

200 K

CASE STUDY

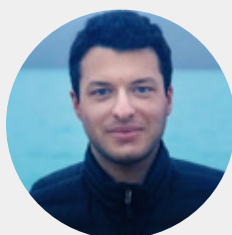
Red Sift's Customer-Centric Journey with 200 OK



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With 200 OK - Now we can connect any external systems bi-directionally natively without writing any code. Although the documentation was not fully written-out at first, the support team was extremely responsive and patient and got me up and running with my first inbound and outbound integrations in no time at all. We are using it to send messages to Slack on a-sync path from a Flow, as well as receive data from a Clearbit webhook at the moment. The solution is fully Salesforce native and excellent value for money compared to other no-code integration systems. The team gave me some insight about upcoming exciting features like ETL and Data Virtualization, it looks like they are building the Swiss army knife of Salesforce integration tools and I am very happy to have this in my stack.

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- Nadim Lahoud, VP, Red Sift

PLATFORM	PROJECT	INDUSTRY	LOCATION
200 OK	Red Sift's Success with Salesforce 360 & 200 OK by Ceptes	Cyber Security	London



Meet Red Sift

Founded in 2015, Red Sift is a global organization with offices in North America, Australia, Spain, and the UK. It boasts an impressive client base across all industries, including Domino's, ZoomInfo, TUI, Pipedrive, and top global law firms.

Red Sift is a product company providing hi-tech security, blocking outbound phishing attacks and helping organizations to protect their email data from spamming, phishing and all. They have an in-house product that does threat protection. This platform catches compliance, different platforms, and emails from unauthorized users by default, which is generally not expected in email platforms like G-suite and Microsoft Outlook.

Red Sift's Salesforce Integration Dilemma the No-Code Integration Quest

With a customer base of midsize to large enterprises Red Sift is actively using Salesforce for their internal CRM purpose. They utilize Salesforce to effectively nurture leads from various sources and enhance the overall customer experience.

The company adopted multiple integration sources, but the major pain points were to build the external integration points every now and then. It required significant development for each integration and was challenging in terms of maintaining the future changes related to end points. To overcome those challenges and reduce technical debt, they started using the external integration platform 'Make' , a no-coding integration tool that was supposed to fulfill the business requirement.

But the product was missing a lot of automation they needed to do it. The product is external to Salesforce, so the integration had limited capabilities and posed a data security and compliance risk. The product does not exactly complement the Salesforce native no-coding tools.

To call the Make integration scenario also, one needs to write specific call-out codes to call endpoint and whenever the data comes, how it should be collected and stored, how to automatically connect the record creation things and more that were the other challenges they faced.

So the company was looking for some kind of a native Salesforce No-code solution which can provide all Salesforce native features and functionalities. Within Salesforce, one should be able to perform all the integrations and can be accessed from within the Salesforce, Platform event, flow, LWC component and more.

Another concern area was to remove the dependency on external developers to create and manage external integrations. As it was more time consuming and costly for the Red Sift IT team.

Breaking Free **from** External Dependencies with **200 OK**



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Red Sift discovered & tried the 200 OK, a perfect no-code integration tool from AppExchange developed by CEPTES Software. That eventually fulfilled all their requirements. The client migrated all its existing integration scenarios from external tools to 200 OK slowly, and all the new integrations are done using 200 OK now – A Salesforce Native No-code integration platform.

200 OK helped them with–

- Zero Coding to create any kinds of API based integrations
- Create Automated Actions for data DML
- Multiple Readymade Integration Connectors
- Smart UI
- Real-Time Testing & Debugging
- Scheduler Support
- Advanced Data Mapper functionality
- Apex Support for Complex business logic
- Execute Multiple Actions using in-built functions and filters
- Custom Formula Support
- Powerful ETL (Extract-Transform-Load) Module
- Data Virtualization Capabilities

The 200 OK platform allowed the IT / Admin to create Integrations themselves using No code UI and without any external developer help.

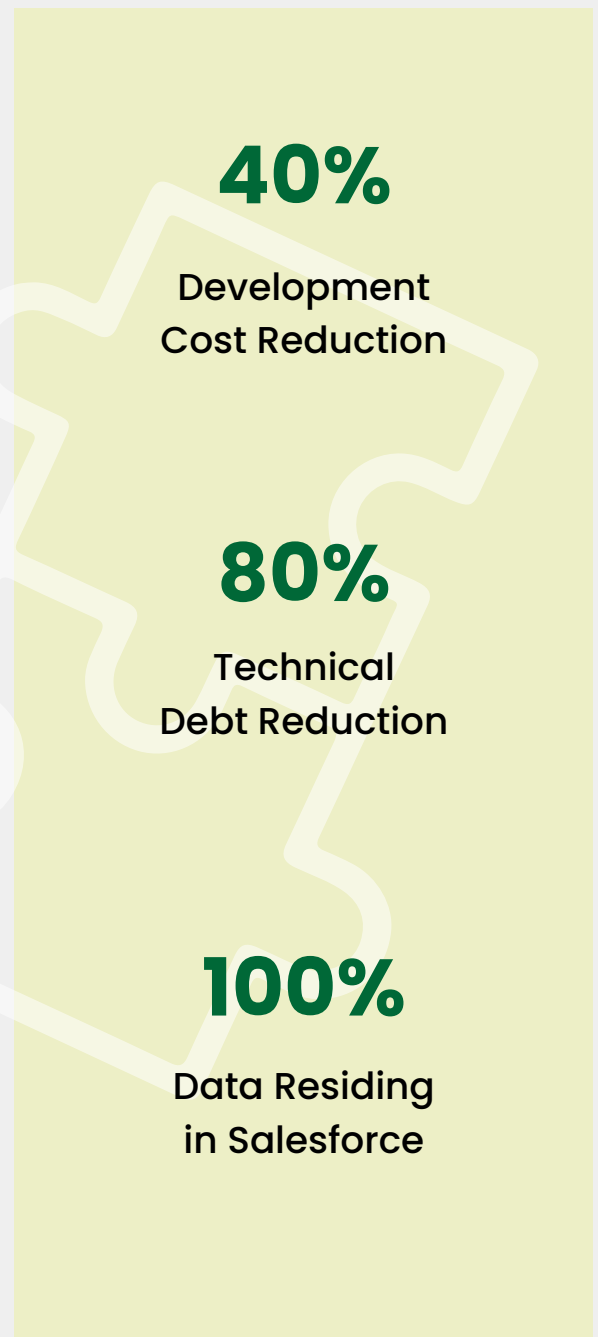
The Tool also allowed them to connect and effectively use Salesforce native Einstein and CDP capabilities. The AI tools generally need the data to be collected from various sources, curated them as per defined data model, 200 OK exactly played the role in this area to create a seamless data pipeline to generate meaningful insights.

From Technical Debt to Efficiency: Red Sift's Journey with 200 OK

The Product reduced their integration development cost by 40%, and overall technical debt by 80%. It also introduced new capabilities for advanced business workflows.

With 200 OK, all security concerns have also been addressed as, the data now resides within Salesforce Org, which was their main concern area.

Another best part they found in 200 OK is that they can connect it with any other API based non-standard systems as well, and quickly get the data, and map it. They can also cross-connect it with all the Salesforce functionality like some data storing into other systems, custom objective, standard objective, calling the flow, launching some logic based using Apex, using webhook handler to get the response from the external systems for a heavy lifting, long polling, and all the other great features available.



The client found 200 OK an easy-to-use, open product, a native and affordable no-code integration tool that can help businesses to a great extent. Apart from the features, they also liked the pricing as 200 OK offers unlimited versions under a suitable pricing category. The client was extremely impressed with the exceptional service provided by the 200 OK team as they attentively listened to specific requirements and swiftly assisted them with necessary customizations.

About 200 OK

200 OK stands as a cutting-edge integration connector tailored to cater to developers, administrators, and smart business individuals seeking to seamlessly link Salesforce with external cloud-based solutions and APIs sans the need for coding. Its array of powerful features, boasting a robust mapper, Apex support, real-time testing, and debugging capabilities, make it different among others.

**Do you want to transform your process to ensure
a successful future for your firm ?**

Schedule Demo

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