



Unleash the power of Salesforce Customer 360 through integration

Transform your business
with Salesforce and MuleSoft



EBOOK

Foreword

This time of tremendous global change and transformation is putting an emphasis on digital business and the ability to adapt today and in the future. Now, more than ever, it is essential to stay connected with your customer and provide personalized products, services, and experiences.

Companies of every size and industry are transforming rapidly, whether through modernizing their supply chain to meet customer demands, launching new applications, or solving for interoperability. For Salesforce, providing a bridge between the cloud and the on-premises data center is crucial to allow customers to innovate faster, share information across disparate systems, and prevent being limited by where data lives.

In May 2018, Salesforce, the global leader in CRM, completed its acquisition of MuleSoft. MuleSoft is the world's leading integration and API platform, making it easy to connect data from any system — no matter where it resides — to deliver truly connected experiences, faster. By connecting systems and unifying data with reusable APIs and no-code integration solutions, businesses can compose connected experiences while maintaining security and control.

With MuleSoft, Salesforce empowers customers to unleash access to data across systems wherever it lives, in the cloud or on-premises. The power of connected data comes to life across all industries — with personalized, real-time healthcare, faster service agent time-to-resolution, unified digital banking experiences, seamless eCommerce transactions that scale with heightened demand, and more.

Together, MuleSoft and Salesforce — with the subsequent acquisitions of [Tableau](#) and [Slack](#) — enable organizations to unlock, analyze, and act on data, so they can innovate and adapt to change faster, and create better connected experiences for their employees and customers.



“With MuleSoft and Customer 360, we provide an architectural approach to create a single view of the customer, recognizing that every single IT department is dealing with heterogeneous infrastructure. In a complex environment that many of our customers are living in, we can still enable you to transform your customer experience. Wherever your data lives, wherever you need to transform an experience – we can help unlock that data.”

BRET TAYLOR, PRESIDENT AND COO, SALESFORCE

Source: diginomica.com

Executive summary

01 Data is at the core of transformation

Today's customer expects integrated, personalized, truly connected products, services, and experiences. Bringing structured and unstructured data together to draw insights is key to connecting with customers.

80% of customers say the experience a company provides is just as important as its products or services.

04 Building a composable enterprise

As you turn every asset in your organization — every piece of data, every process, every application — into reusable building blocks, an application network emerges with each node adding value to the network.

With MuleSoft, customers see 60% faster delivery of APIs and integrations and a 63% reduction in maintenance costs.

02 Data silos are the largest inhibitor

Technology leaders cite data silos and integrating disparate systems as top challenges. Creating a single source of truth continues to be a main priority, and traditional integration approaches are not fit for purpose.

90% of IT leaders report data silos are inhibiting digital transformation initiatives.

05 Unleashing Salesforce Customer 360

The full potential of Salesforce is met with MuleSoft. With Salesforce Customer 360 as the single source of truth for data — with Slack as the engagement layer — MuleSoft works beneath these systems, establishing orchestrations between the data and applications.

Organizations can build connected experiences 3x faster with MuleSoft Accelerators for Salesforce Clouds.

03 Securely unlock data with reusable building blocks

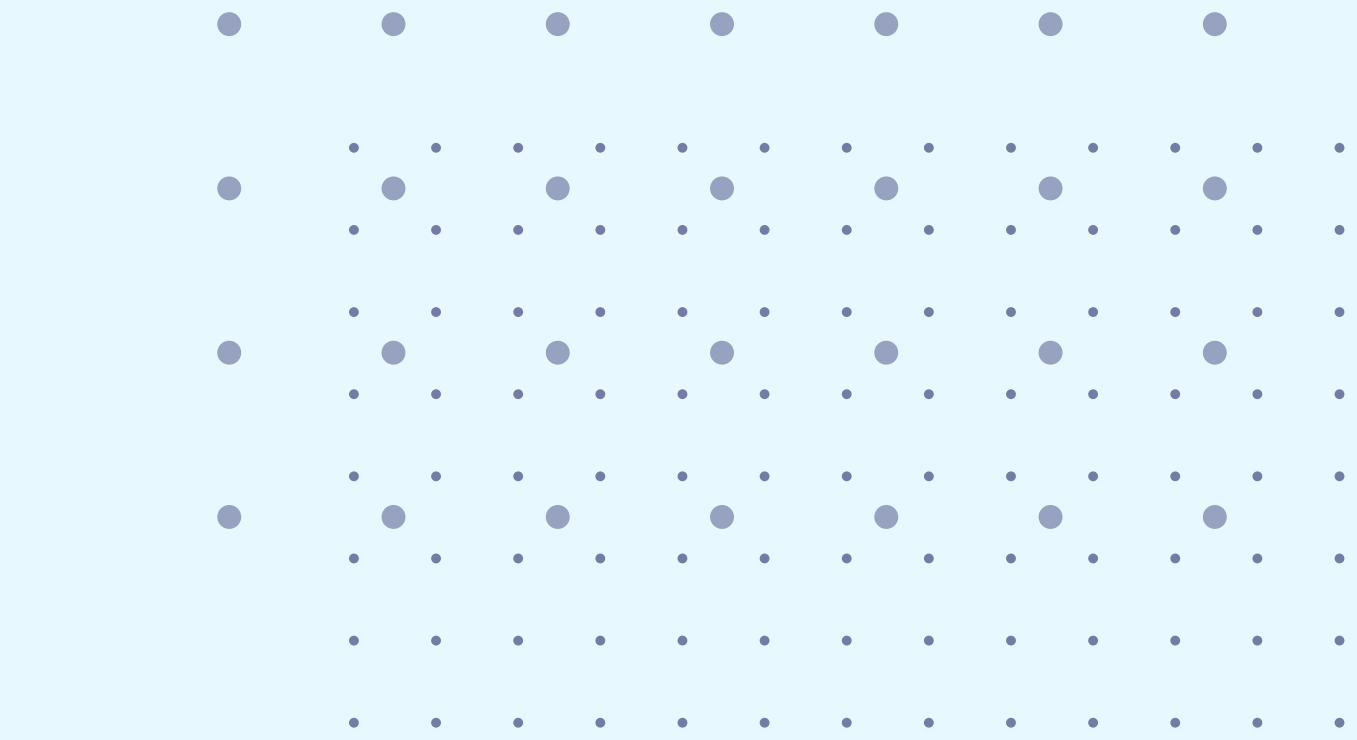
Standardized, reusable building blocks — like APIs — provide the most secure, scalable, and flexible approach to unlocking data. Successful API and integration strategies provide accelerated IT delivery, increased organizational agility, and rapid innovation.

60% of IT leaders report integration via APIs is critical to their digital transformation.

06 Digital transformation blueprints

Organizations across industries are integrating siloed data to transform their digital business — creating a 360° customer view, modernizing legacy infrastructure, launching new digital channels, and creating API ecosystems.

Thousands of joint customers are leveraging MuleSoft and Salesforce together to drive transformation.



07 Leverage the power of integration and automation in your organization

To deliver measurable business outcomes through integration and automation, organizations must take a thoughtful approach. Leverage tips from experts and read our commitment to customers and partners.

As you embark on your integration journey, prioritize one experience and begin creating reusable building blocks.

01

Data is at the core of transformation

In this all digital, work from anywhere world, connecting to customers in a meaningful way is more important than ever. Businesses across industries must be able to adapt to shifting market dynamics to deliver differentiated experiences. To build truly connected experiences, technology leaders must use data across the business to drive key decisions and inspire, empower, and engage. Connecting disparate and siloed sources to drive data-driven insights will make or break a company's ability to innovate.



There's a central force driving digital transformation: the demand for connected experiences

Today's customer builds trust with companies that understand them. They expect integrated, personalized, truly connected products, services, and experiences that meet them where they are and span every channel.

People today expect seamless digital experiences that meet them where they are, no matter the interaction. Eighty percent of customers say the experience a company provides is as important as its products or services. Tailored, contextualized engagement across multiple touchpoints is the benchmark, and disruptive business models are further raising the bar. Whether entering into new markets or new geographies, expanding supply chain and distribution networks, or delivering new digital experiences to meet customer demands, companies are under greater pressure to transform faster.

92% of organizations are currently undertaking digital transformation initiatives or plan to in the next year.

This transformation spans key business initiatives, including modernizing legacy systems, migrating applications to the cloud, and automating business processes. The demand for these connected experiences is not isolated to one industry. Every company in every industry is under greater pressure than ever before to accelerate the speed of delivery, increase agility, and innovate at scale.

Source: [Salesforce State of the Connected Customer](#)

80%

of customers say the experience a company provides is as important as its products and services.



Businesses across all industries are transforming to meet rising demands

Companies are being challenged to rethink how to deliver the seamless digital experiences that today's customers now expect while future-proofing their business for change. With increased customer expectations stemming from new technologies, products, and business models, delivering the great experiences that meet those changing expectations requires fundamental change.

92%

of organizations are currently undertaking digital transformation initiatives or plan to in the next year.



Customer experiences

- 360° customer view
- eCommerce
- Omnichannel and mobile
- Digital banking and lending
- Personalized healthcare



New products & services

- Mergers and acquisitions
- Supply chain modernization
- New market expansion
- New products and channels
- Virtual care



Operational efficiency

- Legacy modernization
- Interoperability
- SaaS integration
- Portfolio rationalization
- Business automation



Organizational change

- Remote workforce
- Employee onboarding
- Systems provisioning
- Benefits management
- Partner collaboration

Source: MuleSoft Connectivity Benchmark Report

Technology leaders are enablers to digital transformation within organizations

Today’s CIOs often serve as “Chief Transformation Officers” tasked with leading digital business transformation and shaping new tools and capabilities for an organization.

These leaders are expected to create new efficiencies and value, and the pace of digital transformation creates urgency to build new connected experiences and maximize legacy investments. However, CIOs can’t do it alone. To demonstrate business impact and build truly connected experiences, they must work with other leaders to inspire, empower, and engage.

The CIO moves between IT, the C-suite, and line of business leaders, taking input and returning that input as value — be it innovation, insight, or problem-solving. They must build lasting partnerships across the organization that have a crucial impact on digital transformation: the CFO, CMO, CHRO, board of directors, and their own direct reports.

To successfully deliver transformation programs and build trust throughout the organization, CIOs must look across the company at key business drivers. This includes product lines, processes, systems, and workstreams for opportunities to improve top-line and margins and reduce expenses.

The CIO absorbs, assesses, and then translates the implications of emerging technology for the organization. And at the heart of this analysis is data-driven insights.



Every business has data – transformation starts with harnessing value from data that already exists

A business’s most critical asset is its data. Bringing structured and unstructured data together and leveraging technologies to drive data-driven insights will make or break a company’s ability to innovate.

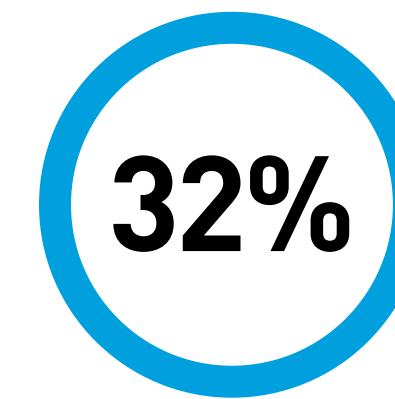
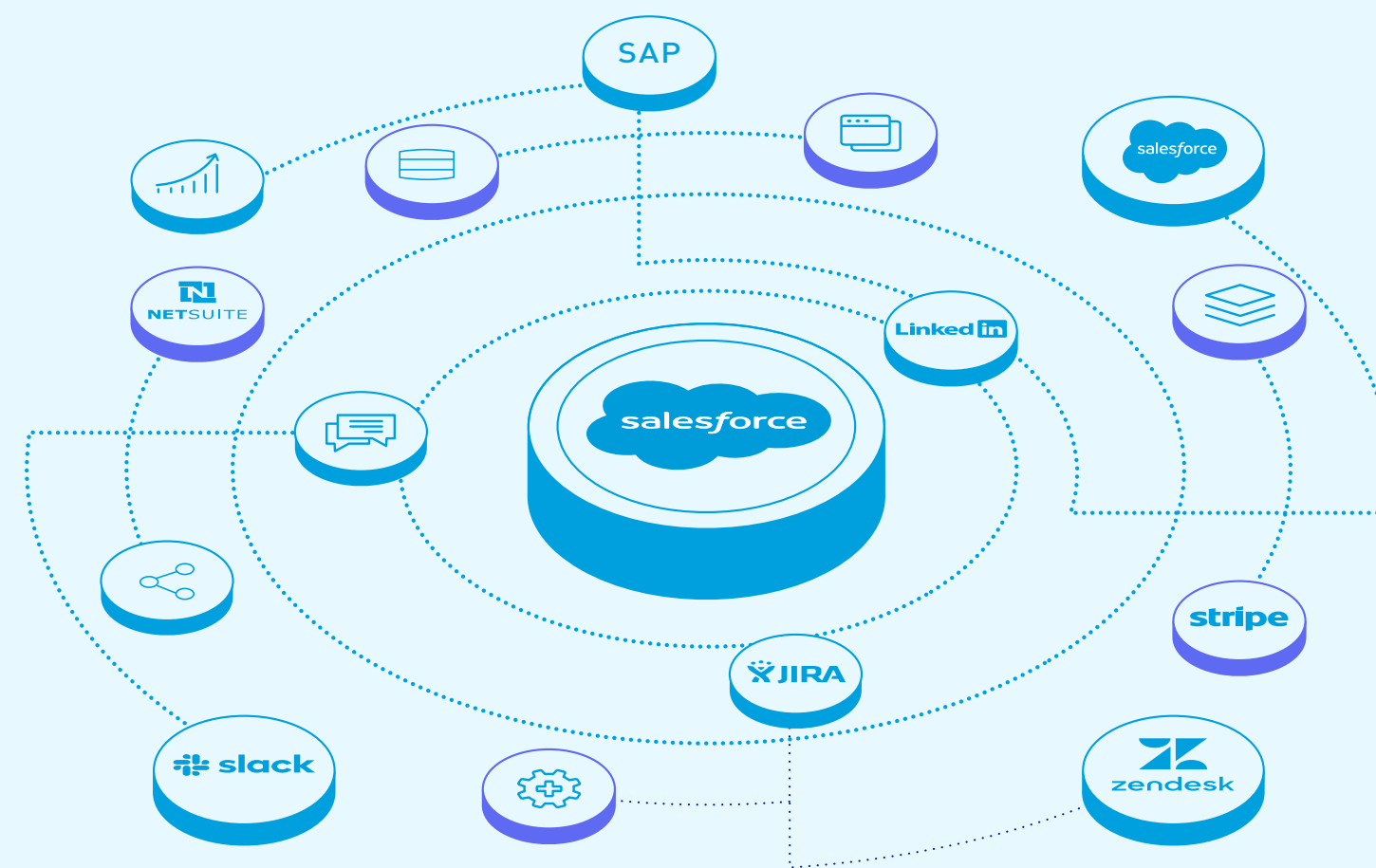
According to Forrester, insight-driven businesses are growing at an average of 30% each year. By 2021, they are predicted to take \$1.8 trillion annually from their less-informed industry competitors. This ability to draw insights requires data across financial and compliance systems, business intelligence and operational databases, and consumer data (social, wholesaler, distributor, retail). These systems need to be integrated in order for businesses to create proper segments and targets.

Organizations can only achieve digital transformation when they bring data across multiple technologies together to draw insights and create truly distinctive and differentiated offerings.

Data from disparate sources like SaaS, mobile, and social applications must be aggregated alongside that from on-premises systems and databases. Seamless connectivity is needed to ensure efficient functionality, communication,

and data synchronization across the enterprise to multiple audiences, such as customers, suppliers, and employees, securely and at scale.

Sources: Accenture: Closing the Data Value Gap, Forrester: Insights



32% of executives realize tangible and measurable value from data, according to Accenture.



in annual market share is predicted to be taken by insight-driven businesses from their less-informed industry counterparts.

Data silos are the largest inhibitor

Siloed data and legacy infrastructure are barriers to digital transformation, which is why companies are often disconnected from the data that helps them understand what is happening with their customers, partners, and employees. Organizations often turn to custom code or monolithic web services to connect data sources, which, over time, puts added strain on IT infrastructure and leads to expensive application maintenance and bottlenecks.



Technology leaders point to data silos as their biggest barrier to digital transformation

Integration challenges slow the pace of digital transformation, as pulling together data across business units and silos continues to be the biggest need and challenge.

Digital transformation has universally become a strategic imperative for businesses, but significant integration challenges are holding them back. Ninety percent of IT leaders report data silos are creating business challenges for their organizations' digital transformation initiatives.

While some data strategies have become cohesive and productive with the public cloud's rapidly evolving data capabilities, many organizations are struggling with custom code, data lakes, warehouses, and manual methods of handling data. On top of that, businesses have legacy infrastructure to integrate, and systems that are dated and inefficient.

This results in partial data, or data that is not fully integrated. Inaccurate data has severe implications across compliance, forecasting, revenue, and customer experience.

Companies are often disconnected from the data that helps them understand what's happening with their customers, partners, and employees.

Source: [MuleSoft Connectivity Benchmark Report](#)



of IT leaders say data silos are an obstacle to digital transformation.



Data proliferation and explosion of SaaS applications adds complexity

Organizations are running into serious problems when dealing with the complexity that arises from the sheer number of systems and apps used by companies today, many of them driven by various lines of business across the company.

The average enterprise has data in hundreds of different systems, and only one-third of them are integrated. Hundreds of apps are constantly being added with the swipe of a credit card.

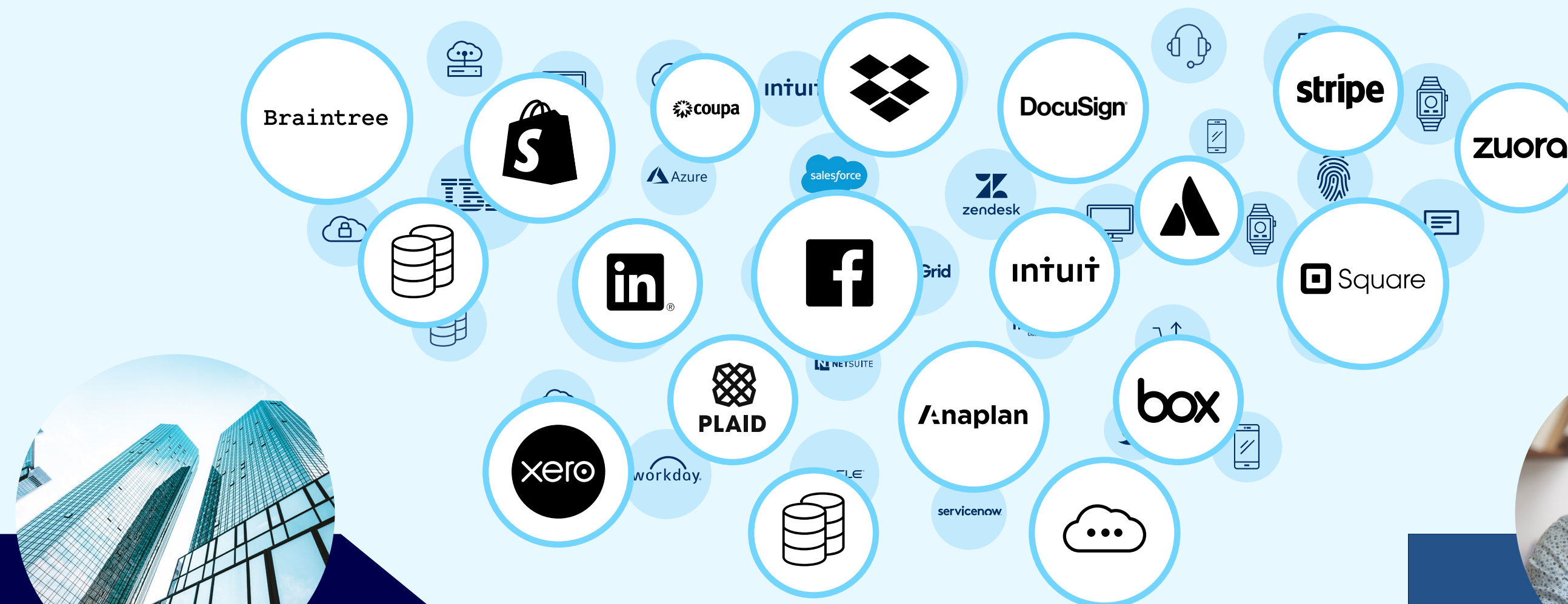
The complexity of providing multiple stakeholders customized views of the same underlying data source, whether it be a core banking system or an ERP system, increases exponentially with the number of channels through which that data must be provided. It also reinforces the need for data at the point of consumption to be decoupled and independent from the system of record.

The key to success is unlocking data, wherever it exists — on-premises, in the cloud, or legacy infrastructure — in a way that helps companies evolve faster while maintaining governance, visibility, and security.

Source: [MuleSoft Connectivity Benchmark Report](#)

100s

of applications exist in today's average enterprise with only 29% connected.



Your company



Your customer

Custom code reduces business agility and inhibits transformation

To integrate disparate systems, organizations often turn to custom code or monolithic web services. Although custom code quickly enables communication between data sources, it is not future-proof or scalable.

As businesses evolve and develop new applications on top of preexisting code, complexity increases, resulting in more tightly coupled applications and internal dependencies.

Over time, custom code results in a “spaghetti architecture” that is tangled, fragile, and difficult to maintain.

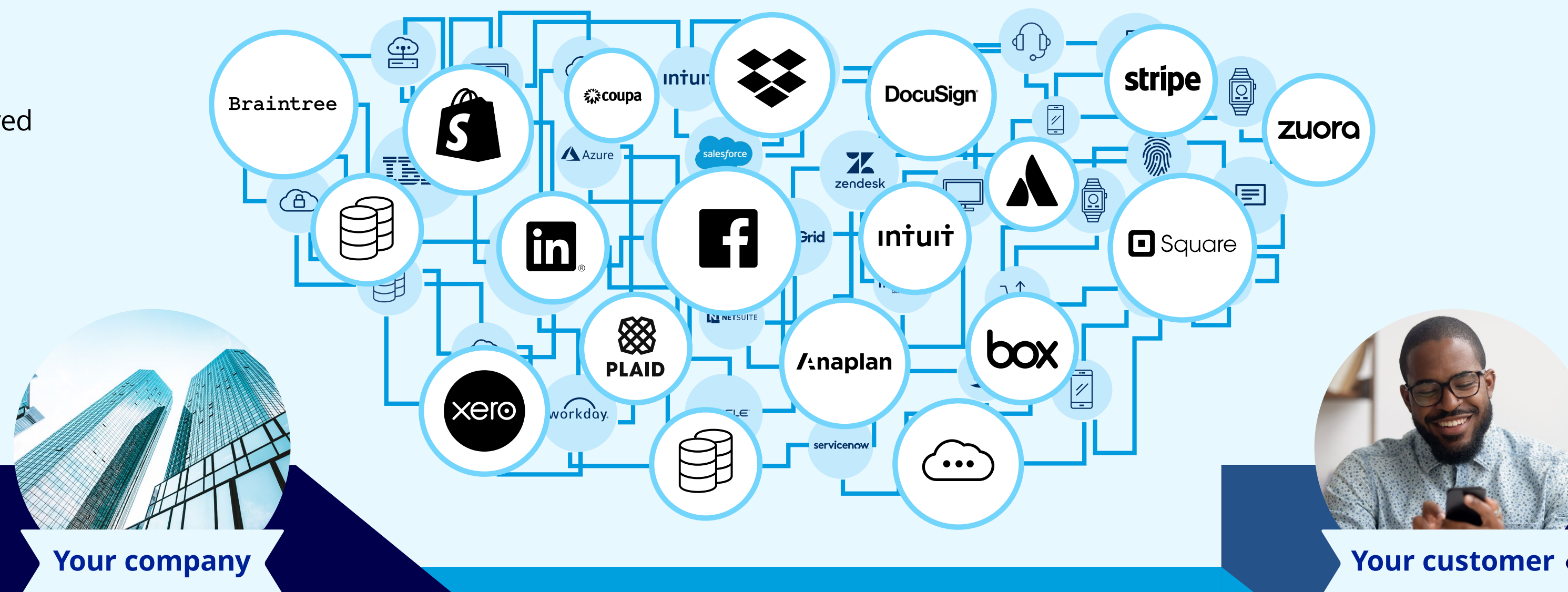
This puts added strain on IT infrastructure and increases potential security risks. Additionally, it leads to expensive application maintenance and IT bottlenecks, with teams of system experts required to make changes to existing applications or develop new ones.

What starts out as a simple integration quickly expands with growing endpoints and increasingly complex transformation and integration logic.

Seventy-seven percent of organizations expect a negative revenue impact if digital transformation initiatives are not completed in the next 12 months, and this approach makes it challenging to serve the growing demands of the business.

Source: [MuleSoft Connectivity Benchmark Report](#)

- Legacy infrastructure
- Siloed data
- Disconnected customer experiences
- Inaccurate data
- Multiple clouds
- GDPR & CCPA compliance



03

API building blocks help unlock data

Technology leaders are turning to APIs as standard building blocks to securely unlock data. With API-led connectivity, systems, processes, and experiences can be wrapped in APIs that can be easily discovered, consumed, and secured, enabling teams across the organization to reuse them in projects. This reuse results in faster time to value with every new project, helping organizations deliver connected experiences, faster.



Organizations are using APIs as building blocks to break down silos and securely expose data

A scalable, more strategic approach to integration is needed to keep up with business demands and unlock data silos. This is why 60% of IT leaders report integration using APIs is critical to their digital transformation strategy.

Modern APIs can be leveraged as building blocks that represent unique business capabilities, like inventory data or order status, that can be composed easily into a connected experience. API composability allows organizations to innovate faster than ever before.

If various components are wrapped in APIs that can be easily discovered, understood, consumed, and secured, they enable different teams across the organization to access data and digital capabilities in a way never before possible. This approach also gives IT the tools to manage and secure them at scale. This allows organizations to roll out new connected experiences faster, now and in the future.

This is what we call “API-led connectivity.” By using a modern API-led connectivity approach, each integration becomes a reusable building block.

Optimizing this reusable process enables organizations to accelerate IT delivery, increase organizational agility, and deliver innovation at scale. By using APIs to expose every application, data, or device, organizations take a more agile, flexible approach to digital transformation.

[Source: MuleSoft Connectivity Benchmark Report](#)

Why APIs?



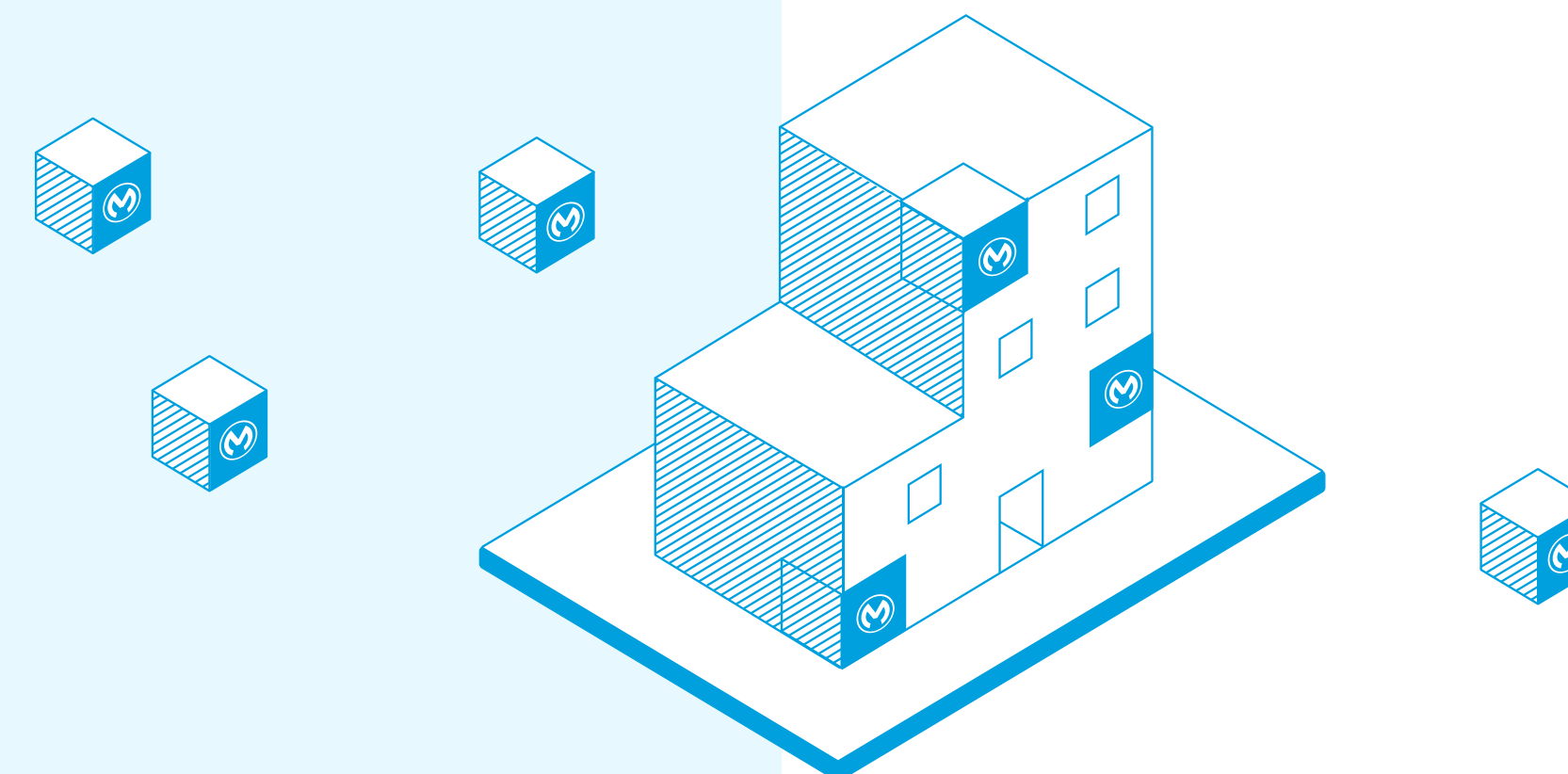
Productized and designed for ease of consumption.



Easily managed for security, scalability, and performance.



Discoverable and accessible through self-service.



Reuse of APIs provides compounding value as new initiatives emerge

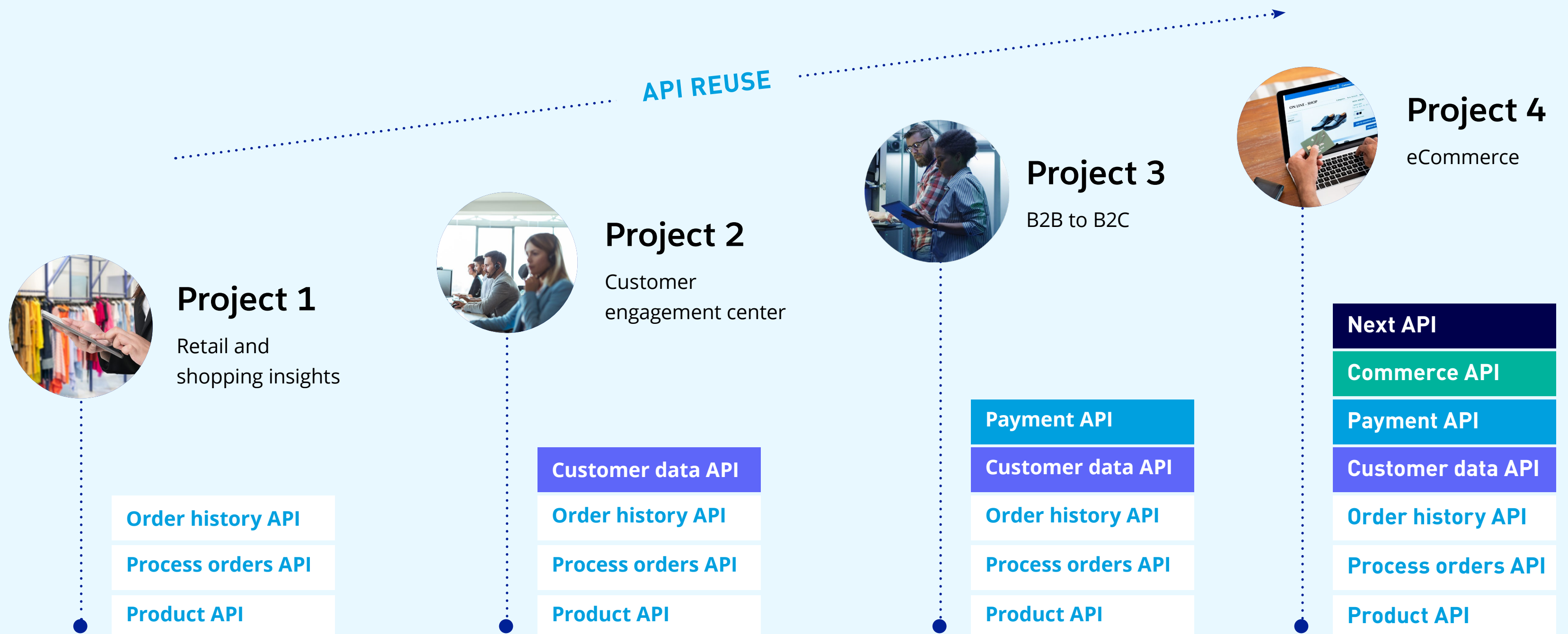
API strategies have turned legacy systems from liabilities into assets. By integrating systems and unifying data with an API-led approach, businesses can easily compose connected experiences while maintaining security and control.

While you might invest in unlocking a set of systems with APIs for a specific project, you can then reuse your existing APIs and microservices across the organization versus building from scratch, resulting in quicker time to value. The network effect leads to libraries of prebuilt integrations and APIs that now exist in the enterprise.

For example, a retail organization can build APIs for an initial retail and shopping insights project that can be reused when transforming the customer engagement center, transitioning from a B2B to B2C business model, or launching a new eCommerce experience. The key benefit of this approach is that the APIs become reusable.

3x

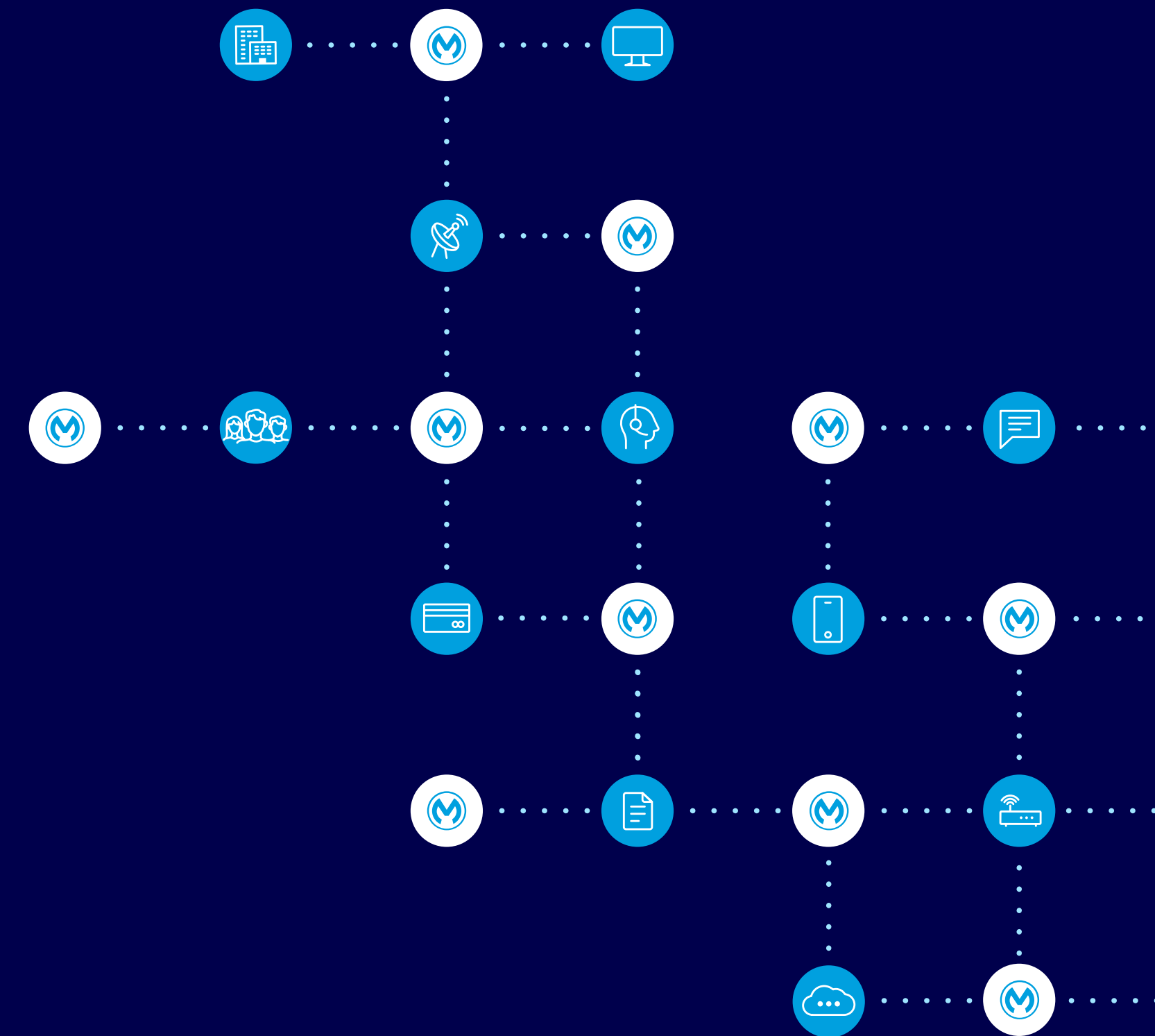
Faster project delivery.



04

Building a composable enterprise

As assets in your organization — every piece of data, every process, every application — are turned into reusable building blocks and new integrations are developed, an application network emerges with each node adding value to the network. These standardized and reusable building blocks — like APIs — can be centrally managed and governed, while also shared with development teams and trusted customers, and partners to build truly connected experiences. MuleSoft provides the leading platform for customers to design, secure, and reuse API and integration capabilities to build their own application networks.



Application networks drive agility and value from existing investments

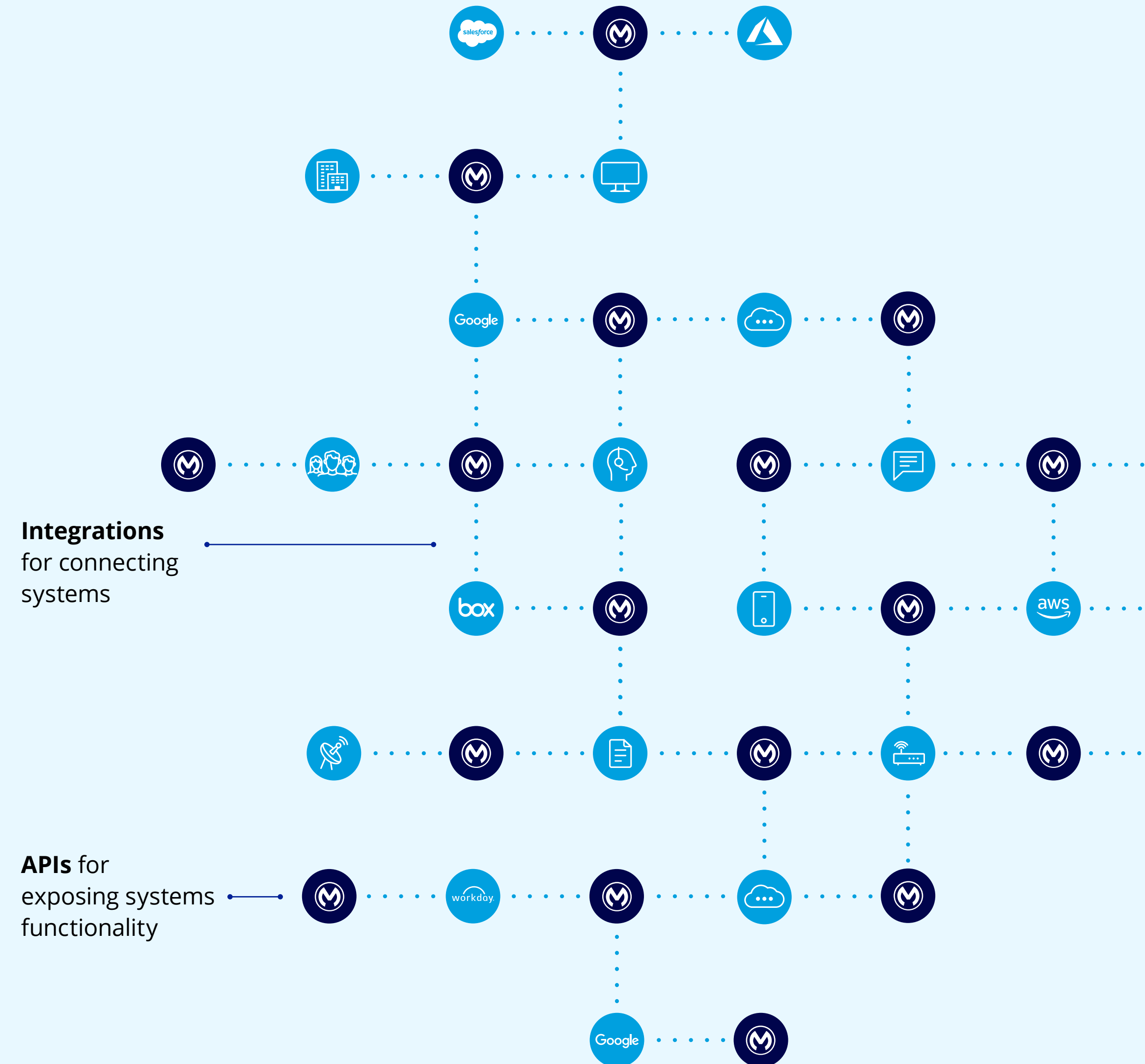
As projects are completed, a pattern of reuse of packaged business capabilities, many in the form of APIs, emerges and results in an application network. An application network is not an architecture, but a set of building blocks on top of which architectures can be built. It is managed and federated so that it bends, but does not break, allowing new products and services to be plugged in and unplugged easily.

Central IT can manage and govern the integration assets from anywhere while allowing development teams across lines of business to leverage assets for projects. They can enable their organization with the ability to automate common processes and APIs, accelerating the pace of innovation and time to value. Using the same building blocks, businesses can also externalize their capabilities so trusted customers and partners can integrate those capabilities into their own workflows for frictionless customer experiences.



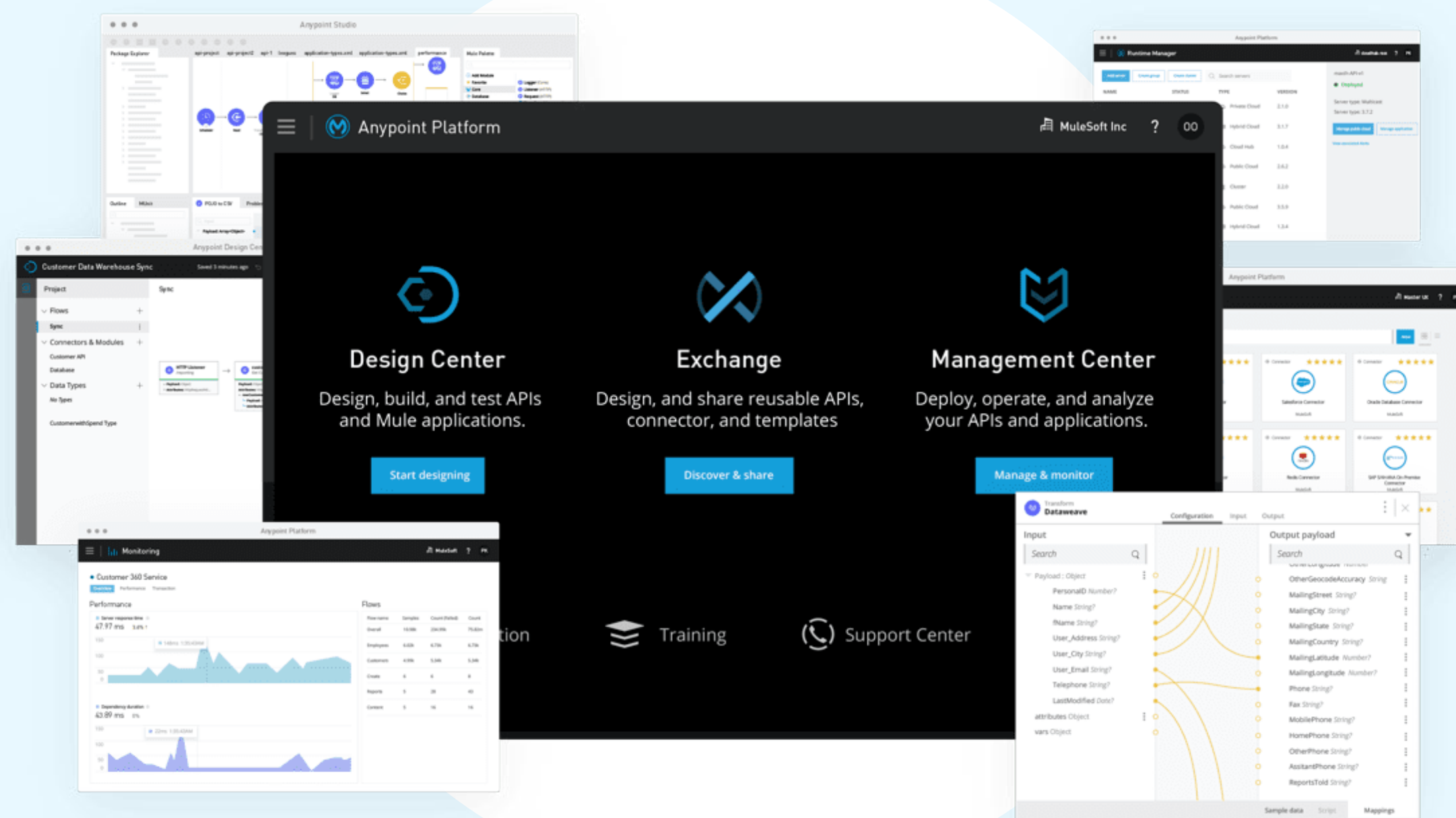
“Organizations that can turn their data and assets into discoverable and consumable building blocks for internal as well as external partners level the playing field with disruptors.”

ROSS MASON, FOUNDER, MULESOFT



MuleSoft provides integration technologies to IT and business users for innovation to flourish across the enterprise

Thousands of global organizations trust MuleSoft to accelerate their digital transformation initiatives with increased efficiency and agility.



Jumpstart projects by with composable integrations

Accelerate projects with a single marketplace for APIs and integration assets with hundreds of reusable connectors, integration templates, Accelerators, and API designs.

Empower business teams to integrate with clicks, not code

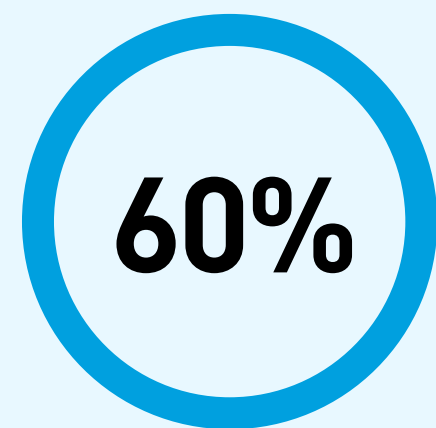
Connect apps and data to Salesforce and automate integrations quickly with MuleSoft Composer for Salesforce. Business users can easily build the integrations they need all inside the Salesforce UI without waiting for IT resources.

Gain real-time visibility and protect your data from threats with a few simple steps

Access business insights with customizable dashboards and reports. Set up advanced protection policies such as access control and threat protection, with ISO 27001, SOC 1, SOC 2, PCI DSS, GDPR, and FedRamp compliance.

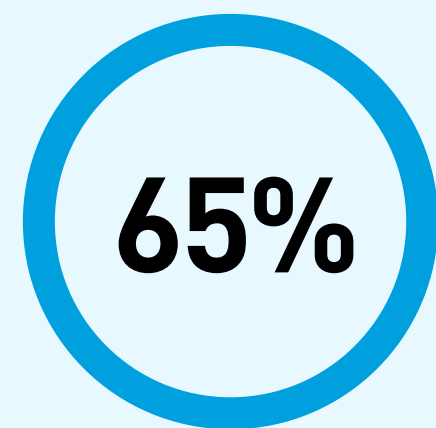
Embracing the composable enterprise reduces maintenance costs and increases developer speed and productivity

MuleSoft helps customers connect data from any system to create connected experiences, faster. Customers have seen the following benefits through implementing application networks:



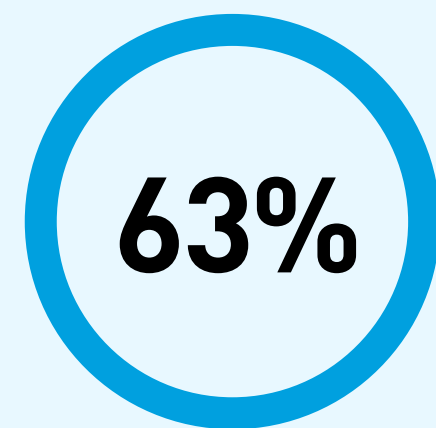
Speed improvement

Faster delivery of APIs and integrations, yielding an average of \$1.6 million in savings on annual development costs.



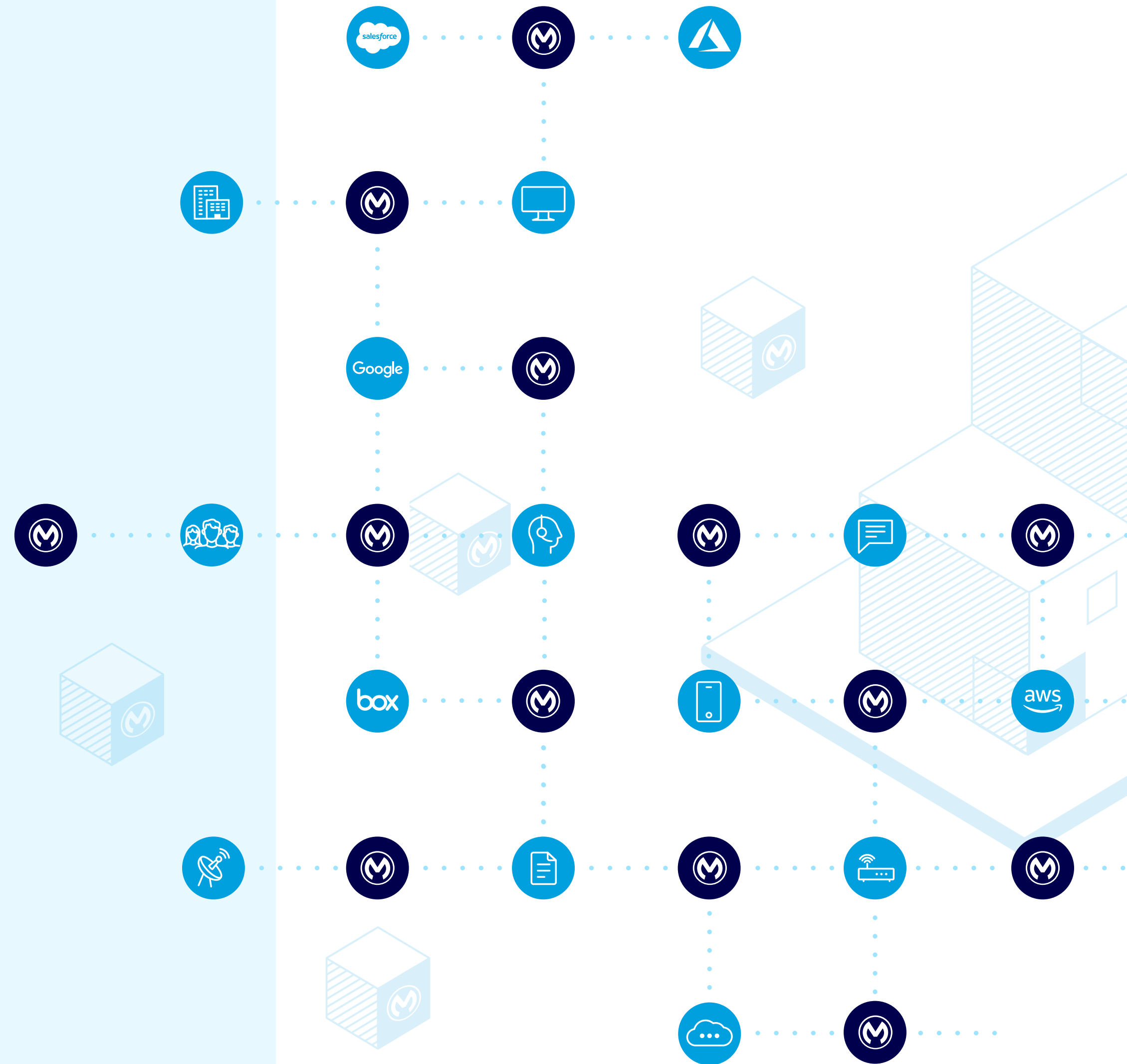
Increase in developer productivity

Increased efficiency by creating and reusing APIs and integration assets.



Reduction in maintenance costs

More time and resources can be allocated toward innovation, instead of just keeping the lights on.



Sources: [Forrester TEI Report](#) and [Ovum Decision Matrix Report](#)

Integration and APIs form a bridge between Salesforce Customer 360 and on-premises and legacy systems

MuleSoft provides a bridge between Salesforce Customer 360 and on-premises, cloud, and legacy systems to help customers create truly connected experiences, faster.

Salesforce Customer 360 is an integrated CRM platform that provides powerful solutions for marketing, sales, commerce, service, IT, and more. MuleSoft powers the Salesforce Customer 360 with integration, connecting data across an organization's entire ecosystem. Together, MuleSoft and Salesforce enable all organizations to surface their data to deliver intelligent, connected experiences across channels and touchpoints.

With integration, customers are extending and enriching legacy investments, powering custom applications with third-party data, connecting CRM with back office systems, creating a 360-degree customer view for service agents, building best-in-class healthcare and financial services solutions, and more.

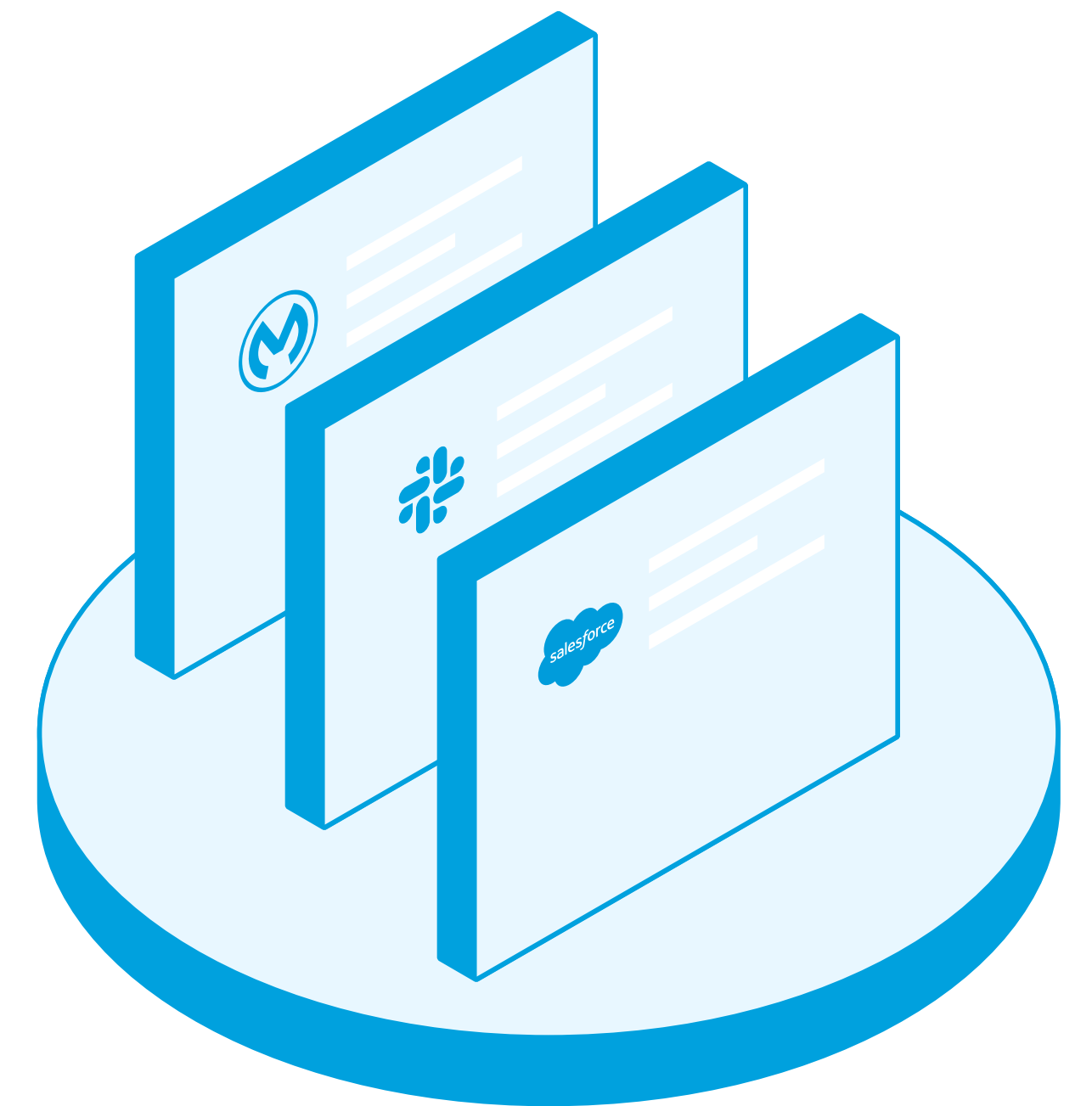


Connecting the business with customers and employees

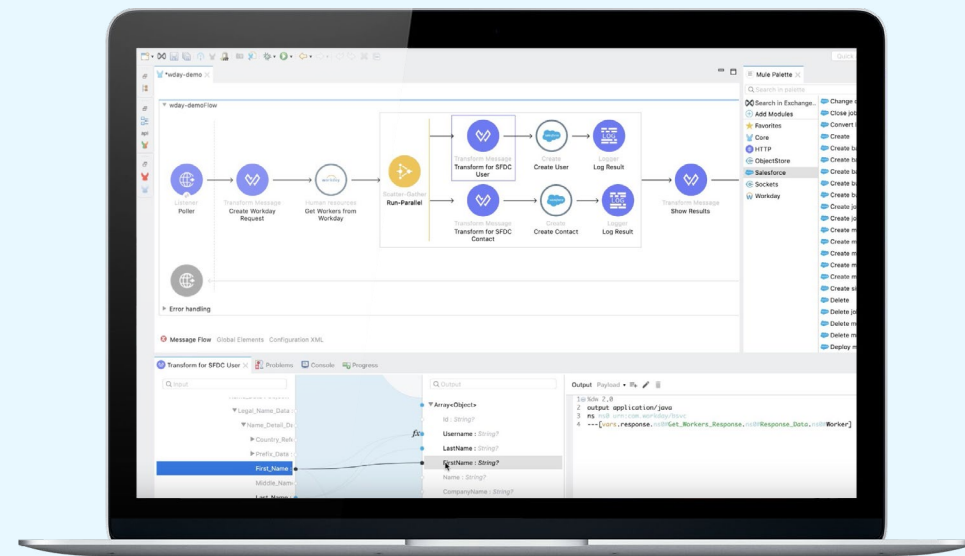
Salesforce Customer 360 isn't just about giving every company a single source of truth for their business. It's also about giving organizations a single platform for connecting employees, customers, and partners with each other and the apps they use every day. This is where Slack comes into the picture.

Slack has played an integral role in keeping organizations agile, enabling them to organize their people and their work in this evolving digital-first and work-from-anywhere world. With MuleSoft acting as the bridge between Salesforce Customer 360 and any application or system, Slack is the layer on top that connects the application network to the human network — helping you deliver a connected employee and customer experience.

With MuleSoft's Anypoint Platform and Composer for Salesforce, IT teams can bring Salesforce Customer 360 to life to easily integrate data from any third-party system or applications. Business users will also be empowered to create simple automations and business workflows with clicks, not code.



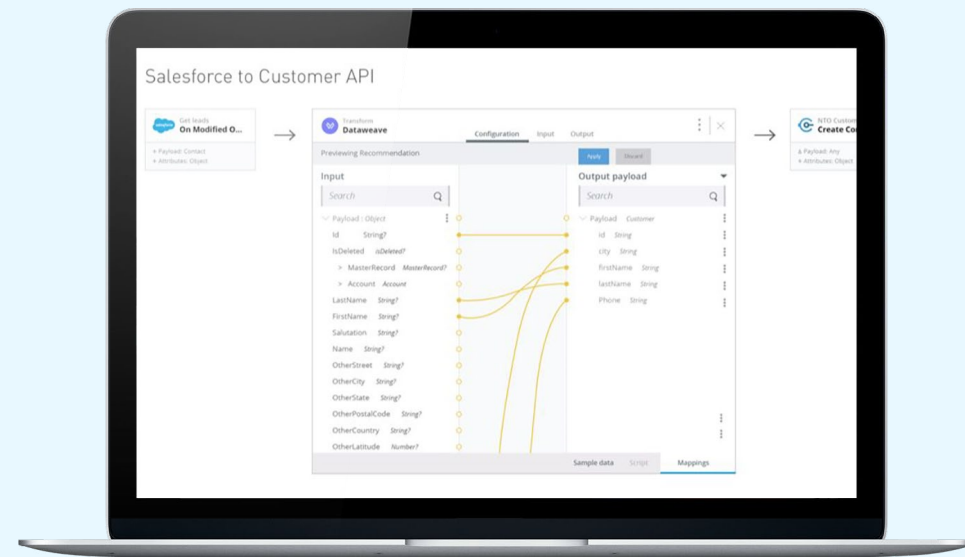
Integration powers differentiated Salesforce experiences across every line of business



CUSTOM APP DEVELOPMENT

Develop rich, integrated applications.

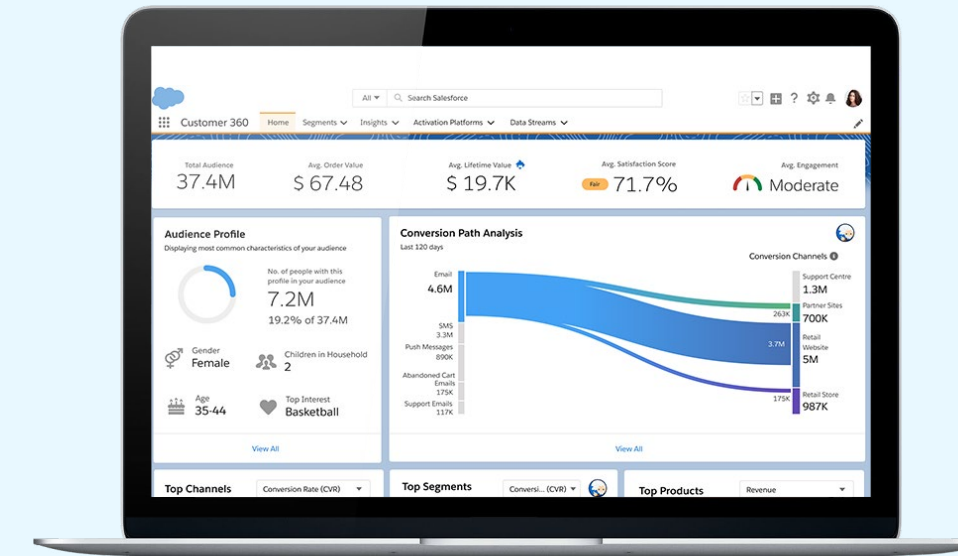
Integrate siloed third-party systems to power connected experiences with Salesforce Customer 360 Platform.



ORDER MANAGEMENT AND SUPPLY CHAIN

Bring siloed, back office data into Salesforce.

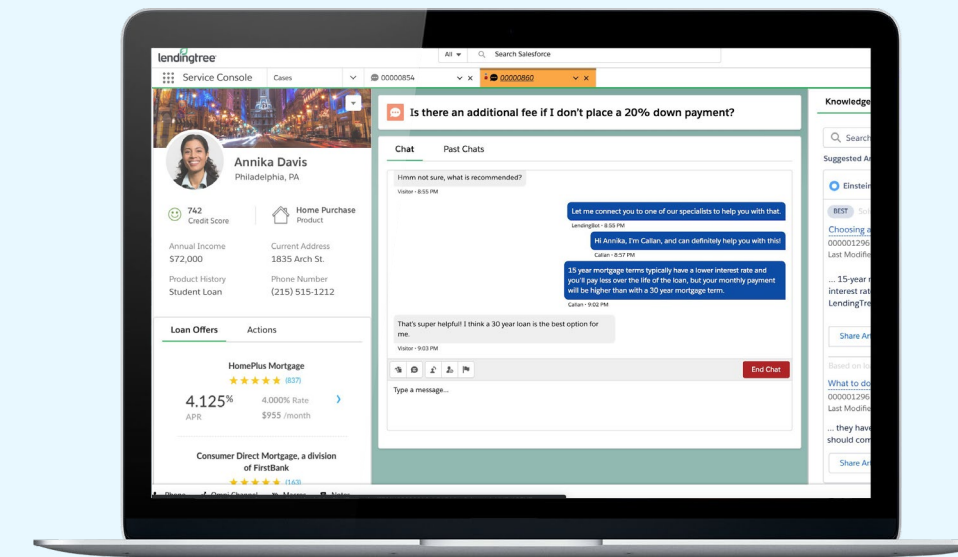
Unlock back office data from ERP, OMS, and databases in Salesforce to synchronize orders and automate workflows.



COMMERCE, SALES, AND SERVICE

Build a truly 360° view of your customers.

Bring data from disparate systems into Sales Cloud, Service Cloud, and Commerce Cloud to enable a real-time single view.



ANALYTICS AND AUTOMATION

Unlock, analyze, and act on your data

Connect data to Tableau to visualize real-time insights and bring rich, third-party data to Einstein Automate.

Power Salesforce with data from any source

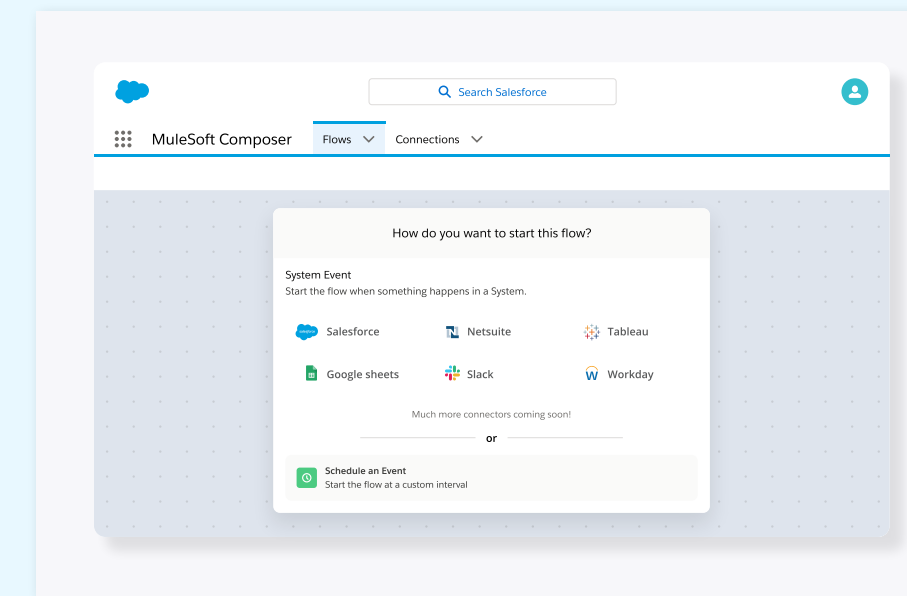


MuleSoft and Salesforce are innovating together to help customers realize connected experiences, faster



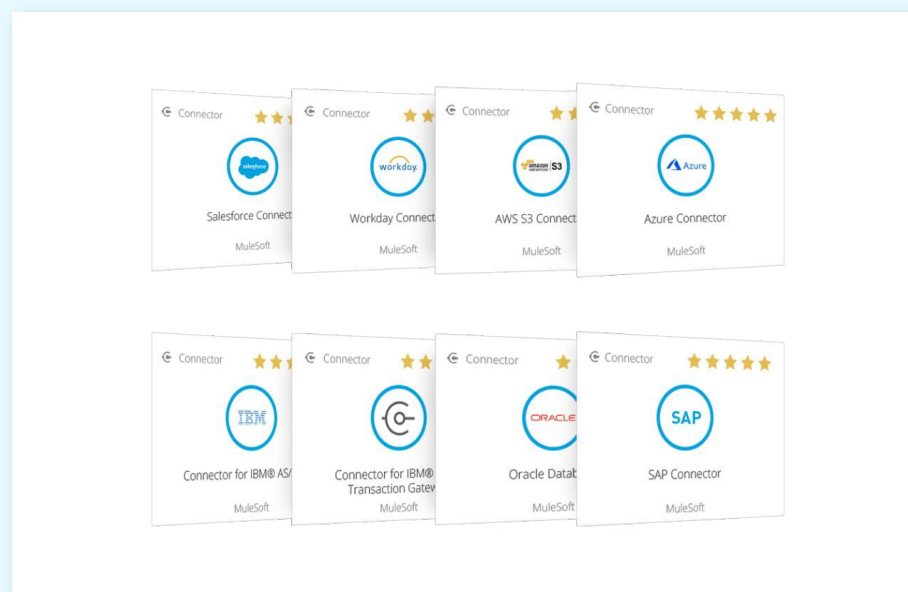
Integrate 3x faster with MuleSoft Accelerators for Salesforce Clouds

Jumpstart integration with [MuleSoft Accelerators for Salesforce Clouds](#), with pre-built APIs, templates, and reference architectures. Included with the MuleSoft subscription, these solutions help joint customers implement critical integration use cases for Service Cloud and B2C Commerce Cloud, faster.



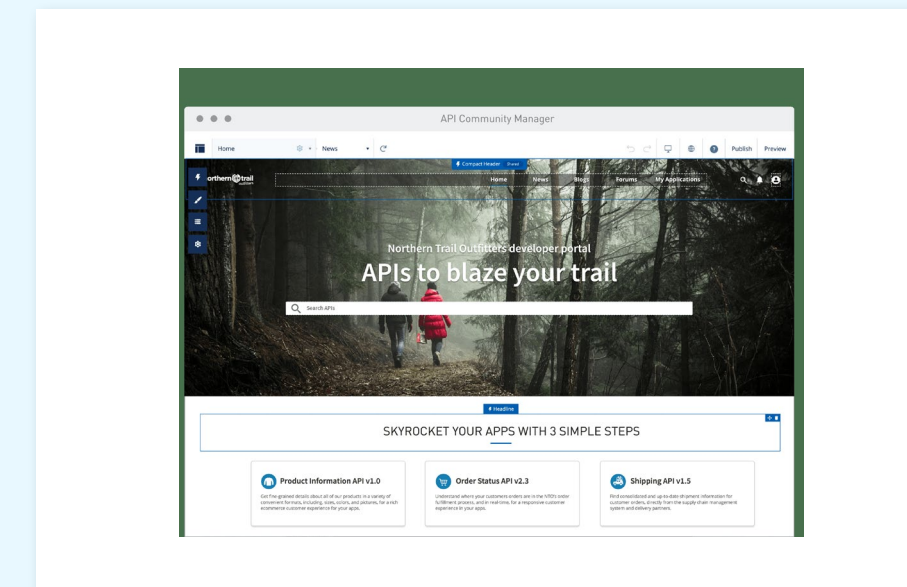
Enable teams across the enterprise with self-serve integrations

[MuleSoft Composer for Salesforce](#) empowers teams to self-serve their integrations needs without having to wait for IT resources. With a few clicks, line of business teams can easily connect apps and data to Salesforce, without ever leaving the Salesforce UI.



Use battle-tested, out-of-the-box Salesforce connectors and templates

[Anypoint Exchange](#) is the marketplace of APIs and integration best practices, filled with connectors, templates, and APIs from MuleSoft and our ecosystem of partners and developers. Accelerate delivery using these connectivity assets to Salesforce and third-party systems like SAP, Oracle, Amazon S3, Azure, and more.



Transform developer ecosystems with an API portal powered by Community Cloud

Leverage the power of [API Community Manager](#), built on Salesforce Community Cloud, to increase API adoption and developer engagement. Transform developer portals into personalized, digital experiences that promote API products and increase engagement across API ecosystems.

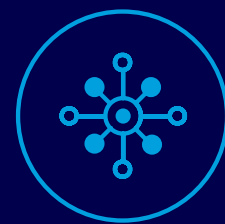
06

Digital transformation blueprints



360° view of the customer

Create differentiated experiences using an API data layer that acts as a source of truth of every customer interaction.



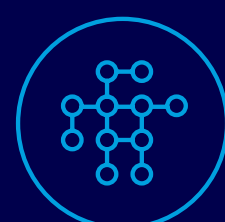
New digital channels

Drive a successful omnichannel strategy with IT architectures built for connectivity, agility, and flexibility.



Legacy modernization

Adapt existing on-premises applications, data repositories, and services to co-exist with cloud infrastructure and applications.



API ecosystems

Leverage API portals to share integration assets and increase developer, customer, and partner engagement.

360° VIEW OF THE CUSTOMER

Deliver differentiated customer experiences

Eighty-six percent of buyers are willing to pay more for a great customer experience. Access to customer data is critical for companies to understand who their customers are, their customers' needs, and how customers interact with the company to deliver differentiated experiences.

Modern customer journeys are complex and fragmented across touchpoints. Seventy-one percent of customers use multiple channels like social, web, and mobile across a single transaction. This creates a network of fragmented systems and data points, as well as a time-consuming process to transform, manage, secure, and access that data. Today, fewer than 10% of companies actually have a single view of the customer.

Many companies are transforming to create a **360-degree customer view** — a data layer that acts as a source of truth of every customer interaction at every touchpoint. The goal is to provide an accurate, timely, and complete view of customers so that an organization's employees, partners, and stakeholders have the information they need to inform key decisions around sales and forecasting, engagement models, new digital initiatives, and more.

A 360-degree customer view should be thought of as a holistic network of systems and APIs, rather than a pool of data that is extracted from various systems. APIs can be used to group data across systems in domains (e.g. location or channel preferences) and in various ways, such as leveraging data from systems like ERP, Order Management, and Salesforce in a customer profile API.

With an API-led approach, APIs securely abstract data from systems, and also orchestrate that data to surface it in experiences like Salesforce products or custom applications. Companies typically have multiple customer experience initiatives running in parallel, and an API-led approach enables greater security, speed, and scale while driving a consistent customer experience through reuse of the same API assets.

[Source: Salesforce State of the Connected Customer](#)



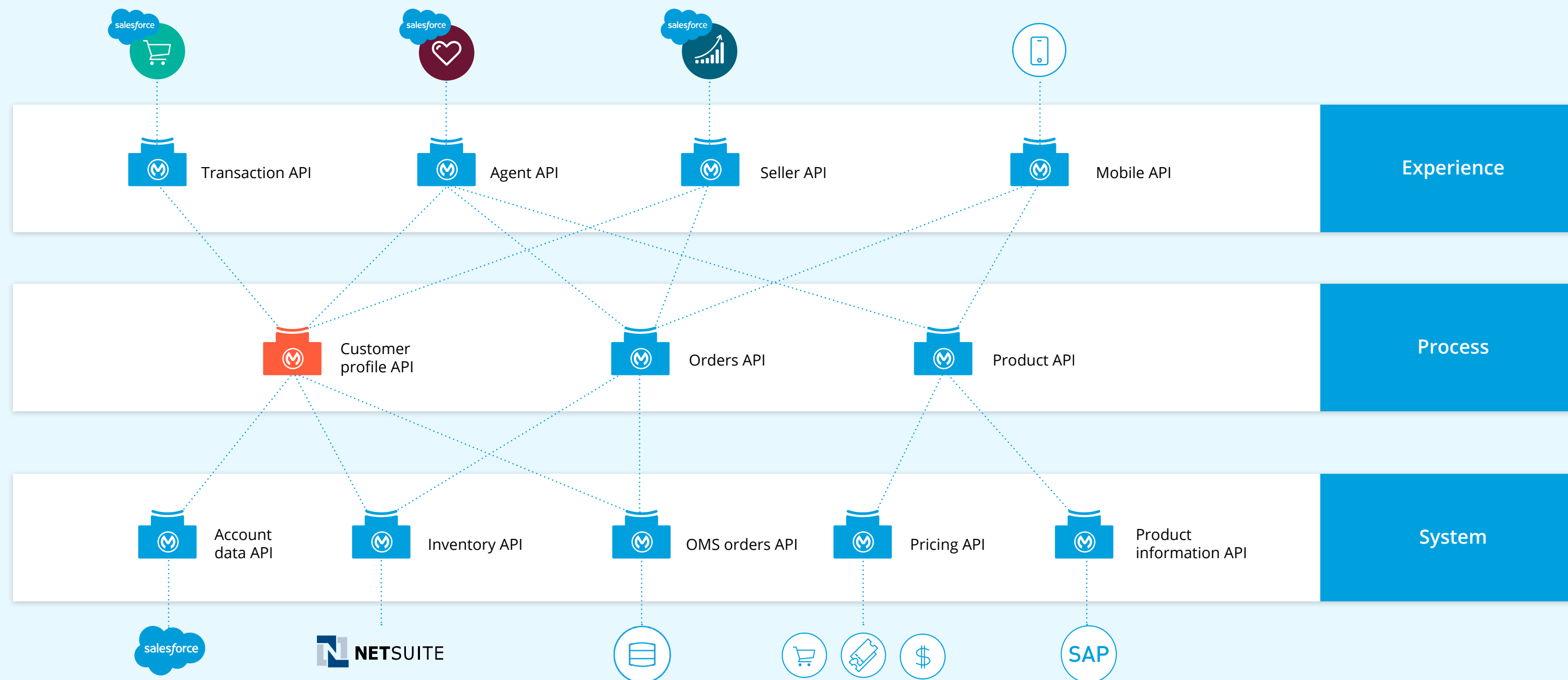
What makes up the 360° customer view?

- **Past data:** Purchasing history, product and service usage, campaign interactions.
- **Present data:** Account and contact data, opportunity stages, active orders, fulfillment status, open service cases.
- **Predictive insights:** Propensity to buy, churn potential, predictive behavior.

360° VIEW OF THE CUSTOMER

Create a single customer view with APIs

An API-led approach connects data to applications through reusable APIs. To build a single view of the customer, system, process, and experience APIs are used to unlock data from disparate systems and organize and orchestrate data across domains. This creates a full 360-degree view to expose in applications such as Commerce Cloud, Service Cloud, Sales Cloud, and mobile.



Building Customer 360 APIs

Experience APIs surface data from the process APIs in end-user applications, like Commerce Cloud, Service Cloud, Sales Cloud, and mobile apps.

Process APIs (e.g. Customer profile API) consume and orchestrate data exposed by System APIs for validating with master data, querying data, or triggering an action by one system to another.

System APIs expose data across business applications or data stores, such as SaaS, CRM, or legacy database.

LEGACY MODERNIZATION

Drive value from your legacy and siloed infrastructure

90% of IT decision-makers say legacy systems are preventing them from harnessing the digital technologies they need to grow and become more efficient.

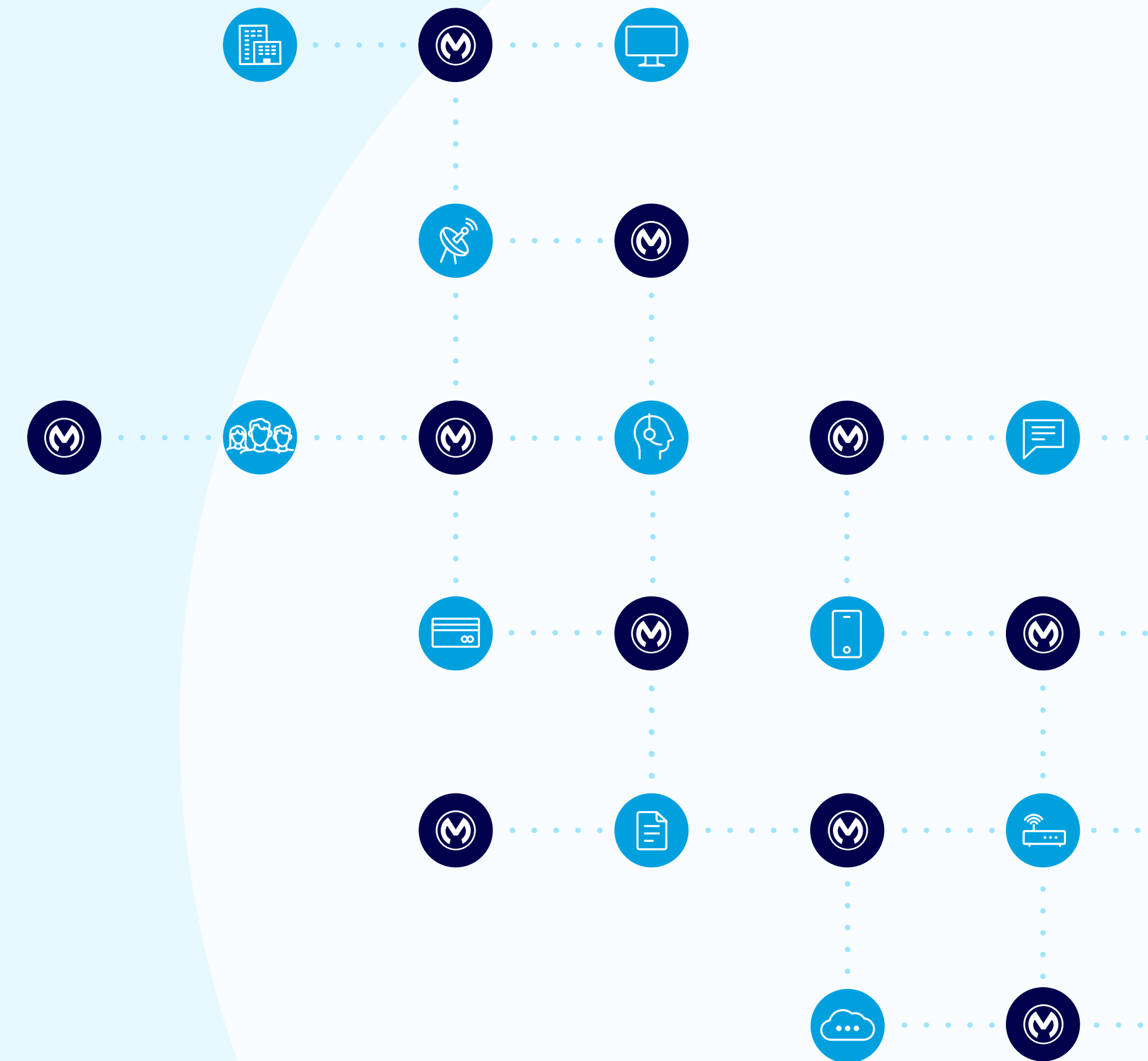
Legacy systems form the backbone of many enterprises, supporting mission-critical business processes and representing years of development and investment. However, legacy systems such as AS/400 and mainframes are expensive to maintain and replacing them with new technology can be disruptive, expensive, and potentially risky. Lack of flexibility in integrating data, applications, and services to these systems holds organizations back from leveraging new digital technologies such as cloud, big data, IoT, and mobile and creating new experiences for their stakeholders.

Organizations must modernize existing on-premises applications, data repositories, and services. This enables businesses to co-exist with cloud infrastructure and applications, as well as to move to the cloud themselves over time, while minimizing disruption to existing application functionality.

Legacy systems can be modernized by implementing an API integration layer that decouples legacy system complexity from underlying services and data. This approach reduces maintenance costs by eliminating dependence on legacy system experts, while ensuring secure access to systems of record.

Further, API policies for throttling and rate limiting can be applied to grant access to legacy data and services to confidently deploy high-performance applications without disrupting legacy systems. This results in increased project delivery speed and a more scalable foundation for business innovation.

[Source: Hitachi Consulting](#)






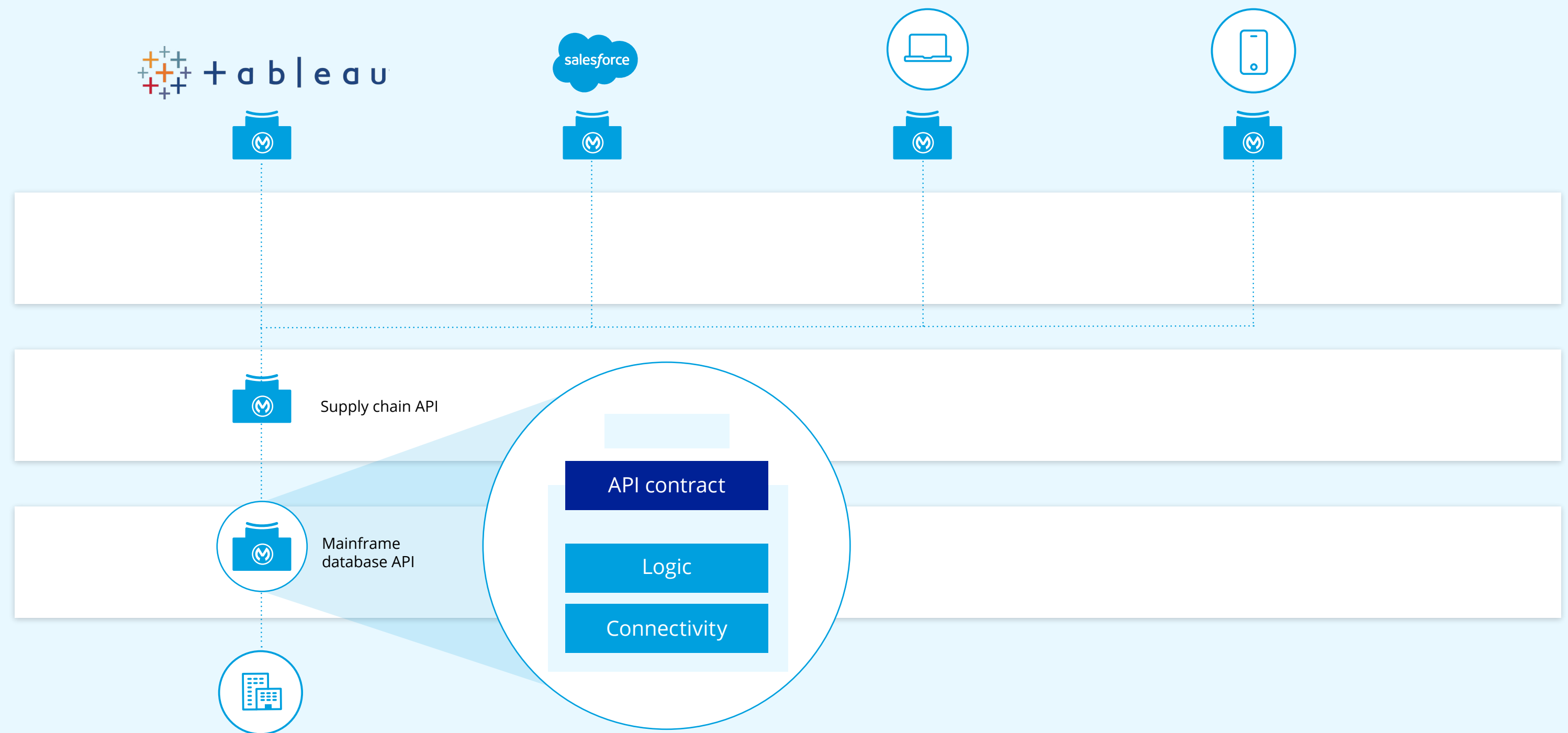
LEGACY MODERNIZATION

Unlock legacy sources with a decoupled architecture

Through legacy modernization, organizations can break apart monolithic, tightly coupled applications into smaller, decoupled microservices.

Legacy modernization tactics

-  Use APIs to decouple on-premises systems, IaaS services, and SaaS applications.
-  Configure integration assets to be deployment environment agnostic.
-  Consider modernizing high-traffic, monolithic applications and integrations into compute-efficient microservices.



NEW DIGITAL CHANNELS

Outpace the competition with new digital channels

Eighty percent of companies are investing in omnichannel experiences in 2020, as new digital channels and ways of interacting with consumers emerge rapidly. Business agility is key to capitalizing on these revenue opportunities.

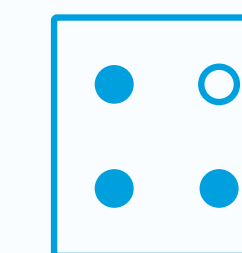
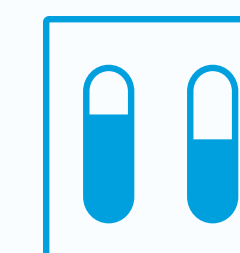
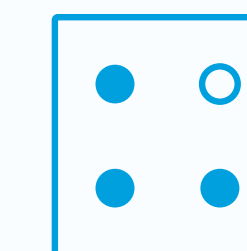
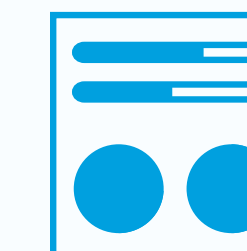
Emerging digital channels impact every industry. Retailers are launching new eCommerce platforms, mobile, and in-store experiences. Traditionally B2B companies are navigating the shift to B2C through web and mobile. Healthcare providers are solving for interoperability to create mobile applications for members and patients. Banking and insurance firms are transforming client data platforms and empowering brokers and agents with real-time information.

Expanding to new channels is more than connecting system A to system B to create a mobile app or bring a new channel online. To expand to new channels successfully, organizations must understand their customers' journey, then develop an omnichannel strategy.

Omnichannel provides a seamless, continuous customer experience across devices or locations with a personalized brand experience. A successful strategy allows a company to build, connect, and launch new channels and synchronize online (e.g. web, social, mobile) and in-store experiences.

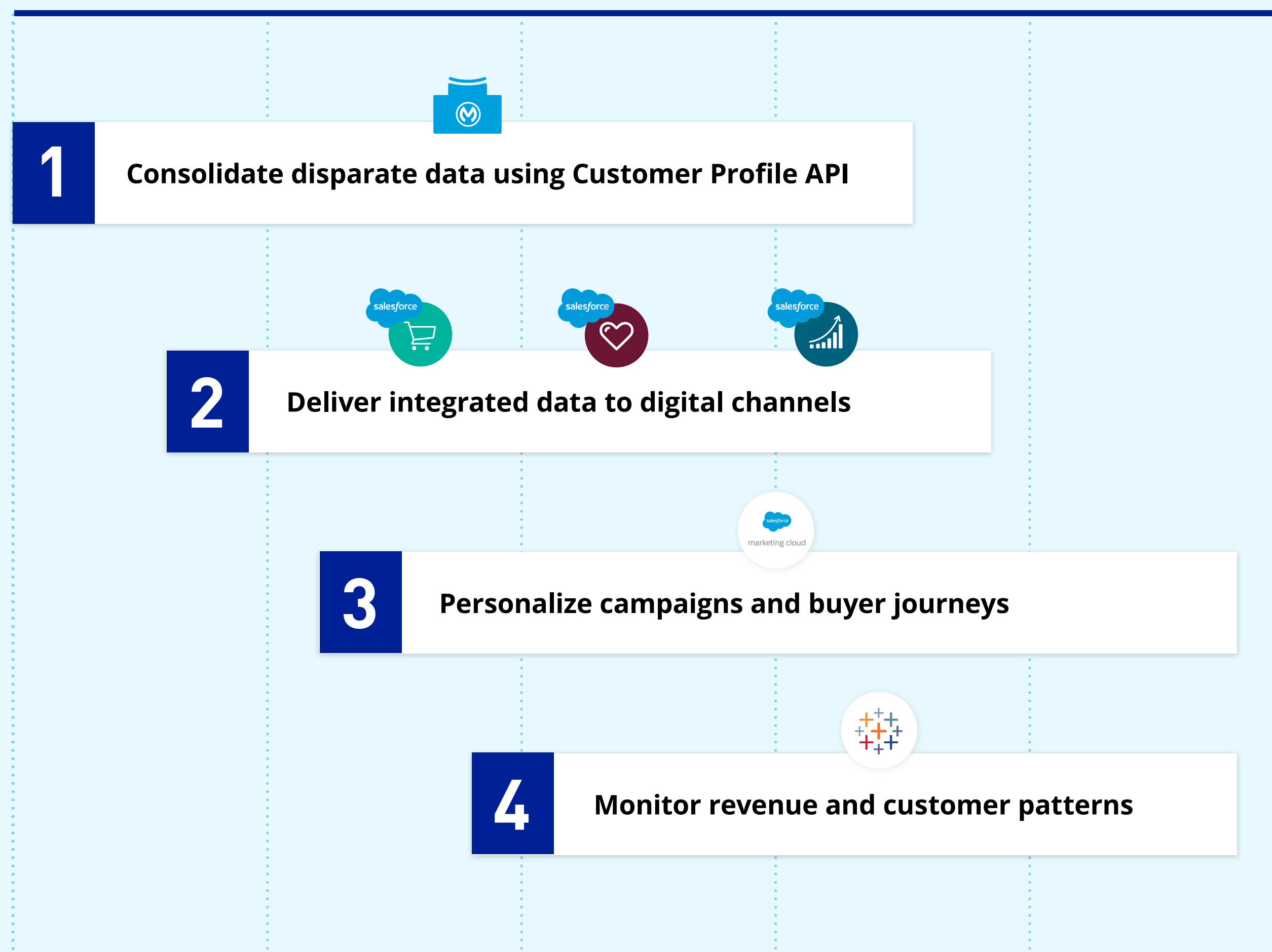
Businesses that are building successful omnichannel strategies share one attribute: their IT architectures are built for connectivity, agility, and flexibility. An API-led architecture unlocks critical external systems like ERP, commerce platforms, product information management systems, and more to revenue-driving digital experiences. Further, prebuilt assets like [MuleSoft Accelerators for Salesforce Clouds](#) allows customers to introduce new channels quickly.

Source: PWC Retailing 2020



NEW DIGITAL CHANNELS

Establish a roadmap for new channel integration



Steps to integrate digital channels

- 1 Launch programs to consolidate disparate sources of customer data** into a Customer 360 API to deliver a consistent view of customers' profile domain (e.g. identification, authorization, demographics, preferences).
- 2 Deliver consolidated information via APIs** to various online channels to launch new digital experiences across web, mobile, and more.
- 3 Enhance customer service by leveraging data for targeted campaigns** to move customers along the buying journey. Launch personalized promotions to set up an online presence to drive more interactions and drive strategic business.
- 4 Build a customer interactions domain** to monitor customer patterns across channels, such as the call center and web, to identify additional omnichannel and revenue driving experiences.

API ECOSYSTEM

Transform developers into force multipliers

As much as \$1 trillion in total economic profit globally could be up for grabs through the redistribution of revenues within API ecosystems. That makes APIs, which play a crucial role in linking organizations and technologies in ecosystems, a significant competitive battleground capability.

Many organizations are transforming into companies of the future by building [API ecosystems](#). On the other hand, companies that lack APIs are finding it difficult to innovate and keep pace in the digital age.

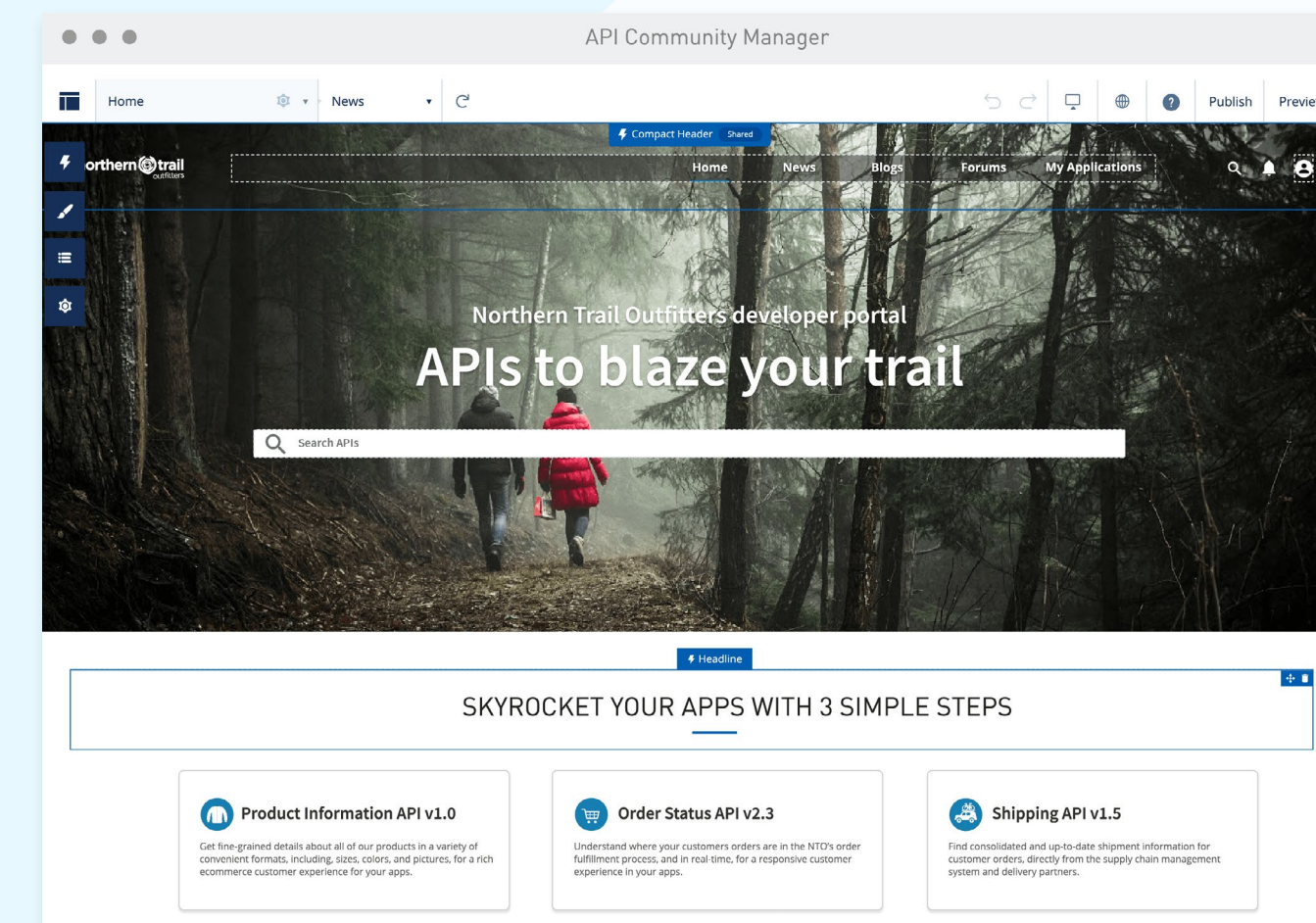
The most successful digital organizations recognize that their APIs grow in value the more they are connected to a broader ecosystem of applications, developers, partners, and customer experiences. Fostering this ecosystem requires truly understanding your stakeholders and building API products that directly meet their needs.

API business models are segmented into two branches: internal and external. For internal API products, organizations should evaluate their API investments based on reduced operational expenditure, demonstrated value with legacy modernization, and increased efficiency. For

external API products, organizations should brainstorm on the business models that can open new revenue streams or valuable business opportunities.

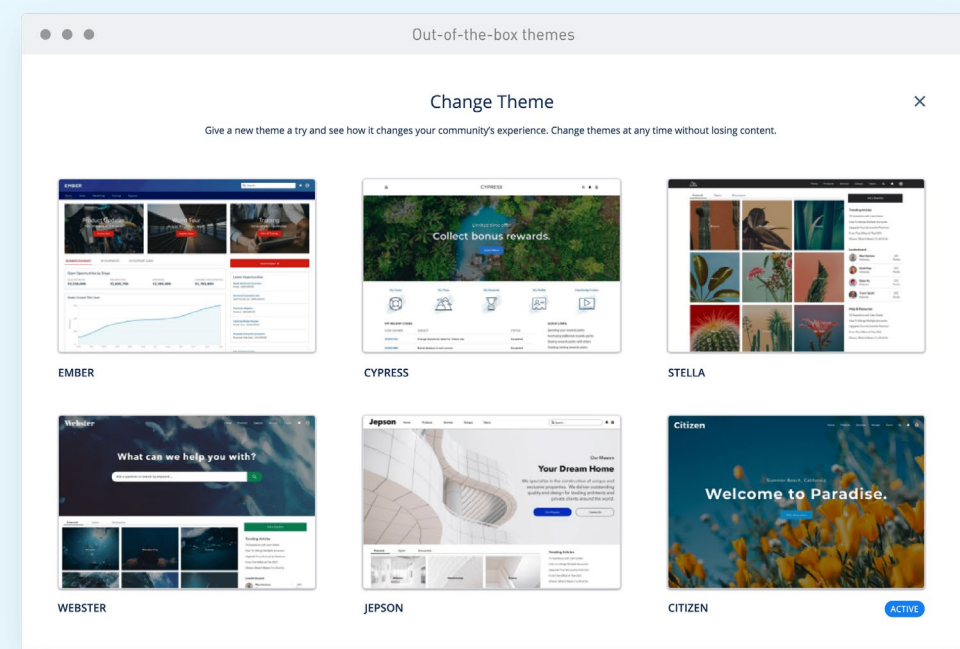
Successful API products help their consumers succeed and generate high API adoption. An API portal, like [API Community Manager](#), enables organizations to publish APIs and foster collaboration between API consumers and the business. However, simply publishing APIs in an API portal doesn't drive internal and external adoption or create a thriving ecosystem around an organization's APIs. A complete strategy should also include adoption campaigns, customer education and marketing, developer segmentation, and pilot programs. Organizations should continuously track errors and usage metrics, and review the API portfolio and historical trends on a regular basis to evaluate which APIs to promote or retire.

Source: McKinsey: [What it really take to capture the value of APIs](#)



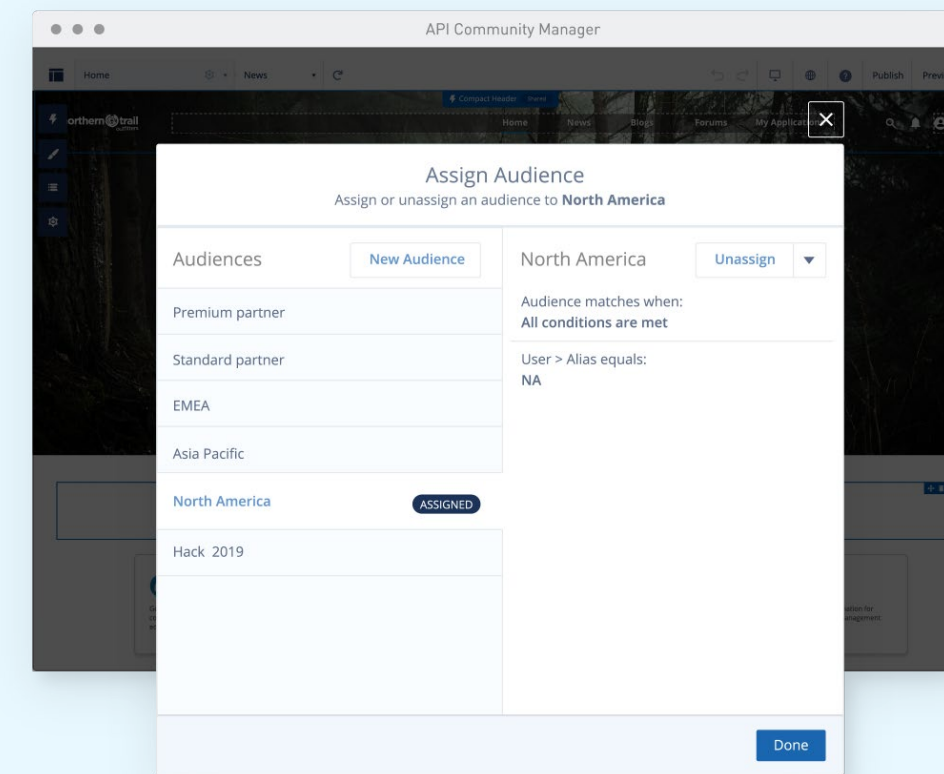
API ECOSYSTEM

Create an API portal for your ecosystem



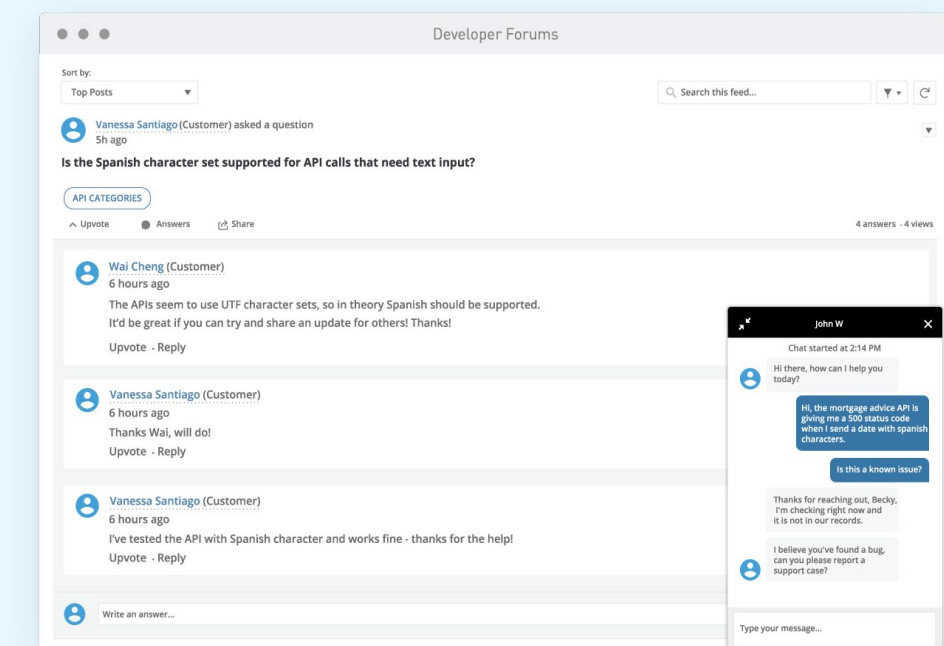
Step 1: Personalize new digital experiences using templates

Build experiences complete with API product documentation, news, events, blogs, forums, onboarding, and support with prebuilt templates and customizable themes.



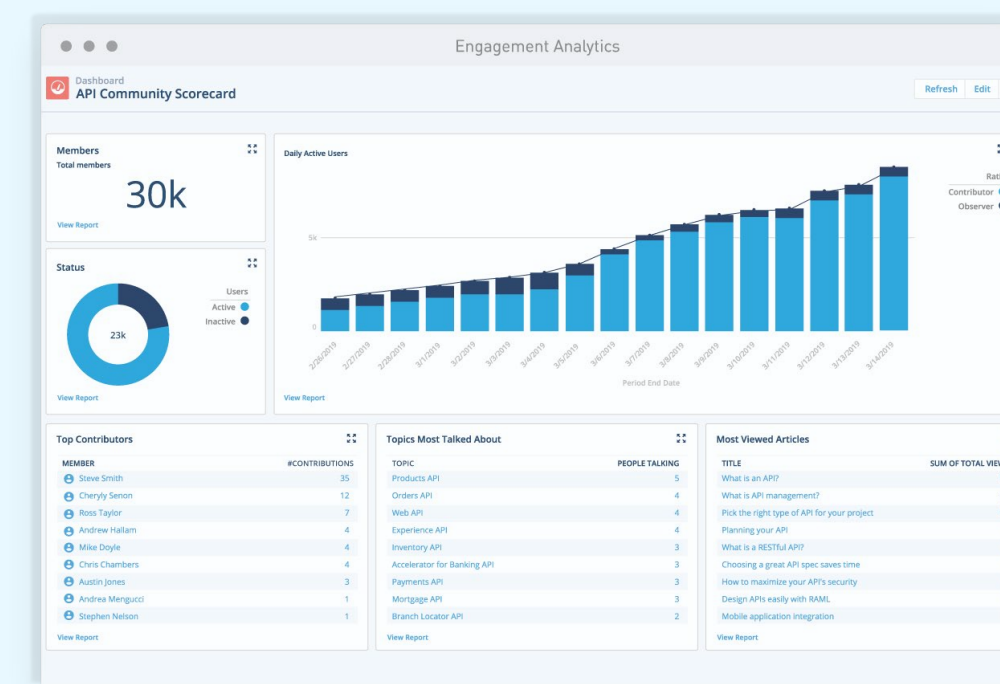
Step 2: Provide interactive documentation for developers

Make your consumers successful quickly by providing a searchable API product catalog and interactive documentation — complete with videos, code snippets, tutorials, and an autogenerated mocking service.



Step 3: Enable forums, cases, and a public knowledge base

Create a space for API consumers to engage teams through developer forums, chat, and support case management. Enable users to publish answers to a public knowledge base or communicate privately.

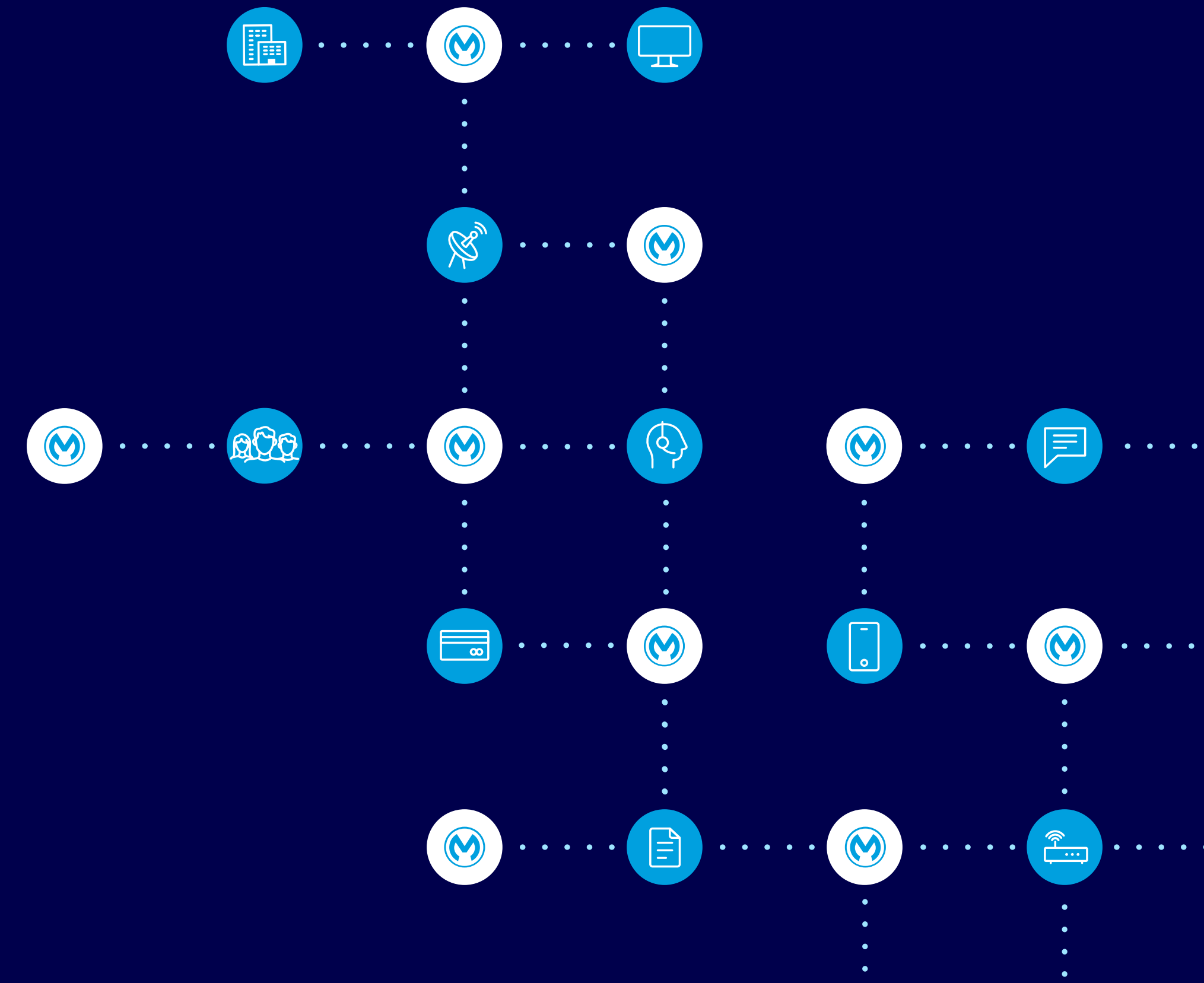


Step 4: Track engagement analytics across integration assets

Measure and analyze API program metrics, track ecosystem engagement with content, and identify evangelists who actively engage peers through forums — all with preconfigured and customizable dashboards.

Leverage the power of integration and automation within your organization

As you embark on your integration journey, start with one experience you want to improve and focus on that interaction. Keep the big picture in mind, considering how the project's integration assets can be reused in your future application architecture. Our commitment to customers and partners on this journey is to continue to invest in building products, both with Salesforce and other systems, that meet acute needs and help deliver powerful, connected experiences.



Key recommendations

Identify business areas to evolve

Make sure you have a clear view of what channels and capabilities will result in the largest impact to your company. Start by asking: what are the core business capabilities we need as an organization that we don't have or need to evolve? This may entail modernizing systems, improving customer experiences, or adopting API strategies.

Build with an eye for reuse

In order to move away from IT backlog, package up data and capabilities as reusable assets, like APIs and templates, and expose them in a central marketplace so a broader range of consumers can self-serve. As users add more assets to the marketplace, they can be seamlessly composed and recomposed, adding further agility to the business as assets can be quickly plugged in and out as market conditions change.

Start small, with an MVP

Start small with a minimum viable product (MVP). Select one experience you want to improve and focus on that interaction. Where does the experience originate? Where is it falling short? While thinking small initially, think big picture in how you want to connect or integrate applications, data, and devices longer-term.

Keep culture front of mind

Digital transformation relies on a culture shift. CIOs and technology leaders are responsible for educating the business on why old methods no longer work and why it is critical to adopt new methods. Inspire your cross-functional partners through empathy. Build an understanding of priorities from their perspective and create a shared plan of action and a set of success metrics.

Have a clear view of the future

MVP is just your first release, and you will need to have a clearly defined roadmap of how you will expand the capabilities in your first channel and add subsequent channels. As you grow and your infrastructure evolves, ensure your integration platform is future-proof with an adaptable API-led approach and governance policies around your APIs.

Define and track IT KPIs

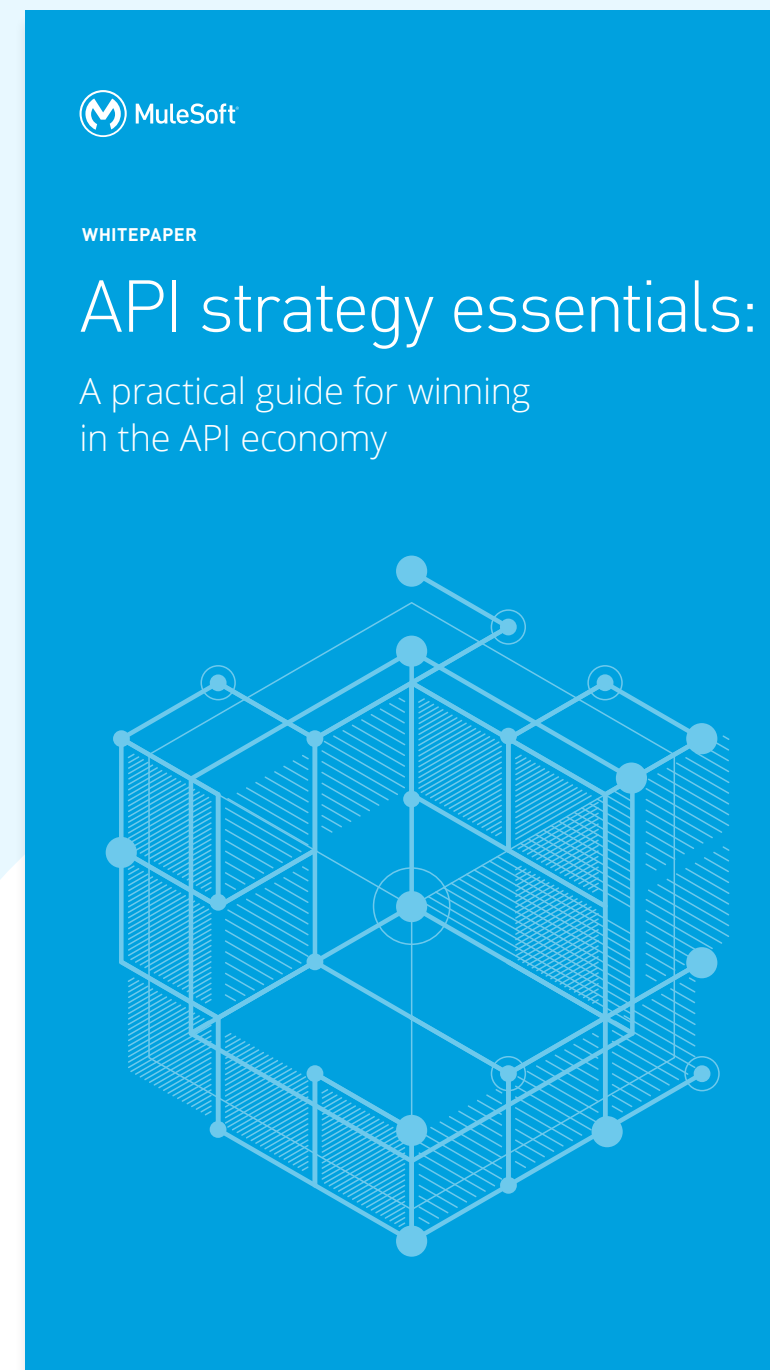
To determine what IT assets to invest and divest in, CIOs need to define production and consumption KPIs. Production KPIs measure delivery capability, such as how long it takes to build an API, microservice, or integration to see where bottlenecks reside. Consumption KPIs measure how much leverage assets are driving, e.g. consumers using a specific API or developers are accessing assets.

Pave new roads in your enterprise with API-led connectivity

To deliver measurable business outcomes with APIs, organizations must take a logical, methodological, and proven approach to the integration journey.

Running an effective API program requires an organization to build a digital strategy framework. An [API strategy](#) includes aligning organization and culture, evaluating and building supporting technology, establishing and tracking KPIs, and engaging your ecosystem.

Establishing a Center for Enablement, or C4E, is a key part of a successful API strategy. A C4E is a group that drives the IT operating model shift by enabling business divisions — including but not exclusively IT — to build and drive the consumption of assets successfully, thereby enabling speed and agility. The C4E allows the business and IT teams to shift from a production-based model to a production- and consumption-based model to increase reuse and realize API and integration success.



Salesforce adopts API-led connectivity by building a Center for Enablement (C4E)



With continued growth, both organic and through acquisition, Salesforce found itself with numerous siloed systems that were often disconnected. After acquiring MuleSoft, Salesforce

established a Center for Enablement (C4E) to develop a culture of reuse in the move toward an API-led connectivity approach.

Eight individuals were selected from varying teams to serve as a liaison of people with both the business acumen and technical knowledge to advocate for the adoption of API-led connectivity. The group defined a roadmap, curated best practices, and developed standards specific to the customer's needs.

By enabling an API-led strategy for Salesforce, the time it took to develop new integrations decreased from four months to just two weeks. As the number of reusable assets increases, time to complete new integrations and projects has gone down by 85%, giving developers more time to focus on innovation.

[Read the full story](#)

Our commitment to customer and partner transformations

Unparalleled Salesforce connectivity

With an aligned MuleSoft and Salesforce roadmap, we will focus on building best-in-class connectors, templates, and accelerators with new and existing Salesforce products to help our customers see time-to-value, faster.

Aligned teams focused on joint success

As one broader organization, we have aligned customer success, account, and product teams dedicated to our 2,000+ joint customers. We have invested in a growing ecosystem of partners enabled to deliver customer outcomes. We will continue to align to serve as your trusted advisor in digital transformation.

Investment in third-party integration

Our customers use many systems outside of Salesforce, and we will continue to invest product resources and time to build Salesforce agnostic functionality and tooling to provide excellent experiences across all integration needs.



A letter to joint customers and partners

We are confident that we have a clear vision and roadmap to help our customers navigate business transformation in challenging and demanding times.

Our commitment to you is ensuring continued growth and investing time and resources to provide products — both with Salesforce and other systems — that meet the acute needs we are hearing from customers. With the leading integration and API platform, the most talented team in the industry, incredible resources as a part of Salesforce, and the most energized and capable ecosystem of partners, we are uniquely positioned to solve this massive problem and make a huge impact in the world and for our customers.

Salesforce and MuleSoft are better together for our customers and partners: MuleSoft's application network vision and product roadmap have been accelerated by the acquisition, with Salesforce committed to keeping Anypoint Platform open and independent. MuleSoft's engineering, product, marketing, and customer-facing functions will continue operating as we do today, operating independently as a business unit within Salesforce, while also leveraging the massive customer-facing capabilities of Salesforce to best serve our customers.

Let's partner to power connected experiences for your business.

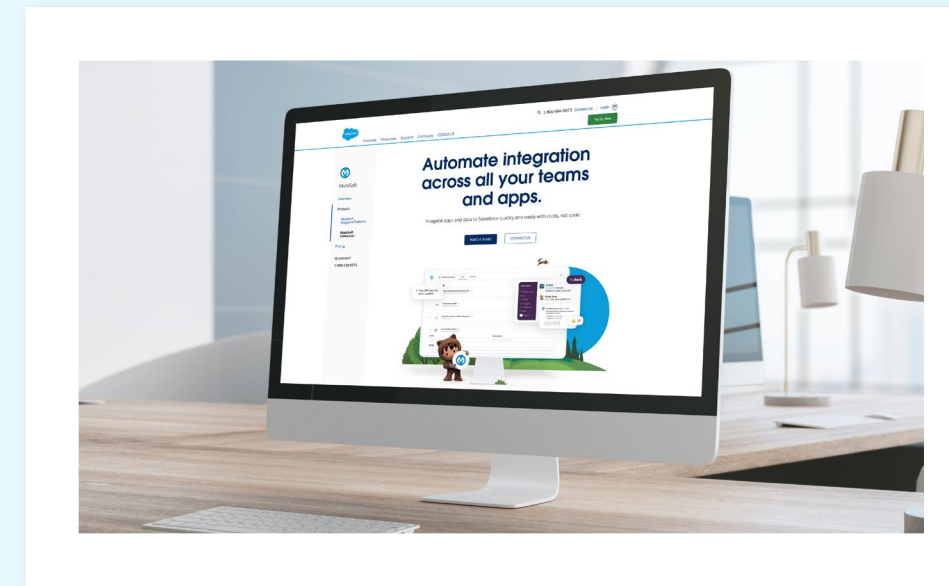
Featured resources



GUIDE

[The Customer 360 playbook](#)

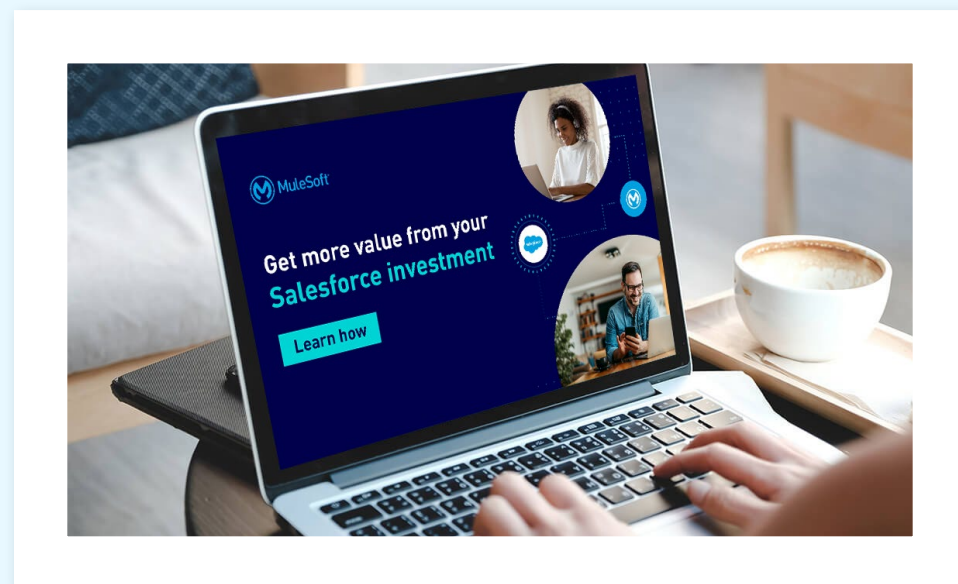
Use this framework to unlock, analyze, and act on your data to drive growth at every level of your business.



DEMO

[Introducing MuleSoft Composer for Salesforce](#)

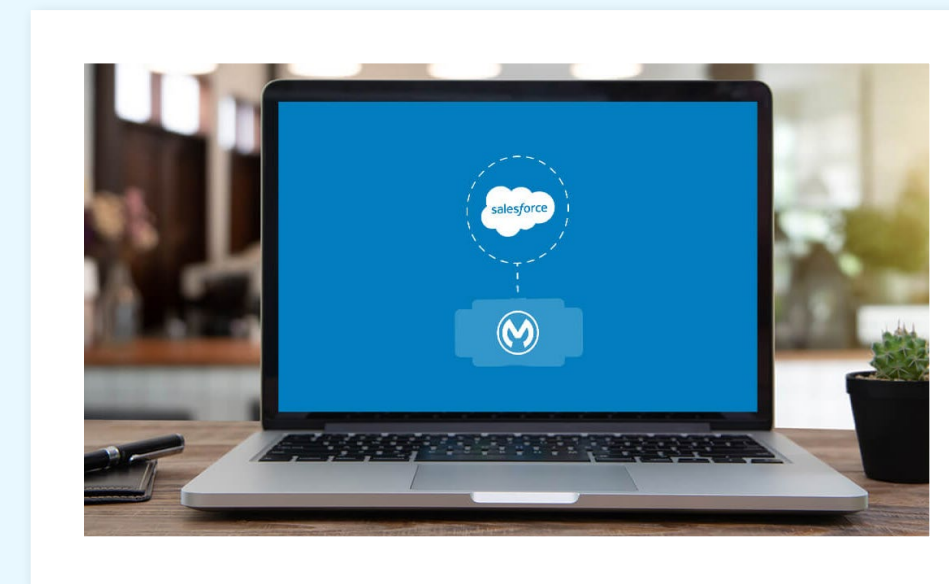
Explore how business users can connect data and apps to Salesforce and build automations with clicks, not code.



WHITEPAPER

[Top 5 Salesforce integration patterns](#)

Discover how to synchronize CRM systems, migrate from legacy systems, broadcast ERP data into your CRM, and more.



WEBINAR

[Introducing Mulesoft Accelerators for Salesforce clouds](#)

Reduce implementation time and accelerate your goto-market goals with prebuilt connectors, API design specs, and integration templates.



MuleSoft, a Salesforce company

MuleSoft, the world's #1 integration and API platform, makes it easy to connect data from any system—no matter where it resides—to create connected experiences, faster. Thousands of organizations across industries rely on MuleSoft to realize speed, agility and innovation at scale. For more information, visit mulesoft.com

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