

WEBMETHODS INTEGRATION CLOUD FOR MARKETO®

Quickly connect Marketo with cloud and on-premises applications



Revolutionize your marketing automation with the world's leading integration vendor

webMethods Integration Cloud is an integration Platform-as-a-Service (iPaaS) offering that lets you connect Marketo with other cloud-based and on-premises applications, such as CRM, ERP, event management and social media.

Integration: Essential & easier than ever

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 challenge, Software AG offers webMethods Integration Cloud.

With webMethods Integration Cloud, you can integrate Marketo 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.

Now you can connect Marketo with other applications quickly, reliably and worry-free using webMethods Integration Cloud.

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 Integration Cloud, 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.

TRY IT FOR FREE!

Sign up online for a free 30-day trial of webMethods Integration Cloud.

Connectivity

Connect to a wide assortment of cloud-based applications and data sources including Salesforce.com, Microsoft Dynamics CRM Online, SAP HANA® S/4 online, Oracle Cloud and more. Integration Cloud also provides the flexibility to configure connections to any cloud-based application without coding. Plus, webMethods Integration Cloud 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

Create sophisticated integrations with Integration Cloud's graphical user 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 Integration Cloud. You can easily register for the service at www.webMethodsCloud.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 Integration Cloud features.

Responsive browser-based UI for citizen developers

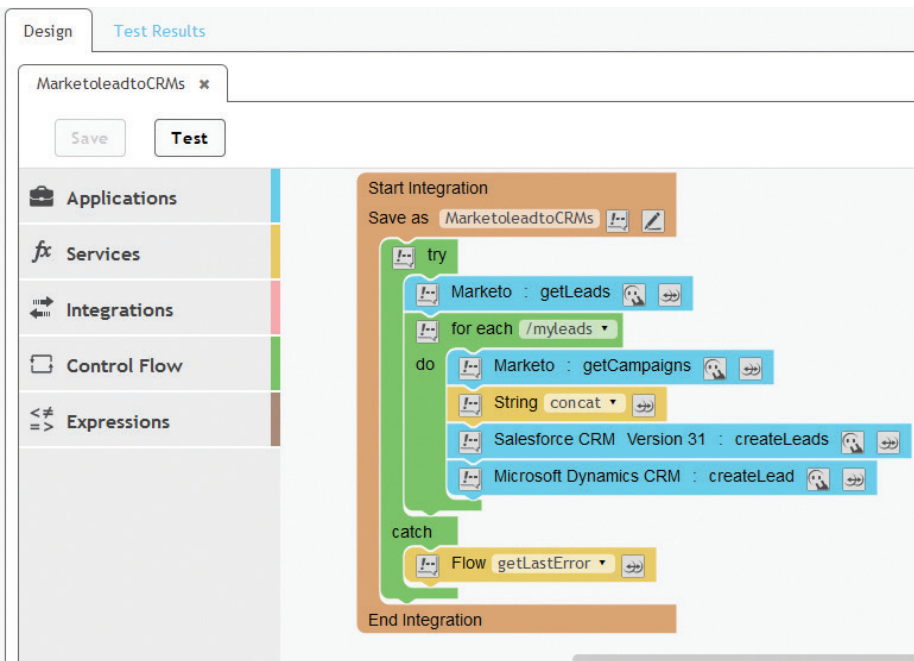
Our responsive browser-based user interface is built intentionally for citizen developers. The UI can be accessed using any modern browser, and it supports guided development using wizards to help create integrations. Since the interface is built using standards-based HTML5, it is also accessible from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

Mapping, transformation and enrichment

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

Multi-tenant architecture

Integration Cloud 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.



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

ABOUT SOFTWARE AG

Software AG offers the world's first Digital Business Platform. Recognized as a leader by the industry's top analyst firms, Software AG helps you combine existing systems on premises and in the cloud into a single platform to optimize your business and delight your customers. With Software AG, you can rapidly build and deploy digital business applications to exploit real-time market opportunities. Get maximum value from big data, make better decisions with streaming analytics, achieve more with the Internet of Things, and respond faster to shifting regulations and threats with intelligent governance, risk and compliance. The world's top brands trust Software AG to help them rapidly innovate, differentiate and win in the digital world. Learn more at www.SoftwareAG.com.

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