**DATA INTEGRATION**

# SaaS Application Automation

Add Native API Integrations
to Your SaaS Platform
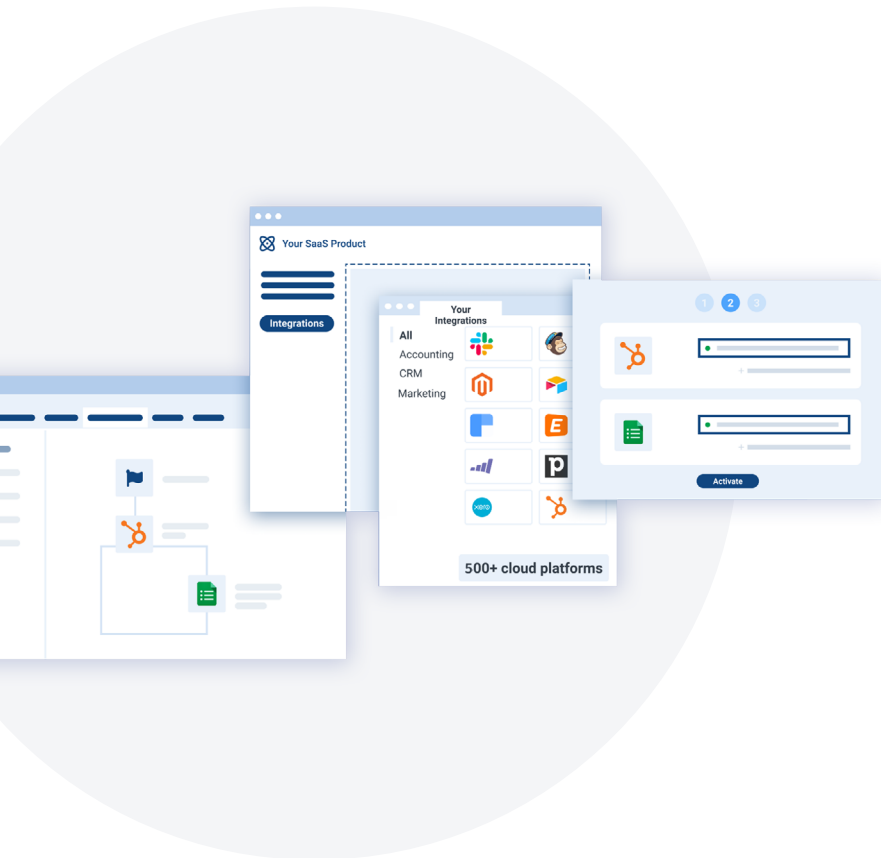
**blendr.io**

LEAD WITH DATA™  **Qlik**

Cloud application use is changing. Instead of one platform for everything, organizations are taking a best-of-breed approach – combining multiple applications and building tailored app stacks. That's a huge opportunity for your SaaS business
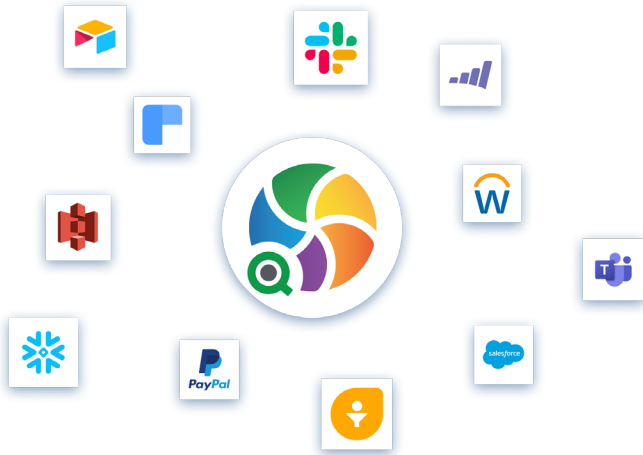
People expect seamless connections between cloud applications. The ability to plug-in a new cloud solution into existing cloud technology stack has become a decision-making process differentiator when purchasing new software. All because SaaS vendors aren't equal when it comes to building and offering native integrations.

Blendr.io, a Qlik® company, solves internal data silo challenges by helping SaaS companies scale native integration offerings. Our embedded integration platform is quickly becoming the leading integration strategy for SaaS vendors for one main reason: We accelerate the delivery of native integrations – making data flow seamlessly between your cloud solution and the other apps your customers choose.
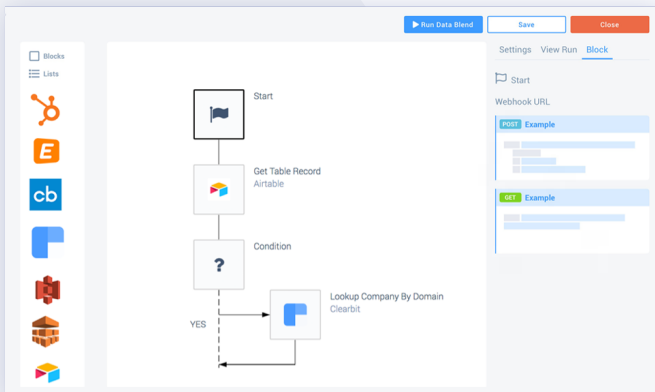
# Platform Overview

## 4 Layers of Hyper-scalability



### 1. Connectivity Layer

Our rapidly growing Blendr.io library includes 500+ API connectors. An API connector is a cloud platform connected to Blendr.io. And our connectors come with a set of action blocks – visual representations of APIs.



## Key Attributes

**Flexible**
Our Blendr.io integration platform is ideal for both customized, enterprise-grade and standardized, self-service integrations

**Powerful**
Our platform integration features include filters, variables, conditions, data queues, schedules, webhook support, and more

**Connected**
We have a growing library of 500+ API connectors to cloud applications and data sources
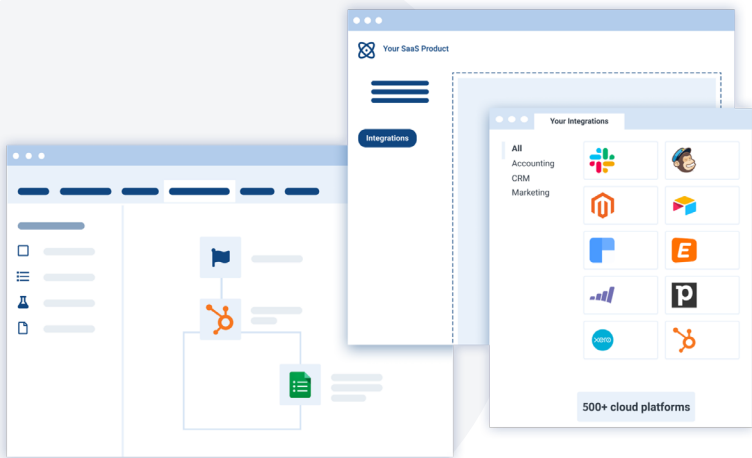
**Scalable**
Blendr.io provides a scalable and distributed hosted execution platform for your native integration

**Secure**
Our protections include two-factor authentication, external pen testing, and audits

### 2. Integration Layer

Our Blend Editor – part of our Blendr.io platform – is a powerful and flexible visual integration builder. It comes with pre-built connector blocks that contain API endpoints. You can easily use it to link API end-points, map fields, or add business logic with conditions, variables, and other features to create comprehensive integrations for your customers.

**3. UI & Embedding Layer**

Your SaaS dev teams can quickly embed all the integrations you've built in our Blend Editor inside your SaaS solution. Let your customers easily activate integrations with just a couple of clicks from your platform.
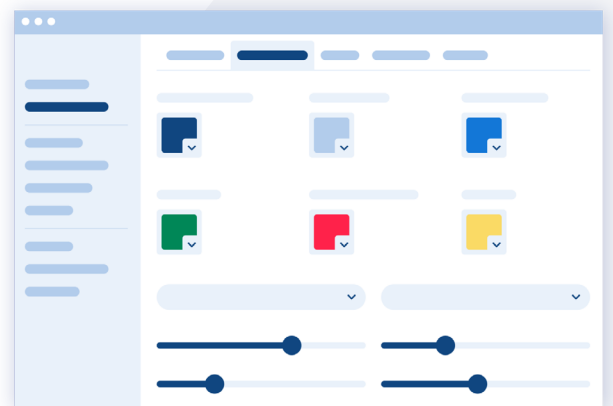
## Scale Your Integration Efforts

- Accelerate integration development and delivery

- Free your dev team from doing extra development and integration maintenance

- Keep your focus on your product and let us take care of integration platform innovation

- Boost the value of the data your customers process on your platform with easy connection to other apps

- Increase customer stickiness by simplifying how their tech stack connects to your cloud solution

- Gain competitive advantage – offering integrations with many business apps
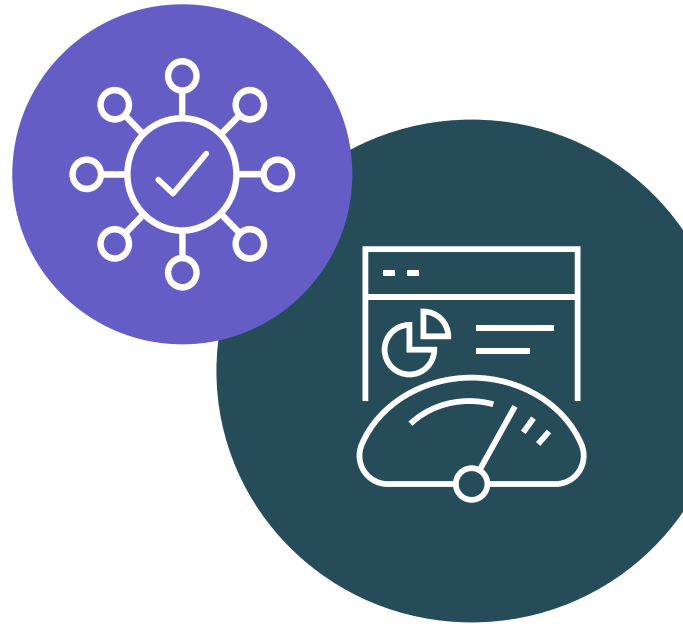
**4. Management Layer**

With our platform, your team can easily manage not only your customer access and integrations but also the way you embed these capabilities into your SaaS platform. Our Blendr.io integration platform is flexible and powerful enough to solve all types of customer challenges.

Use it to embed self-service and high-volume integrations into your platform or build custom integrations for your enterprise customers to meet specific requirements.

# Boost Your Integration Capabilities

We built Blendr.io for SaaS vendors. That's why it includes a complete integration toolkit to empower your product teams and developers, customer support staff and operations departments, as well as your customers.

Give your customers speed and security with native integrations that move their developers away from time-consuming, one-off development work and maintenance headaches to seamless connectivity.

### Scale Production
Create generic, reusable templates that adapt to the needs of many clients

### Minimize Maintenance
Let our platform take care of maintaining connectors to other SaaS products

### Empower Customers
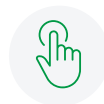Enable self-service activation for your customers

### Simplify Customization
Copy and customize integration templates – without a single line of code needed

### Maximize Productivity
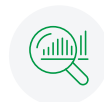Use our complete, powerful feature set to answer all your integration requirements

### Tailor Activation
Offer tailored integration activation for your customers that require more attention

### Alert and Notify
Get immediate alerts and detailed notifications should customer integration fail

### Monitor Usage
Get great visibility into your customers' integration usage

### Centralize Management
Authorize your support team to manage customers, templates, and integrations

To learn more, visit
**qlik.com/us/products/qlik-blendr-io**

# Qlik Q

### About Qlik

Qlik's vision is a data-literate world, where everyone can use data and analytics to improve decision-making and solve their most challenging problems. Qlik provides an end-to-end, real-time data integration and analytics cloud platform to close the gaps between data, insights and action. By transforming data into Active Intelligence, businesses can drive better decisions, improve revenue and profitability, and optimize customer relationships. Qlik does business in more than 100 countries and serves over 50,000 customers around the world. **qlik.com**