

Scribe Online Marketo Connector

Get the best of all worlds for application integration with Scribe Online. You can build, deploy, manage, and maintain your integrations anywhere you have internet connectivity. No additional hosting costs on Amazon EC2 or other public clouds for your “cloud” integration capabilities. No heavy-weight software masquerading as an “agent” with a web based UI. Clean, secure, multi-tenant and easy to use, Scribe Online is a true cloud integration platform.



TRY IT FREE

Scribe IS packages include a predictable monthly cost and flexible contracts that allow for annual or monthly billing cycles. But before signing up, try it free for 15 days with no obligation at www.scribsoft.com/free-trials.

Learn More

There is so much you can do with Scribe Online IS. Join us for live webinar to learn more about Scribe Online IS. Register at www.scribsoft.com/marketo.

CONNECTING CLOUD TO CLOUD?

Scribe Online has you covered with cloud based integration processes. You don't need to install, download, or host a single piece of software, ever.

CONNECTING CLOUD TO GROUND?

We can do that too. Scribe Online has a lightweight, secure agent that you can install behind the firewall or in your public or private cloud. Our agents are disposable and headless, so you can re-deploy your integration within minutes if your hardware fails or your cloud provider has an outage.

WHY SCRIBE?

Businesses like Marketo know their customers need to share data across applications, integrating the data so it's useful to the way they market and sell. Marketo is able to take advantage of Scribe with connectivity to a broad range of business applications, allowing their customers to connect not just their application to CRM, but also to import additional data from other sources, right into their Marketo application.

Customers can use our SolutionPaks to import pre-built mappings for common integration needs. Our wizard based set up gets you started in minutes, hours, or days – not weeks or months. Need to get under the hood and tweak and tune? You can do that too – in an easy to navigate, intuitive UI.

What does this mean for you?

The Scribe solution enables you to integrate Lead, Contact, Opportunity and Activity data with other applications and databases. Examples of common uses:

- Synchronize contacts from your CRM system into Marketo as Leads and create follow-up actions back in CRM based on workflow rules and/or interesting moments in Marketo.

- Load contacts from trade shows or other lead generation activities into Marketo for timely outreach.
- Enhance the lead and opportunity records with additional profile data from other systems, for example order history from ERP or status level from a customer loyalty system, to drive more targeted and personalized communication.

SERVICES: REPLICATION & INTEGRATION

Scribe Online Replication Services (RS) allows you to take control of your data. Secure and fast, you can replicate data anywhere you have MySQL or SQLServer. Data is copied in entity format so you see information that makes sense, saving your IT team from having to write complicated queries to stitch the data together for you. Additionally, the replication is completely automated including scheduling options and auto-detection of changes. And it's all done through a simple, wizard.

Scribe Online Integration Services (IS) delivers seamless and secure integration of CRM data with critical business applications such as marketing, finance and support. Updates to customer information are synchronized in all your business systems, ensuring your information is always current and accurate across the organization. With Scribe Online IS integrations are simple and easy to set up and run.

HIT THE GROUND RUNNING WITH CONNECTORS & SOLUTIONPAKS

Scribe Connectors help users connect key business applications without any coding, just configure and go. And with our Marketo Connector, you've got access to virtually any data source you need to connect with.

Scribe SolutionPaks work in conjunction with Scribe Online and are available to all subscribers at no additional cost. Get started quickly with pre-built mappings for popular applications, including **Marketo** and more!

KEY BENEFITS:

- Easy to connect, configure
- Quick to deploy
- One platform for all customer data
- Connectors to relevant business applications
- SolutionPaks to jumpstart integration
- World class training

Technical Requirements

For the most up-to-date requirements, visit www.scribesoft.com/scribe-technical-requirements/