



# webMethods.io Integration for Marketo®

## Quickly connect Marketo with cloud and on-premises applications

Revolutionize your marketing automation with the world's leading integration vendor. webMethods.io Integration an integration Platform-as-a-Service (iPaaS) that lets you connect Marketo with other cloud-based and on-premises applications, such as CRM, ERP, event management and social media.

## Your data needs integration

Marketo complements the data that already exists in your organization but resides in other systems. This means that integration, especially the synchronization of data between Marketo and your systems of record, is essential.

To solve this integration and other integration challenges, Software AG offers webMethods.io Integration.

webMethods.io Integration helps Marketo integrate with:

- Cloud-based CRM applications, such as Salesforce®, Microsoft Dynamics® CRM Online and others
- ERP systems, such as SAP® systems and Oracle® E-Business Suite, whether hosted in the cloud or on-premises
- Any Software-as-a-Service (SaaS)-based applications and cloud APIs, including sales enablement, sales automation, event management and social media vendors

As a global leader in the integration market for more than 15 years, Software AG integrates applications better than any other vendor.

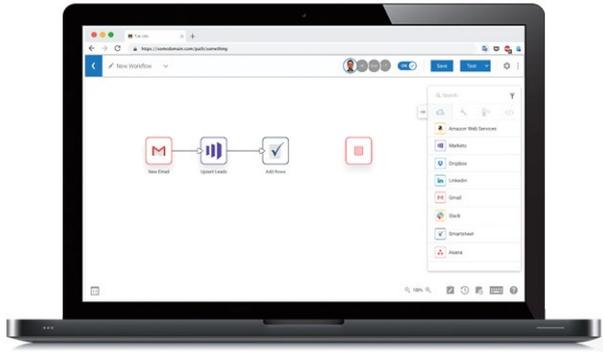
## Key benefits

- Improved customer satisfaction by reducing customer service errors caused by bad data
- Improved automation of marketing and lead generation programs
- Scales on demand to meet your needs
- Lower TCO due to elimination of costly maintenance and upgrades
- Can be deployed in the cloud or on-premises

## Features

### Bi-directional communication

With webMethods.io Integration, Marketo can easily connect and communicate with other applications and data sources. Receive automatic notifications based on events that occur in Marketo, for example, when someone inserts, updates or deletes a record. Push data from Marketo in real time to update other enterprise systems, such as your CRM or ERP systems.



## Take the next step

### Try it for free!

Sign up online for a free 30-day trial of [webMethods.io Integration](https://www.softwareag.com/webMethods.io).

Synchronize data between multiple cloud applications using a simple user interface.

### Connectivity

Connect to over 200 cloud-based applications and data sources including Salesforce.com, Microsoft Dynamics CRM Online, SAP HANA® S/4 online, Oracle Cloud and more. webMethods.io Integration also provides the flexibility to configure connections to any cloud-based application without coding. Plus, webMethods.io Integration has 30+ adapters to connect with on-premises systems like SAP, Oracle, Siebel CRM™, databases, mainframe and legacy applications, and documents and files.

### Service orchestration

Easily create sophisticated integrations using a user-friendly graphical web interface. With its drag-and-drop pallet you can quickly create multi-step orchestration flows without coding. And you can even nest integrations to produce a building block approach to integration development.

### Tenant and role management

Tenant registration and self-service (user and role management) are key capabilities of webMethods.io Integration. You can easily register for the service at [www.SoftwareAG.cloud](https://www.softwareag.com). And once your account is set up, you can log into the website and create additional users and roles. Administrators can use roles to restrict user access to webMethods.io features.

### Responsive browser-based UI for citizen developers

Our responsive browser-based user interface is built intentionally for citizen developers. The UI can be accessed using any modern browser, and it supports guided development using wizards to help create integrations. Since the interface is built using standards-based HTML5, it is also accessible from tablets and mobile devices.

### Mapping, transformation and enrichment

webMethods is known for its strengths in mapping, transformation and enrichment. These same benefits are provided to webMethods.io Integration users, including citizen developers. webMethods.io Integration offers drag-and-drop transformation and mapping so you can call operations that provide transformation and enrichment within your integrations.

### Multi-tenant architecture

webMethods.io Integration is fully multi-tenant. Multiple tenants, or customers, share a development execution instance. And each tenant gets a separate production execution instance of Integration Cloud. Tenants interact with the execution instance using the Web-based user interface. To support high availability and failover, tenants can be assigned additional execution instances from a farm of instances.

## About Software AG

Software AG offers Freedom as a Service. We reimagine integration, spark business transformation and enable fast innovation on the Internet of Things so you can pioneer differentiating business models. We give you the freedom to connect and integrate any technology—from app to edge. We help you free data from silos so it's shareable, usable and powerful—enabling you to make the best decisions and unlock entirely new possibilities for growth. Learn more about Software AG and Freedom as a Service at [www.SoftwareAG.com](https://www.softwareag.com)

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