Jitterbit Citizen Integrator

Digital Business Demands Modern Connectivity.

Digital Prey? Or Digital Predator? Those Who Master Connectivity Win.

Your customers demand connectivity to succeed in the Digital Age: people, processes and things. How you answer "Can you connect to …" will determine if you win or lose.

It's not about *if* your offering can be integrated, it's about *how* quickly and easily it is to integrate. Traditional integration approaches simply don't scale. You need a smarter approach to put you ahead of the competition.

When you're trying to earn new customers, integration questions introduce friction in your sales cycle:

- Who builds these integrations?
- How much will this cost?
- How long will it take?
- What happens when connectivity needs change?

Leaving integration success up to your customer and a third-party vendor gives you zero visibility or control of the quality, consistency and performance. If the integration doesn't go well, it's your product that doesn't work and *your problem*.
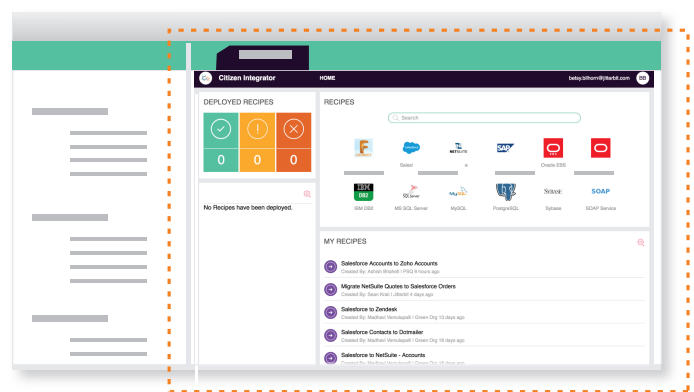
You have an API—that's great. But to get ahead and win, your customers expect more. Give them an intuitive, self-service integration offering that's built on Jitterbit's world-class integration platform without spending months and precious resources building bespoke integrations and customized UIs.

Jitterbit Citizen Integrator combines the power of a leading iPaaS integration platform with the new self-service needs of your customers; it is the key to differentiate your offering.

Standout as a leader in digital business with Jitterbit.

One Platform. Limitless Opportunities.

With Citizen Integrator, you can embed self-service integration capabilities directly into your product, so users can connect services in an intuitive, step-by-step experience that seamlessly blends into your offering's look and feel.

Embed Citizen Integrator directly into your product.

Demonstrate real-time integration to your prospects with no third-party product or outside sales cycle you can't control. Also, open up new revenue streams while ensuring stickiness for your applications to deliver more value for your customers.

You can manage and monitor all your integrations on a central integration platform to ensure quality, uptime and performance.

Implementations are fast and repeatable with an ever-growing library of recipes that connect popular endpoints using standard fields and best-practice design patterns; you can deploy a recipe and have a baseline integration up and running in minutes.

Citizen Integrator & Harmony: Make Your Digital Business Sing

Citizen Integrator is available with all versions of Harmony. Using Harmony and Citizen together you can:

- Mix and match recipes in your citizen integration user experience. You can present recipes from Jitterbit's large library and/or present your own recipes within the same user experience.
- Deployed recipes are easily viewed and managed within Harmony's Management Console. All of your integrations are monitored and managed in one place.
- Recipes run on Harmony agents giving you the confidence of enterprise-class performance, security and deployment options.
- Need to make changes to a deployed recipe? Deployed recipes can be opened and changed directly in Harmony Design Studio for those times when your customers need a bit more.

- Want to create your own recipe? With the power of a single platform, you design your integration in the Harmony Design Studio. Any Jitterbit workflow can be deployed as a recipe and made available in Citizen Integrator.
- Recipes can be as simple or as complex as you need. With the flexibility and extensibility of Harmony, your recipes can be as simple as a point-to-point mapping or a business workflow involving multiple endpoints.

KEY BENEFITS

- ✔ Differentiate and expand your offering to win more business with a large selection of out-of-the-box recipes connecting popular endpoints such Salesforce, Netsuite, Shopify, Magento and ZenDesk.
- ✔ Reduce customer churn and increase stickiness with embedded, self-service capabilities on a centralized platform that gives you visibility, governance and control.
- ✔ Prove value and innovation to your prospects and customers by becoming a proactive leader in the digital age.

Jitterbit, Inc.
1.877.852.3500 | info@jitterbit.com | Free 30-day trial: www.jitterbit.com/try