

WHITEPAPER

Accelerate your Digital Transformation

with the first-of-its-kind Salesforce
NATIVE INTEGRATION Platform on
AppExchange

200 K



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Explore new ways to gain a competitive edge by automating data integration projects.

Modern technological advancements have enabled businesses worldwide to migrate their applications to the cloud and move into an easy plug-and-play base software usage. As they saw the various benefits of adopting the most recent technology, many gained confidence and underwent a complete digital transformation. As they grow, they have to deal with many applications, systems, disparate data sources, and storage. Maintaining a seamless user experience and a single source of truth becomes challenging. And that is where Integration Software comes into play.

Data is oil and the essential fuel today. That is where the concept of a 'single source of truth' started for the enterprise world. However, managing this single source of truth is a challenge in this multi-application and hybrid cloud world; multiple systems' disparate and complex nature created significant problems in handling the data effectively.

As time goes on, companies require more complex technology systems and the demand for solutions that optimize operations and, consequently, the return on investment is progressively growing. In this sense, integration strategy is paramount so that organizations can respond to their long-term IT necessities.



Given the Importance of integration, the investment in system integration (SI) has significantly grown in the last decade. The market research consultancy Grand View Research published a [report](#) in 2019 that pointed out that the system integration market will reach \$530 billion in 2025, doubling 2015's amount —\$234 billion— in 10 years.

Like the two faces of a coin, Application integration comes with its challenges and benefits. As the maturity of Application/SaaS integration increases, so does the importance of integration. Clubbing in SaaS with the corporate systems has become more than necessary today. The higher the organization's maturity, the more SaaS integration is considered a critical requirement.

Due to SaaS integrations, you can bring in an overall enhancement in the cloud business applications. It is a given that integration is a tedious and cumbersome task. Therefore, it is critical to know how to cut down the development & integration costs and help fetch the best of integration efforts while integrating different applications.



**Business Solution
Approach**



Data Channels



Data Compliance



**Maximum Return
on Investment**

What is Integration? (in IT context)

System integration is the process of interconnecting all of a company's IT systems, technologies, applications and software so that they function as a single system. It is used in internal and external systems and connects the entire business infrastructure, enabling interoperability between the different tools.

Businesses employ disparate systems that operate independently, are programmed with different coding and have divergent programming languages and codes. System & data integration, therefore, acts as an interpreter between the different codes, programming and software so that data can flow seamlessly and uninterruptedly.

In practice, data integration enables information convergence between all business systems.

Integrations are built on APIs (application programming interfaces) and allow for the flow of information between apps, connecting your software so everything can be used in unison. These can either be cloud-based or on-premise business applications. They are a way of coordinating and automating business processes, allowing for improvement in productivity across the business.

"Integrations connect your software to third-party applications so they can share information. They share data from one system to the next to provide you with more features and options while using your software."



Integration in Salesforce Context

You can enrich your Salesforce customer 360-degree customer view by empowering business teams with a no-code integration solution — embedded in 200 OK, a native application built on Salesforce Lightning Platform — for quickly unlocking data, connecting apps, and automating integration workflows to boost productivity. The 200OK platform empowers and enables Salesforce admins or “no-code” developers to quickly build integration channels using declarative features. Reduce the technical debt, improve the development cycle, and reduce dependencies on vendors or development resources. Build once and reuse everywhere.

01

**Staying Ahead in a Rapidly
Changing World**

02

Be Future Ready

03

Achieve Strategic Advantage

04

**Achieve Growth and Maximize return
on Investment**



Integration Challenges

Integrating multiple new age and legacy application is always a costly affair for any organization and it is the most complex task

- Ad-Hoc approach
- Custom Codes
- Inaccuracy and Non Standard coding
- High Development efforts
- Complexity
- Dependency on Skills



Development Efforts

- Different Data Types and Data model
- Maintain Data integrity across sources
- Manageability
- Achieve Seamless Experience



Data Accuracy and Performance

- Scalability as business and Data grow
- Maintain compliance for data changes
- Regulatory compliance and Audits



Scalability and Security

- High Development & Management cost
- Dealing with different vendors and teams
- Adaptability to changing business needs



Cost

Introduction to 200 OK

200 OK is a native & powerful integration platform and the first of its kind in the Salesforce AppExchange. Developed by experienced engineers in CEPTES Product Team

The SaaS & SF ETL - Data structure or formatting or transforming data is a challenging and complex part of any integration scenario. Native ETL allows the access of data securely using almost all the Salesforce methods, i.e. SOQL, SOSL, Rest API, Apex, Custom JSON, and any External Data Sources) in JSON format, transform the data to any format (JSON, XML, CSV) by applying data transformation rules via multiple functions.

ETL (Native)

Connect any 3rd party Database/SaaS-based systems (API or ODATA) without bringing the data into Salesforce. View the data inside Salesforce LEX, create external data relationships, access data via SOQL, view data in reports, Search data using FIND or global search, access and manipulate data in apex and LwC, and manage data via flows.

Data Virtualization (Native)

Create simple one-to-one integration channels to sync data between Salesforce and the external systems. And take action(s) on response.

Integration Channels (P2P)

Integration Workflow/Pipeline

For Asynchronous or long polling callouts, external systems can call back to the secured webhook and pass data securely.

Secured Webhook

Create simple one-to-one integration channels to sync data between Salesforce and the external systems. And take action(s) on response.

200 OK



Value that 200 OK brings in

Our experienced team has eliminated almost all the frictions related to Integration challenges by introducing powerful No Code Platform



Development Efforts

- No Coding Requirement
- Easy drag and drop configuration
- Non Developer can use and configure
- Minimising almost 90% development and planning efforts
- Major logic is already built into the platform



Data Accuracy and Performance

- Standard Data extraction, transformation and processing
- Salesforce Native to get maximum performance



Scalability and Security

- Logging and Audit trails
- Inherited power of Scalability & Security from Salesforce
- Salesforce core authentication and handling of sensitive data
- Minimum data residency requirement with Virtual Data model

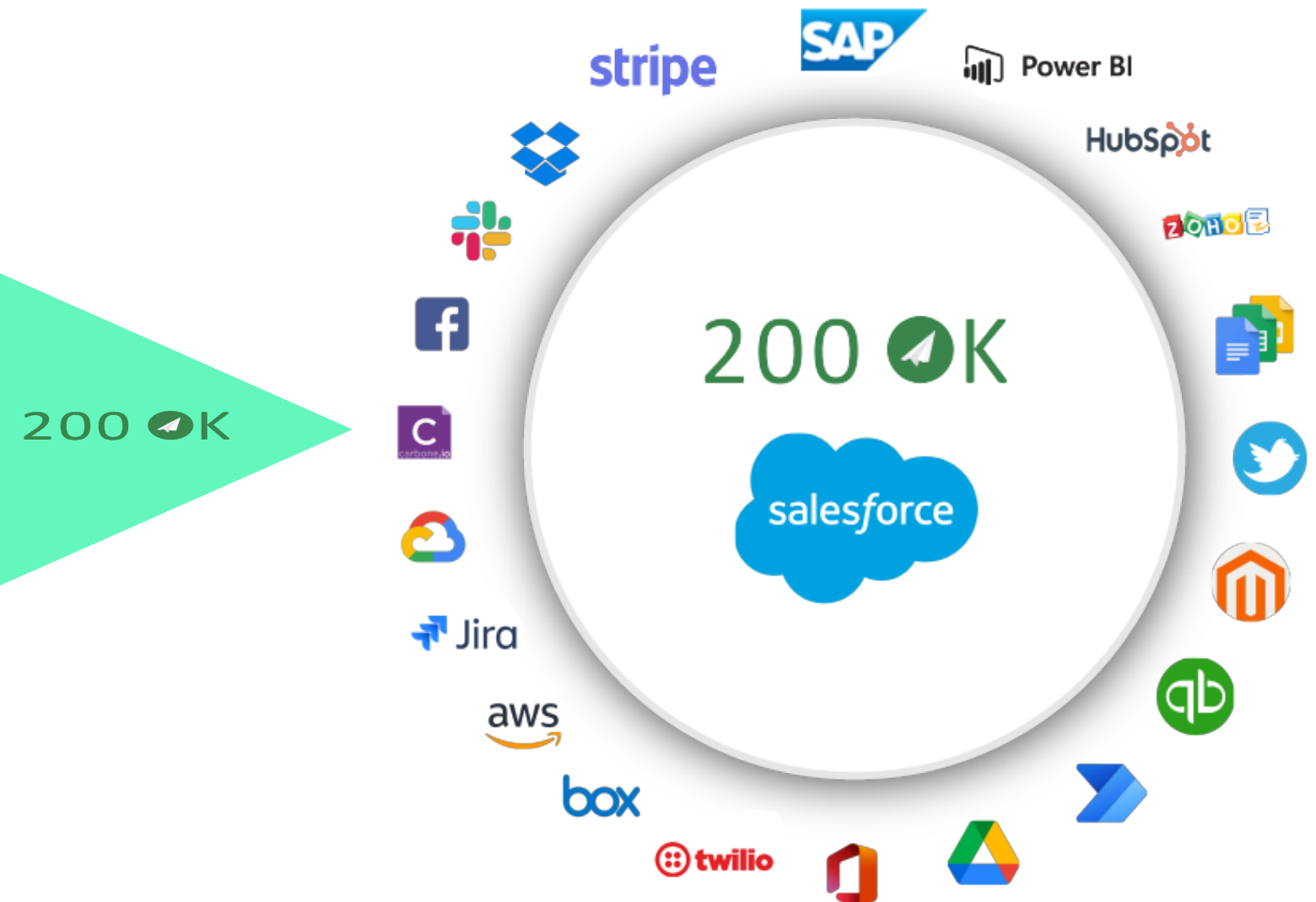


Cost

- Minimum cost impact due to Nil development efforts and less configuration
- Future ready and all worries are outsourced to product company
- Less complexity and no dependance on costly technical resources

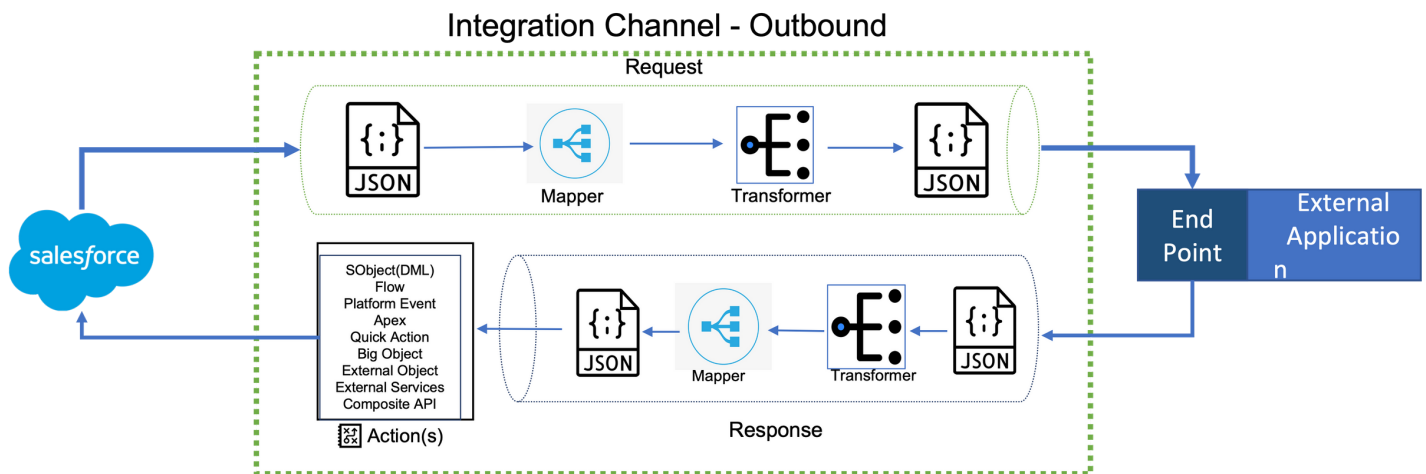
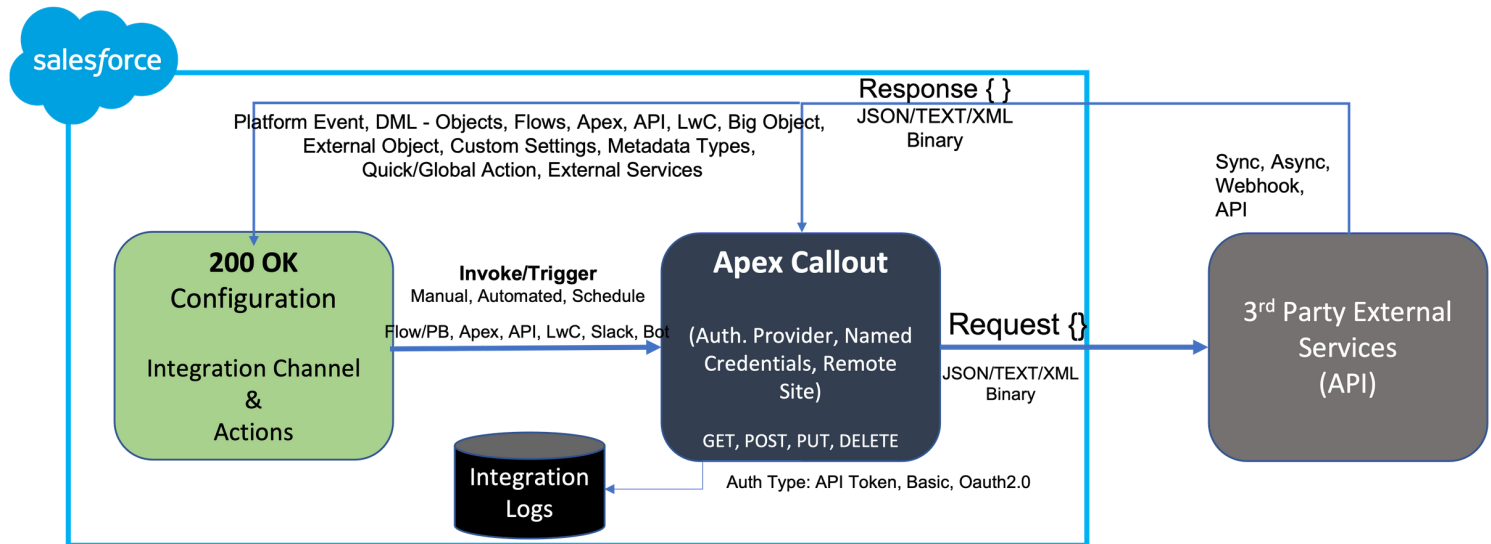
200 OK – Connects with Any Platform Components

- External Services
- LwC
- Flow
- Apex Connector
- Slack
- Platform Events
- Apex
- Rest API
- Einstein Bot
- Webhook



High Level Architecture

- Apex Data Connector (Data Source Provider)
- ETL – Extract from internal/external sources, Transform internal or external service, Load data internal/external
- Data Integration Pipeline



High Level Architecture with Transformer Component

200 OK Features



Create, update records with the powerful mapper



Automate with multiple Integration Channels (one after one)



Customize request data via Apex



Support LwC or Aura component: Create a custom UI component without integration coding.



Handle Complex response data via Apex



Client-side execution: Execute integration from the client to avoid API limitation and payload size.



Comes with secured Webhook Handler



Support any data structure/format



Schedule Integrations for periodic execution



Request/Response Mapper - XPATH Style



Standard & Custom Formula support for request and response data mapper

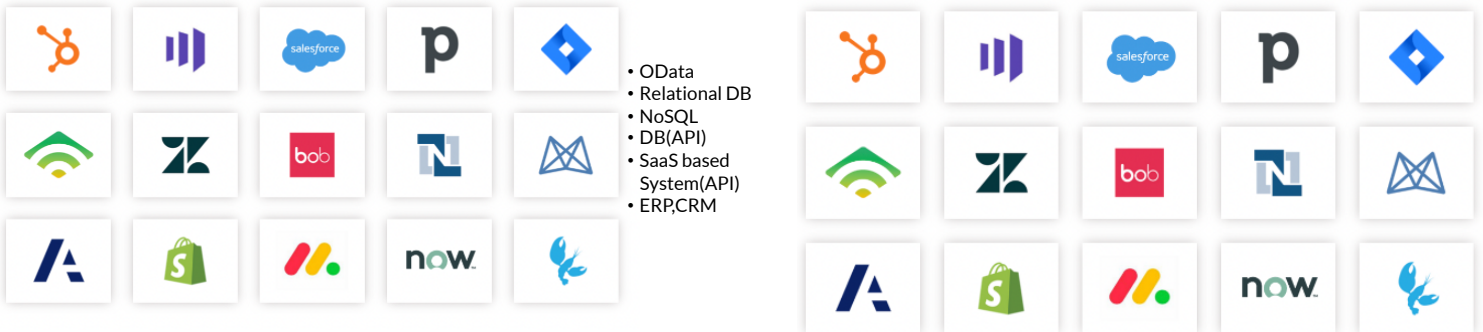


Real-time Testing & Debugging

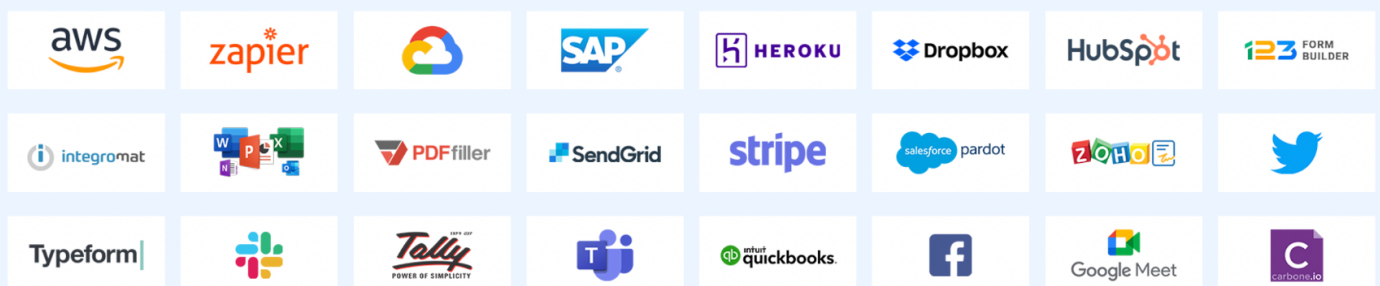


Binary file support (Files & Attachments)

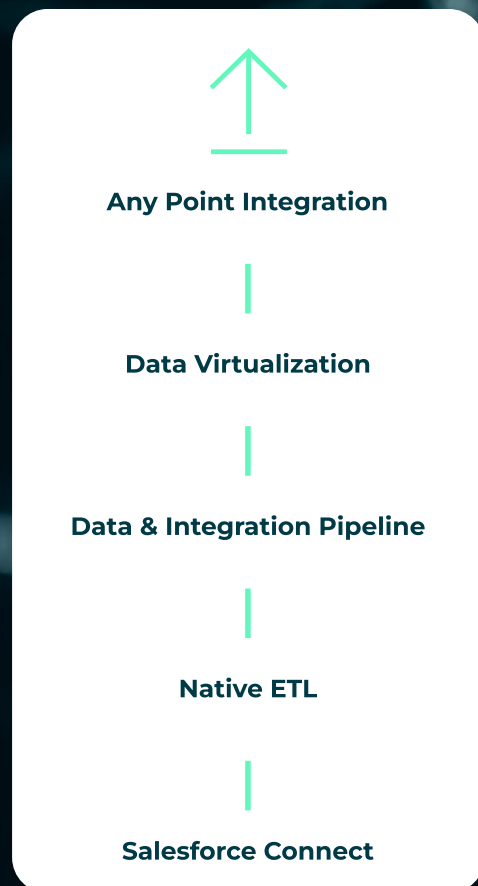
Data Virtualization



Popular Integration Connectors



200 OK: One App - Power of Many Apps



200OK

P2P Integration

200OK

Integration Pipeline
(Workflow)

200OK

Connect (Data
Virstualisation)

200OK

ETL

200OK

Experience (UI/UX)

200OK

Webhook

Priyaranjan Panigrahy

" Smart Native Salesforce Lightweight Any Point Integration Connector Lets you easily integrate external apps and APIs into your business Systems. "

- Founder & CEO CEPTES Software



200 OK



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