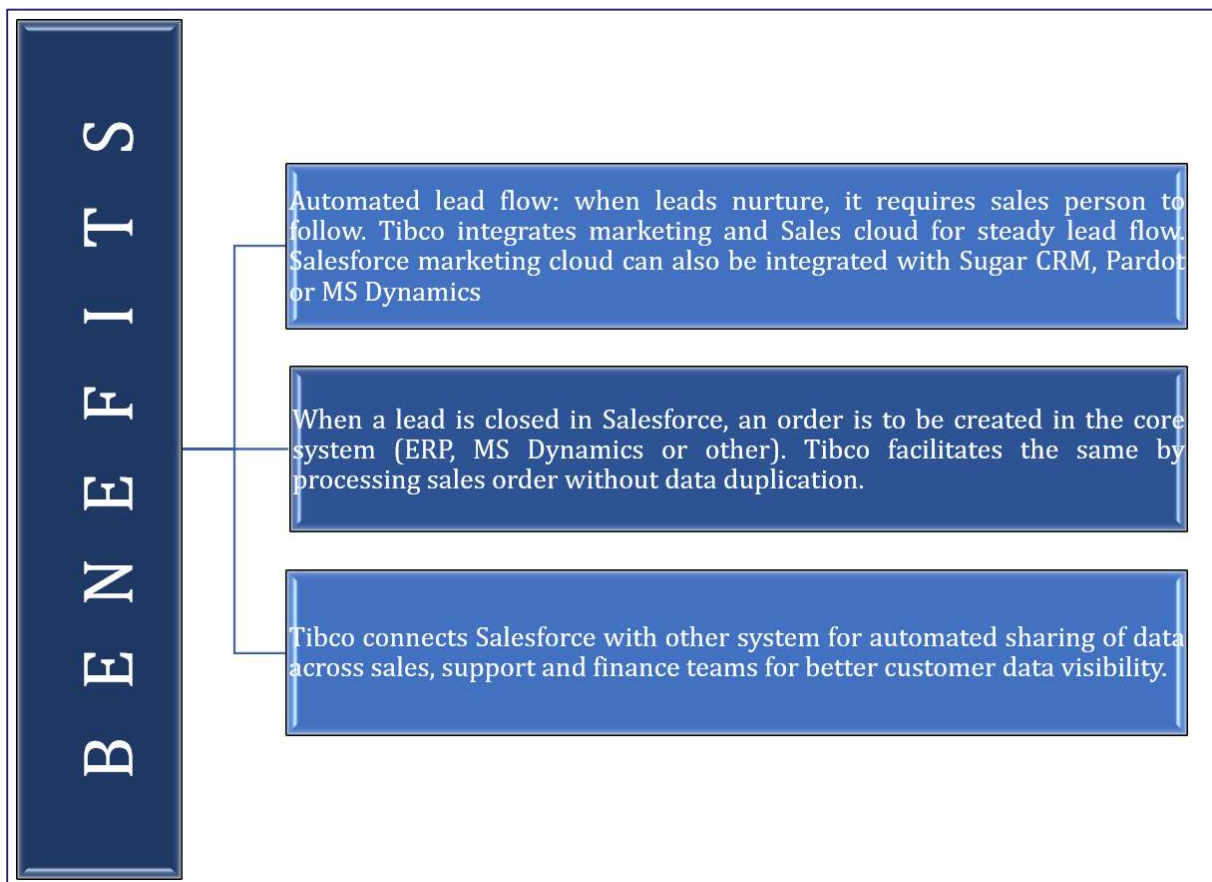
Businesses that use Mulesoft for Salesforce Integration are able to build integrations and applications 57% faster than any other tools. Image below represents common business operations use cases that can be addressed with Mulesoft .



For single customer view, Mulesoft and service cloud is used together where Mulesoft helps in exposing customer data and surface it to the service cloud. By using Mulesoft Anypoint Platform to create APIs to fetch and expose third party information. The prebuilt connectors and templates from Mulesoft make Salesforce integration easy for any business.

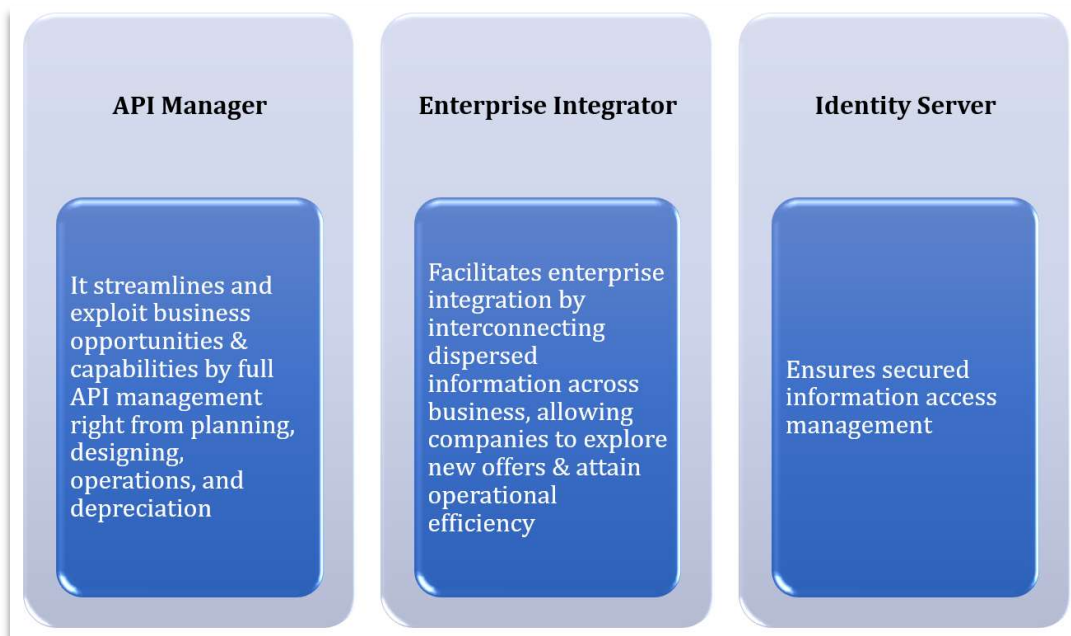
Tibco- Salesforce Integration

The Tibco iPaaS operates with agility, speed and automates digital businesses as it accelerates integration process by bringing in information and data together to people, no matter where they reside. If you wish to use Salesforce service cloud, sales cloud or marketing cloud; Tibco can modernize your business by integrating third party applications with Salesforce.

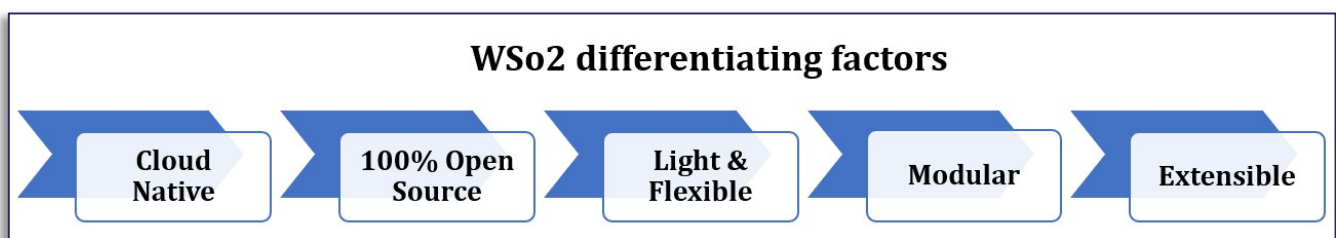


WSO2 Connectors- Salesforce Integration

We have witnessed iPaaS platforms that speed up application integration. There is another important platform known as hybrid integration platform that work as a communicating cell between on-premise and cloud, for better information exchange. WSO2 is such hybrid integration platform that smoothens distributed API first approach enabling faster & agile implementation of digital solutions. WSO2 address following middleware problems:



WSO2 provides various connectors, which are easily downloadable, for business services such as Salesforce, Twitter, Google, Amazon, ERP, MS Dynamics, SAP etc .



About Prowess Soft

We are TIBCO elite partner and the fastest growing, technology driven, design led engineering company. Encompassing a range of consulting services, our portfolio grips development services right from conception to implementation, solution adaptation to the specific application development and integration.

Our expertise in optimizing your business processes by implementing easy-to-use solutions by tapping the full potential of Salesforce integration with best implementation of Mulesoft, Tibco, Dell Boomi, WSo2, and other enterprise open source. Our team support in your digital transformation.

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