# Integrate Cloud Applications with Software AG & AWS
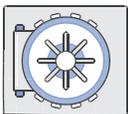
## ⚠ Challenges

### Siloed Application Data and Process Impact

State-of-the-art cloud applications for customer relationship management (CRM), enterprise resource planning (ERP), marketing automation, and more are helping organizations improve internal operations and focus on core competencies. While these applications provide significant value, each represents a silo in the IT landscape: the data within applications can be inconsistent, incomplete, and duplicated, creating gaps in the data that is shared between applications. Additionally, many IT teams cannot keep up with the demand for integrated applications, pushing the responsibility to business analysts and non-technical users. The result is increased risk of bad datafrom manual data entry and custom integrations. The demand for integration projects can also create backlogs that are hard to keep pace with as your SaaS application portfolio grows.
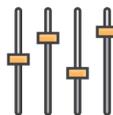
## ✓ The Software AG Solution

Software AG's webMethods Integration Cloud offers a platform for businesses to inte easily integrate applications, whether they reside on Amazon Web Services (AWS) or on-premises, making sure data is consistent and usable across all of their integrated applications. Sophisticated service orchestration capabilities enable you to automate processes using a web-based development interface, while providing a central location for you to manage and monitor your integration environment. Integration Cloud covers a multitude of use cases – from big to small, simple to complex – giving businesses confidence to meet their integration needs as their application portfolios grow. Since the team implementing your SaaS applications is likely made up of both IT professionals and citizen developers, Integration Cloud provides a solution flexible enough to match your user's skills.

## ★ Benefits of Software AG's webMethods Integration Cloud

### RELIABILITY

Software AG treats every operation as mission-critical: error-handling and options to reprocess or resubmit transactions help ensure they never get dropped.

### EASE OF USE

Guided deployments help you continually follow best practices for integration. Out-of-the-box recipes and a point-to-point wizard help you easily achieve common use cases.

### CONNECTIVITY

Dozens of prebuilt templates support common applications, such as Salesforce® and ServiceNow®. Connector frameworks enable you to integrate virtually any SaaS application.

# ⭐ Drive Digital Transformation with Integration Cloud

### APPLICATION & DATA INTEGRATION
Give technical and non-technical users a single platform for developing, enriching, deploying, and monitoring their integration flows to solve all their integration needs.

### HYBRID INTEGRATION
Quickly and securely implement data and application integration projects spanning both cloud-to-cloud and cloud-to-on-premises systems.

### IoT INTEGRATION
Connect real things to the digital world using a powerful integration engine for orchestrating IoT device data across systems

## Easily Integrate your Applications with AWS Services

Integration Cloud enables you to quickly and easily integrate your SaaS applications with AWS services. With this capability, you can store application data in Amazon Simple Storage Service (Amazon S3), analyze it with Amazon Redshift, send event messages via Amazon Simple Notification Service (Amazon SNS), and much more. Integration Cloud comes with out-of-the-box connectivity to some of the most popular services, as well as frameworks that enable you to build custom connections to virtually any AWS service.

## Software AG on AWS

Software AG's webMethods Integration Cloud helps businesses of all sizes realize digital transformation by bridging application siloes and enabling complex connections and orchestrations across their application portfolio. This easy-to-use platform enables both technical and business users to meet a wide range of use cases, guiding users towards best practices and providing templates for integrating common applications. Additionally, customizable frameworks enable you to quickly and easily connect to almost any SaaS application. Integration Cloud itself runs on AWS, making it a clear choice for businesses to support their AWS environments.

Learn more at iPaaS.SoftwareAG.com

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