API Transformation Customer Success

How Businesses are Unleashing the Power of APIs and Integration

Jitterbit

Organisations looking to transform and accelerate their business must unlock the value of existing IT systems, compose value-added applications and rapidly open new revenue channels. To do this, they need a way to create, expose, and consume APIs from existing investments and integrations.

Integration platforms understand enterprise data and have secure access to on-premise, SaaS and cloud apps. A modern integration platform that combines two sides of the same coin—integration and APIs—can help enterprises create APIs from existing connections, enabling them to unleash the power of their systems, amplify SaaS and cloud applications and even infuse artificial intelligence into all business processes and decision-making.

By using a single API integration platform, enterprises can automatically create APIs based on existing integrations with back-end systems as well as publish those APIs internally or externally and manage integrations and APIs—all in one place.

With the ability to create, publish and manage APIs in one platform, organisations can begin to use IT resources, developers and technical business users to compose new applications.

Composing applications versus writing code will ignite business innovation, and it all starts with integration and APIs.

"

With Jitterbit's real-time APIs, I can infuse artificial intelligence into our Salesforce instance for on-the-fly language translation of tickets from customers all over the world. This means answering questions faster, improving customer experience and cutting costs.

"

Stefanie Causey
Sr Director of IS Solution Delivery, Aspect Software

API Connectivity Success

This eBook shares real-world stories from several Jitterbit customers that use Jitterbit Harmony, a single born-on-the-cloud API integration platform, to unleash the transformative power of APIs and integration.

Using the Jitterbit API integration platform companies can rapidly connect SaaS, on-premise and cloud applications and instantly infuse artificial intelligence, such as sentiment or emotion analysis, predictive analytics and image recognition, into any business process.

Jitterbit's intuitive API creation technology enables companies to reuse business-critical applications and data to bring new offerings to market in days, not months. Best of all, our team of industry experts work side by side with you to accelerate innovation beyond anything you previously thought possible.

Learn how API integration can help you:

- Increase customer satisfaction with better products and experiences
- Create connected, agile and automated business processes
- Infuse intelligence into any business process and workflow
- Gain a true 360-degree view of customers to make better sales and marketing decisions
- Discover new business insights with more accurate, real-time reporting

KEYEDIN® SOLUTIONS

Real-time APIs Give KeyedIn a Competitive Edge

KeyedIn uses Jitterbit to quickly expose data as APIs for their customers.

KeyedIn® is an agile cloud-based software company delivering powerful results in critical areas like project management and custom manufacturing to specialised vertical markets.

KeyedIn uses Jitterbit to enable KeyedIn Projects—a project management solution for Project Management Offices and Professional Services Organizations—to integrate with any software applications that their customers use: Salesforce, Oracle, Intacct, SugarCRM, Quickbooks Online, Workday and Microsoft Great Plains to name a few.

"Jitterbit helps our customers to be able to use best-of-breed solutions," said Kevin Hurley, CTO of KeyedIn. "We now have the ability to say yes to unique customer needs more than we have had in the past.

Without Jitterbit, we wouldn't be in the vast number of business opportunities we are right now."

The biggest benefit KeyedIn achieved is that integrations can be reused across many customers, allowing KeyedIn teams to interact with data—such as opportunity stages, project timelines, resource planning and financials—in real-time for status updates and reporting.

The connections to CRM and financial systems have given KeyedIn's PMO customers a well-integrated Project Lifecycle Management solution, from which they can quickly get an overview of projects, respond to activities and report to sales on project milestones.
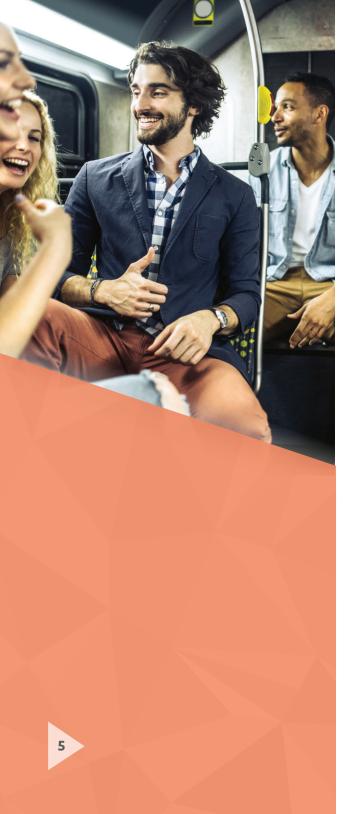
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INDUSTRY
Software

CHALLENGES
- Wanted customers to have full visibility across their entire workflow on any system.
- Needed to include out-of-the-box integrations in offering to differentiate and win market share.
- Wanted to eliminate the need for full-time in-house development resources for integrations.
- Needed an easy to use, flexible, non-technical platform.

SUCCESSES
- More renewals and longer-term contracts.
- Made any plausible use case accessible through Jitterbit's API integration platform.
- Added flexibility allows KeyedIn to solve new challenges and provide compelling value.
- Complete visibility for customers across their project management or services delivery workflow.
- Packaged integration offering provides a new competitive advantage.
- Improved customer satisfaction.

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LA Metro Taps into Real-time Internet of Things Payments

APIs are used to connect LA Metro's 1.4 million patrons to their account information and enable the ability to refill balances from any device, any time.

LA Metro, owned and operated by the Los Angeles County Metropolitan Transportation Authority (Metro) started service in 1990. Today LA Metro has 80 stations, 187 bus routes, and serves 1.4 million passengers per day.

The Metro TAP program offers a state-of-the-art transit card that uses smart chip technology that stores all of a passenger's transit information and balances. Riders can simply tap their card each time they board a Metro service.

Los Angeles County uses Jitterbit's API integration platform, Harmony, to dramatically improve the experience of Metro's 1.4 million patrons by connecting their smart cards with the online TAP program in real-time for seamless access to their account information and the ability to refill balances from any device. LA Metro employees also have real-time visibility into rider information.

Connected by Harmony, TAP information is now accessible across the web, mobile, kiosks, buses and trains. Real-time APIs ensure that riders can access up-to-date account information, remaining balances, user profiles and more from any device, any time.

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INDUSTRY
Transportation

CHALLENGES
• Fragmented manual processes and swivel seating.

• Siloed and redundant data locked in legacy stores.

• No centralised reporting and visibility across network.
• Integration relied on one-off applications and manual work.

SUCCESSES
• Improved experience for 1.4 million of patrons.

• Real-time visibility to massive volumes of historical data.

• Orchestration of patron card transactions across web, mobile, kiosks, buses and trains through APIs.

Intelliflo Achieves Dramatic Results with Data Connections

APIs automate 10 processes within 30 seconds of a contract being signed to reduce errors and customer friction.

Intelliflo is the leading provider of practice management software to the UK financial advice industry.

Hamish Purdey, CEO of Intelliflo, explains that the company decided to add an integration layer to ensure an effective flow of data through the systems that run their business.

After choosing Jitterbit, Purdey said, "The real benefit of the Jitterbit software is that it just connects things to things. When you start to apply that logic to the rest of the business, then you can achieve some pretty amazing outcomes."

For instance, Intelliflo **recently added simple and streamlined access** to its financial adviser business software, Intelligent Office (iO), thanks to its new Open API facility and Jitterbit.

Through Jitterbit's Harmony API integration platform, Intelliflo offers a range of intuitive user interface and integration starter packs that make it easy for everyday users to connect third-party applications with iO in just seconds, automating common tasks across different systems.

Intelliflo's customers have also experienced the benefits of the Jitterbit API integration in other ways. With over 10 processes happening within 30 seconds of a contract being electronically signed, automation has greatly reduced the possibility for manual errors and subsequent customer friction.

"Integration has given us the ability to significantly increase our efficiency and productivity, which in turn has quite a dramatic effect on our customers' experience with us," Purdey said.

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INDUSTRY
Technology

CHALLENGES
• Needed to ensure an effective flow of data within the business.
• Required an integration layer to connect Salesforce and NetSuite.

SUCCESSES
• With Jitterbit and Open API embedded into iO, key business functions and processes are streamlined in a straightforward and accessible way.
• Huge benefits from automation, including over 80 percent reduction in bounced direct debit payments.
• Efficiency gains means sales teams spend time improving customer experience and making sales.
• Easy and automated integrations allow Intelliflo's customers to see improved efficiency by using Jitterbit to connect systems and data.

Aspect Software Moves to the Cloud to Transform the Business

APIs can be used for on-the-fly language translation of tickets to answer questions faster, improve the customer experience and cut costs.

Change isn't easy, but sometimes undergoing tremendous change can be the difference between a successful business and a failing one.

In just six months, Aspect Software, which specialises in contact center solutions for global Fortune 100 enterprises, went from outmoded, manual and very inefficient business processes to a distributed environment where true integration automated processes, improved data quality, enabled deeper reporting and ultimately, transformed Aspect into a modern, more competitive business.

Stefanie Causey was hired at Aspect as Director of IS Solution Delivery to manage the massive project of moving from the Oracle EBS platform to a distributed environment using Salesforce and Apttus for quoting, NetSuite for ERP and SuccessFactors for HRIS.

Thanks to Causey's steady hand and the decision to use Jitterbit as their API integration platform, Aspect went live with a totally scrubbed Salesforce Sales Cloud with Apttus CPQ and CLM fully integrated to their brand new NetSuite environment.

Now, everything is connected. But connection is really just the beginning.

Causey explained how Aspect is planning to incorporate Jitterbit's real-time APIs to take their products to the next level: "With Jitterbit's real-time APIs, I can infuse artificial intelligence into our Salesforce instance for on-the-fly language translation of tickets from customers all over the world. This means answering questions faster, improving customer experience and cutting costs."

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INDUSTRY
Technology

CHALLENGES
• Significant volatility in forecast sometimes a loss of 60 percent of the funnel as the quarter progressed.

• Finance team struggled to reconcile forecast and bookings to revenue.

• Manual quote process could take as long as three months.

• Service organisation had a hard time knowing what quotes turned into serviceable assets.

• Batch processing took too much time.

SUCCESSES
• Jitterbit's true API integration brought about huge transfor–mations, including moving to flexible, more scalable cloud solutions.

• Significantly reduced friction and errors in the sales process.

• Created more accurate reporting for finance and service teams.

• Automation removed manual data entry, which caused many data quality issues.

Odyssey Logistics Delivers Real-time Transportation Management

APIs help Odyssey WIN customers win more bids with real-time quote notifications and reporting.

Odyssey is a global logistics solutions provider that offers services & technology to support the shipment of over $60B of cargo to over 100 ports around the world.

Customers looking for a transportation management solution to truly add value to their organizations' operations, wanted a solution that offered seamless flow of information into and out of their existing ERP, CRM, WMS, legacy and/or financial systems.

Partnering with Jitterbit, Odyssey uses Harmony, Jitterbit's API integration platform, to connect their customers' back-office apps with WIN in real-time. Harmony's flexible connector architecture allows Odyssey to offer out-of-the-box digital connectivity to SAP, JD Edwards, Infor, EPICOR, Sage, Dynamics, Oracle, Excel, QB, flat-files and hundreds of other apps.

WIN customers can also log into a portal through Salesforce to see real-time data, such as quote notifications; a spot quote like this is the ultimate in real-time, because the first bid with the best pricing will win. Thanks to the Jitterbit API, calls are made every 30 seconds to ensure that notifications are accurate and fast, so more bids are won.

The result is a seamless digital transportation management processes that helps Odyssey customers achieve their strategic goals of freight spend management and optimization while delivering the flawless tactics of quoting, tendering, BOL creation, and track and tracing.

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INDUSTRY
Shipping & Logistics

CHALLENGES
- Siloed and disparate back-office systems of record.
- Manual transportation management processes.
- Lack of visibility to quoting, pricing and other back office data.
- Error prone processes and data duplication.

SUCCESSES
- Onboarding dropped from three months to two weeks.
- Integration is now a platform differentiation.
- Odyssey owns easy implemen–tation adhering to governance and security policies.
- Seamless digital processes tie customer back office with WIN via APIs.
- Increased and up-to-the-second data accuracy.

Berklee Online

Berklee Online Brings Harmony to Connected Student Management

APIs help Berklee Online gets a 360-degree, real-time view of their student data.

Berklee Online is the online extension school of Berklee College of Music, delivering access to Berklee's acclaimed curriculum from anywhere in the world and providing lifelong learning opportunities to people interested in music and working in the music industry.

Providing anywhere, anytime access to Berklee's curriculum meant digital connectivity was essential to managing student enrollment, online communication, and ongoing support from staff and faculty.

Berklee Online wanted to solve the connectivity challenge with a modern, agile approach that didn't involve creating duplicate data across multiple systems.

Enter Harmony, Jitterbit's API integration platform, stage left.

With Harmony, Berklee connects the Salesforce1 platform with Ellucian Colleague ERP and other in-house databases to provide a 360-degree view of their student body. Data connected from multiple systems can be accessed and displayed in real-time through APIs.

With Harmony, Berklee has achieved a symphony of success: a connected, virtual campus where student information is always up-to-date and accurate.

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INDUSTRY
Higher Education

CHALLENGES
• Legacy Monolithic system did not support agile processes.
• Siloed and redundant data locked in legacy apps and depts.
• No centralized reporting and visibility across network.
• Forced to create "copy" of data across multiple systems.

SUCCESSES
• Connected,best-of-breed services deliver modern student experience.
• Created a connectivity hub model across the college.
• Orchestration of student, staff, and faculty interactions across all devices.
• Centralised control of data eases maintenance of data flows.

CISION

Cision Connects NetSuite and Salesforce for Real-time Reporting

APIs help reduce a half-hour delay in updated information to near-real time.

Real-time reporting can transform business processes and put powerful data in the hands of sales and customer support teams faster. That's why Cision, a global media intelligence company, chose Jitterbit's API integration platform to connect NetSuite and Salesforce.

When a Salesforce opportunity closes at Cision, Jitterbit real-time APIs create an outbound message that passes the opportunity ID to NetSuite and creates a connected customer record by upserting to a sales order. Then Jitterbit updates the Salesforce opportunity to show that the customer record was created successfully in NetSuite.

And thanks to APIs all of these updates between systems happen in real time, which overcomes a previous delay of half an hour or more for information to update.

Staff at Cision had grown accustomed to working around the limitations of their previous integration software by manually double checking data at every turn. Now that Jitterbit is in place and information flows between systems as expected, Cision employees are able to do their jobs more efficiently because they are relying on the most current, accurate information.

Just as Cision provides its customers with the confidence that they have complete access to all of the media information they need to make data-driven marketing decisions, Jitterbit gives Cision the confidence that the right information is flowing to the right place—and enabling the right decisions internally. Now that's news that's fit to print.

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INDUSTRY
Public Relations and Communications

CHALLENGES
• Existing integrations were expensive to maintain and didn't always work.
• Frequent failures caused a lack of trust in integration.
• Reliance on developers to analyze and fix integration problems.
• Needed to establish NetSuite as the financial system of record for the company.

SUCCESSES
• Automatically converted Salesforce closed opportunities into NetSuite sales orders with real-time APIs.
• Moved from scheduled to real-time connections.
• Created efficiency by eliminating the need to manually enter or double-check data.
• Gained actionable error messages that non-developers can resolve.

Business transformation doesn't have to be difficult or take years to complete.

With Jitterbit as a trusted, experienced partner alongside Harmony's best-in-class API integration platform, our customers learned to harness the power of integration and APIs quickly and easily.

Jitterbit

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