

IMPLEMENTATION, INTEGRATION AND IPAAS  
MANAGEMENT

## Integration Platform as a Service (iPaaS)

Satisfying the enterprise demand to integrate martech applications fueling the growth. Improved data accuracy, Greater accountability on marketing campaigns, back-and-forth data synchronization, faster ROI.



# Integration Platform as a Service (iPaaS)

## Digital Transformation through Data Integration

Connecting Applications, Integrating digital transactions with operating transactions, digital thumbprint of customers across various channels and having it available across business units for meaningful decision making processes.

Enterprise demand for a more effective way to integrate martech applications is fueling the growth of integration platform as a service (iPaaS) solutions.

Marketing organizations have been overwhelmed by the volume of Big Data residing in department as silos throughout the enterprise that has inaccurate and duplicate customer data. Thought leaders – including CMOs and CMTOs (Chief Marketing Technology Officers) are now responsible for purchasing and managing a growing ecosystem of martech applications that allows business users to collect, analyze and act on customer

## Business Advantage for implementing IPAAS

- Convert marketing leads into opportunities through CRM system.
- Funneling social media campaign conversations to your call center.
- Generating email marketing campaigns from CRM system.
- Integrating multichannel campaign management from email, SMS, and push notifications.
- Managing the customer journey utilizing the customer interactions data.
- Creating Data lake and Business Intelligence for segmentation.

data. iPaaS solutions target business users rather than traditional IT “power” users. users)

With over a dozen popular MarTech ipaas product in the market, we are vendor neutral and recommend products purely on business need and affordability to execute their marketing and sales strategies in a timely manner.

Our capability as a company includes to install, build and integrate iPaaS project using products such as Azuqua, Bedrock iPaaS Data product, Built.io iPaaS product, Celigo iPaaS product, Dell Boomi iPaaS product, IBM App Connect Professional iPaaS product, Informatica iPaaS product, Jitterbit iPaaS product, MuleSoft iPaaS product, Piesync iPaaS product, Scribe Software iPaaS product, Segment iPaaS product, SnapLogic iPaaS product, Tray.io iPaaS product, Workato iPaaS product, Zapier iPaaS product

- Connect the customer profile data for remarketing campaigns.

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- Eliminating duplicate data set by using multiple sources validation information.

# Integration Platform as a Service



snapLogic

Dell Boomi

Email, Push Notifications, SMS, Direct Mail, Search, Social, Display and Personalisation

workato

Informatica

## iPaaS Focus Area

Azuqua | Bedrock Data | Built.io | Celigo | Dell Boomi | IBM App Connect Professional | Informatica | Jitterbit | MuleSoft | Piesync | Scribe Software | Segment | SnapLogic | Tray.io | Workato | Zapier

CONTACT

## We are happy to help you

Contact us for CDP Consultants Billing Rate's & CDP Project Implementation costing (T&M, Fixed bid), On Shore / Off Shore model.

Name

Email

Phone (Optional)

Message



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## iPaaS Consultants

Olive Lights has experience in consulting, architecture, implementation and development.our core expertise is on Enterprise Integration covering API Management, Open Source Middleware, Integration Platforms as a Service (iPaaS) and SOA.

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