



Create seamless
digital experiences, *faster*



Your host



Lars Lynch

MuleSoft

Automation + Integration Director



The need to change is accelerating

Changing market conditions

75%

Of shoppers changed brands during the pandemic¹

Rising consumer expectations

88%

Desire expanded customer engagement experiences²

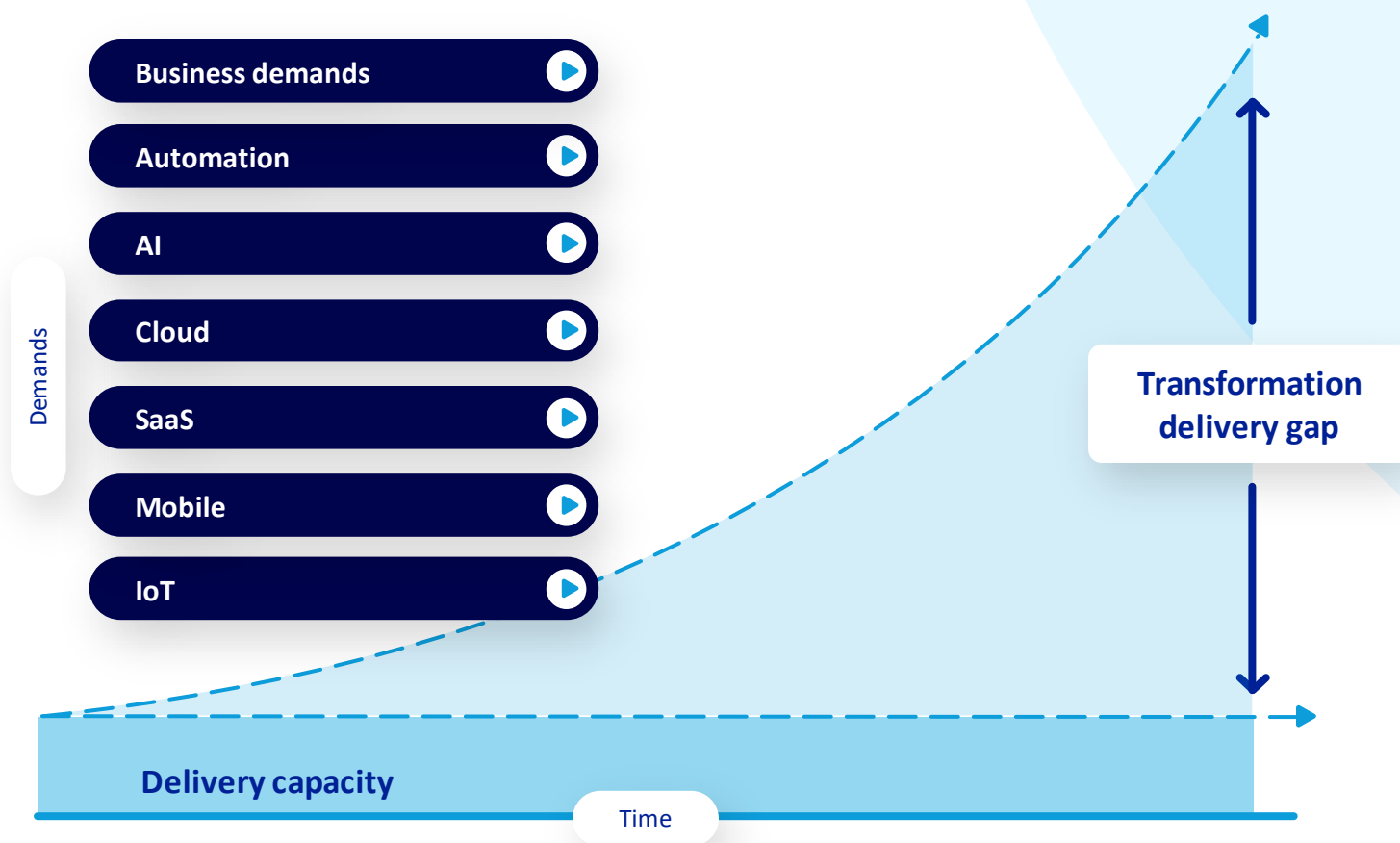
Personalizing touchpoints

66%

Feel they are treated like a number³



Businesses face a widening transformation delivery gap



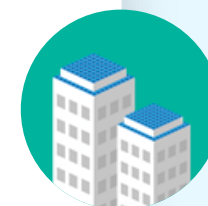
82%

of business teams say they need easy access to data and IT capabilities



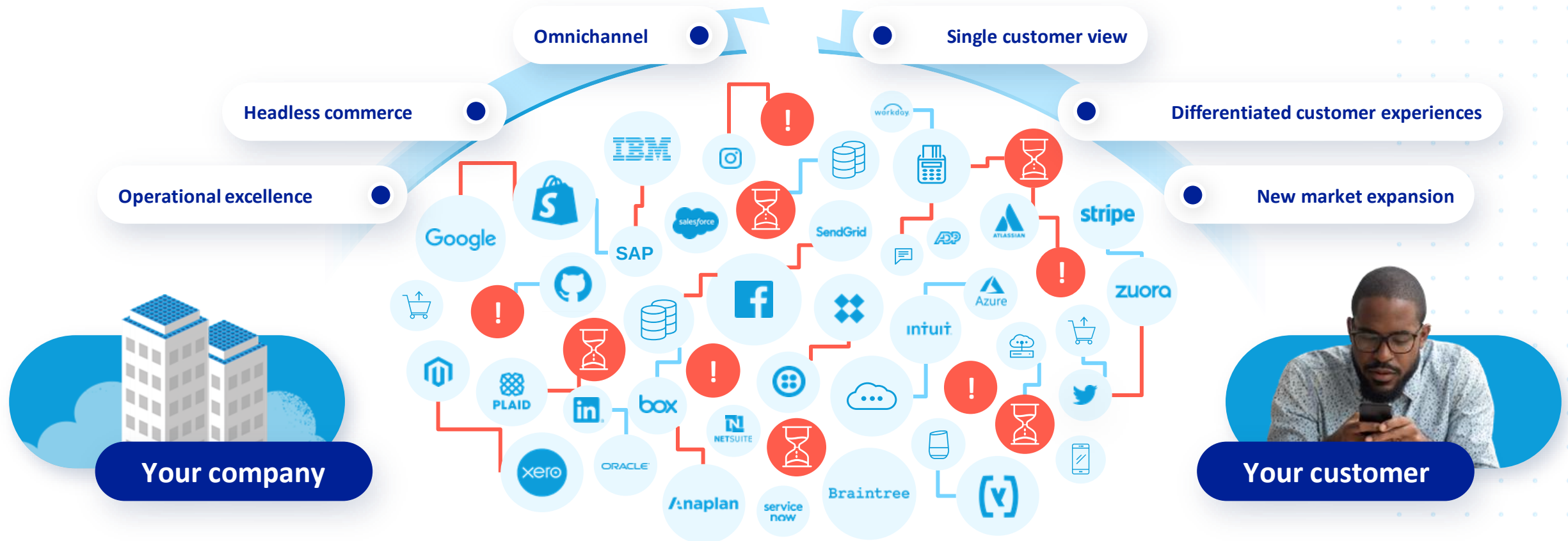
Only 37%

of organizations say they have the technology and skills to keep pace



Businesses are racing to create seamless digital experiences, *faster*

But roadblocks get in the way



Boost efficiency and productivity everywhere



Finance

Automate ledger entry

Automate reconciliations

Automate cash conversion process

Close accurately with compliance



Sales

Automate invoicing

Automate order processing

Automate quote-to-cash

Proactively mitigate forecast risks



Service

Sync customer records

Process claims efficiently

Automate agent workflows

Automate data collection & entry



General Operations

Speed up M&A

Automate data entry

Automate manual tasks

Automate employees onboarding

4 keys to accelerate innovation at scale



A network diagram on a dark blue background showing various icons (person, MuleSoft logo, cloud, monitor, speech bubble) connected by dotted lines in a web-like structure.

Integration 

Integrate all your apps, data, and APIs



A diagram on a blue background showing a central server icon surrounded by a circle of smaller server icons, all connected by a circular line.

Universal API management 

Create, manage, secure, and govern any API from anywhere



A diagram on a blue background showing a white gear icon with a play button in the center, surrounded by horizontal lines suggesting motion.

Automation 

Automate mission-critical business process



A diagram on a blue background showing a network of server icons, a smartphone, and a laptop connected by lines, representing an ecosystem.

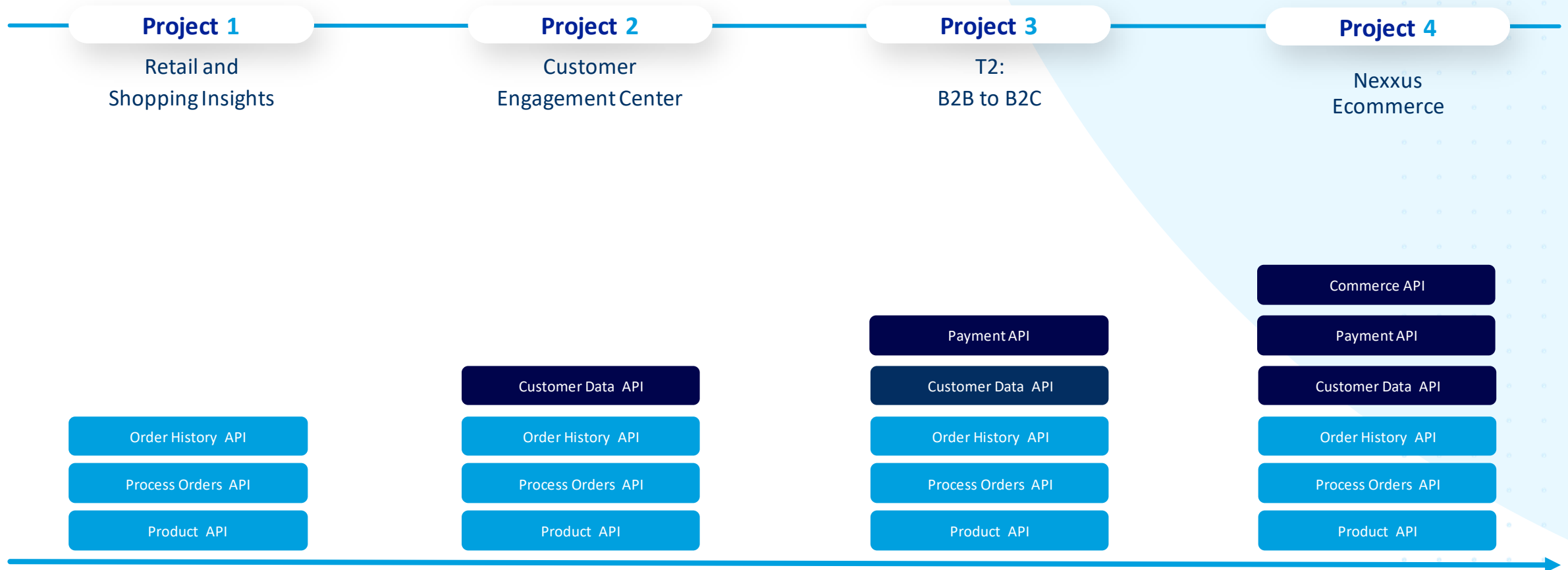
API ecosystems 

Cultivate open ecosystems for customers, partners, and employees

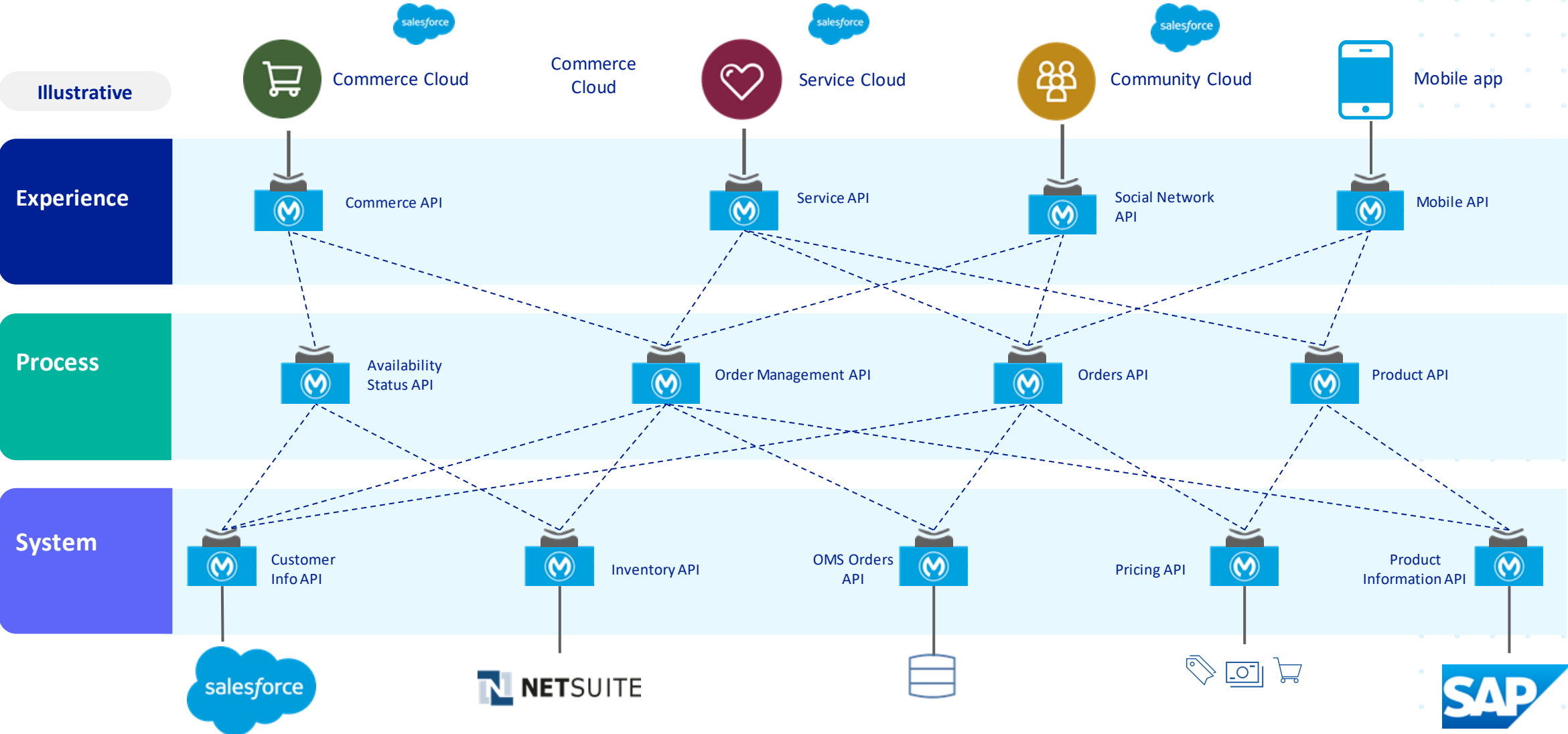


How Unilever goes faster, project by project

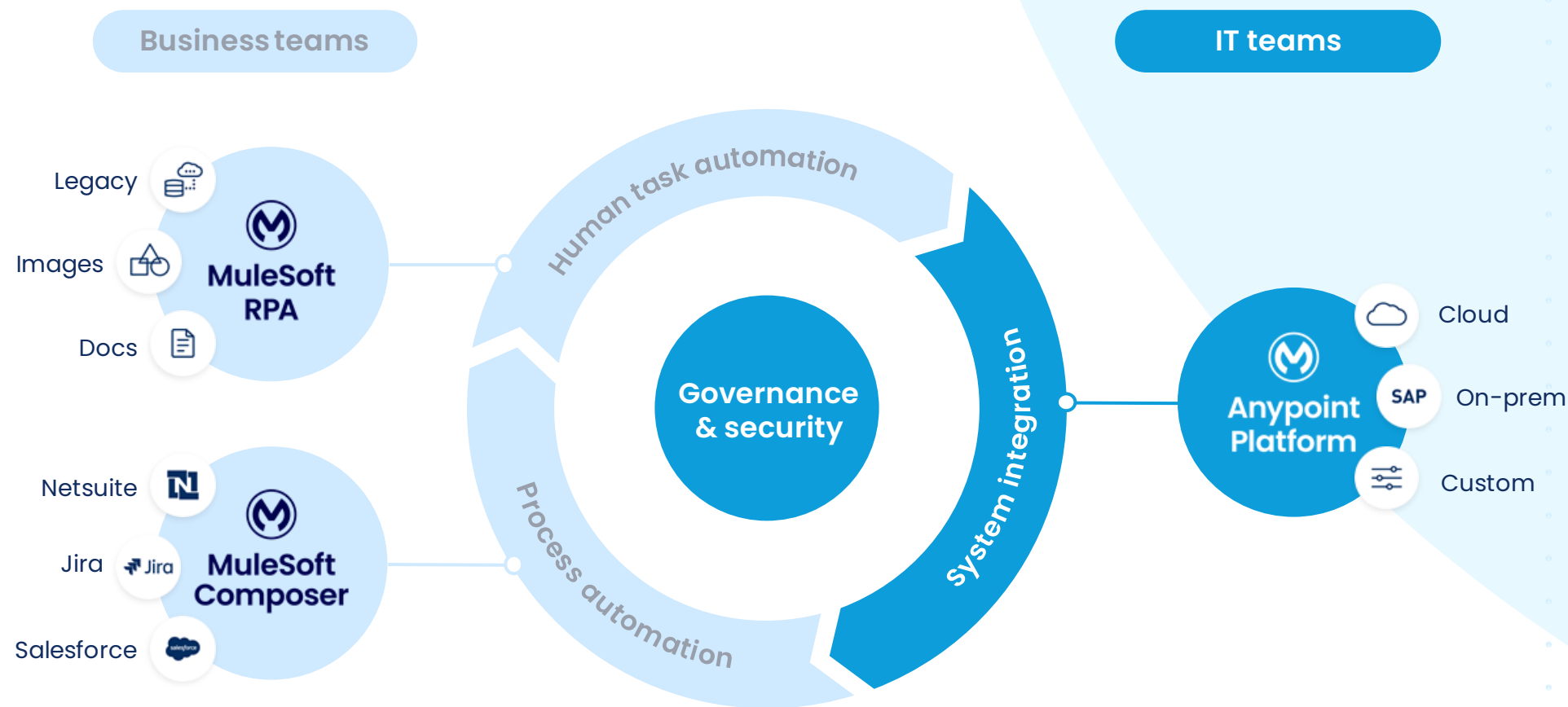
Accelerating delivery with composability and reuse



API-led connectivity at



Start your automation journey anywhere



Innovate faster with MuleSoft

Unifying key capabilities in an open and universal way



Integration

Integrate systems and data from anywhere — on-premises, cloud, or hybrid

APIs

Manage and govern existing APIs — built anywhere, from anywhere — or develop and deploy new APIs

Monitoring

Monitor and maintain resiliency at scale with end-to-end visibility

Security

Secure and protect APIs and data automatically

Automation

Automate business processes without any code

Marketplace

Create custom marketplaces of APIs and integration assets for employees, customers, or partners



MuleSoft has an extensive global footprint powering digital transformations



Strong presence in the region with 96% customer satisfaction

Path to #1 in every category

Recognized by Gartner in iPaaS and Full Lifecycle API Management, now entering RPA



iPaaS



Gartner

**7x
Leader**

Full Lifecycle API Management



**6x
Leader**

Robotic Process Automation (RPA)



**+
Visionary**

Story Time



Thank you!

