



# Ausgebremst?

Hält Ihre Integration mit dem Tempo Ihres Business Schritt?

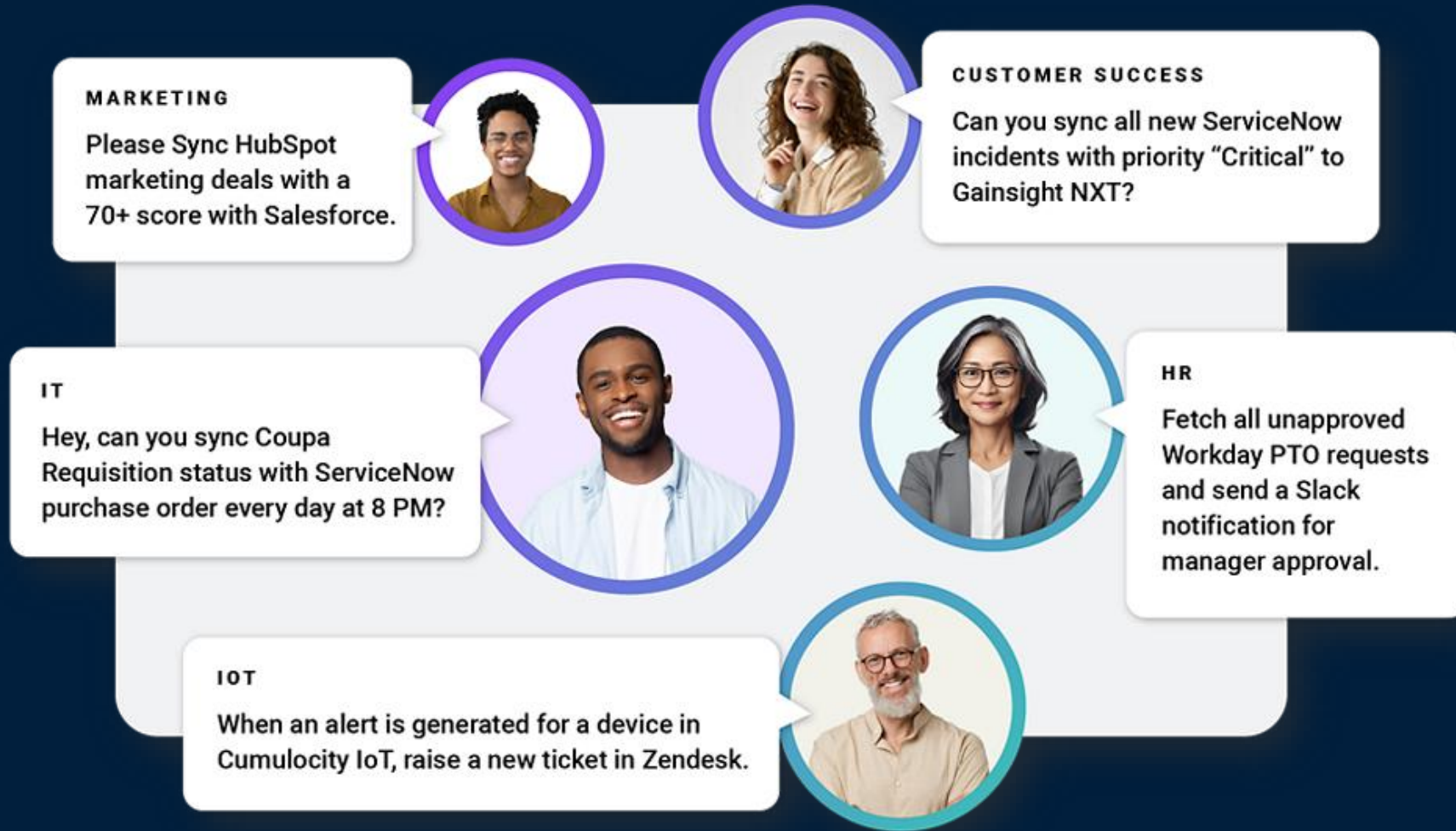
**Jonathan Heywood**

SVP Product Strategy | API, Integration & Microservices | Software AG



# The Future of Integration?

The rise of Business Technologists





servicenow



mailchimp

bamboohr™



HubSpot

Dropbox

Paperform

zendesk

cvent



ProofHub

monday.com

zuora

userpilot

Marketo

software AG



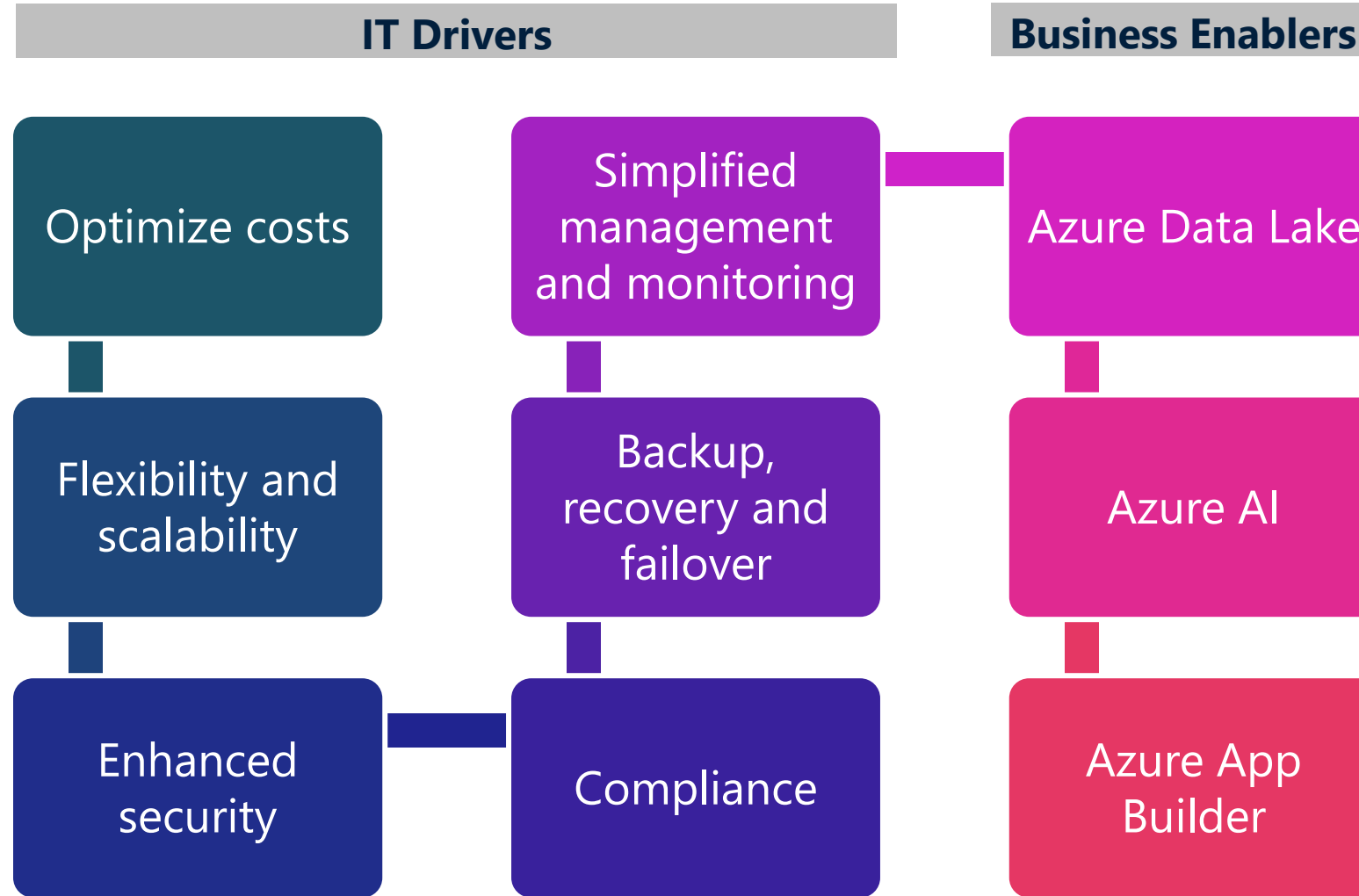




FUJITSU



# Why migrate to Azure?



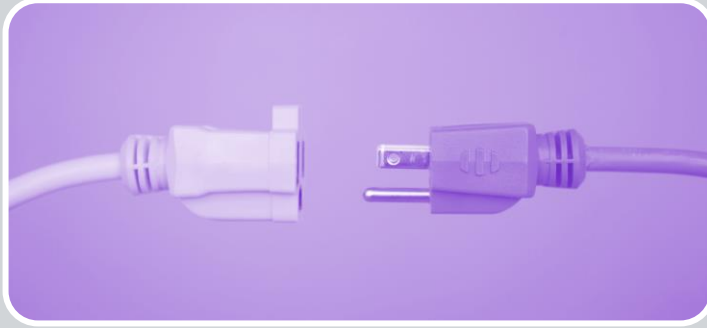
<https://azure.microsoft.com/en-us/resources/cloud-computing-dictionary/benefits-of-cloud-migration/>



# What's holding you back?



Time



Compatibility



Momentum

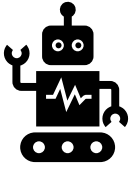
# What successful companies will look for in Integration



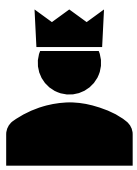
# Agility



# Productivity



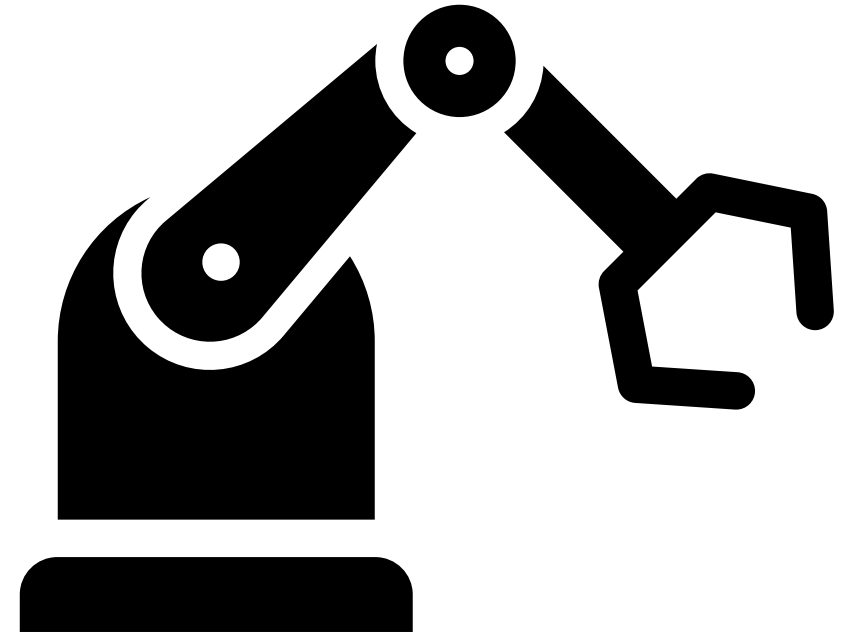
Automation



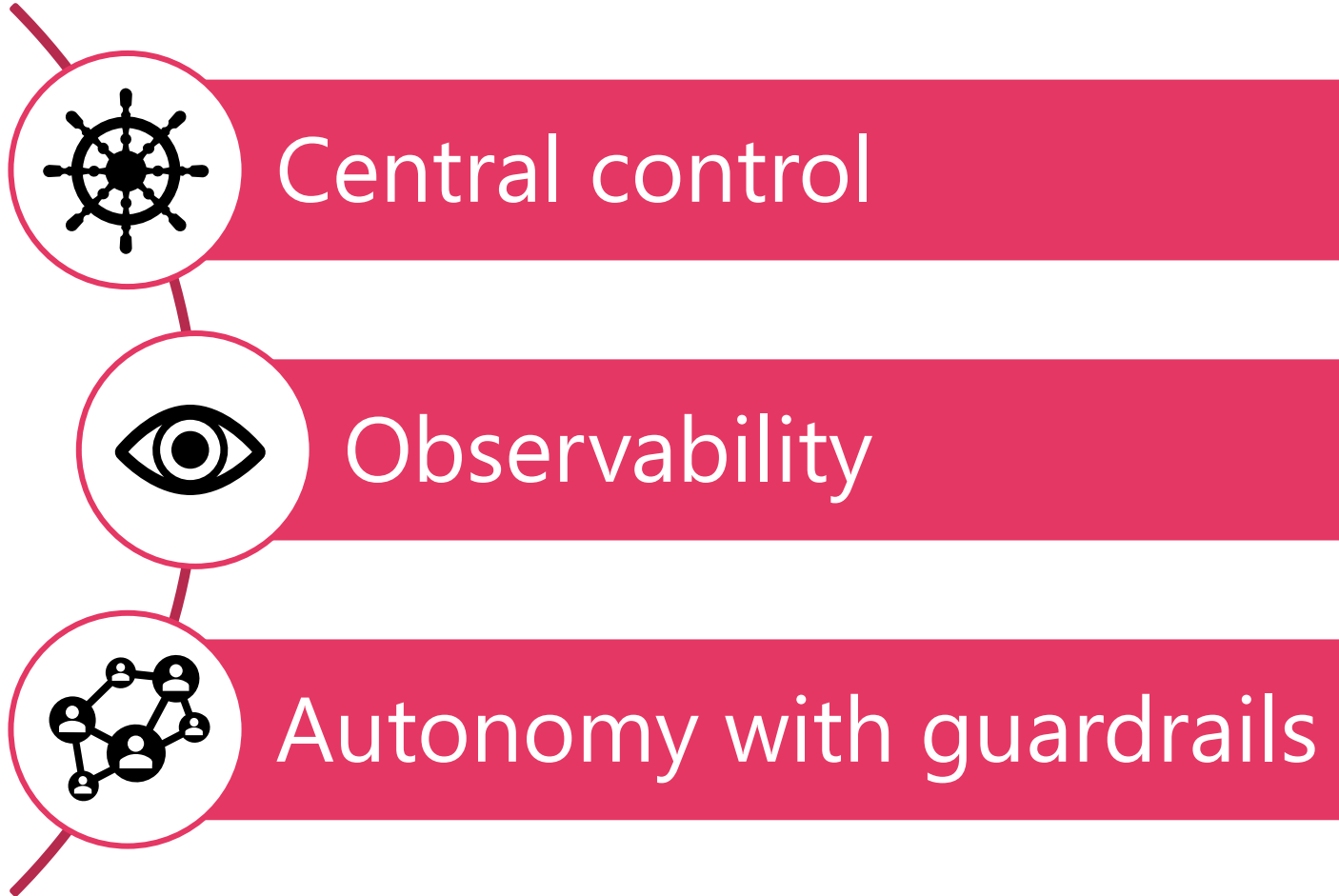
Empower the business



Generative AI

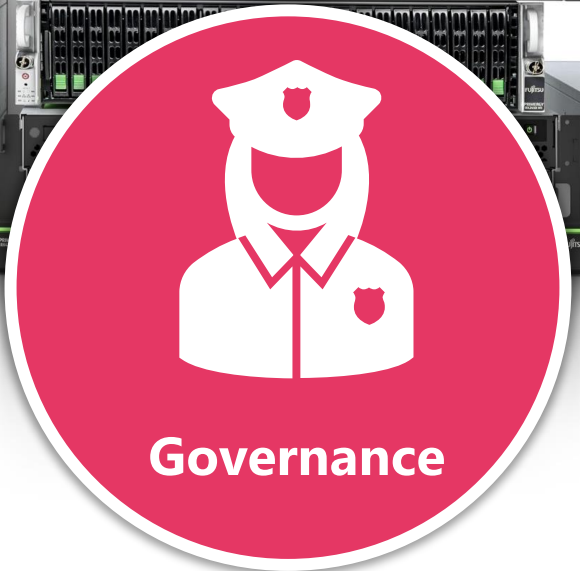


# Governance





Agility



Governance



Productivity



**INTEGRATION**



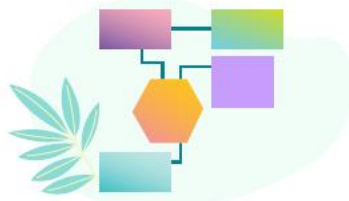
# Hey, I am webMethods AI !



What Do You Have in Mind for Us Today?

Sync HubSpot marketing deals with 75+ score as Salesforce opportunities...

Generate



### Your Workflow

View or edit all your existing workflows



### Executions

View all your execution history



Coming soon

### Notifications and Alerts

Look at notifications from live workflows





Home



Workflow



Executions



Alerts

## My Workflow

+ Add Workflow

Search

Sync HubSpot marketing deals with 75+ score as Salesforce opportunities

Sync all new ServiceNow incidents with Priority : Critical to Gainsight NXT

When a new Google Calendar Event is created post to Slack channel #Business Events



Sync HubSpot marketing deals with 75+ score as Salesforce opportunities...



Sure ! Here you go

Please wait...

Send a message...





Home



Workflow



Executions



Alerts

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Sure ! Here you go

Tasks	Status
Identifying the HubSpot Deal and Salesforce Opportunity APIs	Task 10 of 10 completed <span>Completed</span>
Generating WorkFlow	Task 10 of 10 completed <span>Completed</span>
Mapping HubSpot Marketing Deal to Salesforce Opportunity	Task 4 of 10 completed <span>In Progress</span>

Please wait... 40%

Send a message...





Home



Workflow



Executions



Alerts

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Please wait... 40%



I have mapped the fields for you. Could you confirm them?

**Marketing Deal**

- Deal ID
- Deal Name
- Marketing Deal Email\_C

**Sales Opportunity**

- Opportunity ID
- Opportunity Name
- Marketing Deal Email\_C

Done

Send a message...





Home



Workflow



Executions



Alerts

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Done



Done

Send a message...



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Home



Workflow



Executions



Alerts

### My Workflow

+ Add Workflow

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as Salesforce opportunities

Sync all new ServiceNow incidents with Priority :  
Critical to Gainsight NXT

When a new Google Calendar Event is created :  
post to Slack channel #Business Events



Done



Your tasks

Tasks	Status
Identifying the HubSpot Deal and Salesforce Opportunity APIs	Task 10 of 10 completed <span>✔ Completed</span>
Generating WorkFlow	Task 10 of 10 completed <span>✔ Completed</span>
Mapping HubSpot Marketing Deal to Salesforce Sales Opportunity	Task 10 of 10 completed <span>✔ Completed</span>
Inducing Error Handling	Task 10 of 10 completed <span>✔ Completed</span>
Test case Generation	Task 10 of 10 completed <span>✔ Completed</span>
Test cases Execution with Mock Data	Task 10 of 10 completed <span>✔ Completed</span>



I am going to use your preconfigured HubSpot and Salesforce accounts.



Select user account for HubSpot

HubSpot Account 1

+ Add Account



Select user account for Salesforce

Salesforce Account 1

+ Add Account



Done

Send a message...





Home



Workflow



Executions



Alerts

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I am going to use your preconfigured HubSpot and Salesforce accounts.



Select user account for HubSpot

HubSpot Account 1



Select user account for Salesforce

Salesforce Account 1



Done



Workflow execution completed, Synced 45 deals.

### Your Workflow



Start



Get Marketing  
Deals



Insert Sales  
Opportunities



When would you like to schedule the sync?

Sync daily at 8:00 am

Sync now..

Sync at 3:00 pm tomorrow

Don't Sync



Sync daily at 8:00 am

Send a message...





## Session Feedback

Session Title: Integration Governance |  
Ausgebremst? Hält Ihre Integration mit dem  
Tempo Ihres Business Schritt?



<https://aka.ms/AzSum-S034>