

# Action PointConnect

## Instant, App-to-App Integration

### Benefits

Improve time to value with rapid integration

Reduce resources and costs to implement and maintain integration

Increase user adoption with robust integration and application data integrity

Enjoy enterprise-ready integration features such as monitoring and administration in a simple, cost-effective package

Ensure success with 90 day plan that includes integration and onboarding, with optional 1 year for optimization services

Action PointConnect enables cost-effective, rapid point-to-point integration between two specific applications by providing pre-built workflow templates to expedite mapping and data transformations. With PointConnect, you can quickly achieve time-to-value and simplify the maintenance of your application integration.

PointConnect provides a proven, enterprise-ready toolset to effectively design, deploy and manage your integration while ensuring your success by providing a 90 day support plan that incorporates both integration and onboarding. Instead of hand-coding your integration, which takes too long to implement and is challenging to maintain, let IT focus on tasks that are strategic to your business.

### Achieve instant, drop-in integration and improve time-to-value

Action PointConnect increases design time performance with a powerful, visual interface and pre-built templates specific to the applications involved in the integration. It also empowers Line of Business (LoB) users to modify the integration and run it in production.

- Pre-defined business logic comprised of pre-built template workflows (maps, schemas and processes that describe the point-to-point integration)
- Easy-to-use, graphical desktop IDE for simple design and customization
- Option to automate setup, configuration, and debugging tasks

### Decrease disruption to operations and improve user adoption by maintaining application integrity

Integrations are guaranteed to break—and often—given the number of changes that businesses make to their solution environment. When not addressed quickly, the errors can compromise stakeholder confidence and decrease user adoption. PointConnect delivers an adaptable, agile integration solution that enables quick remediation upon integration errors.

- Monitor jobs and execution status via dashboard
- Be proactively alerted when an integration/connection breaks
- Empower LoB user to quickly make changes using a simple, intuitive interface without relying on IT
- Easily implement error handling in reusable process workflows

## Enjoy enterprise-grade robustness and security with a simple, cost-effective solution

PointConnect simplifies the user experience and eases the administrative burden with a lightweight architecture and design. Extremely easy to administer, learn and maintain, PointConnect has been delivering enterprise-class sophistication for over a decade without the complexity.

- Take advantage of a lightweight desktop IDE built on Eclipse framework for mapping, debugging, and design and runtime services
- Be productive in hours—extremely short learning curves required for both power users and business users
- Quickly execute your integration tasks with powerful file parsing

### Why not hand code?

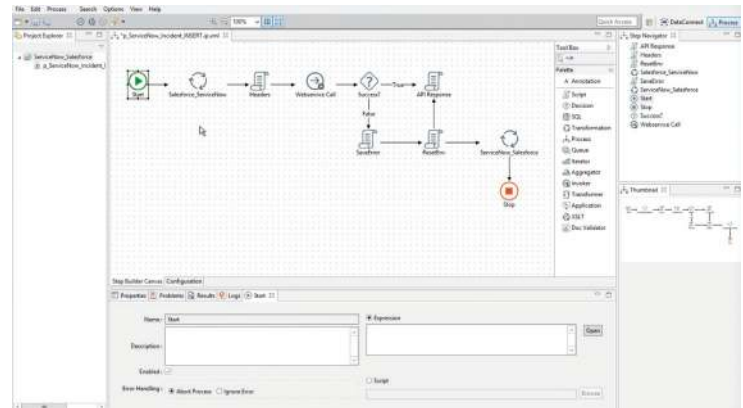
Many developers get started with integration projects by writing custom code – typically a one-off development effort to meet a single business requirement. The upfront benefits seem compelling: short start time, no new development tools, simple deployment. As integration requirements grow, however, problems with custom code begin to mount – inability to reuse, difficult to maintain (either poor/no documentation and original developer no longer available), not scalable or extensible. As a result, what started as a simple project often becomes far more complex and costly than initially expected.

## A Closer Look: Real-time integration between Salesforce Case and ServiceNow Incident Management

Action PointConnect automates the seamless integration of ServiceNow Incidents to Salesforce Cases using pre-built and certified mappings. Your CRM users on Salesforce can follow the progress of their ServiceNow incidents as the connector synchronizes the data in near real time. Customers no longer have to wait for their turn in the phone queue to find out the status of their issue, and your support center can focus on more important calls.

As soon as a record is created in Salesforce, the integration with ServiceNow begins and completes in seconds. PointConnect automatically extracts all of the records from Salesforce, then submits an XML request to ServiceNow with the appropriate web service headers attached. If the web service call is successful, PointConnect enables ServiceNow to capture the response and pull key information. The result is a corresponding record in ServiceNow, complete with a log containing pertinent details of the executed sequence, all created within minutes.

PointConnect then sends the relevant information from ServiceNow back to Salesforce, enabling a fully-synchronous, bi-directional flow of information.



PointConnect provides pre-built template workflows and visual tools to enable real-time integration between ServiceNow and Salesforce



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