

“Put it Forward gives me the capabilities to manage data for a better business and better products” Udo Waibel - CTO Front Range

Connect Marketo - Create Value

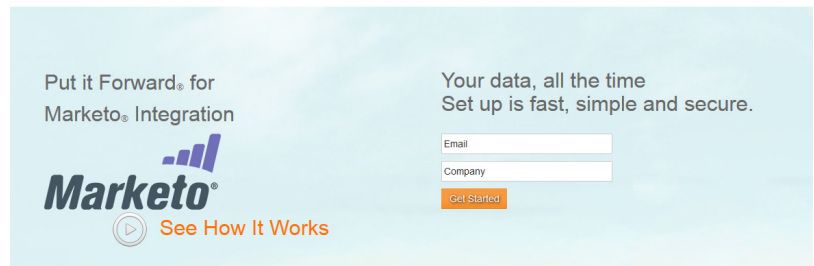
Put it Forward® is the solution that Marketo® users look to for the single view of their business. This lets a user integrate their campaign, marketing, sales, customer, inventory, reporting and analytics with any other in house or cloud based system.

Common Scenarios:

- Enrich contacts in CRM with campaign information from Marketo® in real time
- Keep leads synchronized between Marketo® and CRM in real time
- Multiple CRM system integration and migrations
- Shorten the time between lead to order
- Connect leads with contacts and support cases
- Integration simplification and cost savings
- Automated lead routing and scoring
- Lower costs by contact selection set optimization
- Improve data quality with rules and transformations
- Better data analysis to determine effective sales behaviors and close rates driven by marketing events
- Create exposure across the customer life-cycle not just funnel development



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Put it Forward® for Marketo® Integration

Your data, all the time
Set up is fast, simple and secure.

Email

Company

[Get Started](#)

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Marketo® Connections Simplified

Put it Forward® enables the rapid connection and collaboration of business systems through on demand technology.

Designed for the marketing analyst, evangelist or operations specialist, Put it Forward's® “No Code” graphical experience accelerates and simplifies the ability to work with data.

Extend beyond connecting into operations governance, data quality and customer life cycle management. All within the same application.

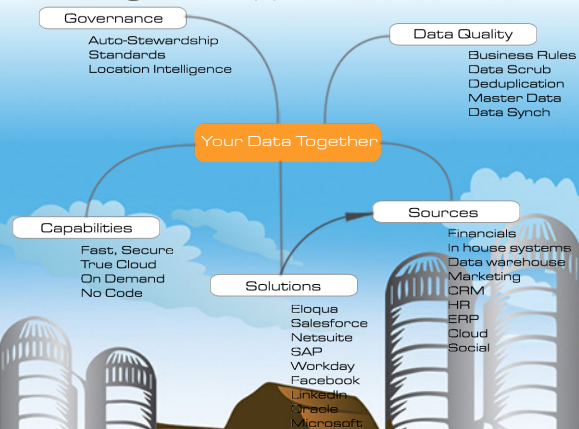
Pre-Built Connections from Put it Forward® enable Marketo® users to rapidly integrate to other systems such as Salesforce®, SAP®, Microsoft Dynamics®, Netsuite® and many more. Helping improve efficiencies, reduce data errors and minimize IT costs while enabling their goal of having fully integrated and synchronized customer information across businesses processes.

Get Started Today

www.putitforward.com/marketo

No Download or Installation Software

Integrated Approaches to Data



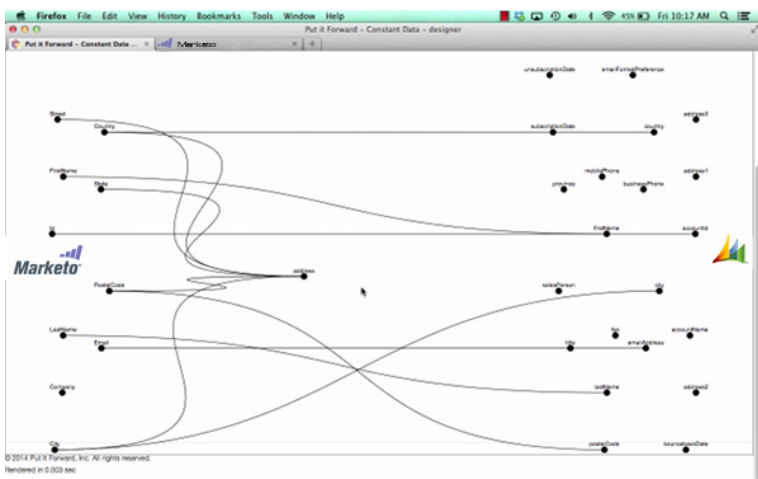
Put it Forward
Constant Data

Point, Click, Get Your Data

Shortcuts to working with your data: if you want to do a data load, synchronize across systems, export, add data quality checks or activity govern your data there are three easy steps to start with.

1. **Point the pre-built connectors** from Put it Forward® or use your own connector to automatically integrate the source and destination.
2. **Click on the data services** or add any business rules, transformations to the integration.
3. **Get the data flowing** between the source and destination by selecting the integration interval and activating it.

Done!



Tech Specs

Operating Systems: Put it Forward® is cloud based and is independent of operating systems.

App Server: Put it Forward® is cloud based and does not require an app server to run

Dev Tools: Put it Forward® has a rich integrated cloud based development environment which does not require installation.

Transports: HTTP/S, Web Services (SOAP, REST), ODBC, JDBC, FTP, SFTP, SS, File Sharing, Email (SMTP/POP3), Message based, Amazon SQS, JMS, MQ, WSDL ... and more.

Data Formats: XML, HTML/XHTML, JSON, CSV, EDI, text (flat and hierarchical), Unstructured (PDF, Spreadsheets)

- ### Key Deployment Benefits
- Built for the cloud - Put it Forward® is a purpose built pure cloud based data service tool. No open source, no fat clients, no legacy
 - Pure cloud based – on premise to cloud integration with no installation for you to deploy and manage
 - Best Price - On demand per connection pricing and low maintenance costs
 - Complete suite of out of the box connectors plus data services
 - Superior support model – dedicated resources for each of our customers

Tech Features

- **Multi-frequency Integration:** real time, just in time or in batch cycles
- **Great for data loading** and long running processes like order to cash
- **Integrated data quality** and management
- **Stay synchronized** with other organization units, legacy systems, other cloud offerings or on-premise applications
- **More Connectors** to marketing automation, financials or other contacts and order/invoice systems
- **Pure cloud based** - no installation of hardware or software for you to deploy and manage
- **On demand per connection pricing** and low maintenance costs
- **Supported Trials**



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