

MuleSoft and Salesforce Sales Cloud

3x FASTER ORDER PROVISIONING
 +26% SALES PRODUCTIVITY
 66% FASTER DELIVERY OF NEW INTEGRATIONS

Every business needs to keep growing to remain relevant, but the pressure to hit revenue targets can be intense. In order to meet increasing investor expectations, your business needs to drive strategic growth by seamlessly coordinating between sales, marketing, and your distribution network. This requires standardizing existing processes across your technology stack and integrating new ecosystems and value chains to drive new business opportunities.

MuleSoft's Anypoint Platform enables organizations to synchronize data and automate transactions between SAP, Sales Cloud, and other systems to enable a connected sales experience. This single view of the customer on Salesforce empowers sales leaders to automate the complete order-to-cash process, drive greater sales rep productivity, and uncover richer sales insights with embedded AI.

THE POWER OF MULESOFT AND SALESFORCE SALES CLOUD

■ CHALLENGES

Critical customer information is locked within disparate systems like ERP and POS including order history, contracts, fulfillment, and more.

Siloed data prevents comprehensive reporting around forecasting, upsell opportunities, and churn.

Real-time customer data cannot be accessed in the field resulting in lower sales productivity.

■ BENEFITS

Unlock back office data
Synchronize order, invoice, and product information from ERP and other systems to create a single view of the customer.

Richer sales insights
Fuel dashboards, reports, and Sales Cloud Einstein predictions with third-party, on-premises, and legacy system data.

Drive greater rep productivity
Close more deals with everything your sales team needs in one place, from desktop to mobile.

■ PRODUCT DIFFERENTIATION

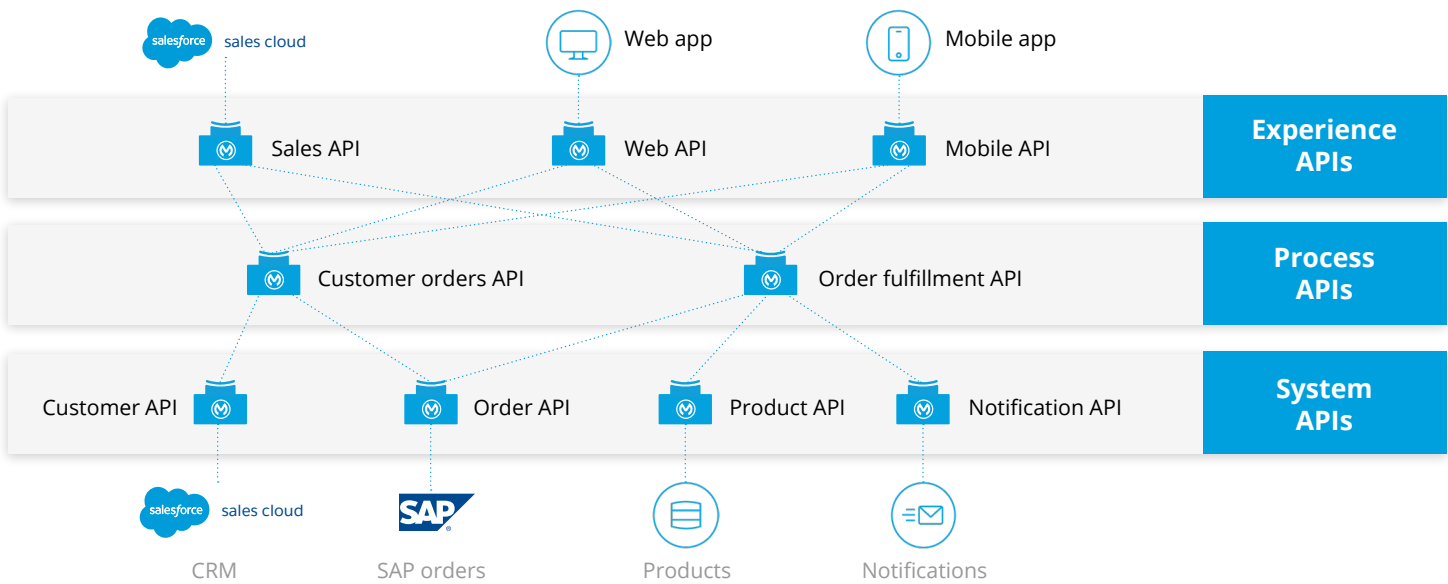
Rapid ERP integration with out-of-the-box connectors for SAP, Netsuite, and Oracle as well as a library of Salesforce integration examples and templates.

Pull valuable back-end data like customer intent and purchase history into Sales Cloud in real-time so Einstein can score and help prioritize sales leads.

Easily surface and synchronize real-time data through various sales channels and automate workflows to place and update orders.

API-led connectivity: Enabling a connected selling experience

API-led approach enables a connected selling experience by unlocking customer and order data



Hologic accelerates speed of delivery 3x with MuleSoft and Salesforce

To support their continued investment to bolster market leadership and grow revenue, Hologic decided to adopt Salesforce Sales Cloud, Service Cloud, and Marketing Cloud. Their goal was to provide their growing sales and support teams with a single customer view populated with real-time data. With MuleSoft's Anypoint Platform, the Hologic team was able to connect Salesforce with external systems using an API-led approach. They developed an integration between Salesforce CPQ and Oracle EBS that converts a product quote into a sales order. When the team needed to replicate this functionality for service and repair quotes, they were able to reuse many of the same assets developed for the initial integration, accelerating the [speed of delivery](#) for new integrations by 3x.

Resources to help you get started

- Webinar: [Salesforce and MuleSoft: Unlock your back office through integration](#)
- Whitepaper: [Top 5 Salesforce Integration Patterns](#)
- Hands-on training: [MuleSoft Basics Trail](#)
- Quick start guide: [Getting Started with Flow Designer](#)
- Whitepaper: [The hands-on guide for digital transformation](#)

CUSTOMER USE CASES



New York Life: Data synchronization

Synchronized real-time data between Sales Cloud and back office systems to enable connected sales experiences and improve sales reporting



Splunk: Order-to-cash

Broadcasted order updates from Sales Cloud opportunities to downstream systems like ERP or OMS as soon as the event occurs



Unilever: Mergers and acquisitions

Integrated systems, applications, and databases quickly in order to get business processes up and running



Cox Automotive: New product introduction

Built reusable API building blocks that remove duplicate work and expedite new product time to market



Pilot Flying J: New routes to market

Connected innovative value chains and ecosystems to drive new business opportunities

MuleSoft, a Salesforce company

MuleSoft's mission is to help organizations change and innovate faster by making it easy to connect the world's applications, data, and devices. With its API-led approach to connectivity, MuleSoft's market-leading Anypoint Platform™ empowers over 1,700 organizations in approximately 60 countries to build application networks. By unlocking data across the enterprise with application networks, organizations can easily deliver new revenue channels, increase operational efficiency, and create differentiated customer experiences. For more information, visit [mulesoft.com](#). MuleSoft is a registered trademark of MuleSoft, LLC, a Salesforce company. All other marks are those of respective owners.