



MuleSoft: Build Your Foundation for Actionable AI



Forward Looking Statements



This presentation contains forward-looking statements about, among other things, trend analyses and statements regarding future events, future financial performance, anticipated growth, industry prospects, environmental, social and governance goals, our strategies, expectation or plans regarding our investments, including strategic investments or acquisitions, our beliefs or expectations regarding our competition, our intentions regarding use of future earnings or dividends, and the expected timing of product releases and enhancements. The achievement or success of the matters covered by such forward-looking statements involves risks, uncertainties and assumptions. If any such risks or uncertainties materialize or if any of the assumptions prove incorrect, Salesforce's results could differ materially from the results expressed or implied by these forward-looking statements. The risks and uncertainties referred to above include those factors discussed in Salesforce's reports filed from time to time with the Securities and Exchange Commission, including, but not limited to: our ability to maintain security levels and service performance that meet the expectations of our customers, and the resources and costs required to avoid unanticipated downtime and prevent, detect and remediate performance degradation and security breaches; the expenses associated with our data centers and third-party infrastructure providers; our ability to secure additional data center capacity; our reliance on third-party hardware, software and platform providers; uncertainties regarding AI technologies and its integration into our product offerings; the effect of evolving domestic and foreign government regulations, including those related to the provision of services on the Internet, those related to accessing the Internet, and those addressing data privacy, cross-border data transfers and import and export controls; current and potential litigation involving us or our industry, including litigation involving acquired entities, and the resolution or settlement thereof; regulatory developments and regulatory investigations involving us or affecting our industry; our ability to successfully introduce new services and product features, including any efforts to expand our services; the success of our strategy of acquiring or making investments in complementary businesses, joint ventures, services, technologies and intellectual property rights; our ability to complete, on a timely basis or at all, announced transactions; our ability to realize the benefits from acquisitions, strategic partnerships, joint ventures and investments, and successfully integrate acquired businesses and technologies; our ability to compete in the markets in which we participate; the success of our business strategy and our plan to build our business, including our strategy to be a leading provider of enterprise cloud computing applications and platforms; our ability to execute our business plans; our ability to continue to grow unearned revenue and remaining performance obligation; the pace of change and innovation in enterprise cloud computing services; the seasonal nature of our sales cycles; our ability to limit customer attrition and costs related to those efforts; the success of our international expansion strategy; the demands on our personnel and infrastructure resulting from significant growth in our customer base and operations, including as a result of acquisitions; our ability to preserve our workplace culture, including as a result of our decisions regarding our current and future office environments or remote work policies; our dependency on the development and maintenance of the infrastructure of the Internet; our real estate and office facilities strategy and related costs and uncertainties; fluctuations in, and our ability to predict, our operating results and cash flows; the variability in our results arising from the accounting for term license revenue products; the performance and fair value of our investments in complementary businesses through our strategic investment portfolio; the impact of future gains or losses from our strategic investment portfolio, including gains or losses from overall market conditions that may affect the publicly traded companies within our strategic investment portfolio; our ability to protect our intellectual property rights; our ability to maintain and enhance our brands; the impact of foreign currency exchange rate and interest rate fluctuations on our results; the valuation of our deferred tax assets and the release of related valuation allowances; the potential availability of additional tax assets in the future; the impact of new accounting pronouncements and tax laws; uncertainties affecting our ability to estimate our tax rate; uncertainties regarding our tax obligations in connection with potential jurisdictional transfers of intellectual property, including the tax rate, the timing of transfers and the value of such transferred intellectual property; uncertainties regarding the effect of general economic, business and market conditions, including inflationary pressures, general economic downturn or recession, market volatility, increasing interest rates, changes in monetary policy and the prospect of a shutdown of the U.S. federal government; the potential impact of financial institution instability; the impact of geopolitical events, including the ongoing armed conflict in Europe; uncertainties regarding the impact of expensing stock options and other equity awards; the sufficiency of our capital resources; our ability to execute our share repurchase program; our ability to comply with our debt covenants and lease obligations; the impact of climate change, natural disasters and actual or threatened public health emergencies; expected benefits of and timing of completion of the restructuring plan and the expected costs and charges of the restructuring plan, including, among other things, the risk that the restructuring costs and charges may be greater than we anticipate, our restructuring efforts may adversely affect our internal programs and ability to recruit and retain skilled and motivated personnel, our restructuring efforts may be distracting to employees and management, our restructuring efforts may negatively impact our business operations and reputation with or ability to serve customers, and our restructuring efforts may not generate their intended benefits to the extent or as quickly as anticipated; and our ability to achieve our aspirations, goals and projections related to our environmental, social and governance initiatives, including our ability to comply with emerging corporate responsibility regulations.

Thank you



ROI With AI and Agents is Challenging

93%

of IT leaders

intend to introduce autonomous agents within the next two years, and nearly half already have.

95%

of organizations

report integration as a significant hurdle to implementing AI effectively.

“

We're investing in AI, but it hasn't met ROI expectations.

“

We're not ready for agents; we're still grappling with our legacy systems and siloed data.

“

My organization doesn't understand how much work it takes to create agents. We need to crawl before we can run.



AI Agents Bring Digital Labor to Every Organization



Hey Agentforce, can you expedite my product shipment?

Human Resources

Employee Onboarding

Performance Management

Equipment Provisioning

Sales

Lead Scoring & Routing

Deal Review & Approval

Territory Optimization

Service

Order Management

Request Fulfillment

Escalation & Resolution

Supply Chain

Vendor Onboarding

Demand Forecasting

Inventory Management

Agents Need Access to External Systems to Serve Your Customers and Teams



With APIs, Agents Take Action Across Any System

salesforce

Enterprise Actions with MuleSoft

Human Resources



Sales



Service



Supply Chain



Finance

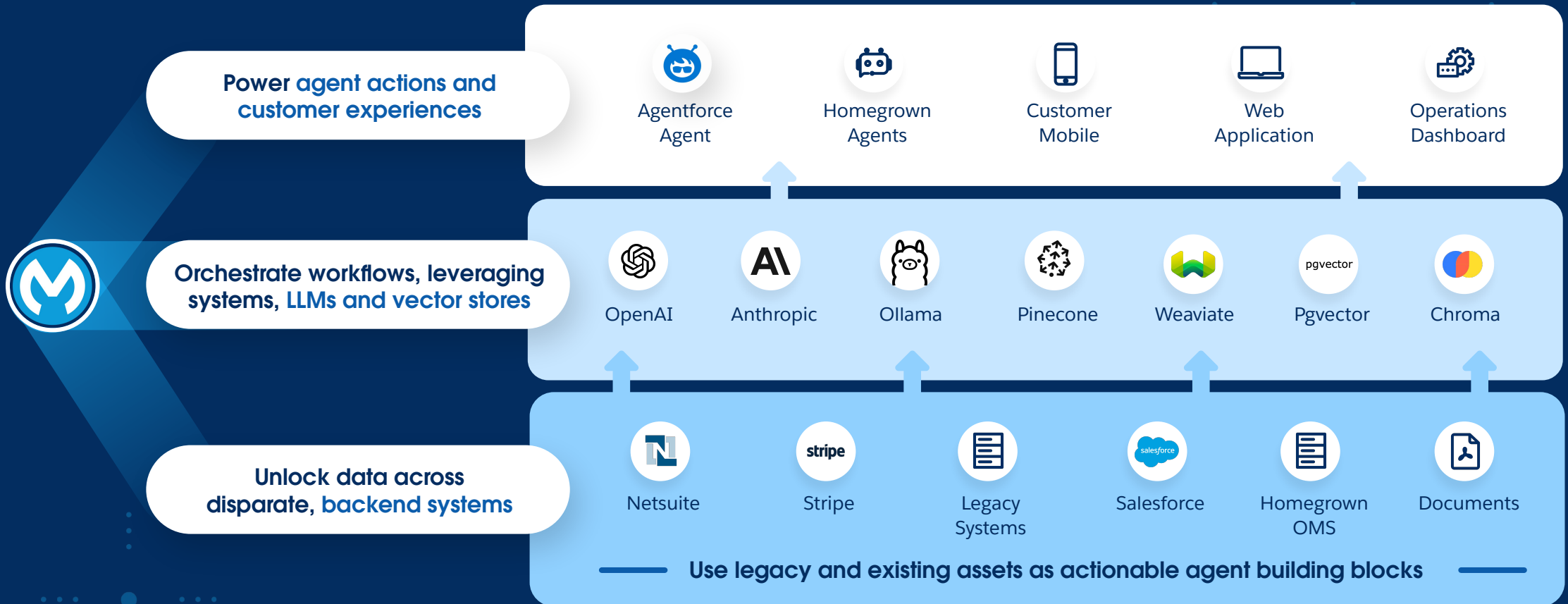


Legal



MuleSoft Connects Your IT Estate to Power Agent Action

salesforce



MuleSoft

A unified platform
for agent action

Build an agent-ready foundation with
connected systems, models, and apps

Automate complex processes, and invoke
agent actions across any system

Centrally manage, govern, and secure your
data and APIs that are powering AI

Flow designer interface showing steps: On Modified Object, Transform Message, Add, Put Object.

Conversation Preview: I've updated your shipping speed and your order will now arrive tomorrow via UPS, or would you like to pick up locally today?

Wow, tomorrow is perfect! Thank you!

Tracking #00454620

Your order is right around the corner!

78% faster time-to-market with accelerated delivery speed

2025 Top Innovations

salesforce

Accelerate AI Initiatives

GA | Q1 '25

MuleSoft for Agentforce: Topic Center

Accelerate Agentforce value with API Topics for contextualized results.

GA | Q1 '25

MuleSoft API Catalog for Salesforce

A single comprehensive repository of APIs from Salesforce, MuleSoft, and Heroku in Salesforce.

GA | H2 '25

Integration Agents

Agentforce-powered agents translate your business requirements into integration flows automatically

GA | H2 '25

Agentic Orchestration in Flow

Orchestrate systems and actions around AI agents built in Agentforce to complete a particular task

GA | H2 '25

MuleSoft for Flow: RPA Agents

Use natural language to describe a task to be performed via UI and AI dynamically determines the correct set of steps

Expand With Low-Code

GA | Q1 '25

MuleSoft for Flow: Integration

Out-of-the-box connectors to securely integrate with external systems directly from Flow Builder

GA | Q1 '25

Einstein for Flow

Use natural language prompts to automatically create and edit a draft of your flow and creating formulas.

GA | H2 '25

MuleSoft for Flow: RPA MuleSoft for Flow: IDP

Robotic Process Automation and Intelligent Document Processing built in Salesforce Flow

GA | H2 '25

Anypoint Connectivity H2 Flow Connectivity H1

45+ new connectors for Anypoint including OpenAI and Anthropic. 40+ connectors on Flow including Workday, Jira, and Netsuite.

GA | H2 '25

New SDK for Connectivity

SDK to allow internal and external parties to create connectors for Salesforce

Future-Proof Your Foundation

GA | H1 '25

Managed Gateway

Deploy Flex Gateway on CloudHub 2.0 for fully managed gateway solution

GA | H1 '25

Adoption & Usage Reporting

A granular overview of MuleSoft usage across a number of vectors, segmented by app or environment

GA | H2 '25

Hyperforce in India

Securely deploy integrations at scale in line with regional regulatory standards. Plus new certifications.

GA | H2 '25

Log + Metrics Data via Open Telemetry Exporter

Open Telemetry Standard compatible streaming exporter embeds Mule into your wider observability ecosystem across all Telemetry signals.

GA | H1 '25

CH2 VPC & App Upgrade Tooling

Upgrade your CloudHub 1.0 VPCs to Private Spaces. Blue-green upgrade of apps from CH1 to CH2 while gradually switching traffic.



Cisco Meraki MuleSoft and AI

Cisco Meraki maximizes sales with integrated data and AI. See how the company uses MuleSoft to build scalable integrations that drive growth and lay the groundwork for custom agents.



Roche Legacy Modernization

Roche optimizes patient outcomes by migrating to SAP S/4HANA and unlocking siloed data. Explore how Roche built the right foundation to support a multi-layered AI strategy.





Cisco Meraki Maximizes Sales ... With Integrated Data and AI ...

Unifying Cisco and Meraki Salesforce orgs to bring together thousands of global sellers post acquisition

Increasing cross-sales with **real-time, synchronized sales data** and a streamlined sales process

Building a **flexible and scalable integration layer** to improve IT agility and delivery speed

Innovating with **custom AI agents and MuleSoft AI Chain** to continue unlocking new value



CISCO
Meraki



Alex Mircea Solomon
Software Engineering
Manager

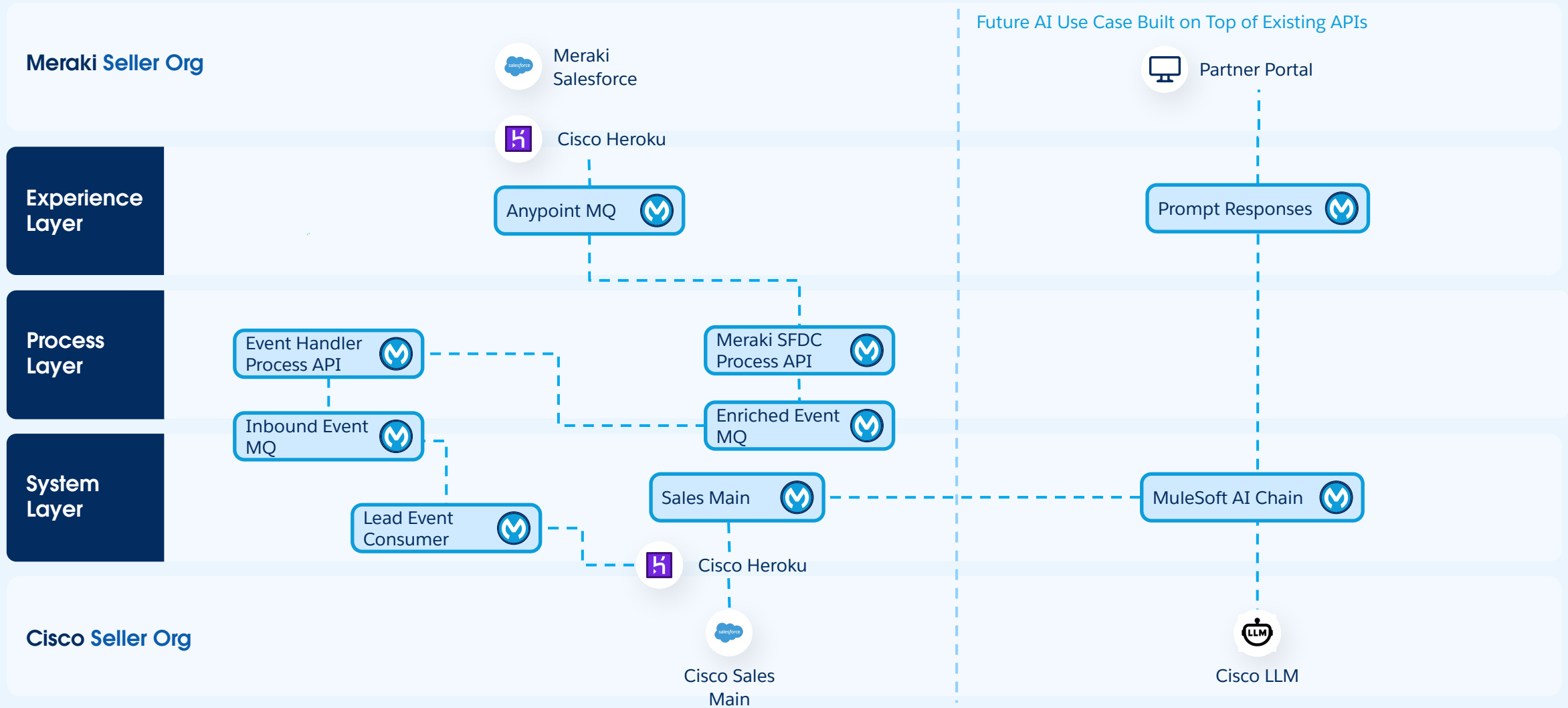


Our team's mission is to create simple yet powerful technology platforms that align with our business needs, enhance efficiency through AI, and facilitate innovative business models.

Cisco Meraki Unifies Data and Builds an AI-Ready Foundation



salesforce



How Cisco Meraki Goes Faster, Project by Project



30%

Faster project delivery time

Leveraging a scalable approach and API reuse

Project 2 (Future)

Enhance Partner experiences with internal Cisco LLM

Prompt Responses

MuleSoft AI Chain

Meraki Salesforce Process API

Meraki Salesforce Process API

Enriched Event MQ API

Event Handler Process API

Inbound Event MQ API

Sales Main API

Lead Event Consumer API

Project 1

Unifying Cisco and Meraki Sales Orgs

Cisco Meraki Drives Growth and Innovates With AI

salesforce

Future-proofed foundation lays groundwork for AI initiatives and continued innovation

30% faster project delivery

~1 minute average data sync time

300% increase in booking volume

Exploring using **MuleSoft AI Chain** to enrich prompts and further enable sellers.

Plans to enhance Partner experience by exposing internal Cisco LLM via **MuleSoft AI Chain**.

Cisco Meraki is leveraging existing APIs, in addition to emerging technologies to innovate, faster.



MuleSoft
Anypoint
Platform



Anypoint
MQ



MuleSoft
Automation



MuleSoft
AI Chain





Key Initiatives Driving Innovation at Roche

Optimizing drug development and patient outcomes by **improving interoperability**

Unlocking data from 300-400 applications and unifying enterprise processes across HR, procurement, R&D, and more

Migrating to SAP S/4HANA to enable seamless data flow across the enterprise

Leveraging AI to enhance R&D, automate workflows, and drive decisions by unlocking data, orchestrating AI agents, and securely exposing models



Roche



“

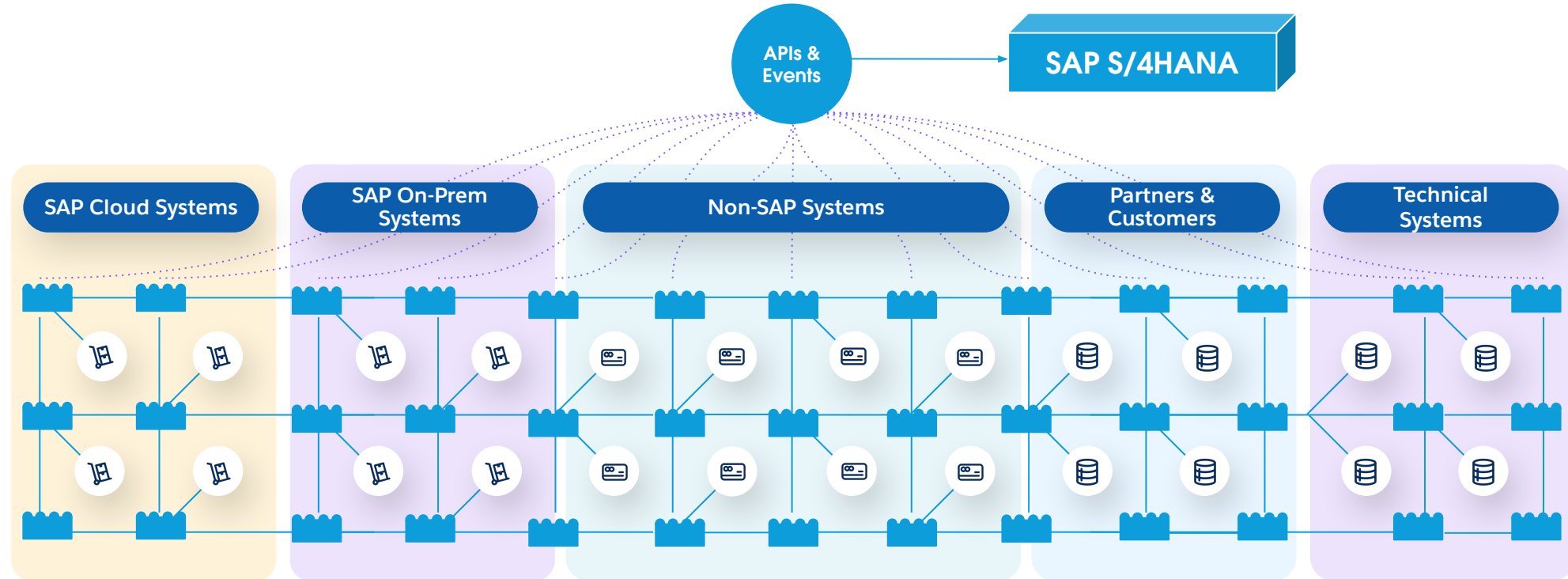
Integration is the enabler for us to unlock data and serve the entire value chain, all the way to the patient. And now with AI, that data becomes even more powerful.

Lukasz Pakula
Head of Enterprise Digital
Integration and Insights, Roche

Roche's Integration Strategy for SAP S/4HANA Digital Core Ecosystem

Roche

salesforce



Unlocking data from SAP S/4HANA and 300+ hyper specialized applications was a key priority, enabling seamless Integration and real-time access for data-driven decisions.



Suresh Jaganathan
Product Line Lead for
ERP Platforms, Roche

Roche's Integration Strategy for SAP S/4HANA Digital Core Ecosystem

Roche

salesforce

Harmonised & Clean ERP Core

Leveraged out-of-the-box SAP S/4HANA interfaces with minimal customization

Standardized entry and exit points for all entities in ERP

API-led Template Integration

Enabled core capability APIs to drive reuse & digital consumption

Simplified global adoption leveraging canonical API templates

Event driven Architecture

Focus on cloud-ready patterns like ODATA, SOAP, REST, IDOC over HTTPS over tRFC/qRFC

Real time, fast information flow leveraging event driven architecture & hybrid integration

Roche Accelerates Data Integration and AI-Driven Innovation



With the foundation for digitization in place and systems connected, Roche is now focusing on a multi-layered AI strategy

300+ systems connected

75% API reuse rate

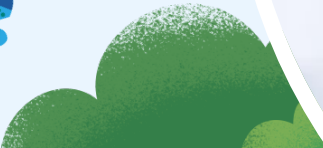
<1% Incident rate due to reliability

Improving developer and operational efficiency with AI

Exploring MuleSoft AI Chain as an AI gateway for multi-agent orchestration

Using Async topics to enable scalable, event-driven architectures

Creating conversational knowledge-base powered agents for teams like R&D



A Closer Look Into MuleSoft



API Management

API Governance

API Manager

API Gateways

API Experience Hub

Govern & Scale Any API

Integration & Automation

Salesforce

MuleSoft Direct

Dataloader.io

Industry

Accelerators

B2B/EDI

Partner Manager

Jumpstart with Solutions

Process Automation via Flow Orchestration

IDEs

Anypoint Code Builder

Anypoint Studio

Low Code Tools

RPA

IDP

Flow

Composer

Automate & Connect Any System

Connectors

Agent Topics

Agent Actions

AI Policies

AI

Code Generation

Data Extraction

NL Processing

Accelerate AI Initiatives

Anypoint Exchange

Monitoring & Insights

Security

Cloud, Hybrid, On-Prem Infrastructure

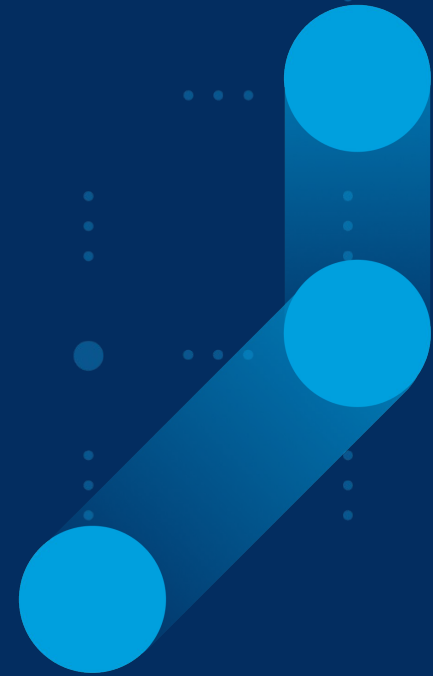
Foundation for Success

Integration

Connect and Action Data to Power Agents

Empower Any Team With Low-Code Integration

Innovate Faster on a Unified Platform



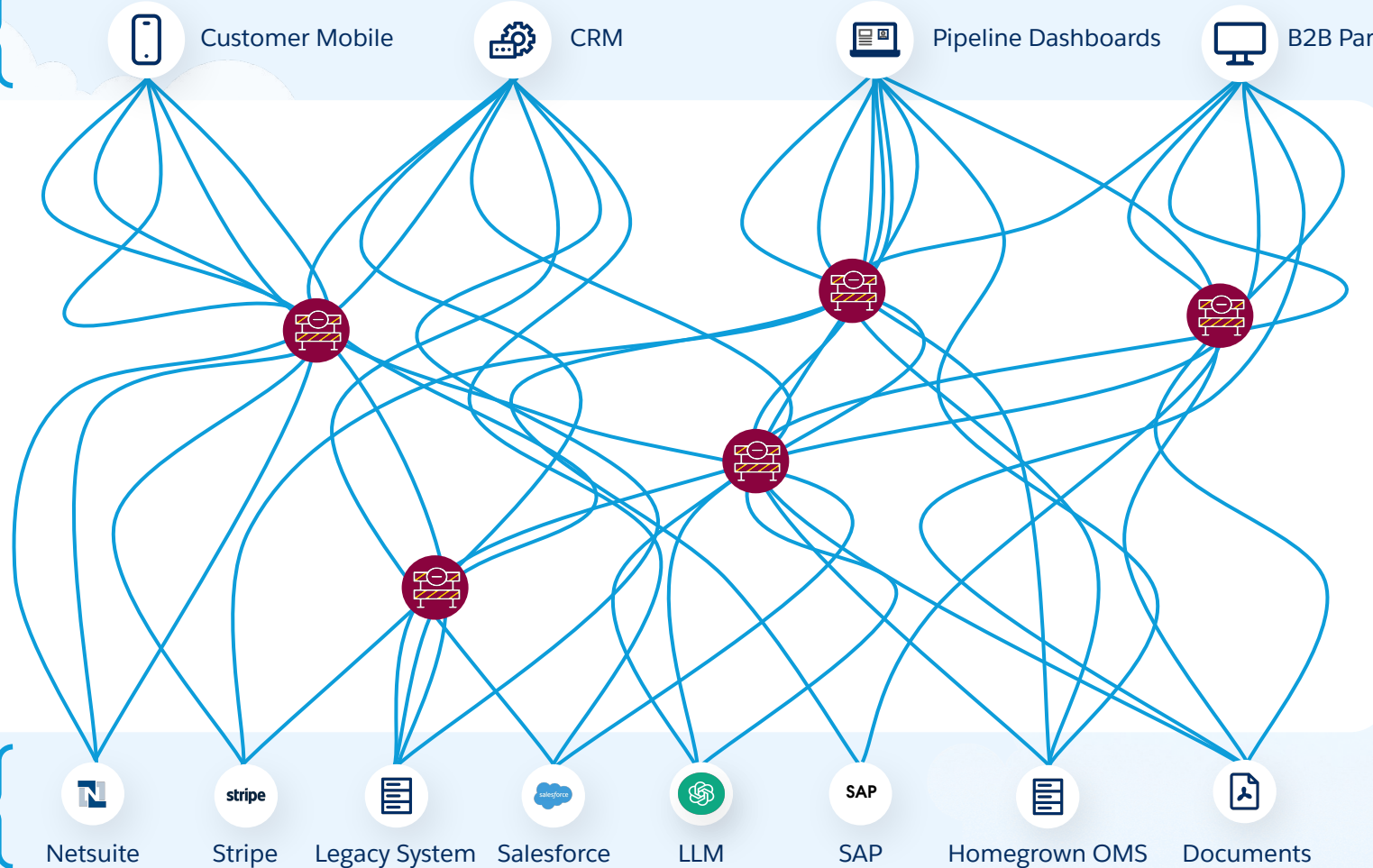
Traditional Integration Approaches To Integration Are Slow & Costly

Your User Experiences

Customer Mobile CRM Pipeline Dashboards B2B Partner Portal

Integration Challenges

- Point-to-Point Connectivity
- Legacy Systems
- Unstructured Data
- External Partners
- AI & Agentic Initiatives



Your Backend Systems

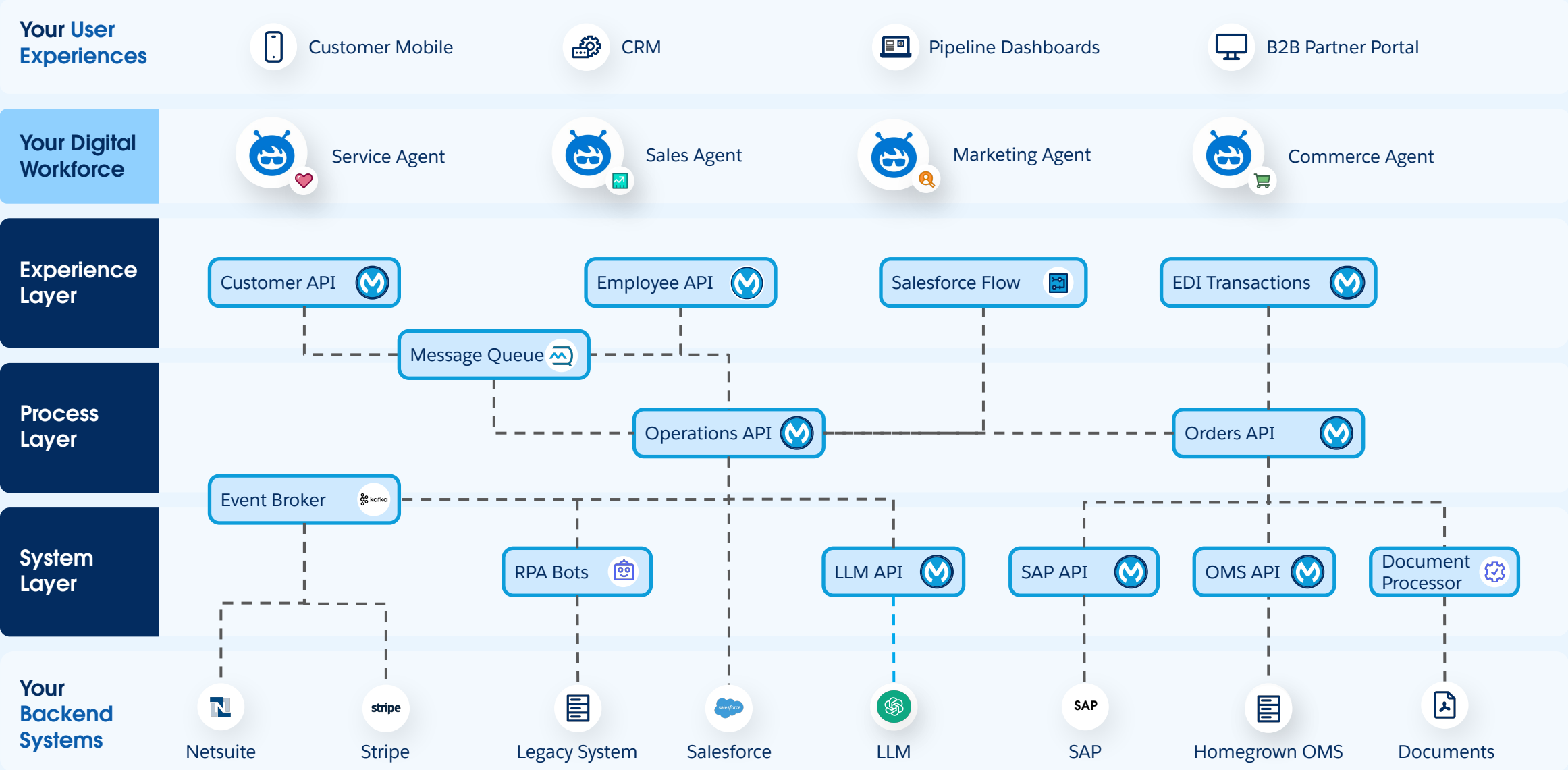
Netsuite Stripe Legacy System Salesforce LLM SAP SAP Homegrown OMS Documents

8/10

IT leaders say integration challenges slow down digital transformation

Connectivity Benchmark Report, 2025

Build a Future-Proof Foundation With MuleSoft



Tools for Every Team and Agent To Take Action



Your User Experiences

- Customer Mobile
- CRM
- Pipeline Dashboards
- B2B Partner Portal

Your Digital Workforce

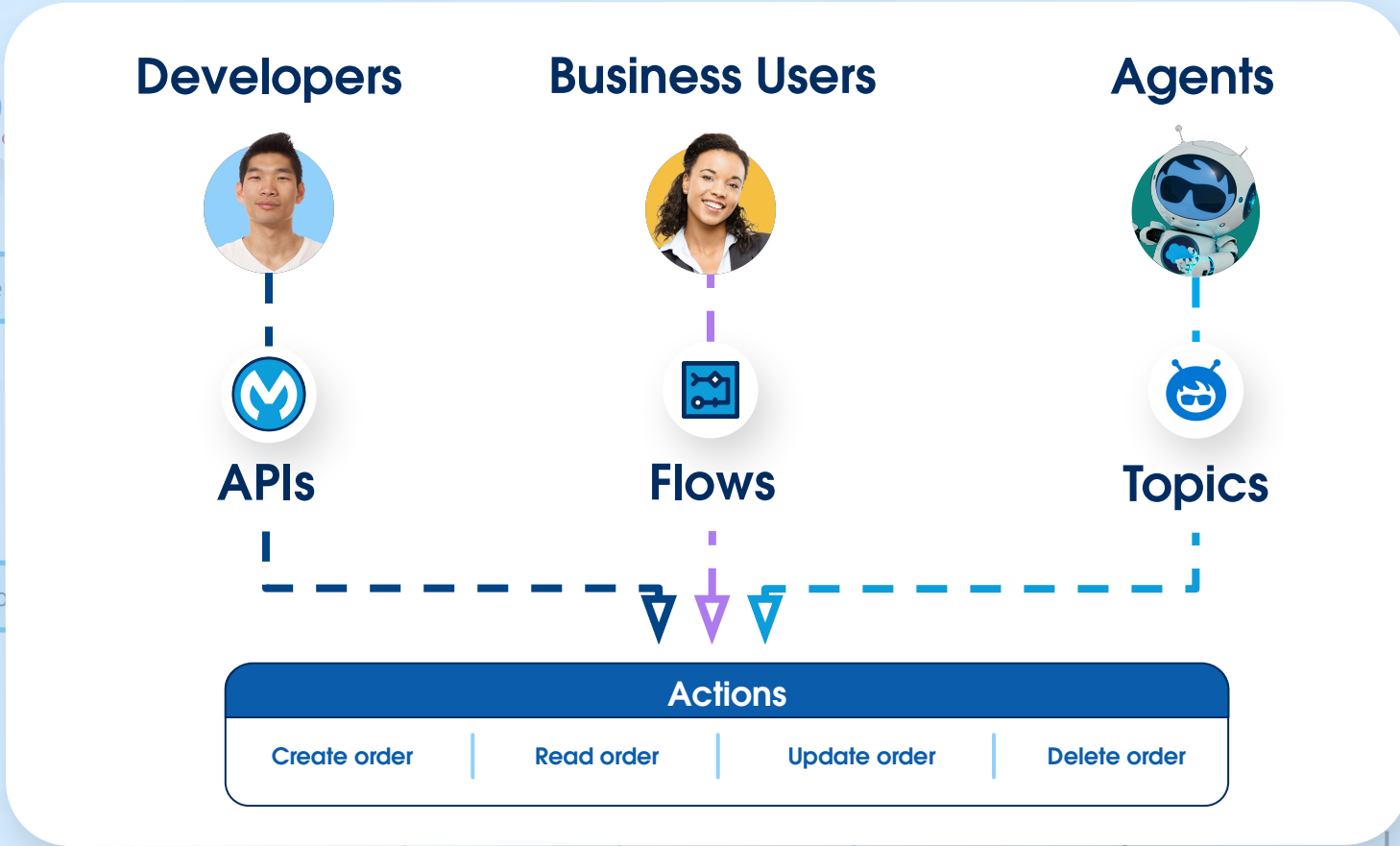
Experience Layer

Process Layer

System Layer

Your Backend Systems

- Netsuite
- Stripe
- Legacy System
- Salesforce
- LLM
- SAP
- Homegrown OMS
- Documents



Commerce Agent

ons

ons

ons

Document Processor


Deliver Faster And Reduce Integration Costs


30%

Reduction in
integration costs
when building
on Anypoint
Platform

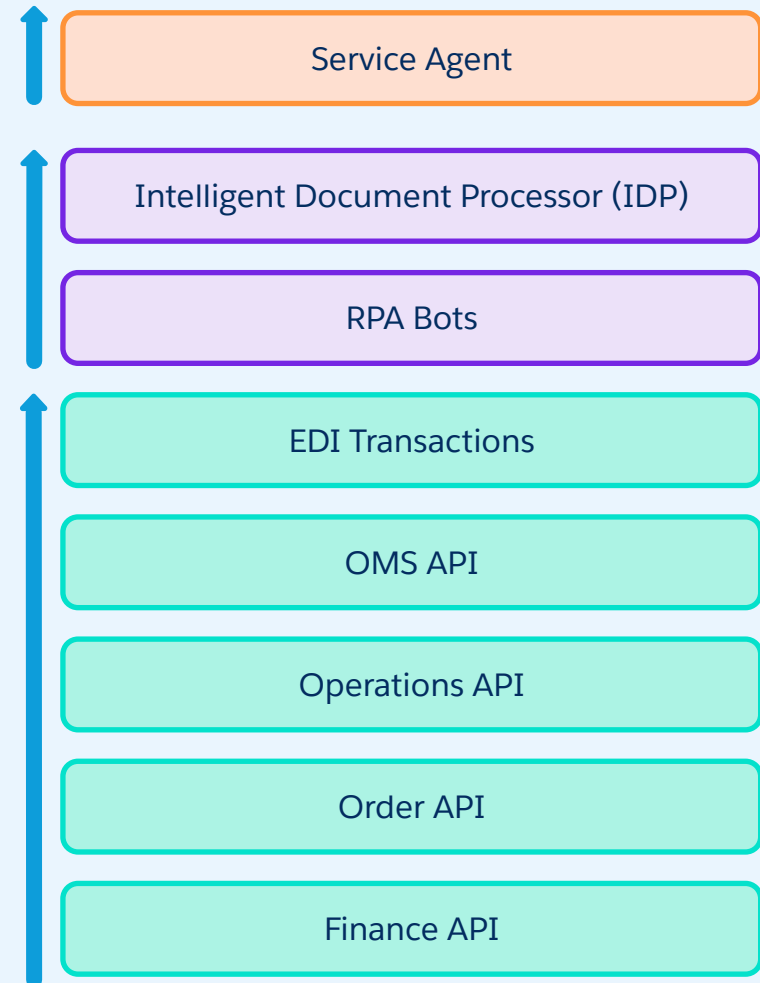
API-led Connectivity, 2023

salesforce

 **Project 3**
Create a service agent
with actionability
across all systems

 **Project 2**
Bring unstructured
(PDFs) and legacy
system data into the
customer experience

 **Project 1**
Build a customer mobile
application





A Unified Platform for Enterprise-Scale Integration



Actionability for Every Team

Empower everyone to unlock data and take action with low-code integration solutions for IT and business teams



Extensible Connectivity

Rapidly adopt new technologies and standards through a diverse set of integration capabilities and a platform built for change



Intelligent Tooling

Jumpstart projects and increase efficiency across teams by leveraging Salesforce Einstein across MuleSoft's core integration tools



Resilient Operations

Ensure business continuity for all of your deployments, wherever they reside - on-premises, cloud, or hybrid

57% increase in productivity

5x Faster project delivery time

30% Reduction in cost

Deploy across **15** different regions

Integration

Product Innovations



MuleSoft for Flow: Integration

Empower admins to unlock data from common systems with pre-built connectors to popular systems and apps

GA | H1 2025



MuleSoft AI Chain Connectors

Unify your AI ecosystems by chaining together multiple LLMs and vectors databases with the flexibility to switch at any time

GA | Now



Integration Agent

Generate integrations at runtime, accounting for changes in source systems dynamically

GA | H2 2025

Automation

Unify Systems, Humans, and AI Agents

**Automate Any Business Process, from Simple
to Complex**

Intelligently Take Action Anytime, Anywhere



Roadblocks To Building A Scalable, Efficient Business



Automation Challenges

- Manual Processes
- Siloed Teams
- Inability to Act on Data
- Operating Complexity
- IT Priorities
- AI & Agentic Initiatives

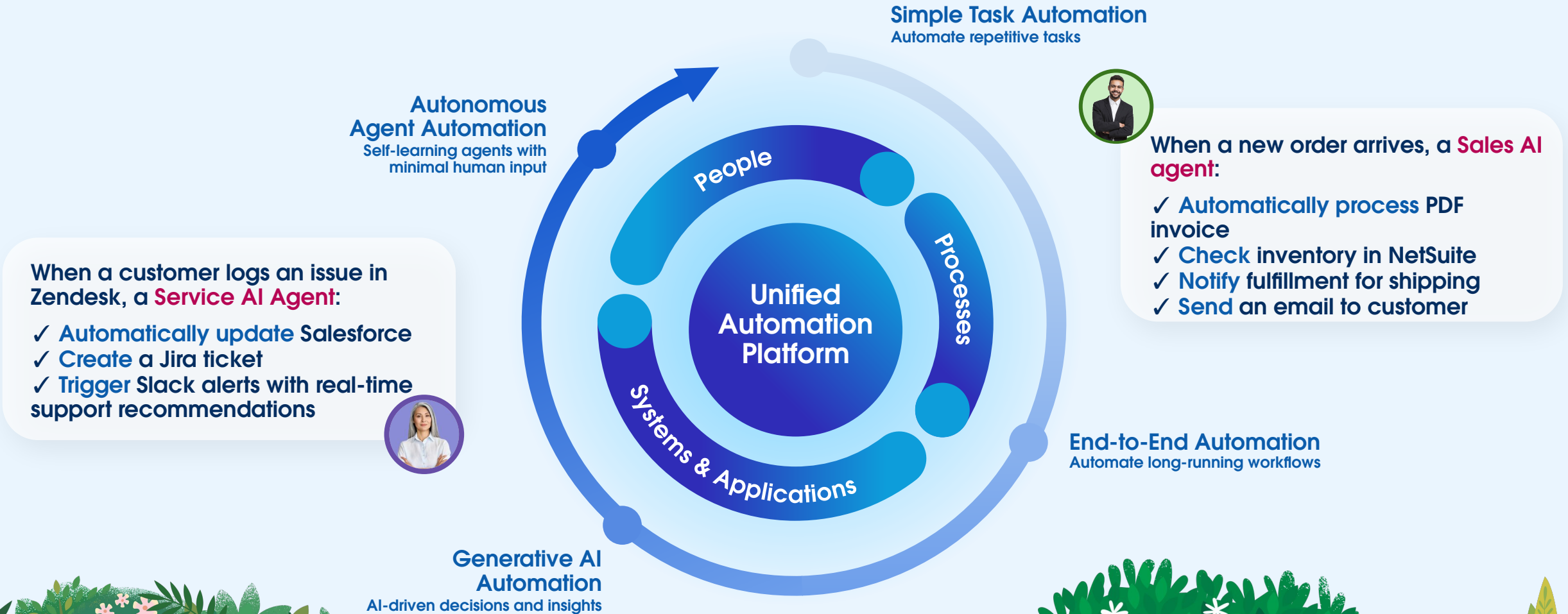


41% of working time is spent on repetitive or low impact tasks

Source: Slack Workplace AI Trends

Create Frictionless Experiences For Humans & Agents With A Unified Automation Platform

salesforce



End-to-End Intelligent Automation With AI Agents



Automate Across All Complexity Levels

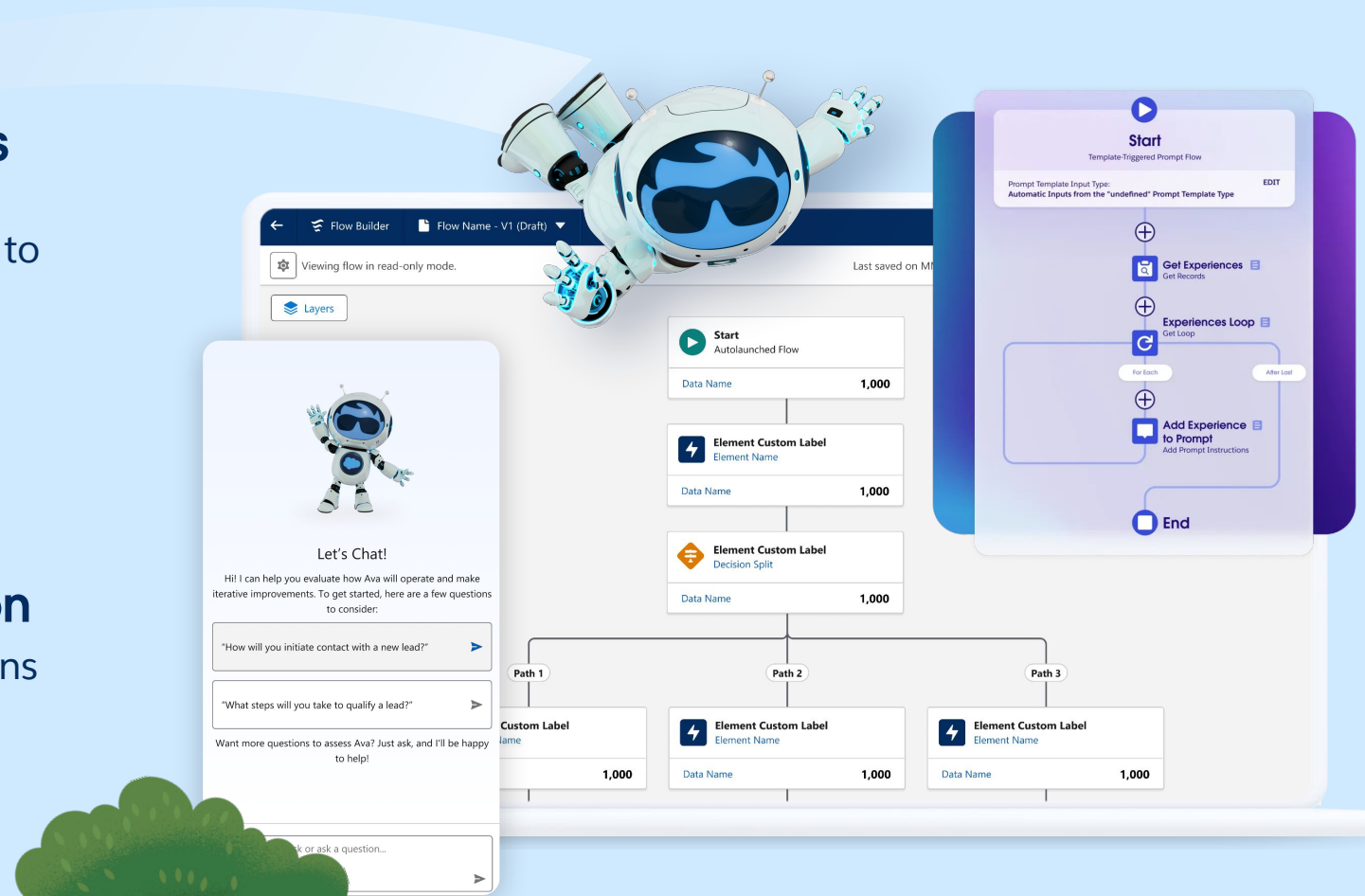
Use bots, low-code, and natural language tools to automate any business workflow from simple tasks to complex processes

AI Agents for Intelligent Orchestration

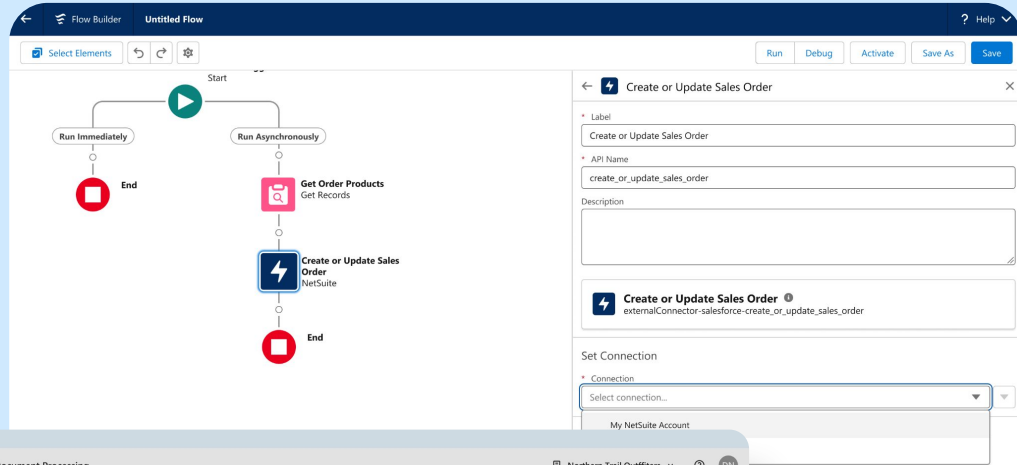
Adapt dynamically as agents retrieve data, engage teams, execute tasks, and generate insights

Seamless Human & Agent Collaboration

Invoke agents at the right time for smooth transitions between AI and human decision-makers



Turn Data into Effective Actions Anywhere



Find the Best Data for Effective Actions

AI agents find the right data sources – databases, legacy, or modern systems – to take effective actions

Seamlessly Act Across Systems & Workflows

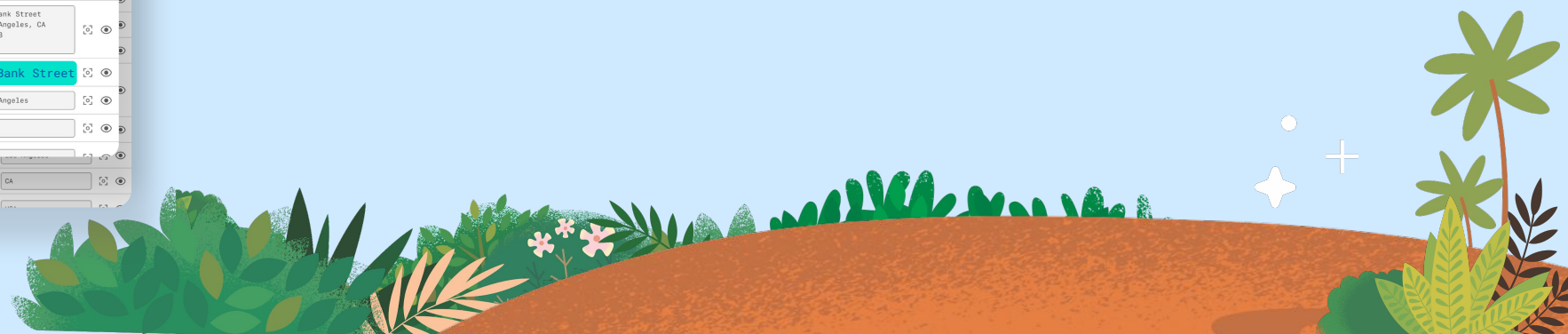
Enable autonomous execution with real-time data access across departments, workflows, and apps

Extract Intelligence from Docs & Images

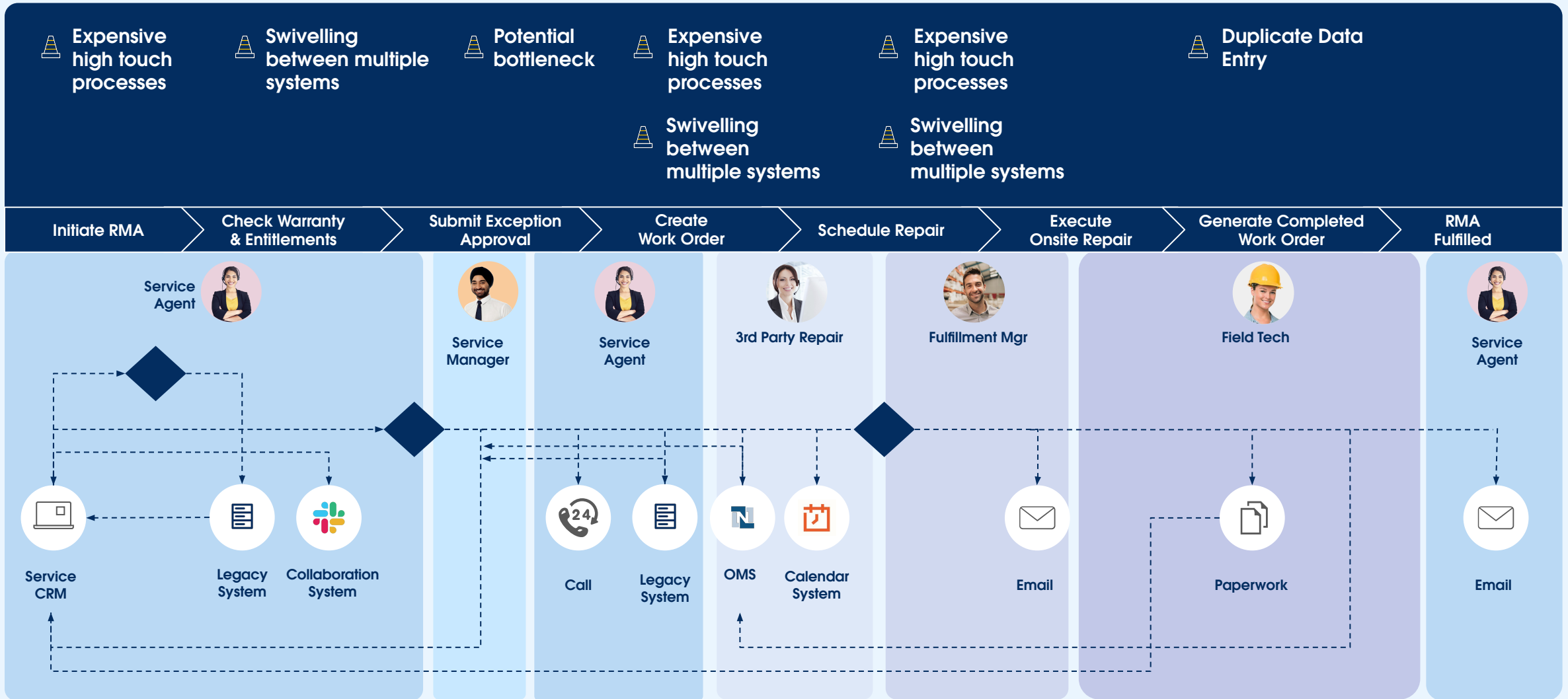
Use pre-trained AI models to automate document processing and query unstructured data

The screenshot shows the 'Intelligent Document Processing' interface. On the left, an invoice for 'Alpine Nutrition' is displayed with a signature. On the right, an 'Outputs' table lists extracted data points. A red box highlights the total amount '\$2,413' in the invoice, which is linked to the 'total' field in the outputs table. Another red box highlights the address '69 Bank Street' in the invoice, which is linked to the 'BillTo.Address' field in the outputs table.

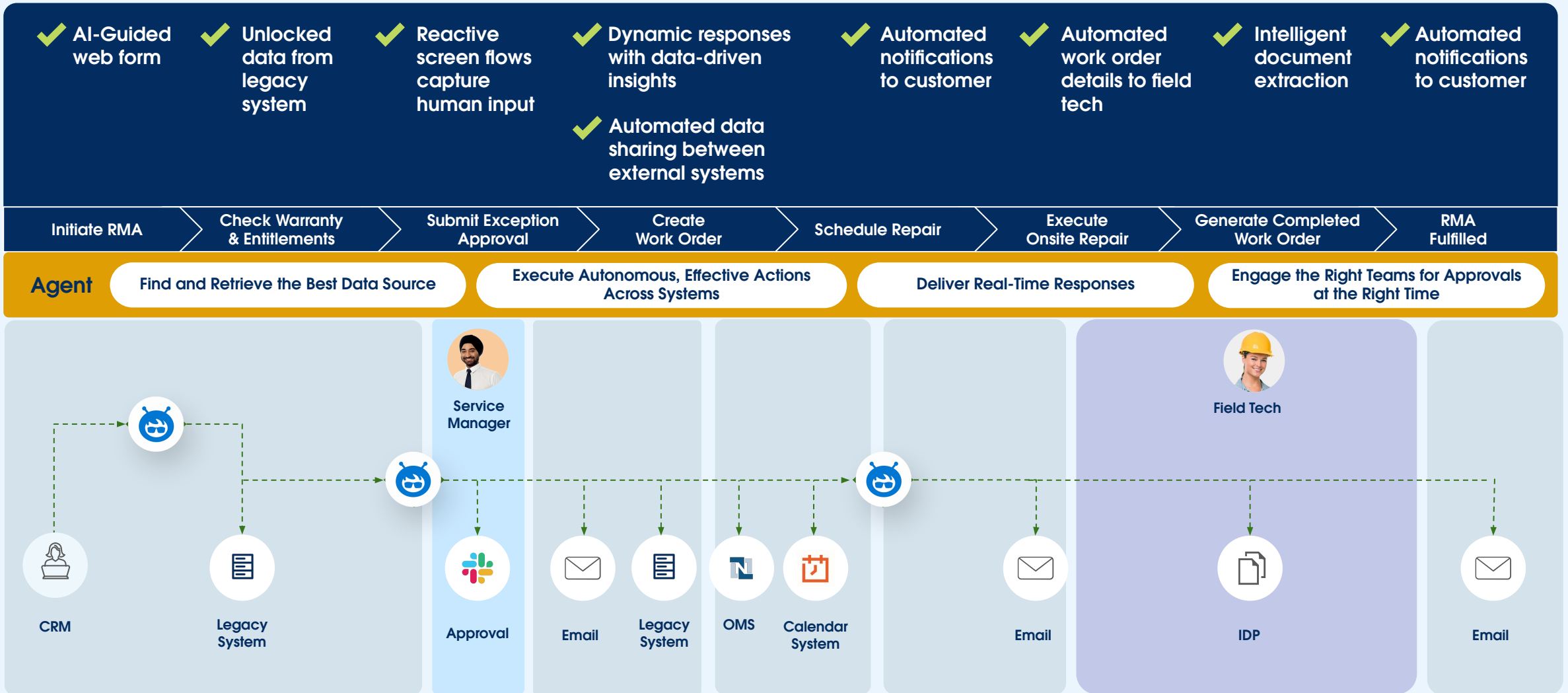
Name	Value
invoiceDate	TRUE
subtotal	Not Found
tax	\$2,413.13 USD
total	\$2,413
BillTo.Address	69 Bank Street Los Angeles, CA 90003 USA
BillTo.Address.City	Los Angeles
BillTo.Address.State	CA
BillTo.Address.Coun	
BillTo.Address.State	CA
BillTo.Address.Coun	



From: Manual Processes and Disconnected Applications Split Across Teams



To: Seamless End-to-End Automation With AI Agents for Smarter Decisions and Actions



Automation

Product Innovations



Einstein for Flow

Use natural language to draft automation flows, generate formulas, and summarize new and existing flows

GA | Q1 2025



Orchestrate Agents Using Flow

Invoke agents at the right time with built-in guardrails and human oversight for smarter, controlled actions

GA | Q1 2025



Einstein for IDP

Extract unstructured data, key/values and table from any document using natural language prompts

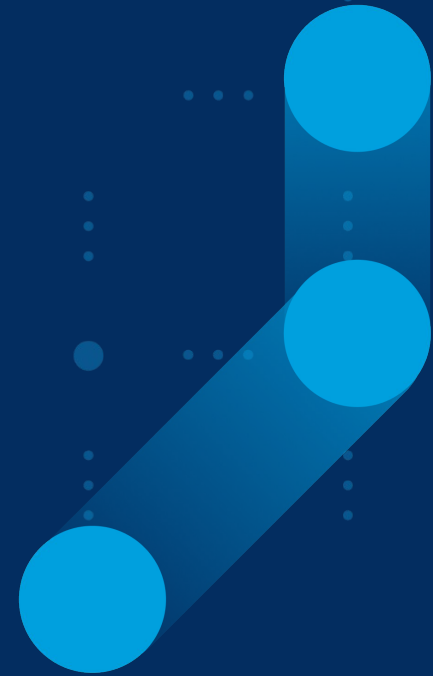
GA | NOW

API Management

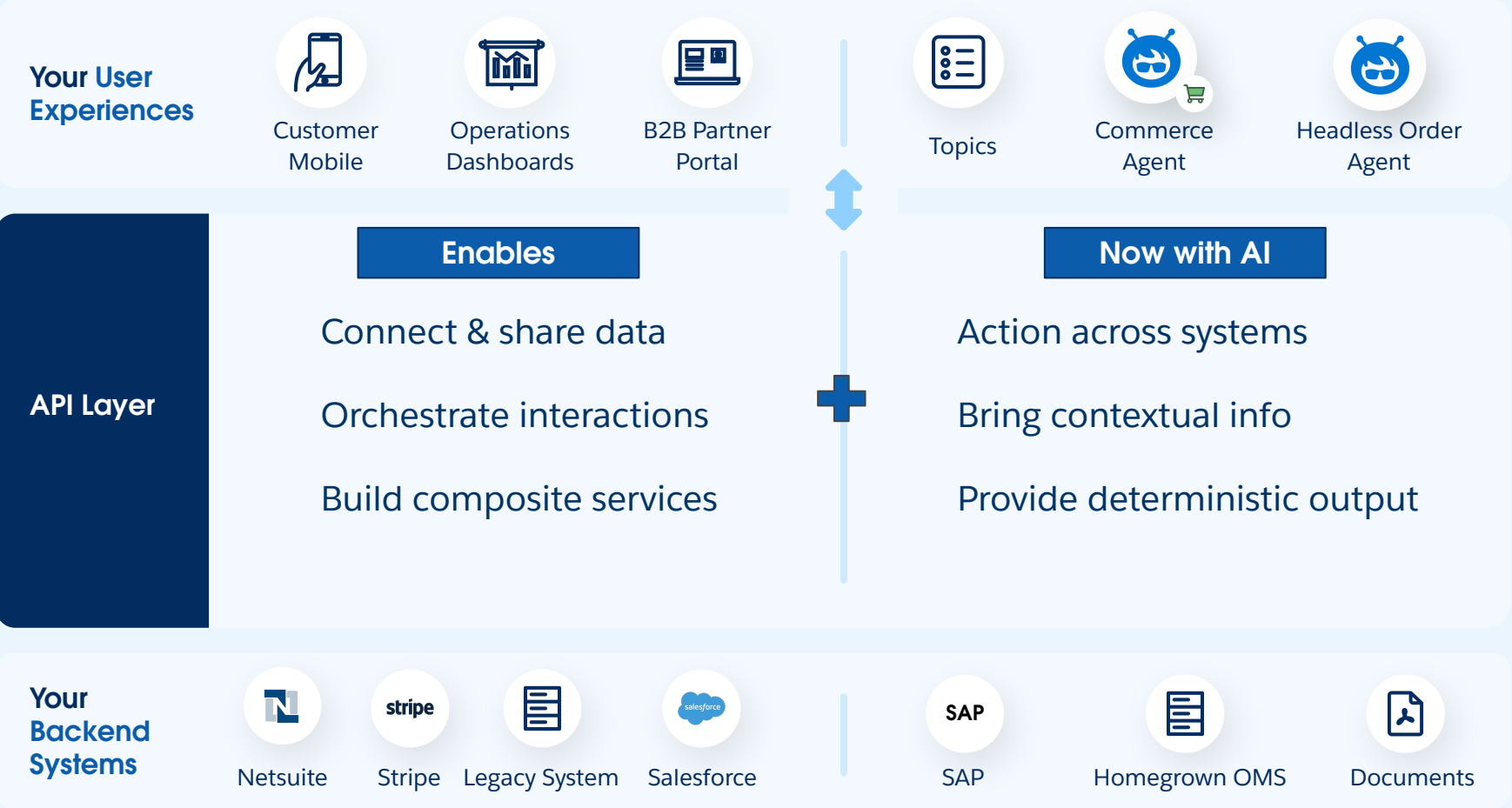
Discover APIs Across the Agentic Enterprise

Manage and Secure Agent Actions

Validate and Ensure AI Compliance



APIs Are at The Foundation: Business Services to Agentic Interactions

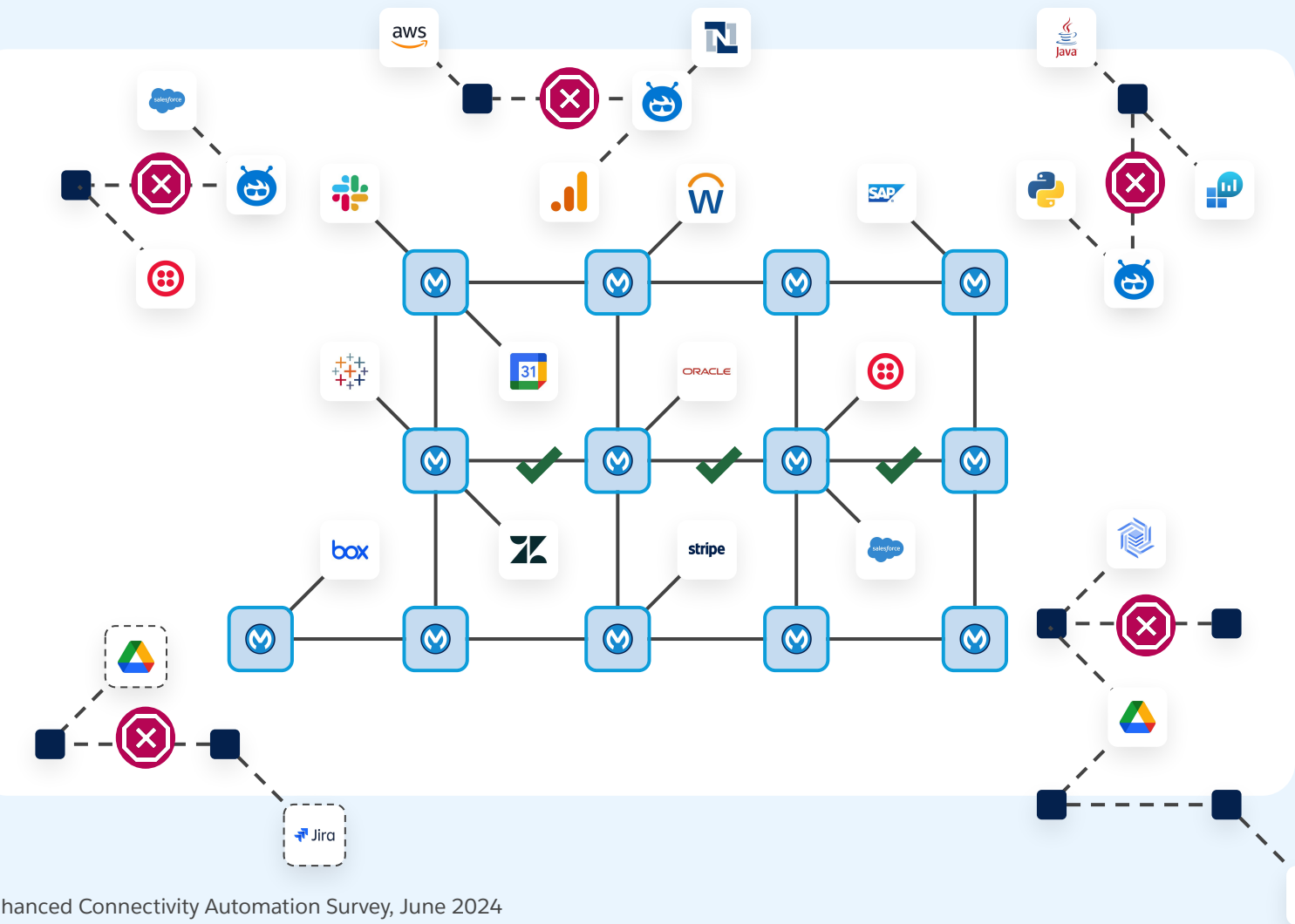


30%
of the increase in demand for APIs will come from AI and tools using large language models (LLMs) by 2026

API Proliferation Accelerates With AI Causing Limited Visibility and Security Risk



- ### API Management Challenges
- Limited visibility & access to existing APIs for Agents
 - Inconsistent enforcement of governance & best practices
 - Unsecured and unmanaged APIs lead to security vulnerabilities
 - Difficult to curate right set of APIs for Agent consumption and API engagement



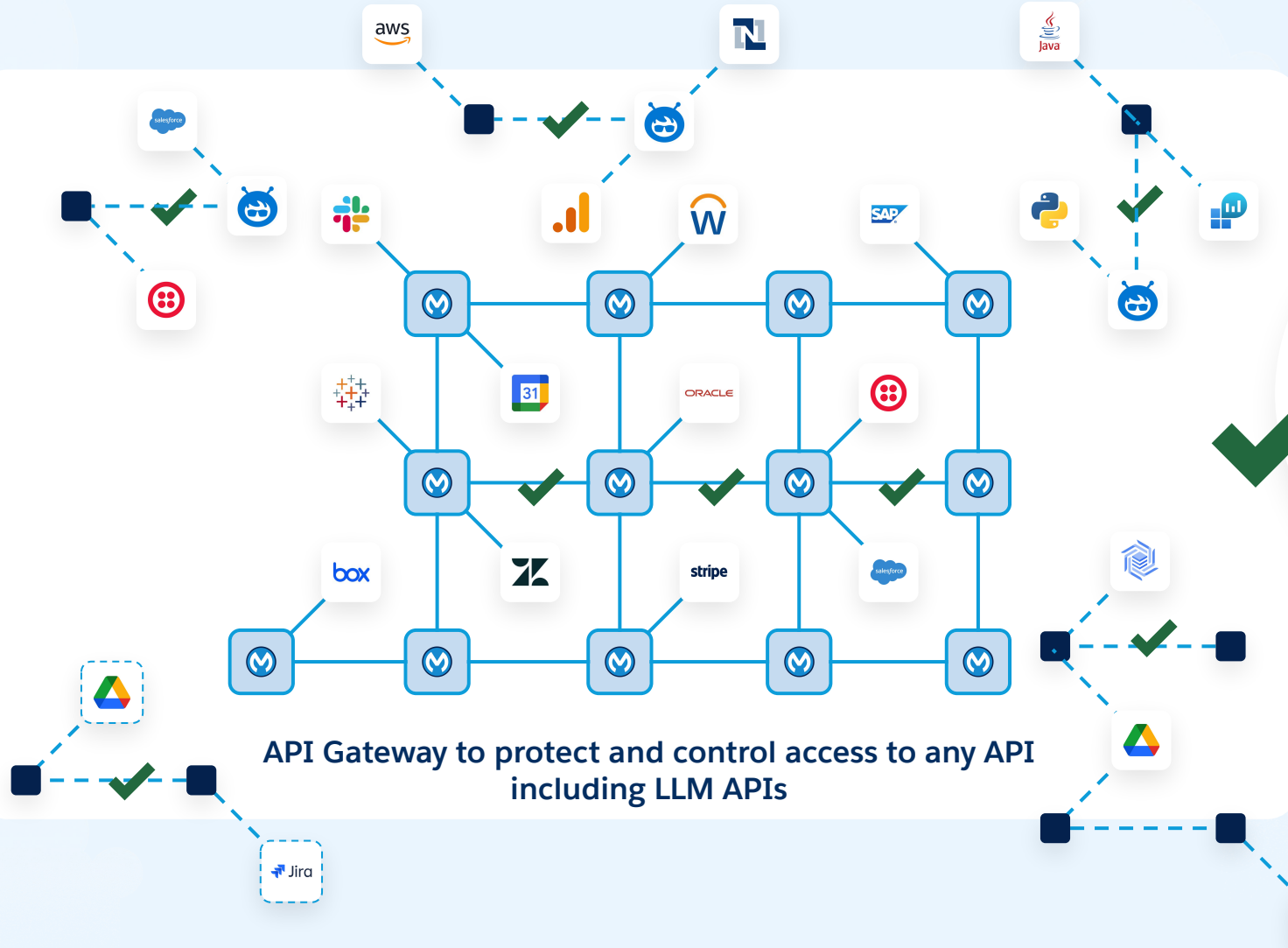
+30%
of APIs are unmanaged



Secure and Govern Every API For Agentic Enterprise



- API Management Solution**
- ✓ Discover, build and catalog any API
 - ✓ Ensure consistent API quality and security
 - ✓ Control, manage and secure access to any API
 - ✓ Engage and create API Ecosystems



API Gateway to protect and control access to any API including LLM APIs

With
Universal API Management
Extend security and governance to **any API** and adopt AI with **trust**



One Unified Platform To Manage The Full API Lifecycle



Business Impact



of APIs cataloged and governed in just **3** months



API Management Product Innovations



MuleSoft API Catalog for Salesforce

A single comprehensive catalog of external APIs embedded in Salesforce to enable Agentforce and Flow to action with external systems

GA | FY26 Q1



Managed Flex Gateway

A fully managed API gateway on CloudHub 2.0 to manage and secure any API with out-of-the-box policies and custom policies for AI APIs

GA | FY26 Q1



API Governance for Agentforce

Manage and govern AI agent usage of APIs across any external system to ensure secure user access.

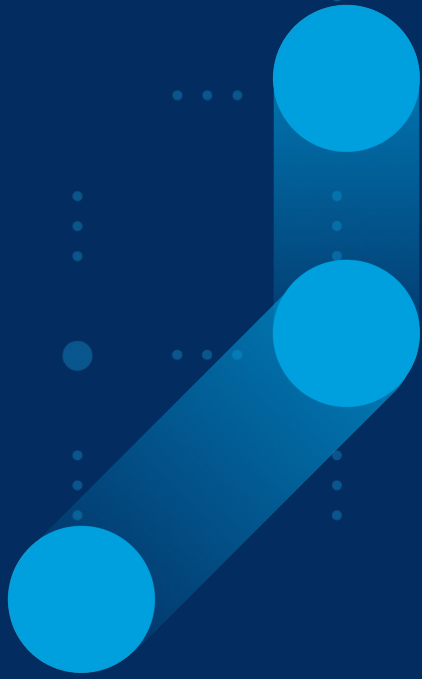
GA | 2H FY26

Agentforce

Agentforce Actionable Capabilities Within Salesforce

MuleSoft for Agentforce to Connect, Secure, and Action Anywhere

MuleSoft for Agentforce Products





MuleSoft for Agentforce Extends Actions In Third Party Systems for Order Management

Without MuleSoft

Actions contained within Salesforce


I need to change the shipping address of the shoes I ordered, which are delayed.



 I understand. I found your order shipping to 123 Pacific St., Los Angeles, CA 90001

That's the one. I need them for an event in NY and want them shipped to my hotel at 456 Atlantic Ave, NY, NY 11112



 I've updated your order to ship to 456 Atlantic Ave. Good luck at the event!

MuleSoft for Agentforce Extends Actions In Third Party Systems for Order Management

Without MuleSoft

Actions contained within Salesforce

I need to change the shipping address of the shoes I ordered, which are delayed.



I understand. I found your order shipping to 123 Pacific St., Los Angeles, CA 90001

That's the one. I need them for an event in NY and want them shipped to my hotel at 456 Atlantic Ave, NY, NY 11112



I've updated your order to ship to 456 Atlantic Ave. Good luck at the event!



With MuleSoft

Actions extended beyond Salesforce

I need to change the shipping address of the shoes I ordered, which are delayed.



I understand. I found your order shipping to 123 Pacific St., Los Angeles, CA 90001

That's the one. I need them for a wedding next weekend in NY and want them shipped to my hotel at 456 Atlantic Ave, NY, NY 11112



I've updated your order to ship to the hotel and see that we have them in stock at the store around the corner.



I'll have them hand-delivered so they arrive in time. Have fun at the wedding!

MuleSoft actions with external systems



Confirm inventory & manages orders



Lookup local stores



Store transaction



Expedite delivery

MuleSoft for Agentforce

Take action across your business

Connect all your data for Agentforce

Equip agents with information from any third-party, legacy, or hard-to-reach system

Activate actions across any system

Empower agents to reach across any system or workflow to take action

Secure and govern every interaction

Ensure every external API and connector is managed and secured

The graphic features a central smartphone-like interface. At the top left, a MuleSoft flow designer window titled 'Flow customer-order-management' shows a sequence of steps: 'On Modified Object', 'Transform Message', 'Add Add', and 'Put Object'. To the right, a 'Conversation Preview' window shows a chat message: 'I've updated your order to ship to your hotel so that you can have the shoes in time for your wedding this weekend.' Below this is a response: 'Wow, that's perfect! Thank you!' with a profile picture of a woman. At the bottom right, a tracking notification shows 'Tracking #00454620' and a map snippet with the text 'Your order is right around the corner!'. The background includes a Salesforce logo in the top right, a MuleSoft logo in a circle, and a stylized green cloud at the bottom left.

78% faster time-to-market
with accelerated
delivery speed

Connect

Secure

Action

Agentforce



Topics

Flow

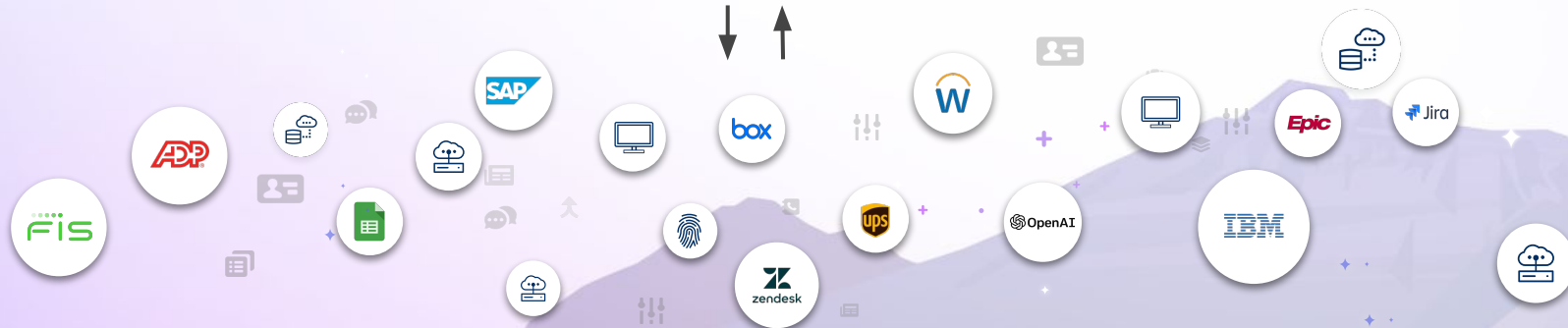
API Catalog

API Management

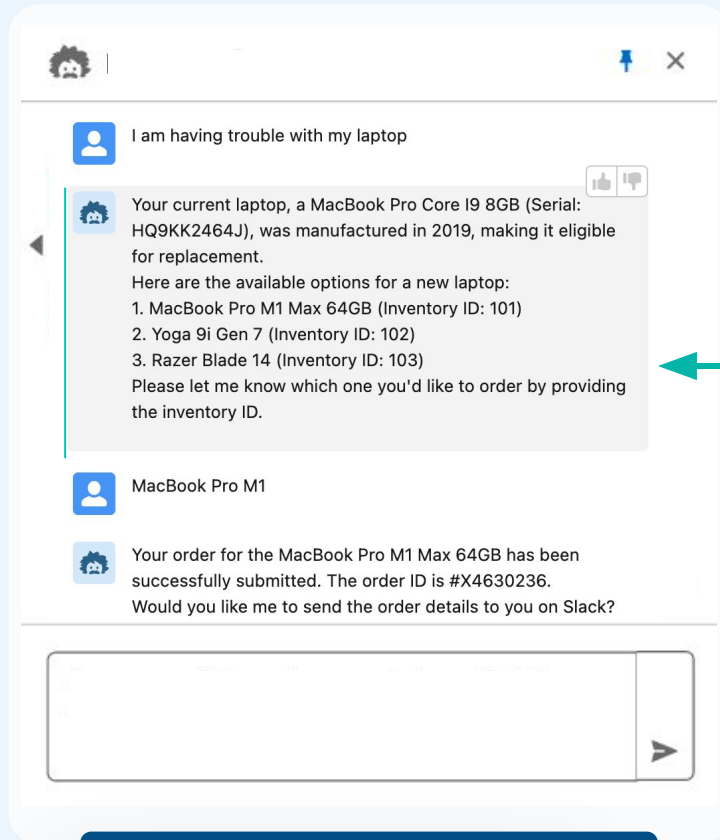
Anypoint Platform

Modern Applications | Legacy Systems | Unstructured Data

MuleSoft for
Agentforce:
Topic Center



MuleSoft for Agentforce: Topic Center



Prompt agents to take action

Agent



MuleSoft Topic Center

Topic

Financials



Topic

Inventory & Orders



Topic

Onboarding



Topic

Communication



Agents are assigned relevant topics for dynamic responses

MuleSoft for Agentforce: API Catalog

View a catalog of all APIs available for integration in Salesforce

All Sources MuleSoft Heroku Salesforce External Services

Seamless sync to the latest version and get real-time changes and updates

Automatically import running APIs into Salesforce

[FINS Foreign Exchange System API](#) MuleSoft
[Inventory Data API](#) MuleSoft
[Inventory Process API](#) MuleSoft
[Mobile Experience API](#) MuleSoft
[Orders Data API](#) MuleSoft
[Orders Process API](#) MuleSoft
[Products Data API](#) MuleSoft

View details
Activate actions

Activate operations from APIs as Salesforce invocable actions

The screenshot displays the Salesforce API Catalog interface. The top navigation bar includes 'Setup', 'Home', and 'Object Manager'. Below this, there are tabs for 'All Sources', 'MuleSoft', 'Heroku', 'Salesforce', and 'External Services'. The main content area shows a list of 2582 APIs, sorted by 'Activated Actions'. The table has columns for 'API Name', 'Source', 'Description', 'Activated Actions', and 'API Version'. A callout box highlights the 'Activated Actions' and 'API Version' columns, showing a dropdown menu for the version (v2) and a '0' in the 'Activated Actions' column. Another callout box highlights the 'API Name' and 'Source' columns, showing a list of APIs including 'FINS Foreign Exchange System API', 'Inventory Data API', 'Inventory Process API', 'Mobile Experience API', 'Orders Data API', 'Orders Process API', and 'Products Data API'. A third callout box highlights the 'Activated Actions' and 'API Version' columns, showing a dropdown menu for the version (v3) and a '0' in the 'Activated Actions' column, with a 'View details' and 'Activate actions' menu open.

API Name	Source	Description	Activated Actions	API Version
Customer Address API	MuleSoft	Account Engagement API lets you acc...	0	v2
Customer Connect API	MuleSoft	Account Engagement API lets you acc...	0	v2
Customer Contact API	MuleSoft	Account Engagement API lets you access and manipu...	0	v2
Customer Log API	MuleSoft	Account Engagement API lets you access and manipu...	0	v2
Customer Name API	MuleSoft	Account Engagement API lets you access and manipu...	0	v2
DocuSign Experience API	MuleSoft	Account Engagement API lets you access and manipu...	0	v2
FINS Address Validation System API	MuleSoft	Account Engagement API lets you access and manipu...	0	v2
FINS Credit Bureau System API	MuleSoft	Retrieves a customer's credit score by Tax Identificatio...	0	v2
FINS Foreign Exchange System API	MuleSoft	Account Engagement API lets you access and r...	0	v3
Inventory Data API	MuleSoft	Account Engagement API lets you access and r...	0	v2
Inventory Process API	MuleSoft	Account Engagement API lets you access and r...	0	v2
Mobile Experience API	MuleSoft	Account Engagement API lets you access and r...	0	v2
Orders Data API	MuleSoft	Account Engagement API lets you access and r...	0	v2
Orders Process API	MuleSoft	Account Engagement API lets you access and r...	0	v2
Products Data API	MuleSoft	Account Engagement API lets you access and manipu...	0	v2

MuleSoft for Agentforce Product Innovations



API Catalog

Build APIs and integrations, create unit tests, transform data, and more on an easy-to-use, AI-powered platform within the Salesforce interface.

GA | 2025 Q1



Topic Center

Bring agent action to any system by connecting Agentforce agents to APIs and integrations.

GA | 2025 Q1

MuleSoft: Innovating Since 2006 and Now With Agentforce



Our Daily Impact

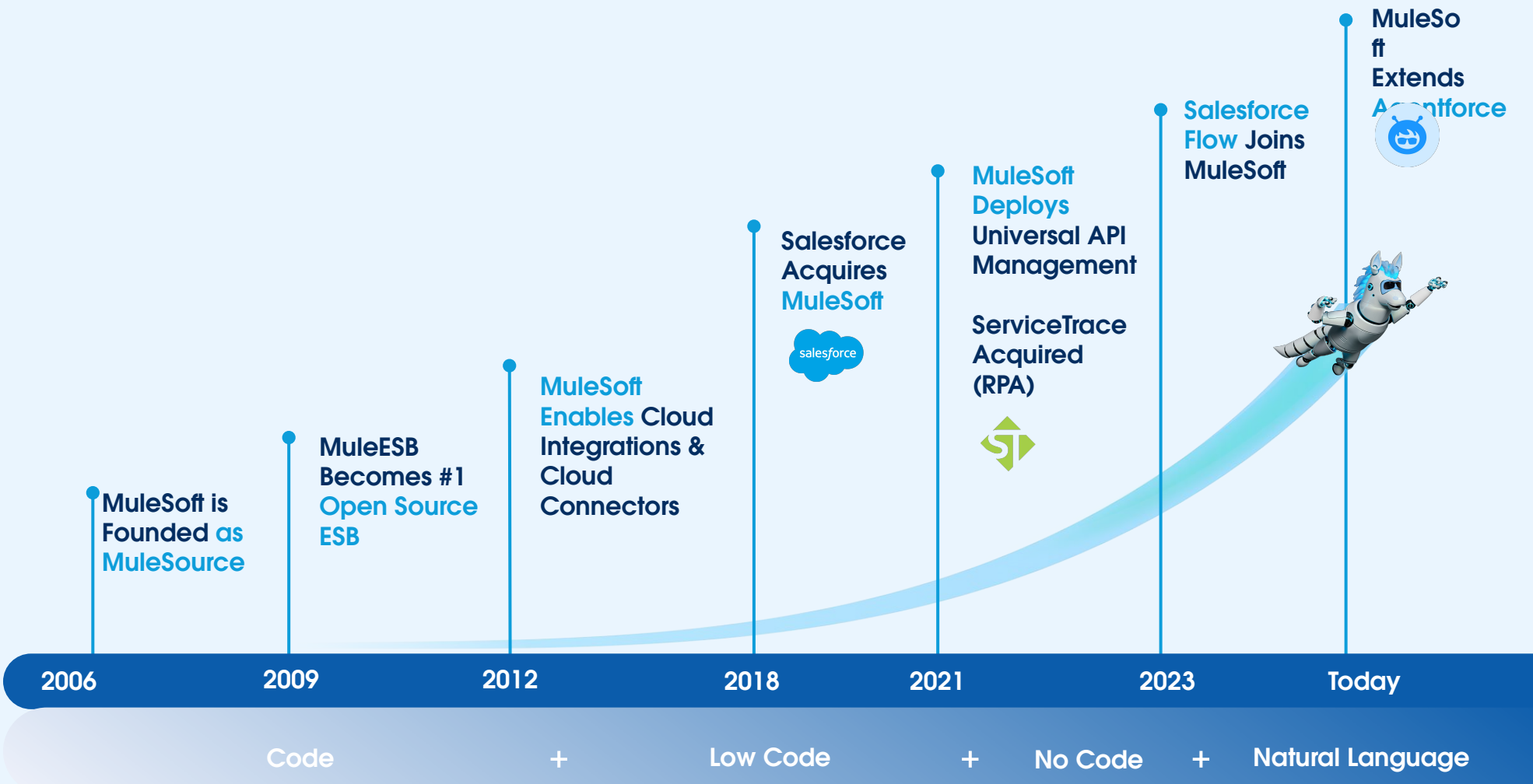
30B Transactions Per Day*

Across Every Industry



AIRBUS

Driscoll's





Additional MuleSoft Stories



TOP STORIES BY SALES MOTIONS

As of May, 2024

LAND

Salesforce on Salesforce



Connect & automate data to power Service Cloud



Move to the cloud to increase flexibility & agility



EXPAND

Create & Close



Automate to reduce costs and unlock productivity



TOP STORIES BY INDUSTRY VERTICAL



Retail



Consumer Goods



Banking



Insurance



Wealth Management



HLS - Payer



HLS - Provider



HLS - Life Sciences



Manufacturing, Auto, Utl.



High Tech



Comms & Media



Education



Grow Revenue and Reduce Costs With a Proven Approach



Outcome

Customer Example

Cost reduction



50% cost reduction

by building with composable APIs & unifying customer data

Revenue growth



16% YoY growth

on a new integrated eCommerce platform

Faster development speed



60% API reuse

to launch a new patient reimbursement portal 3x faster

Quicker time to market



From 7 days to 1

to onboard new grocer partners via EDI & API

Higher productivity



5 days saved

per evaluation by eliminating manual processes

Improved scalability & stability



Only 5 months

to deploy a leads mgmt platform across 38k reps

Partnering with Customers Across Industries Since 2006

salesforce

Financial Services & Insurance



Barclays
PenFed
Bank of Ireland



Rocket Mortgage
Generali
Atom Bank



Liberty Holdings
Coast Capital
Invesco

Retail & Consumer Goods



Gucci
Reckitt
Keurig Dr Pepper



Clarks
Ahold Delhaize
Rodan+Fields



GANT
LVMH
SMCP

Public Sector & Education



New Zealand Post
State of Indiana
FDA



USF
U.S. Dept. of
Veterans Affairs



USDA
Coventry University
Rail Delivery Group

Healthcare & Life Sciences



UCSF Medical
Center Sutter Health
Nebraska Medicine



Hologic
Cue Health
Horizon



NYU Langone
Health
Premera
Guardant Health

Communications, Media, & Technology



Telefonica
Stubhub
RTL Nederland



Splunk
Fujitsu
Airbnb



Square
Telstra
New Relic

Manufacturing



Bentley
Volkswagen
ABC Supply



Ford
Ricoh
Air Canada



Saint-Gobain
Rolls-Royce
Cox Automotive

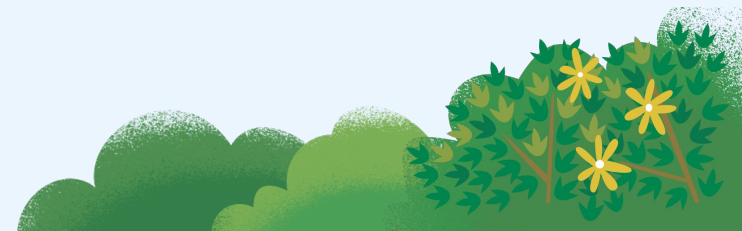


Thank you



MuleSoft Competitive Positioning

Dive Deeper:
[MuleSoft Competitive Canvas](#)



Full Suite Vendors

How does MuleSoft compare?



Background

These vendors offer products and capabilities across the entire tech stack. They compete against the entire MuleSoft product portfolio with adjacent market-leading products. Consistent usage-based pricing, bundling, discounts, and ease-of-integration within a single vendor portfolio makes them appealing to both BDMs and TDMs.

Why MuleSoft?

Product Gaps: Single vendor portfolios and freemium products can't meet all your enterprise integration, automation, and API management needs. They require third party products and/or custom code to recreate MuleSoft's capabilities, including security and governance.

Innovate Faster with MuleSoft: MuleSoft's unified platform provides comprehensive API lifecycle management, robust governance and security, and strong hybrid and multi-cloud flexibility. It enables developers to accelerate project delivery and time to market with less custom coding.

DIY/Build

How does MuleSoft compare?



Background

These vendors rely on customers who prefer a “do-it-yourself” approach. They tend to also be full suite competitors and win by leveraging their cloud infrastructure, bundling, and discounts as part of the deal.

Why MuleSoft?

DIY is Costly: As the number of applications used and need for integration continues to climb, a DIY approach struggles to scale with demand. The result? Customers will experience slower time to market and increased cost.

Scale & Connect Faster with MuleSoft: With an extensive library of 400+ pre-built connectors, MuleSoft offers faster time to market on a platform built for scale, reuse, and high performance. Deploy to any environment and build a future-ready foundation for AI that natively connects all your data and systems to Agentforce.

Legacy Replacement

How does MuleSoft compare?



webMethods



ORACLE



Background

Legacy vendors have been in the industry for 10+ years and have developed their latest offerings via acquisition. Today's products are **disjointed, costly** to maintain, and offer **little new innovation**.

Why MuleSoft?

Scalability: MuleSoft's modern platform offers best-in-class performance with 99.99% uptime – helping customers scale high throughout with ease.

Scale & Connect Faster with MuleSoft: With an extensive library of 400+ pre-built connectors, MuleSoft offers faster time to market on a platform built for scale, reuse, and high performance. Build a future-ready foundation for AI that natively connects all your data and systems to Salesforce and Agentforce.

Unified Platform: MuleSoft offers one unified platform for designing, deploying, and managing any integration. No need to swivel across tools.

Challengers

How does MuleSoft compare?



boomi

workato

snapLogic

Background

These vendors are known for their strong low- and no-code offerings that prioritize tactical point-to-point integrations. Their ease-of-use, lower initial costs and flexible pricing appeal to customers down-market, especially in the SMB segment.

Why MuleSoft?

Built to Handle any Integration: MuleSoft simplifies integrations for businesses of every size, from small and growing organizations to enterprises. Use diverse integration patterns—including low-code point-to-point integrations to complex workflows and transformations, without the added challenge and costs of third-party tools.

Foundation for Actionable AI: Their generative and agentic AI capabilities focus on internal business and development processes to increase efficiency and productivity. MuleSoft not only empowers business and tech users with AI-driven tools but also helps businesses personalize customer experiences.

One Trick Ponies

How does MuleSoft compare?



Background

These vendors position themselves as best-of-breed, but they are often more narrow in their capabilities. They focus on a specific niche – ease-of-use, automation, flexibility – and as a result lack the depth and breadth of MuleSoft.

Why MuleSoft?

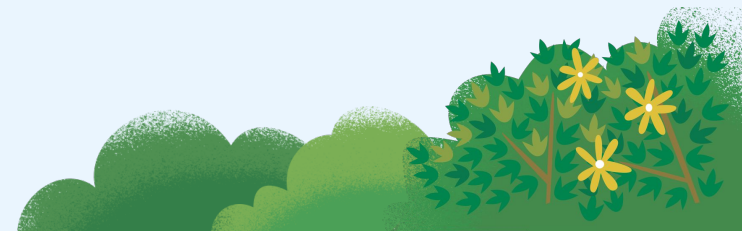
The Right Tools for Any Job: We offer the most extensive platform for building integrations and automations, allowing customers to build using APIs, RPA, IDP, EDI. And with Anypoint Exchange, all of these assets are discoverable and available for reuse, helping speed up time to value.

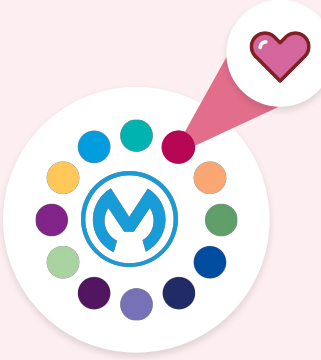
Meeting Our Customers Where They Are: We also cater to every type of end user. IT teams can get started using customer code, low-code, or AI-assisted tools – helping every type of organization get started.



MuleSoft for Service and Sales

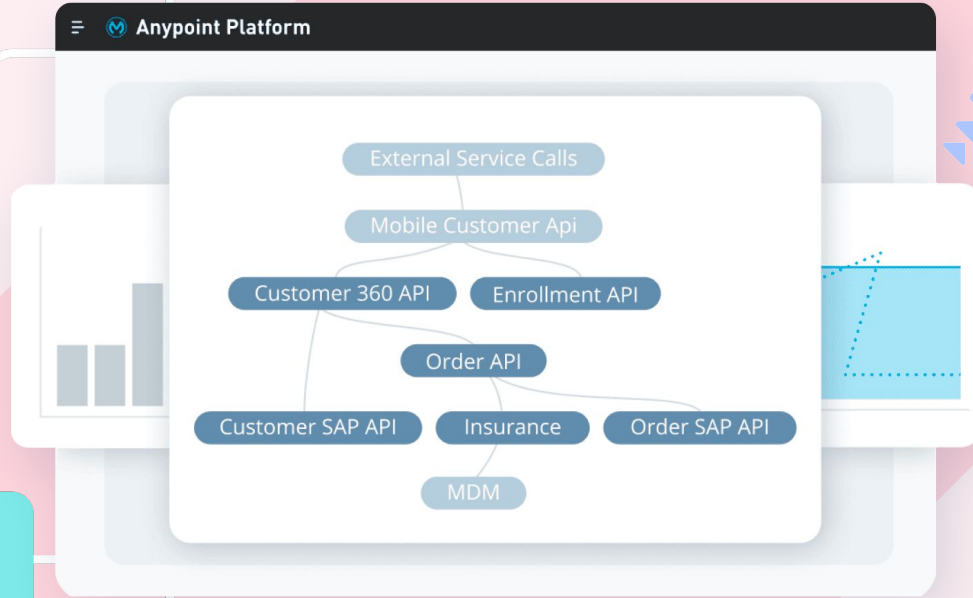
Dive Deeper: [L2 Deck](#)



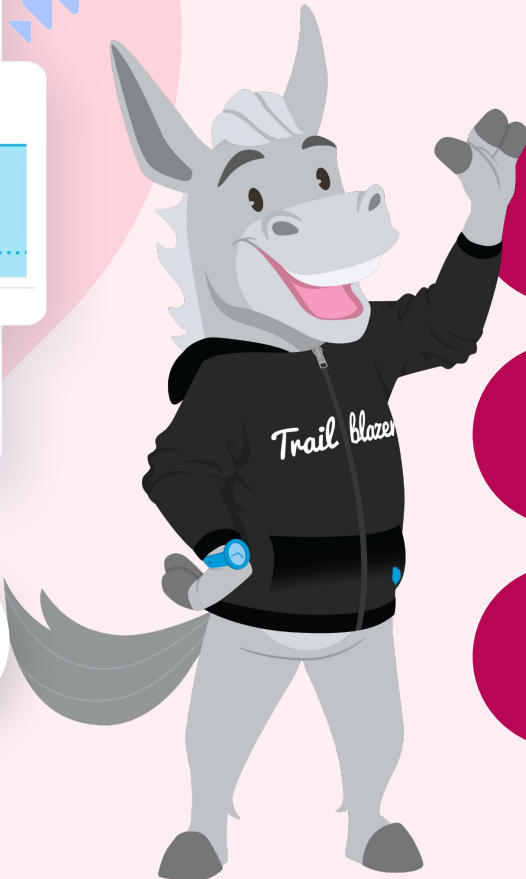


MuleSoft + Service Cloud

Connect Data to Automate AI-Powered Service



37% Faster initiative time to market

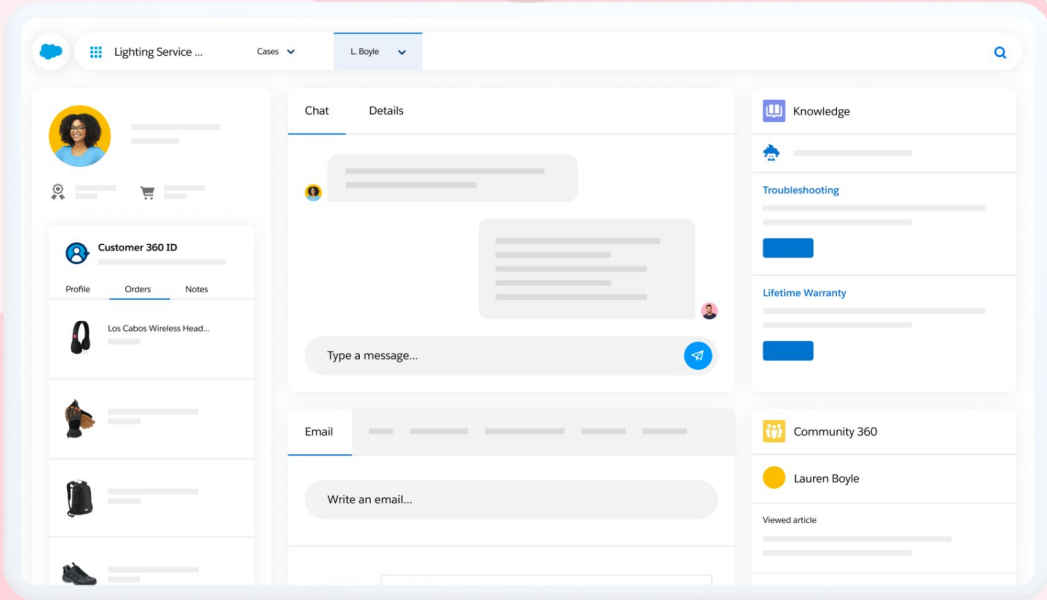
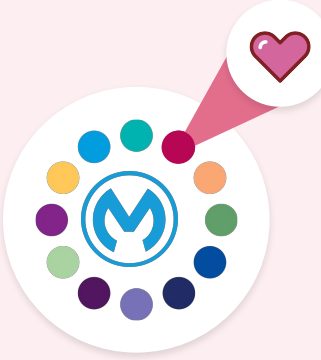


Connect customer data from ANY hard to reach systems

Improve speed of service with API-driven self-service

Power Agentforce Service Agent for more personalised experiences





Integrate and Automate Service End-to-End

Boost Efficiency by closing automation gaps from start to finish

- Single pane of glass for enhanced agent experience
- Automate tasks across all systems
- Comprehensive visibility, control and analytics for support managers

Case Management

Knowledge Management

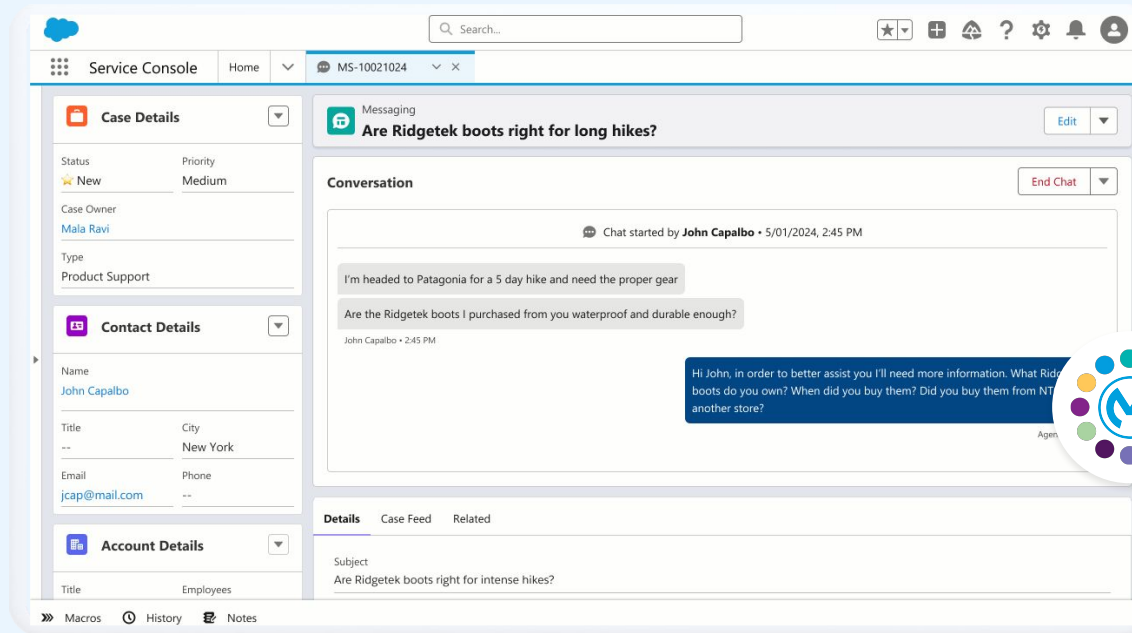
Contractor Management

Incident Management

Self-Service

Agent Workspace

MuleSoft Connects Customer and Order Data From Any System, In One Place



- SAP
- Oracle
- Netsuite
- Microsoft
- MySQL
- BigQuery
- IBM
- and more!

Customer 360

Personalized service

Real-time analytics



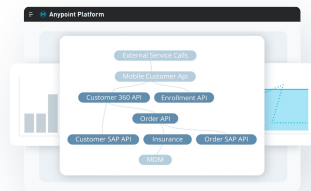
MuleSoft + Service Cloud

Connect and Automate Customer Data Across Any System



On-Premise

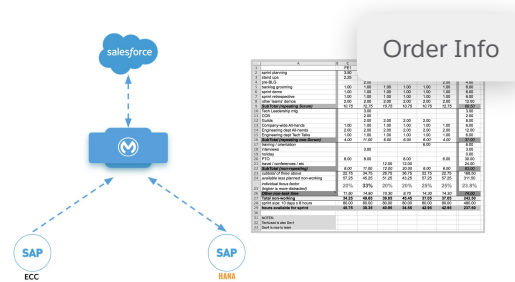
Integrate customer, order, payment data from legacy, custom systems or industry-specific systems.



Run locally and streams data to Salesforce

Transactional

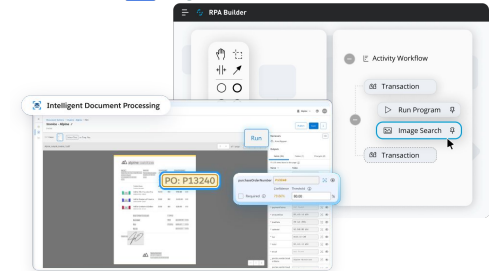
Ingest and automate customer interactions, case management, order history with low and no-code tools.



Ingest data from ERPs, inventory, warehouse systems

Unstructured

Easily extract customer contract, order and payment data from unfriendly sources across apps and channels



Pre-built accelerators for unstructured data ingestion

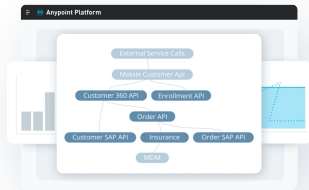
MuleSoft + Service Cloud

Connect and Automate Customer Data Across Any System

salesforce

On-Premise

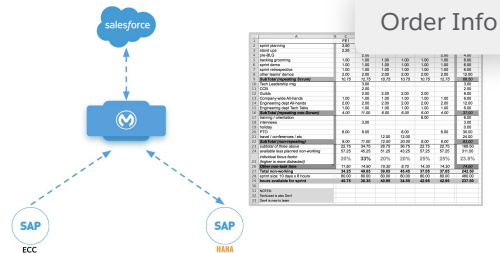
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Run locally and stream data to Salesforce

Transactional

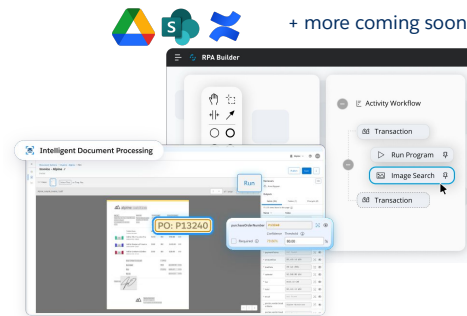
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Ingest data from ERPs, inventory, warehouse systems

Unstructured

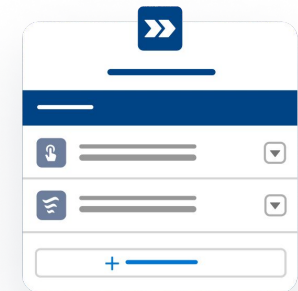
Easily extract customer contract, order and payment data from unfriendly sources across apps and channels



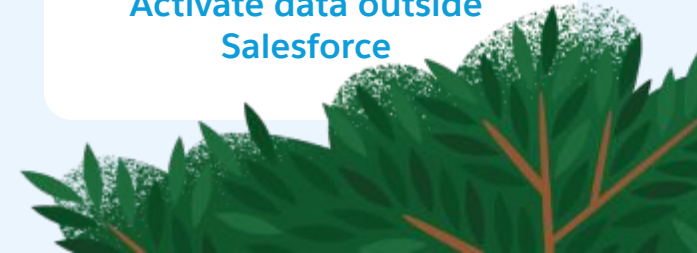
Pre-built accelerators for unstructured data ingestion

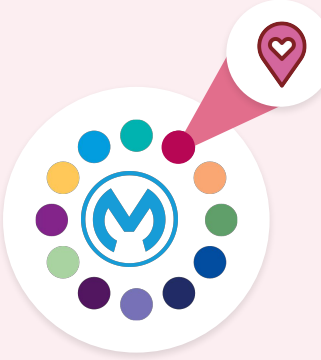
Activation

Trigger workflow and power actions externally for real-time critical customer support decisions.



Activate data outside Salesforce

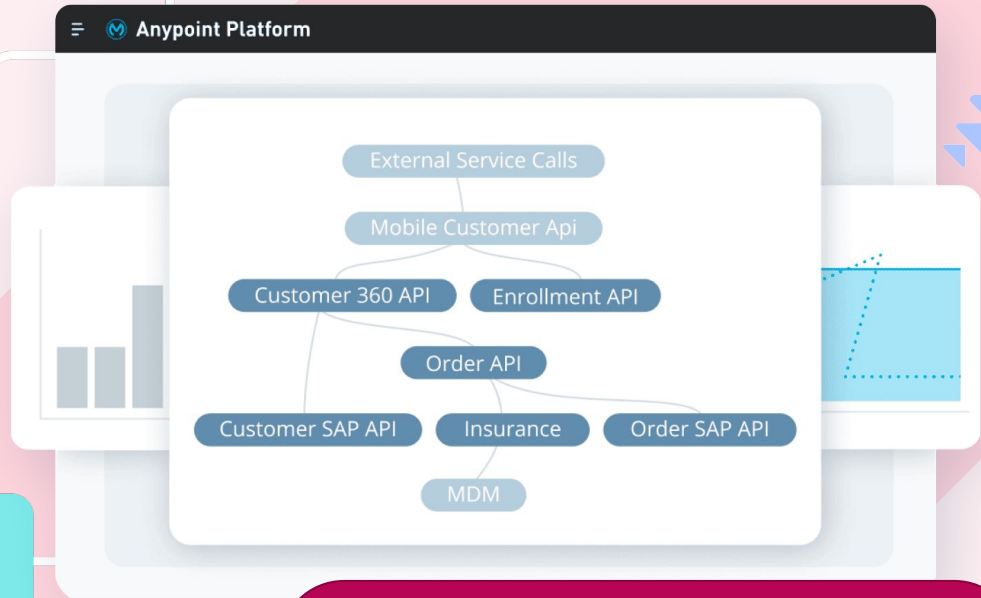




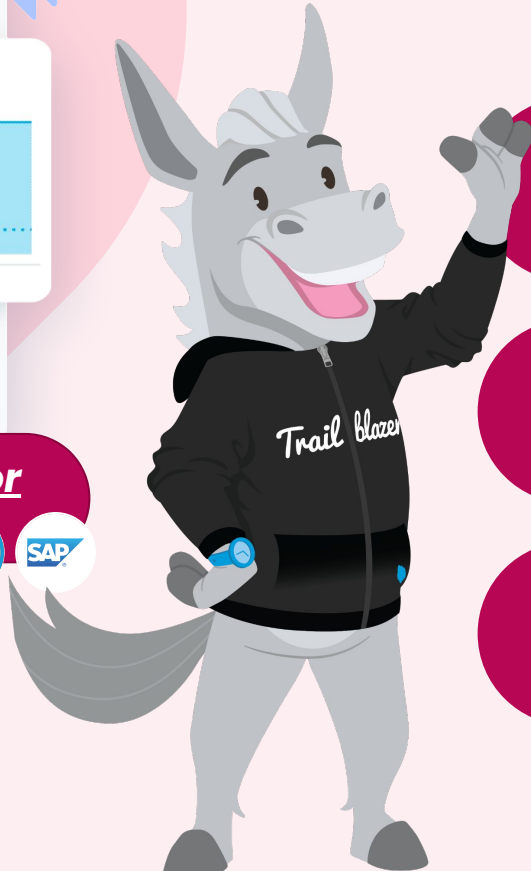
MuleSoft

+ Field Service

Connect Data to Automate
AI-Powered Field Operations



Discover the ***new MuleSoft for Field Service SKU***



Connect Salesforce with SAP and ANY other hard to reach 3P systems

Accelerate validation of customer and asset-related unstructured data

Improve predictive maintenance through real-time action across external systems





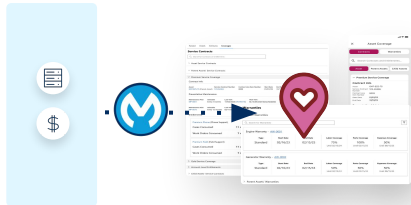
MuleSoft + Field Service

Connect and Automate Field Operations across Any System



On-Premise

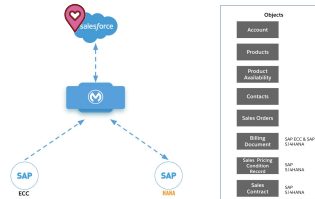
Integrate customer, contract and asset data from any source, from on-premise to industry-specific systems. Enhance data security with on-premises deployment.



MuleSoft runs locally and streams data to Salesforce Data Cloud.

Transactional

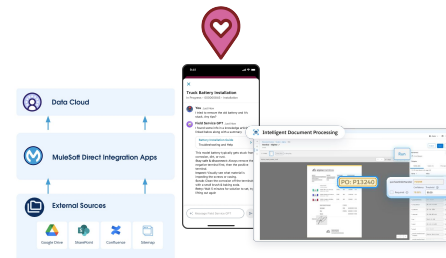
Ensure real-time inventory, error-free parts ordering, reduced maintenance delays, and fast ERP, warehouse, supply chain and call center integration with no-code/low-code tools.



MuleSoft easily and securely ingests data from ERPs, inventory and warehouse.

Unstructured

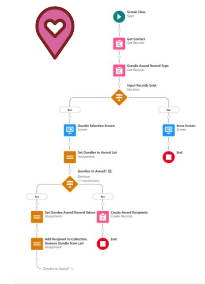
Ease access to centralized repository, enhance document search and validation. Equip on-site workers with pre-work briefs and post-work summaries from unfriendly data formats.



MuleSoft provides pre-built accelerators for unstructured data ingestion.

Activation

Easily automate workflows and take actions in ERPs and other external systems. Trigger real-time notifications and actions for critical events, ensuring timely, predictive maintenance.



Salesforce Flow powers external data activation for real-time decisions.

Need to know more? [Jump here!](#)

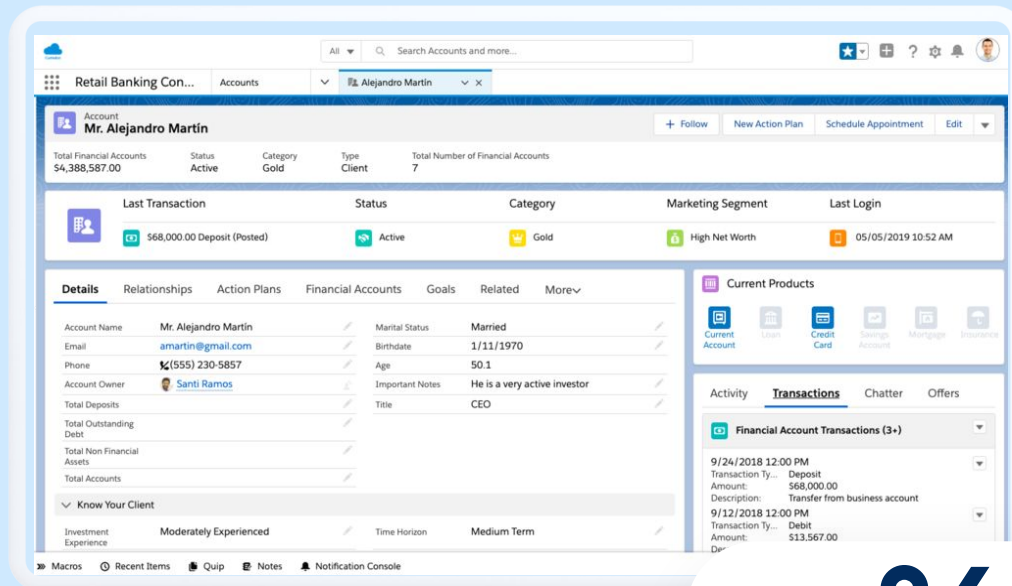


Example Use Cases: MuleSoft + Field Service



	On-prem & transactional	Unstructured Data	Activation outside Salesforce
Asset Data Integration	Integrate assets data such as product, attributes, location from SAP, Oracle, IBM and other hard-to reach systems	Ingest scanned service contracts from emails, images, knowledge repositories, etc.	Send data to external systems to ensure consistency, compliance and accurate inventory management
Quality Management	Pull maintenance data from quality management systems, flagging issues and automating order creation	Validate and process maintenance data from images, PDFs, etc. Update asset and service history in Salesforce	When critical quality-related part data changes, trigger updates to allow the QA team and external partners to take immediate, preventive action
Field Technician Empowerment	Access service contracts and warranties, ensuring technicians have the latest info on-site and can create upsell opportunities	Processes technician reports, update asset attributes and service history to reflect the latest maintenance activities	Update external inventory systems when parts are installed onsite, adjusting stock levels and placing new orders if necessary

With MuleSoft for Sales Customers Connect ANY Data for Consolidated Account Visibility



- SAP
- Oracle
- Netsuite
- Microsoft
- MySQL
- BigQuery
- IBM
- and more!

HITACHI **86%** Reduction in order error

Accelerate sales cycles with intelligent automation

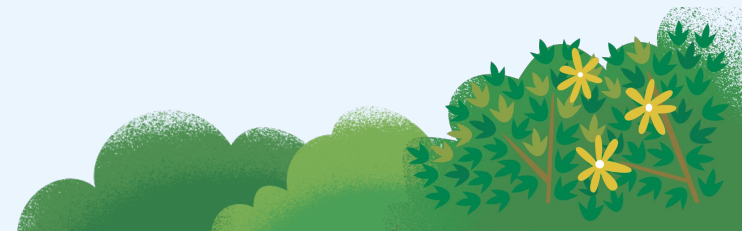
Connect external data for a single customer view

Provide accurate, near real-time insights

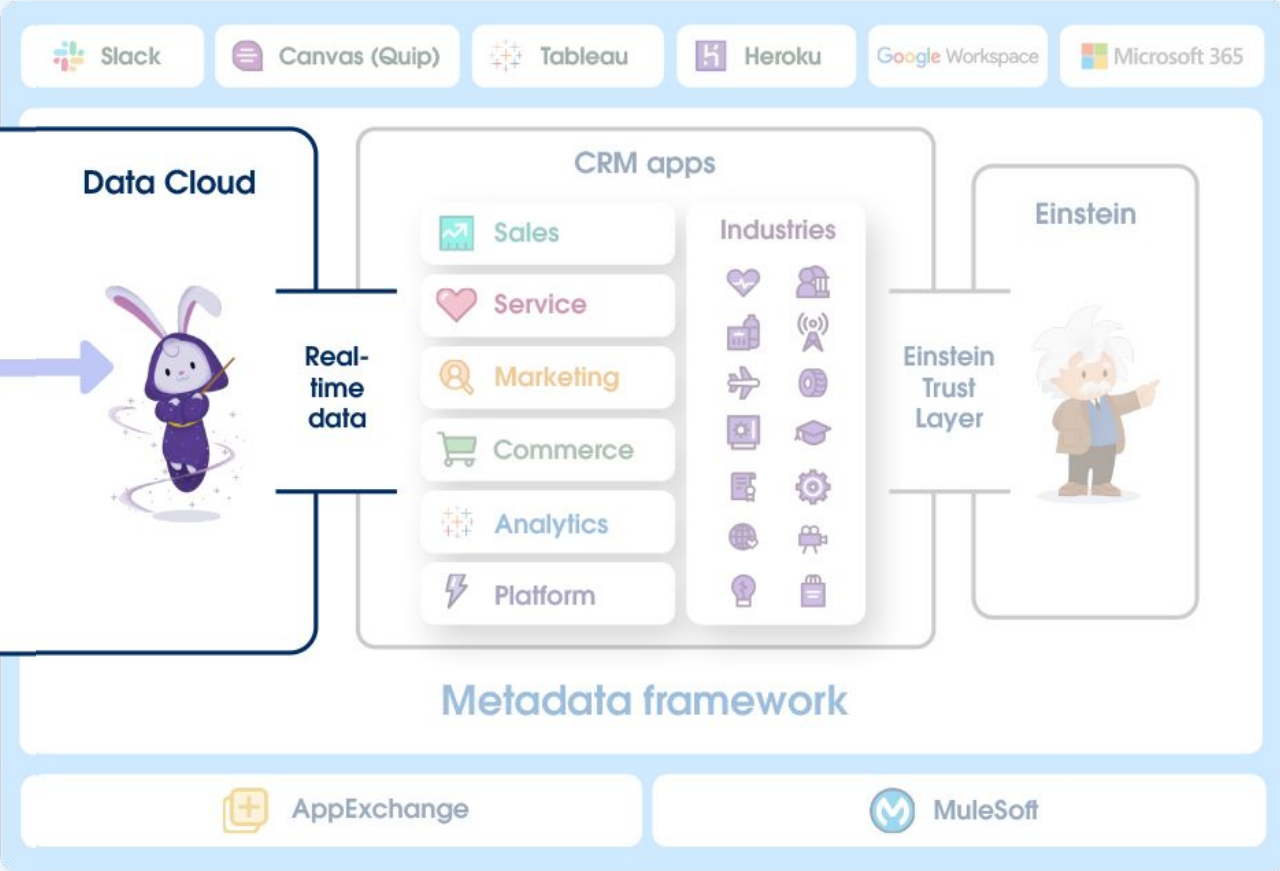


MuleSoft for Data Cloud

Dive Deeper: [L2 Deck](#)



Data Cloud brings all of your data into your CRM



- Slack
- Canvas (Quip)
- Tableau
- Heroku
- Google Workspace
- Microsoft 365

CRM apps

- Sales
- Service
- Marketing
- Commerce
- Analytics
- Platform

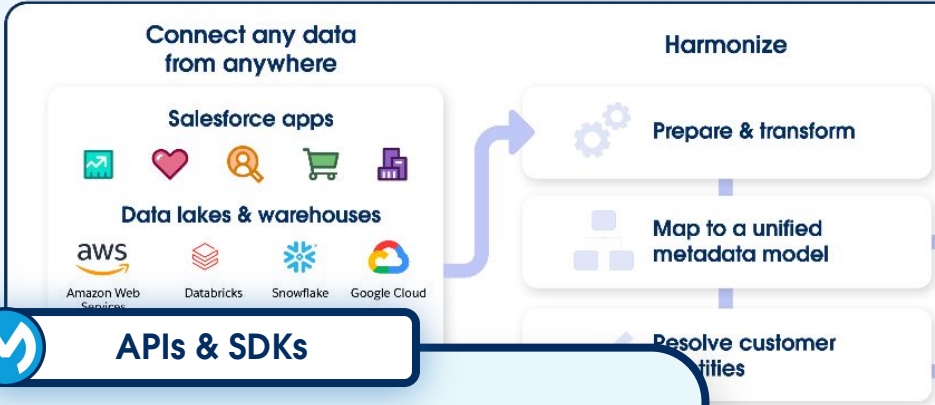
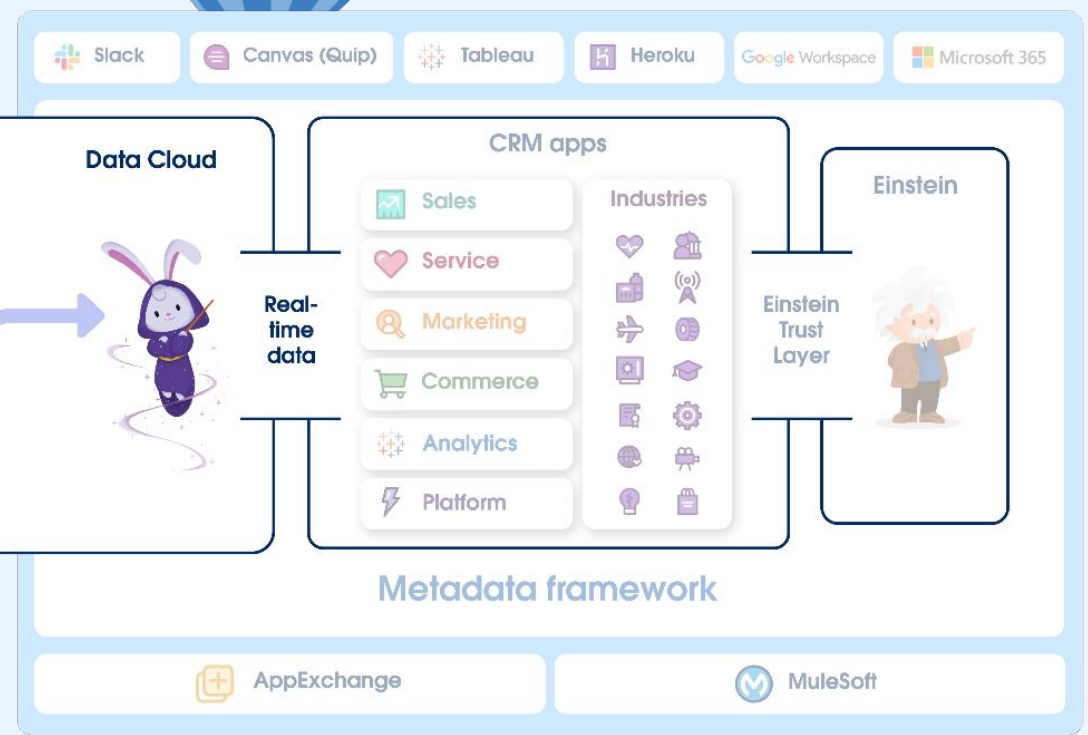
Industries

- Healthcare
- Financial Services
- Retail
- Manufacturing
- Energy
- Telecommunications
- Government
- Education
- Media
- Transportation
- Real Estate
- Travel
- Food & Beverage
- Automotive
- Technology
- Non-Profit

Einstein

Einstein Trust Layer

- AppExchange
- MuleSoft



APIs & SDKs

SaaS Applications

- Workday
- Coupa
- Xero
- Zuora
- Anaplan
- Asana
- DocuSign
- Jira
- ServiceNow
- Marketo
- Shopify
- Adobe
- Zendesk

ERPs

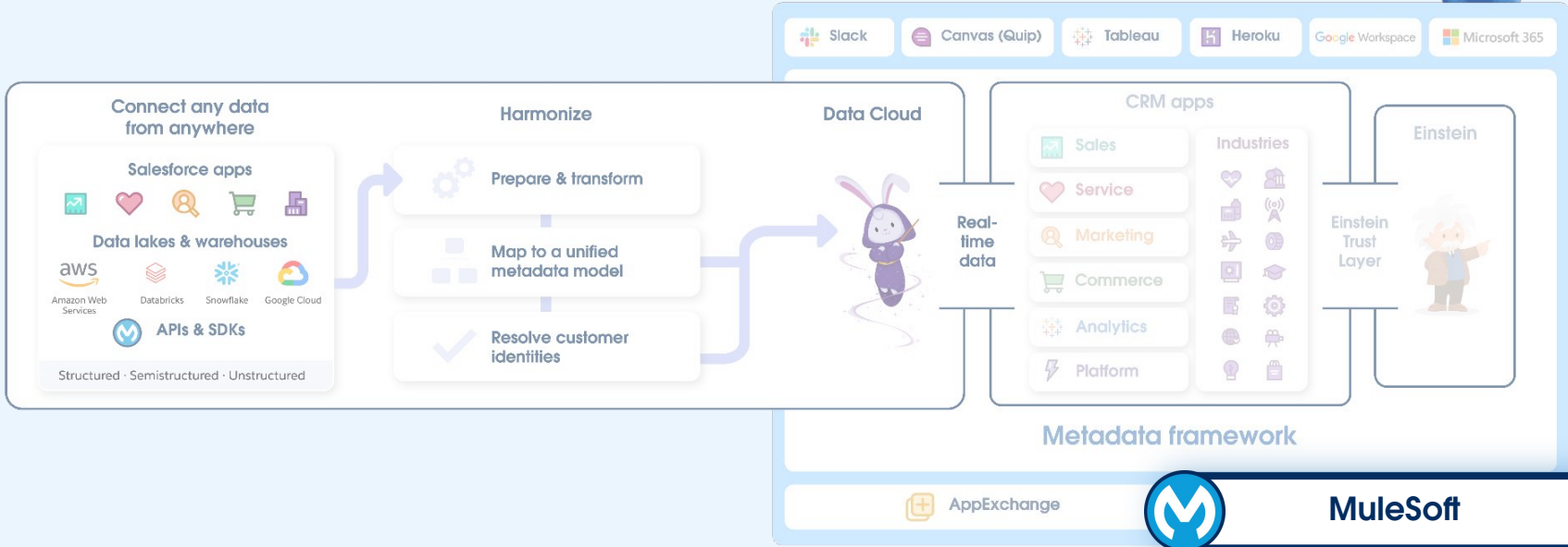
- SAP
- Oracle
- Netsuite
- Microsoft Dynamics

Legacy Systems

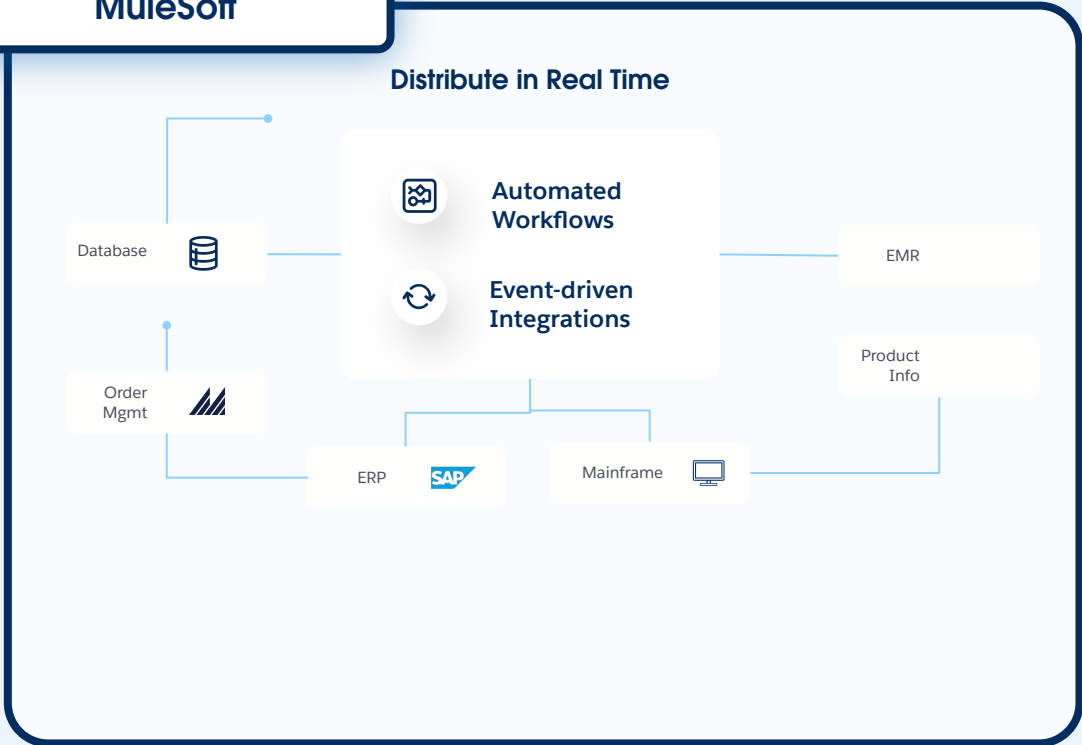
- Databases
- Mainframe
- Homegrown
- On Premise

300+ MuleSoft Connectors

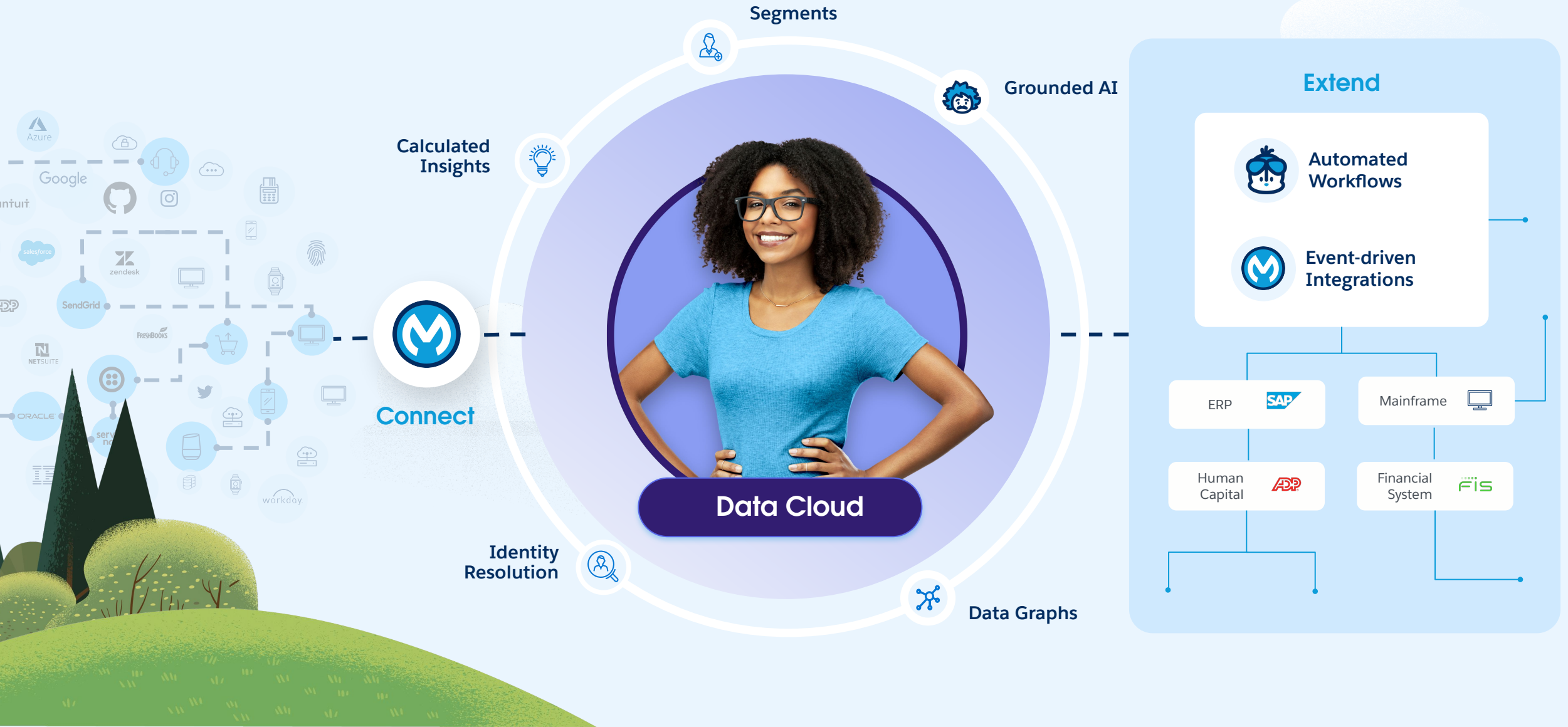
MuleSoft opens the universe of connectivity

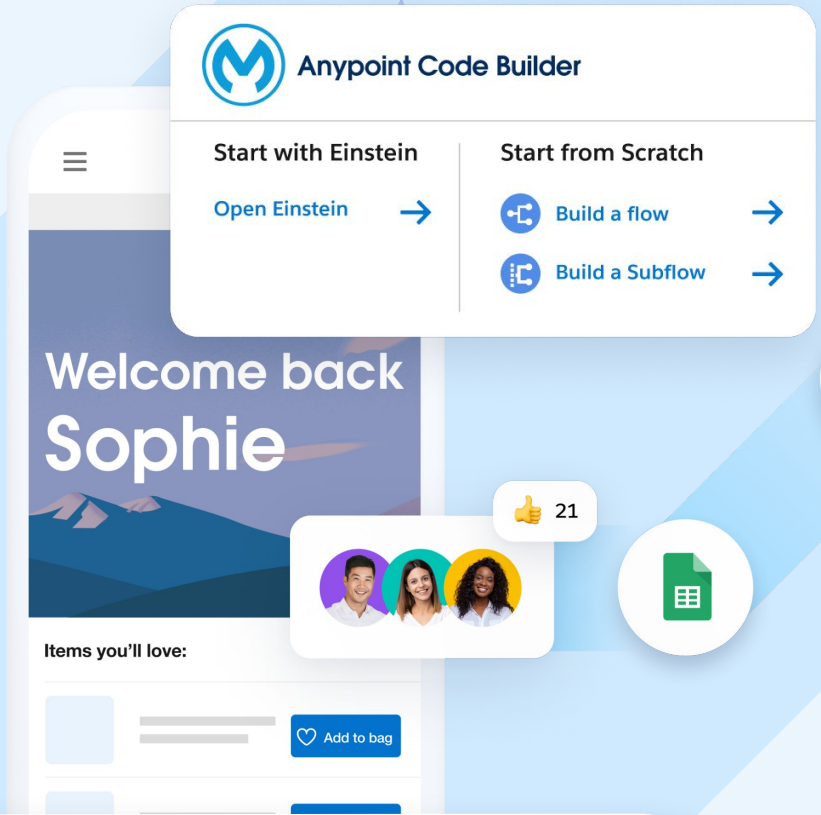


MuleSoft actions outcomes across the business ecosystem



Activate Your Data Foundation with MuleSoft





Anypoint Code Builder

Start with Einstein
Open Einstein →

Start from Scratch
Build a flow →
Build a Subflow →

Welcome back Sophie

Items you'll love:

21

Add to bag

78% faster to market with reusable integrations and APIs



MuleSoft + Data Cloud

Enrich & govern your data and actions

Connect Any Data Anywhere

Harmonize data across any third-party, legacy, or hard-to-reach system for richer AI insights

Action Insights Across Any System

Create event-driven integrations and automations to propagate insights across the business

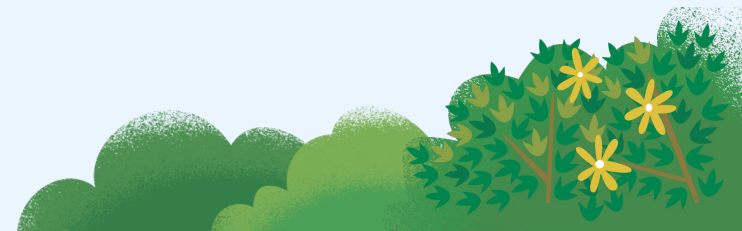
Govern Any Interaction

Manage all of your integrations from under a single pane of glass





MuleSoft for Industries



Life Sciences: Pharmaceuticals and Medical Devices



Life sciences organizations can kickstart their AI strategy by tapping into their APIs



Less than half of pharmaceutical companies currently have an AI approach in place

An overload of **disconnected data** delays drugs from hitting the market on-time

MuleSoft helps the pharmaceutical product lifecycle be more efficient



End-to-End Visibility

API-lead technology allows for real-time updates across the product life cycle



Rising Costs For Production

MuleSoft's agile approach reduces maintenance efforts and costs



Product time to market

With MuleSoft's reusable API's that streamline data and feed AI, drugs get to the patients who need them, faster

MuleSoft Empowers Life Sciences Organizations to Improve Care Outcomes

salesforce



Real-time updates

Driving best in class customer engagement

- Built 360-degree view of patient's data, populated in real-time
- Used 25 end-to-end APIs Salesforce Marketing, Cloud, Service, and Sales to take a product quote and convert it into a sales order

3x
Faster API
deployment

2x
Faster
Salesforce
deployment



API-lead for digitizing customer ordering

An enhanced customer experience

- Delivered the first six months of revenue in less than a quarter of the expected time
- Enriched the online experience with accurate data on accounts, products, pricing, order and inventory that had been locked in third party systems

30%
Faster launch

10%
Increase in
average margin

Use Cases

Deliver Powerful Pharmaceutical Digital Solutions



Real-Time Order Management



Tracking end-to-end delivery of drugs and vaccines to bring life-saving products patients, faster



Clinical Trial Coordination



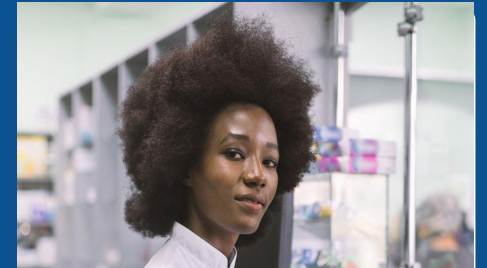
Connecting stakeholders across trials to bring safely increase efficiency and improve competitive advantage



Call Center Modernization



AI Agents powered by MuleSoft for faster call resolution and improved customer and employee satisfaction



Pharmacovigilance



Adverse event reporting and management through AI for faster analysis and better prevention



MuleSoft



Creating a digital-first experience to improve organizational speed and scale

Launches first B2B Commerce portal in less than 5 months

Delivers first 6 month revenue in less than a quarter of the expected time

Enriches customer online experience with accurate data on accounts, products, pricing, order and inventory which were locked in third party systems

Gains greater insights into operations by increasing data and information sharing between different systems

Establishes a B2B Commerce standard that is secure, stable and future proof

5 Months to Launch eCommerce

30% Faster Launch

10% Increase in Average Margin

MCKESSON



Sales



Service

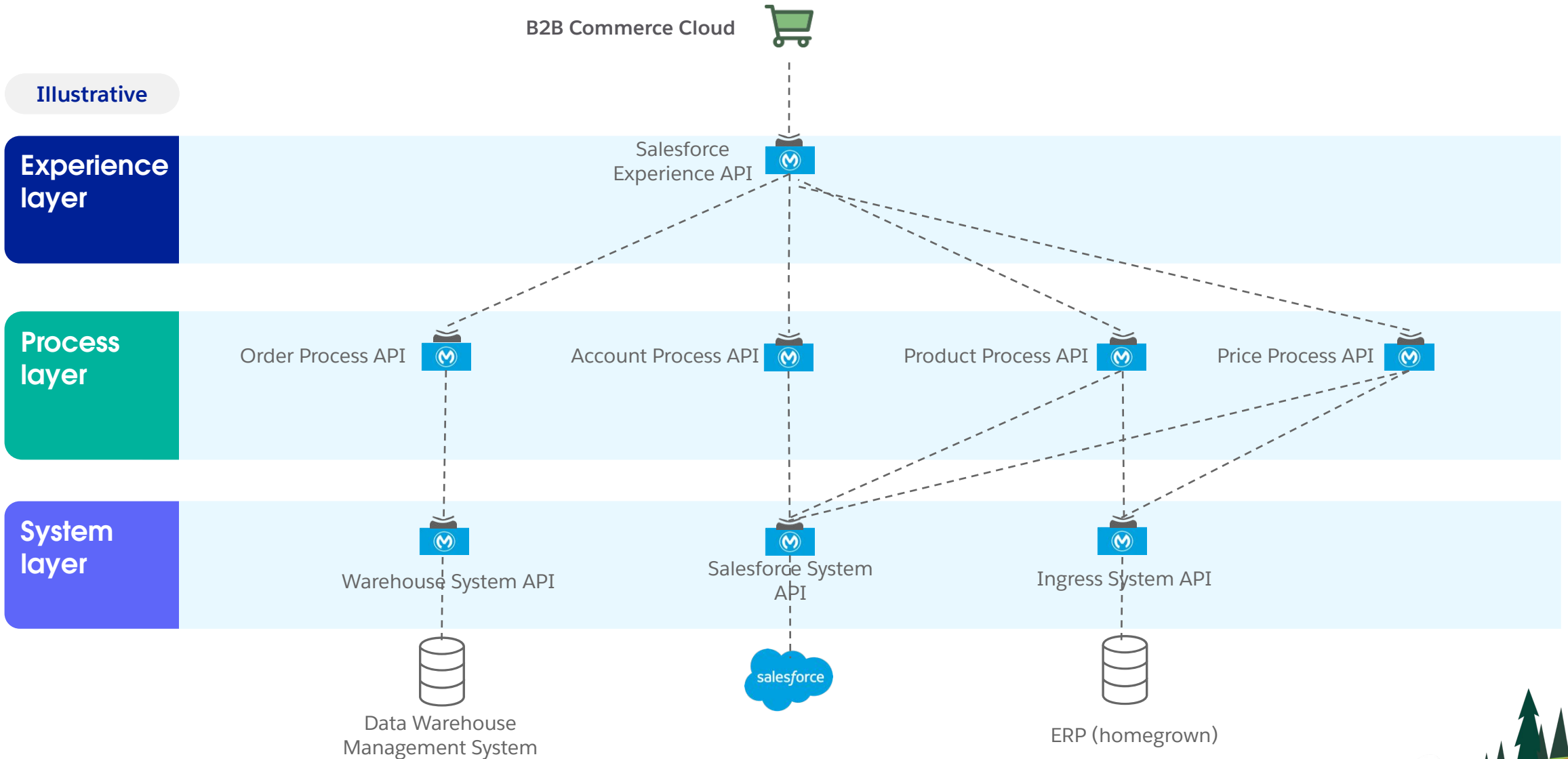


Commerce



MuleSoft

How McKesson Drives Efficiency with APIs



Life Sciences: MedTech



salesforce

Kickstart your MedTech AI strategy by tapping into your APIs



Global regulations for AI in MedTech are increasing, with stark consequences for those who cannot keep up

74% of MedTech IT leaders say they need **additional tech to strengthen their data analysis**

MuleSoft helps medtech companies integrate their data while leveraging AI

salesforce



Centralized Data

AI-powered APIs action disconnected data for faster innovation and serve your patients better



Operational Costs

Reduce unnecessary operational costs through AI and automation efficiency that shows results, fast



Regulatory Changes

Real-time updates and reusable APIs mean medtech groups can stay up to speed on evolving global regulations

Use Cases

Deliver Powerful MedTech Digital Solutions



Order and Supply Chain Management



End-to-end visibility across orders for accurate inventory management



Car-T Cell Therapies



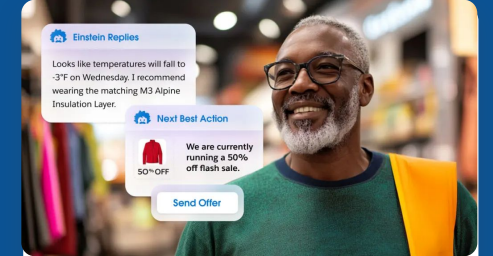
Harness the power of AI with MuleSoft for more accurate therapies and improved patient outcomes



Advanced Therapy Management



Automate and manage the development and delivery of personalized medicines



MedTech Commercial Access



Gain real-time access to your supply inventory, including what reps have in the field, the age of devices, and more



MuleSoft

Healthcare Payers and Providers





MuleSoft enables **interoperability** for key clinical and non-clinical data sharing

72%
of patients
were left waiting for more than one day to receive an answer to their urgent medical question when reaching out to their provider's contact center

90%
of hospitals
are expected to utilize AI-powered technology for early diagnosis by 2025

“AI is not just a tool; it is a partner in healthcare, offering insights and solutions that enhance the capabilities of healthcare professionals” -Forbes Magazine

“MuleSoft was selected as the integration platform for this project because of its ease of use, ability to perform secure data transfers, and reusable APIs for Healthcare providers included in the MuleSoft Accelerator for Healthcare”
- Leading Healthcare Provider Customers

Healthcare Organizations Look to MuleSoft for Digitally Enabled Care



Value-based care

Improve patient outcomes and reduce readmissions with an API-led strategy



Interoperability

Utilize AI and agentic technology for intelligent document processing and secure data sharing



Help patients anywhere

AI-agents powered by MuleSoft enable remote patient enrollment, scheduling, and support

MuleSoft Empowers Healthcare Organizations To Improve Care Outcomes



A true patient 360

Self-service, next-level patient engagement with real-time data

- Created an omnichannel, on-demand access system for insurance, scheduling, and billing information
- Accelerated the shift from fee-for-service to value-based care through the development of using API integration

6 weeks

to develop real-time integration between EPIC & Health Cloud

60 seconds

saved per patient call for service agents



Improve patient services

Real-time data between Epic and Health Cloud for admissions, demographics, and more

- Built a 360-degree view of patient's data, populated in real-time
- Used 25 end-to-end API's Salesforce Marketing, Cloud, Service, and Sales to takes a product quote and convert it into a sales order

150%

Increase in API consumption

11k

Estimated developer hours saved



Reduce patient no-shows

Improving the patient experience and clinical outcomes

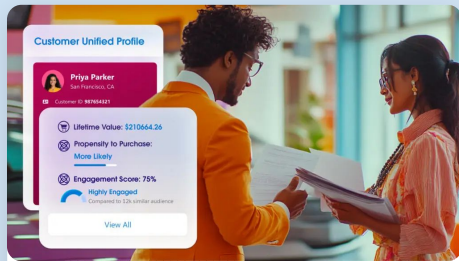
- Built a 360-degree view of patient's data, populated in real-time
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23

Hospitals connected with Salesforce

Use Cases

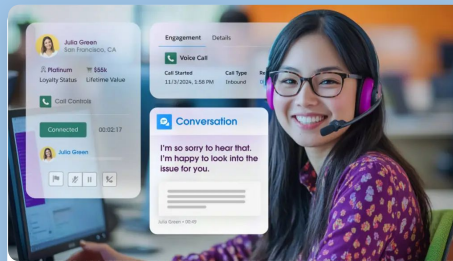
Deliver Powerful Healthcare Solutions With Integration



Appointment scheduling & on-boarding



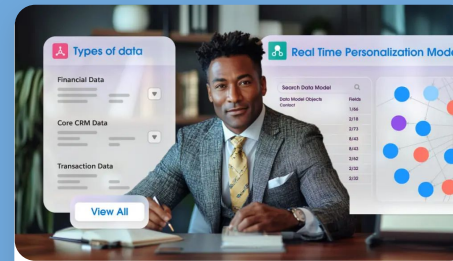
Cut down on no-shows and get your patients on board and up to speed, fast



Prior authorization



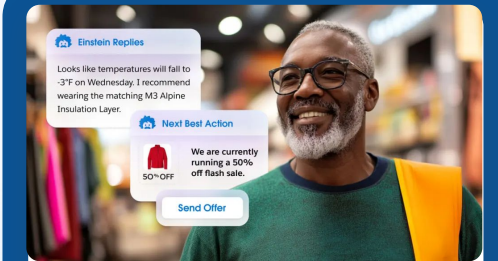
Legacy systems don't allow for fast, agile authorizations required by regulations



Interoperability



Easy and safe clinical and non-clinical data sharing across the cloud and on-prem



Order management



End-to-end visibility across orders for accurate inventory management



Nebraska Medicine Connects on a Single Platform To Empower the Entire Organization

110+ staff and contact center agents use Salesforce Health Cloud to view, update or create: patient, demographics, insurance, appointment-related data

Leveraged MuleSoft Anypoint Platform and Accelerator for Healthcare templates to optimize call center support for increased volumes driven by the pandemic

Utilized bi-directional sync between Epic and Health Cloud for real time data feeds for patient demographics and Admissions/Discharge/Transfer messages

Connected systems for internal clinical work and applicant/candidate management to and from Salesforce, using MuleSoft



60% average level of API reuse achieved

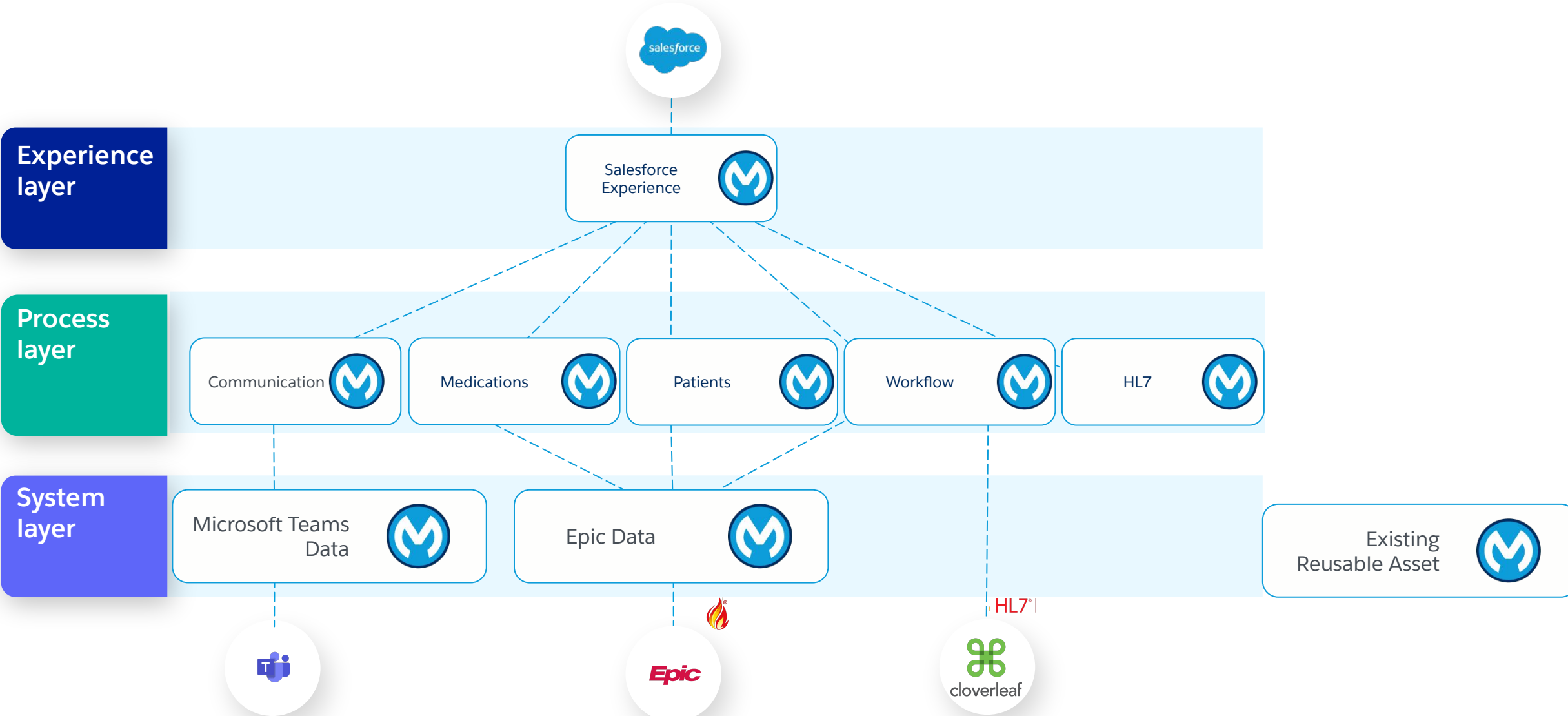
150% increase in API consumption

11k Estimated developer hours saved

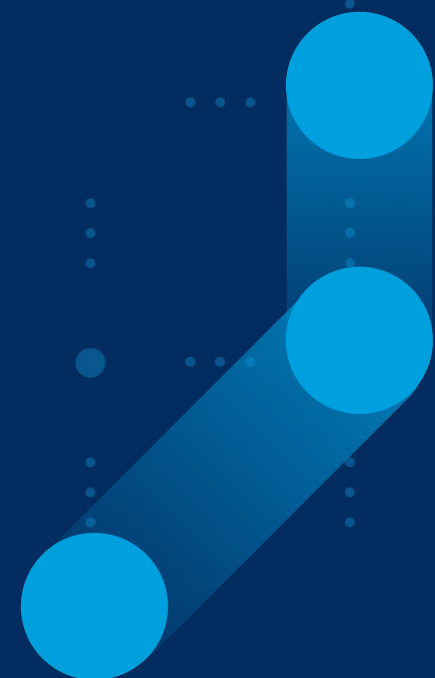


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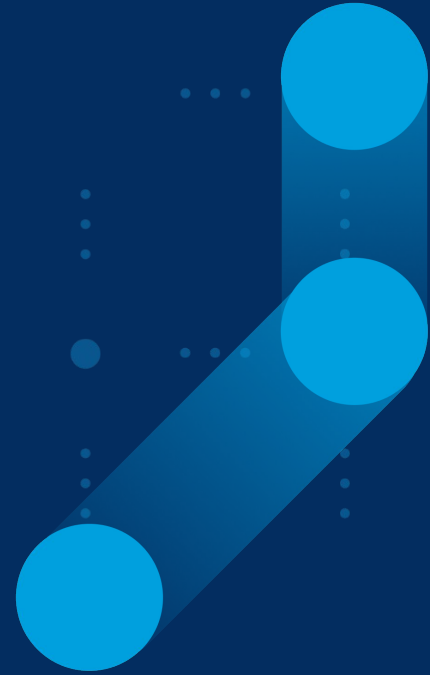
Project Architecture: Health Cloud



Financial Institutions



Banking





Fragmented data disrupts operations and personalized customer experiences in Banking

99%

of financial
institutions

face challenges around
data integration*

Only

28%

of applications

are currently integrated/
connected together*

“By 2030, the widespread adoption of digital technologies and AI will make banking universally accessible. Banks will be able to deliver inclusive, personalized and proactive services for individuals and businesses across the globe.” Source: [Accenture 2025](#)

Banking Solutions Need To Be Customer-Centric and Digitally Enabled

salesforce



API-Led Connectivity

Integrate systems, eliminate silos, and improve operations



Legacy System Modernization

Leverage existing infrastructures while enhancing capabilities

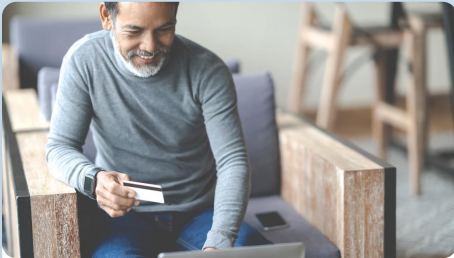


Real-Time Data Access

Curate timely and personalized services to customers

Use Cases

Deliver Powerful Banking Solutions with Integration



Deliver Connected and Personalized Experiences



Access data from any system, unifying core banking, CRM, and external financial data to power customer insights



Streamline Onboarding & Deepen Client Relationships



Seamless access to data, compliance systems, and risk management data for smooth onboarding



Simplify the Lending Lifecycle



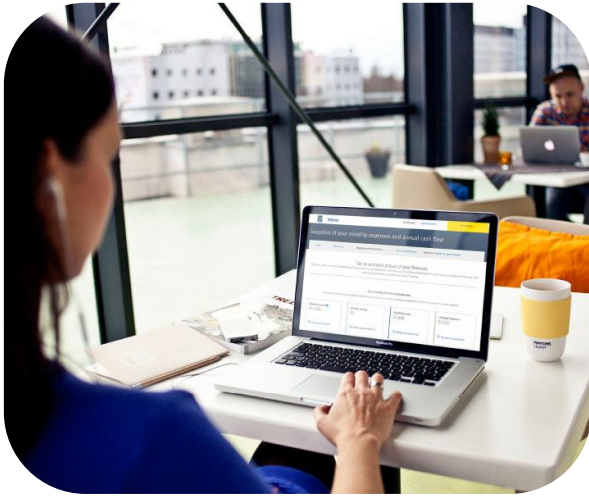
Harness real-time access to borrower data across multiple sources



Drive Operational Efficiency & Compliance



Deliver real-time insights and compliant deal management



Modernizing CRM and Integration at Lightning Speed

Adopted enterprise-wide API-led integration model, to eliminate custom code and build agility, scalability and flexibility into integration practice.

Laid the foundation for delivering a Customer 360 by connecting their core banking system with Financial Services Cloud, using MuleSoft Accelerators, in just 6 months.

Unlocked and orchestrated data across 3rd party and internal customer applications to further accelerate AI/ML initiatives.

Actively sharing data with clients, allowing them to connect their ERP systems to reconcile data against their banking data.



Financial Services Cloud



MuleSoft

4 week

Reduction in design activities



Time to value

6

months

Success metric

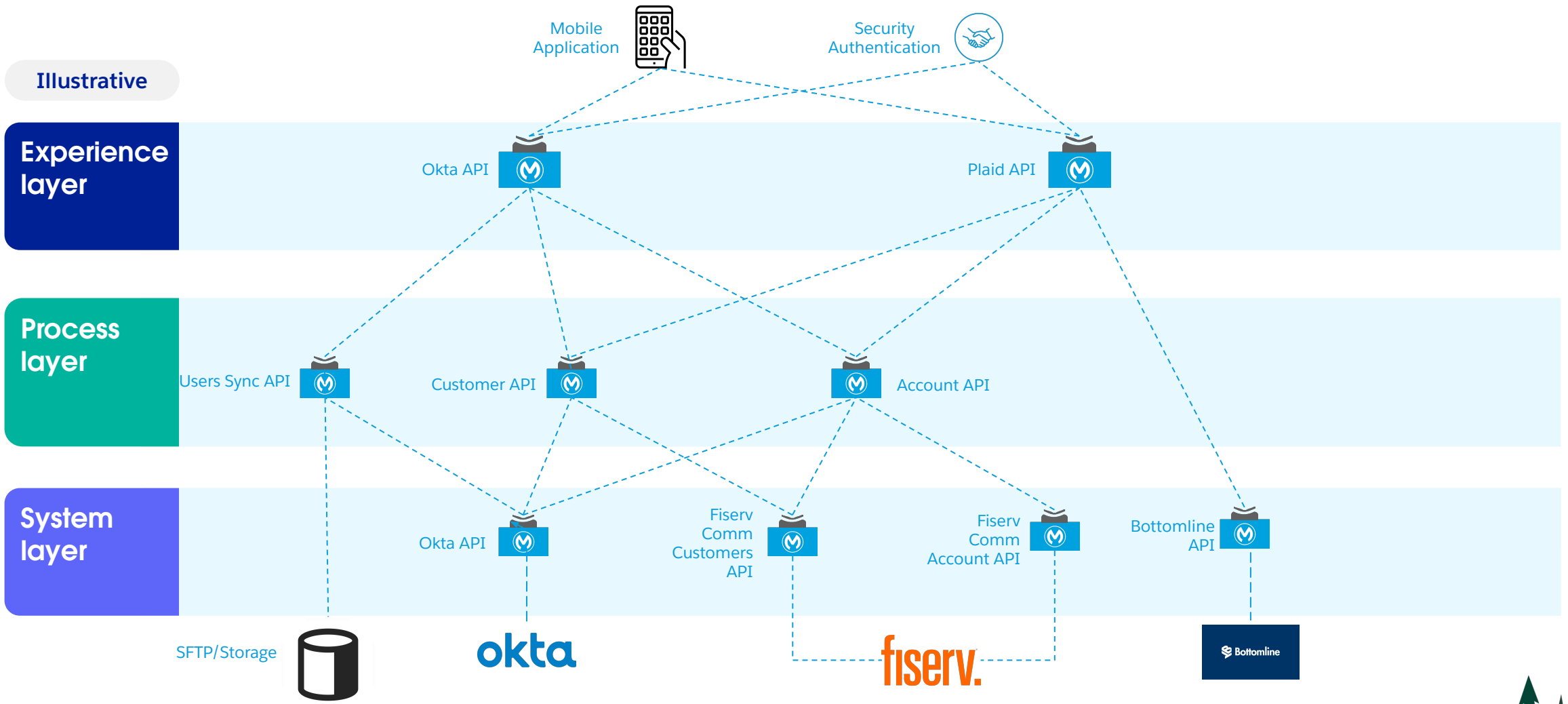
Two new platforms implemented
One core banking platform unlocked



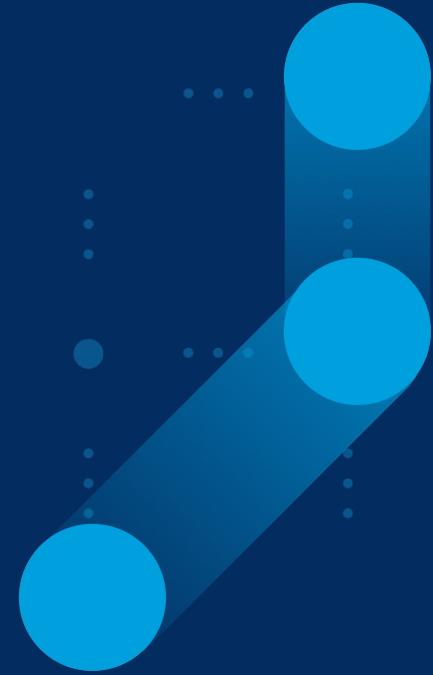
James Grover
VP Director of Software Engineering & Systems Development

“Leveraging FSC and Mulesoft working together was very beneficial. The FSC side could gather and provide the necessary requirements from which the Mulesoft side could build. This type of communication reduced the friction to ultimately speed up the delivery.”

How BankUnited Drives Efficiency With API-Led Connectivity



Insurance





Fragmented legacy tech hinders efficiency and personalized client experiences in the Insurance industry

99%
of financial institutions
face challenges around data integration*

Only 28%
of applications
are currently integrated/
connected together*

“User experience is at the forefront, with platforms focused on removing pain points and offering a streamlined journey through the placement life cycle. Third-party technology providers are also supporting the digital transition—for example, by equipping brokers and insurers with tools to find and win new business with greater efficiency” Source: [McKinsey 2025](#)

*MuleSoft Connectivity Benchmark Report 2025 (Financial Services)

Insurance Solutions Need To Be Policy Holder Centric and Digitally Enabled

salesforce



Single View of Policy Holder

Connect policy, claims, and CRM systems for single view



Accelerate Claims Processing

Automate key processes to reduce manual work

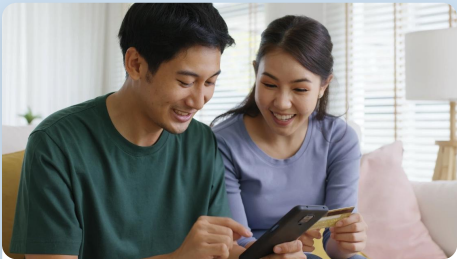


Enhance Agent Efficiency

Securely expose and access data across the Insurance Company

Use Cases

Deliver Powerful Insurance Solutions With Integration



P&C: Deliver Seamless, Policyholder-First Experiences



Connect policy administration, claims processing, and customer service platforms to provide real-time policyholder insights



Agencies & Brokerages: Unify Data & Automate Workflows



Eliminates data silos by integrating policy management, underwriting, and CRM systems for a single view



Life & Annuity: Simplify and Improve Policy Servicing



Connect actuarial, policy servicing, and financial planning tools to deliver personalized customer interactions



Group Benefits: Streamline the Entire Benefits Lifecycle



Enable seamless connectivity between HR platforms, payroll providers, and insurance carriers



Driving Insurance Innovation: AXA Luxembourg Creates Connected Experiences

AXA Luxembourg adopted MuleSoft's Anypoint Platform for secure, quick development shifting from custom-coded integrations to reusable APIs.

Automated manual data entry for claims, developed six APIs in 12 weeks, and integrated data into Salesforce Financial Services Cloud.

Launched a Customer 360 project with Salesforce and MuleSoft's Anypoint Platform, connecting all systems in one year.

Improved customer experience and productivity, delivering integrations 30% faster, with 60% of APIs reused for efficiency.

60% API reuse rate

30% Faster integration

3X Faster project delivery



Mulesoft



Sales

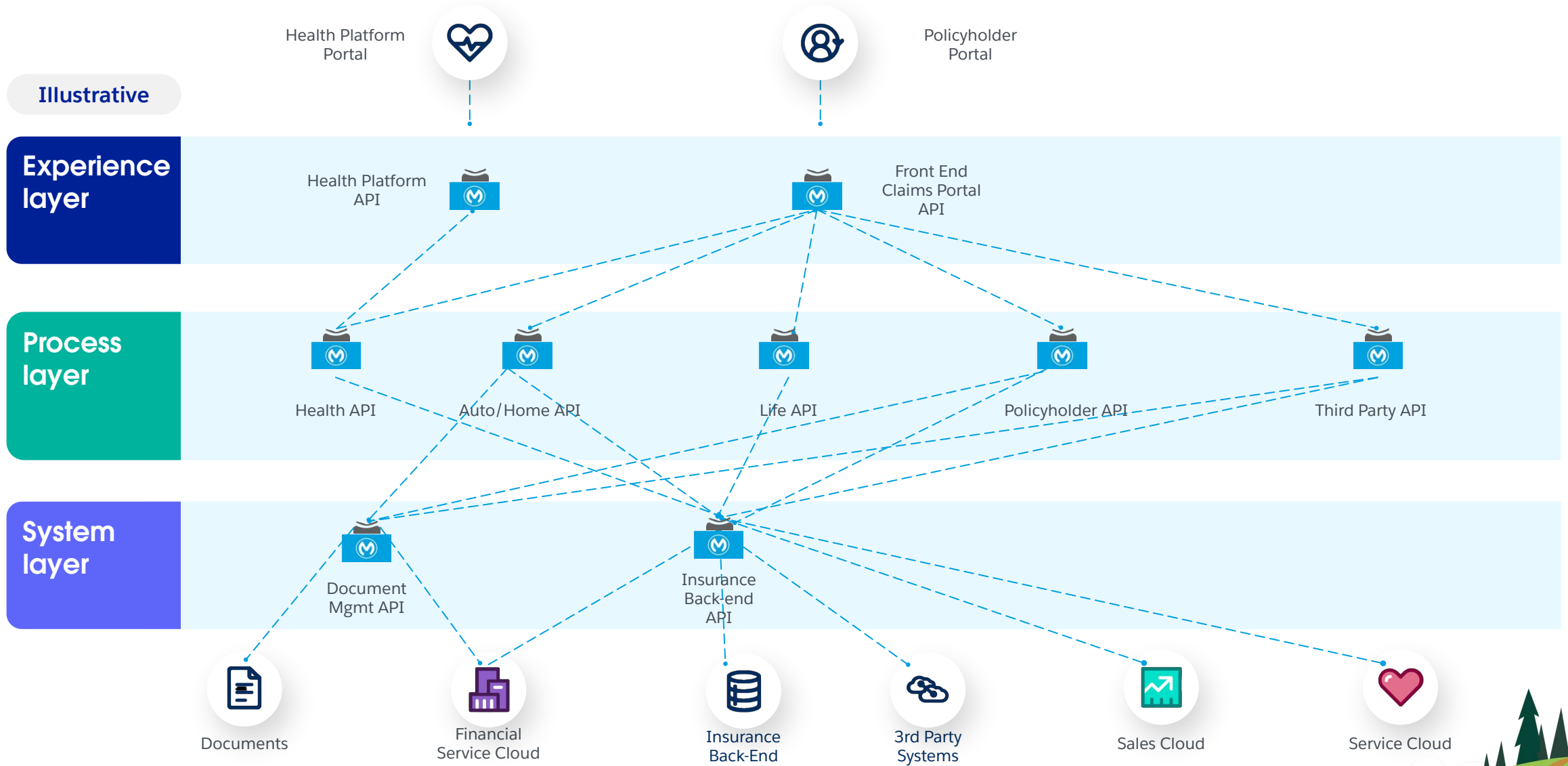


Service



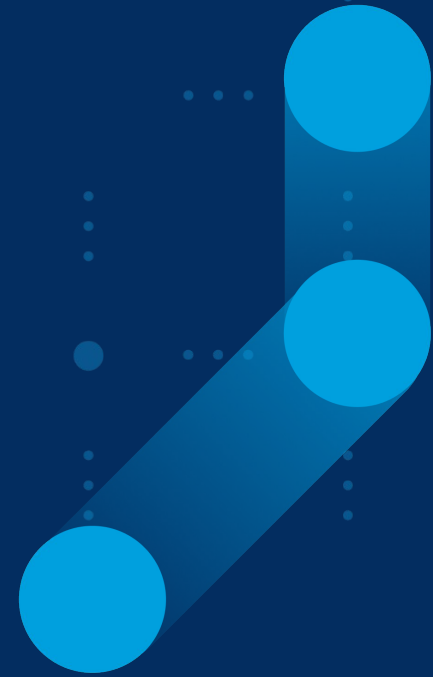
Industries

Address Business Demands by Innovating IT Processes at Scale (Health Reimbursement Project)



Wealth & Asset Management

salesforce





Fragmented data limits efficiency and client experiences for Wealth & Asset Managers

99%
of financial
institutions
face challenges around
data integration*

Only
28%
of applications
are currently integrated/
connected together*

“Today, one of the biggest barriers to effective use of content assets by end clients is the continued presence of siloed and fragmented data-processing systems within wealth management firms. This dislocation makes it much harder and more complicated to produce investment content that’s compelling and personalized.” [Source: Accenture 2025](#)

Wealth & Asset Management Needs To Be Client-Centric and Digitally Enabled



Data Integration Across Systems

Enable seamless integration of disparate financial systems



Enhanced Advisor Productivity

Empower advisors to focus more on client engagement



Scalable and Secure Platform

Secure data handling, comply with industry regulations

Use Cases

Deliver Powerful Wealth & Asset Management Solutions With Integration



Deliver Modernized, Data-Driven Client Experiences



Seamlessly integrate portfolio management systems, CRM platforms, and financial planning tools



Scale Productivity & Optimize Client Engagement



Enable Teams to access real-time investment data, automate fund updates, and streamline regulatory reporting



RBC Wealth Management Builds a Single Source of Truth for Clients and Advisors

Unlocked and connected siloed legacy systems to automate and digitize paper-based, mail-based processes to accelerate onboarding and account opening

Built a single view of household to improve advisor productivity by integrating legacy and modern systems, both cloud and on-premises

Accelerated delivery of partner service portal by reusing APIs from the customer onboarding initiative

24 minutes average onboarding time

7 Legacy systems integrated to create the client portal

50% Lower maintenance costs



MuleSoft



FINANCIAL SERVICES



MARKETING

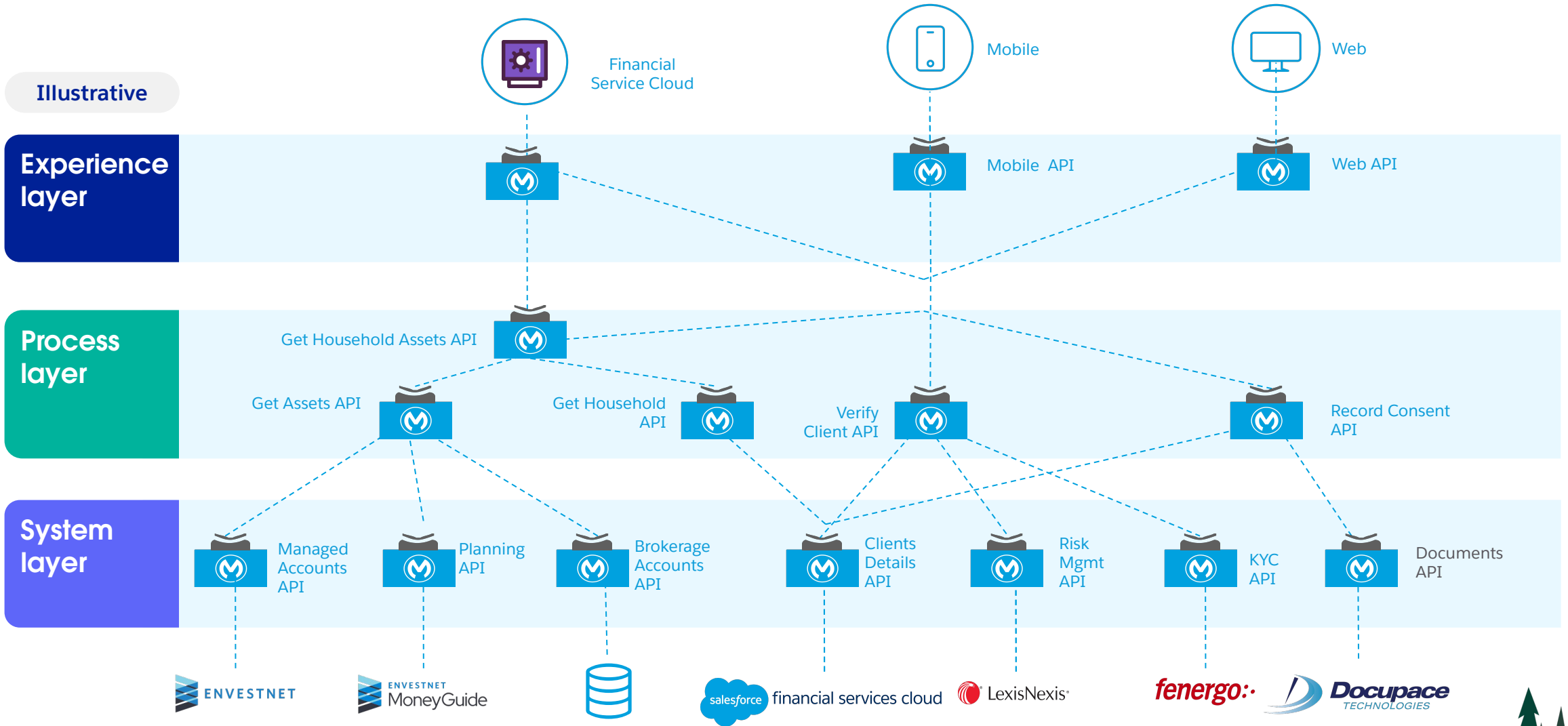


ANALYTICS



PLATFORM

How RBC US Wealth Management Drives Efficiency With APIs



Retail & Consumer Goods

salesforce

A decorative graphic consisting of three blue circles connected by lines. One circle is at the bottom left, another is directly above it, and a third is to the right of the second circle. The lines connecting them are semi-transparent blue. The background is a dark blue grid of small dots.



Grow Your Revenue and Reduce Costs with Leading Integration and Automation

80%
of customers
will switch brands after three bad experiences

\$229
Billion
of Global Online Sales were influenced by AI and agents

Build cohesive commerce experiences and transform relationships

Acquire and engage to create a loyal customer base

Manual Processes, Split Across Teams, Fail to Meet Customer Demands



Real-time inventory

Leaders need better visibility into their product inventory



Consumer experiences

Meet and exceed customer expectations across platforms



Optimized for virtual

Enable a seamless online shopping experience

MuleSoft Empowers Retail Organizations To Deliver On-Time and Accurate Orders

salesforce



Accelerating Ecommerce

Key business and IT alignment for broader success

- Reduced app deployment from months, to days and hours
- Created reusable APIs to deliver eCommerce initiatives faster to 400+ brands

3x

Faster to time to market



API reuse across apps

Faster data integration for more focus on the customer experience

- Improves the customer experience with fast and seamless updates to the commerce platform.
- Surfaces product recommendations with assortments based on customer buying patterns.

2.5x

Faster project delivery

16%

Year-over-year revenue increase



Automate the supply chain

Delivery transparency, speed, and quality with shipping updates

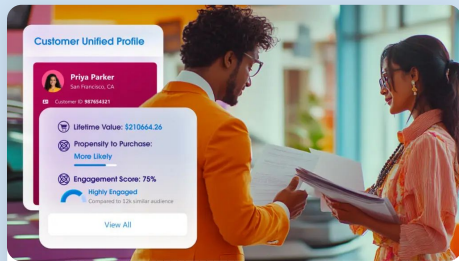
- Connected purchase, inventory & pricing data for improved self-service experience
- Create faster, more agile, open and reusable business services with shared data

25%

Increase in supply chain processes

Use Cases

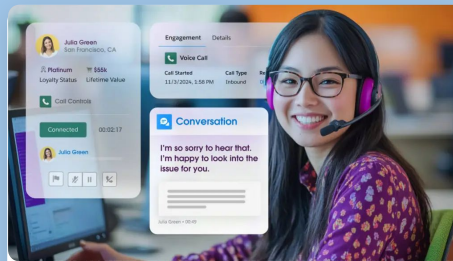
Deliver the Best Retail Experience for Your Customers



Real-time inventory



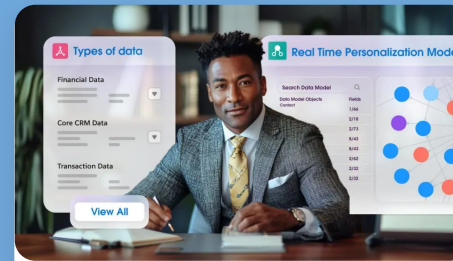
Break down data silos amongst systems to see inventory across locations, both stores, and warehouses



Order Management



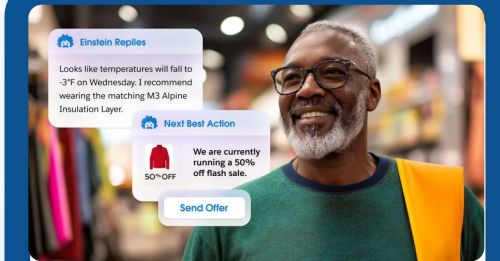
End-to-end visibility across orders for improved efficiency and the ideal customer experience



Loyalty Management



Aggregate loyalty across parent and child brands for repeat business and long-term growth



Return Management



Automate and integrate returns across systems for real-time updates and an ideal consumer experience



Streamlining Berry Distribution



Scaled global supply chain by creating a mobile portal for their network of growers to update inventory and forecast numbers in real-time.

Improved the partner experience by integrating siloed systems to rapidly surface POs, invoices, and inventory.

Increased business efficiency by deploying a new, cloud-based warehouse management system with MuleSoft.

Migrating legacy systems globally to manage instances and grow supply chain to new regions.

50% Reduced IT cost maintenance

3x Faster project delivery

110 Hours saved per integration

Driscoll's[®]



MuleSoft



Service



Sales



Marketing



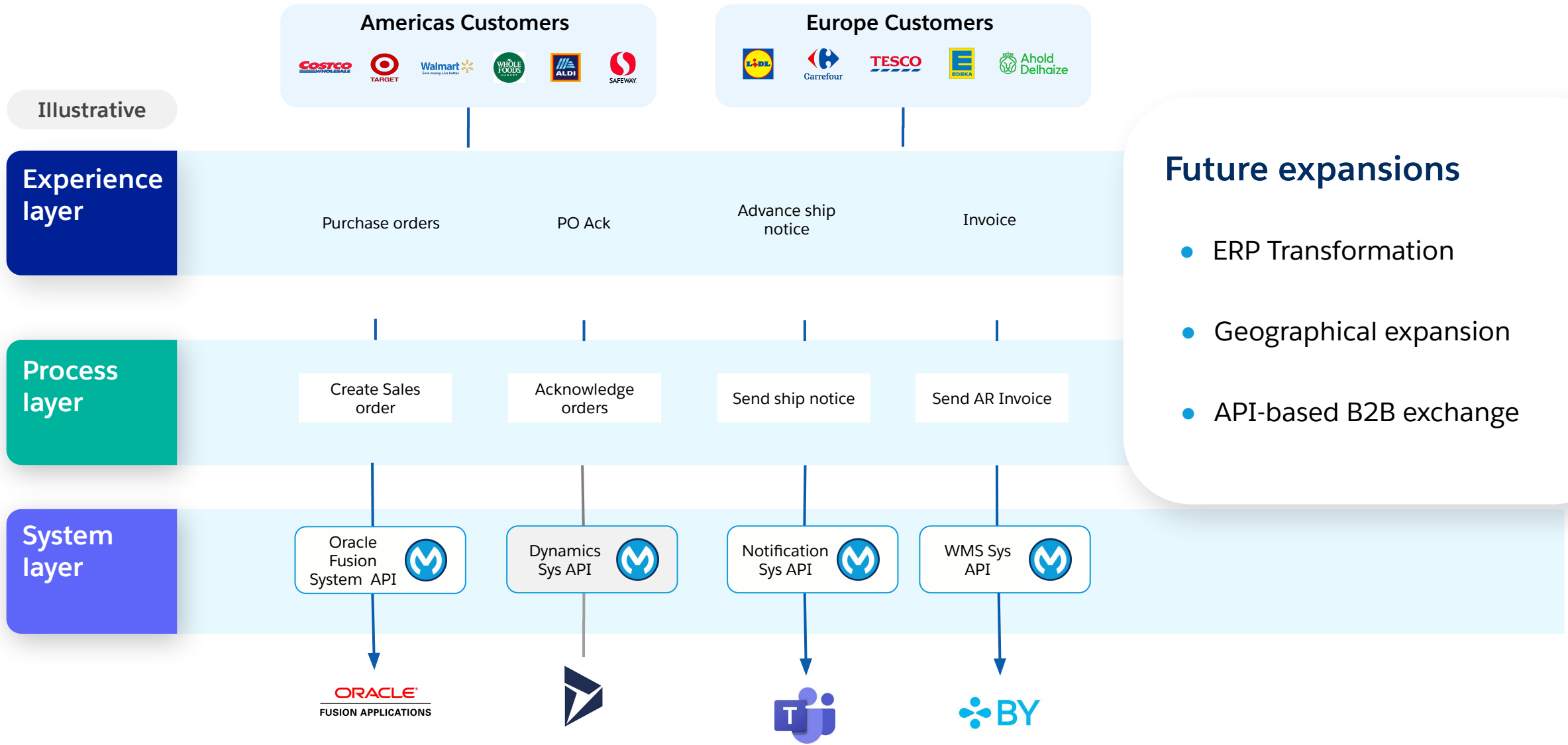
Tableau



Success



Set Up for the Future



Future expansions

- ERP Transformation
- Geographical expansion
- API-based B2B exchange

Manufacturing



salesforce



Drive Efficiency With Complete Supply Chain Visibility

\$7.4M
average amount lost
if digital transformation efforts fail in Manufacturing

70%
of Customer interactions are now digital.

Drive growth efficiently, reduce costs, exceed customer expectations

Boost productivity, accelerate growth through continuous innovation

Manufacturing Organizations Need Digitally Enabled Solutions

salesforce



Supply Chain Visibility

A resilient supply chain with real-time access



Legacy Integration

Streamline and coordinate across cloud and on-prem systems



Self-Service Options

A one-stop shop for users to get the products and supplies they need when they need them

MuleSoft Empowers Manufacturing Companies to Drive Efficiency and Accuracy

salesforce

GENERAC

Real-time inventory

Accurate inventory data with an integrated single source of truth

- Provides visibility into inventory data, for a personalized marketing journeys and increased revenue
- Improves sales forecast accuracy by streamlining sales agreement processes and customer contracts accurately and efficiently

\$9M

In savings by streamlining customer data

2x

Revenue in two years

sunnova

Improve product placement

Generating quotes faster to serve customers better

- Automated hundreds of manual tasks across departments to reduce costs and boost productivity
- Sped up payment processing by automatically publishing payment documents to bank portals with MuleSoft RPA

350+

Dealers connected via APIs

32k

Systems enabled per year

ECOLAB

A single-source for data

Bridging engagement with a connected customer experience

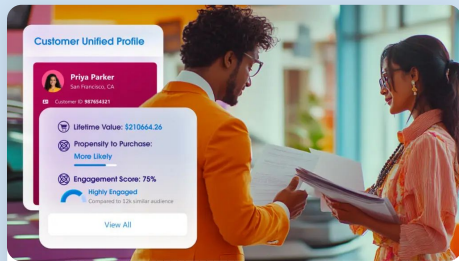
- Unified sales, service, and e-commerce data in a single platform for a more efficient customer experiences
- Increased engagement with a connected, integrated online portal where customers purchase products, track orders & submit service cases

3x

Increase in online order value

Use Cases

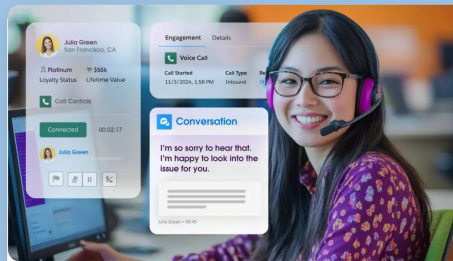
Deliver Powerful Manufacturing Digital Solutions



Field Service



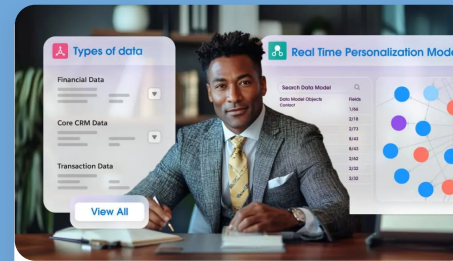
Boost revenue and provide a seamless customer experience



Parts Inventory



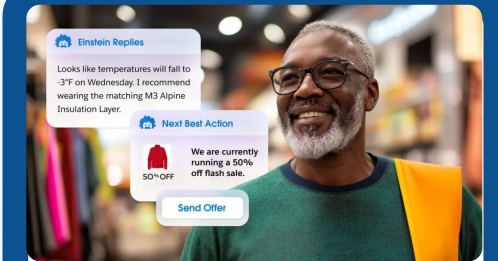
Ensure the right part is in the right place at the right time



Telemetry



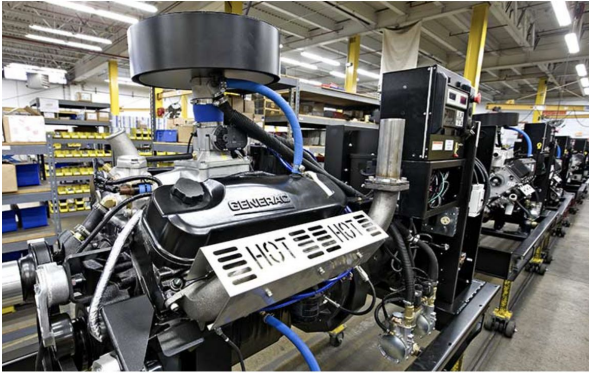
Connecting third party applications for real-time telemetry



Rental Management



Manage self-service equipment rentals across locations



Provides Accurate Real-Time Inventory Data

Provides accurate inventory data in real-time by integrating Experience Cloud and CPQ with legacy systems in one single platform

Improves sales forecast accuracy by streamlining sales agreement processes & customer contracts rapidly and efficiently

Provides visibility into inventory data, resulting in more personalized marketing journeys and increased revenue

Equips service teams, installers, and distributors with self-service and knowledge articles to improve employee, dealer, and end customer experience

\$9M in savings by streamlining customer data

2x Revenue in 2 years

360° View of data shared across all organizations

GENERAC[®]



MuleSoft



Manufacturing



Service



Sales



Slack

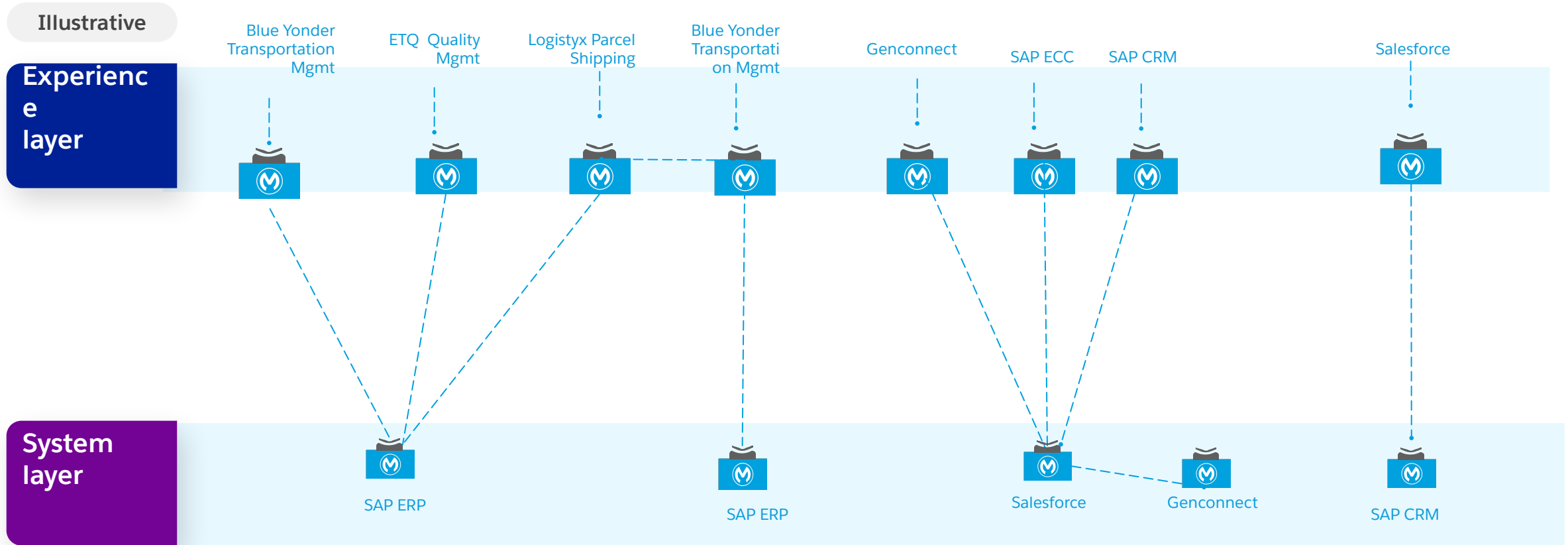


Marketing



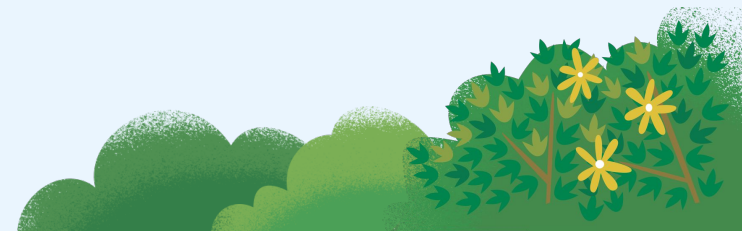
Tableau

How Generac Drives Efficiency With API-Led Connectivity





MuleSoft Forrester, IDC, and G2 Reports

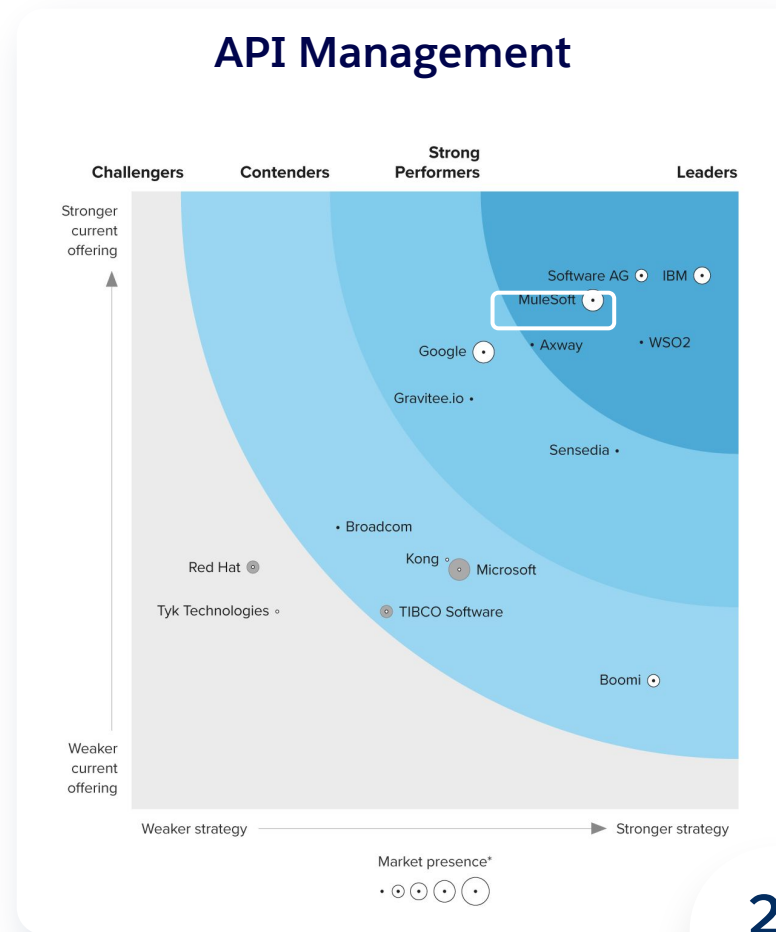


MuleSoft Named a Forrester Leader

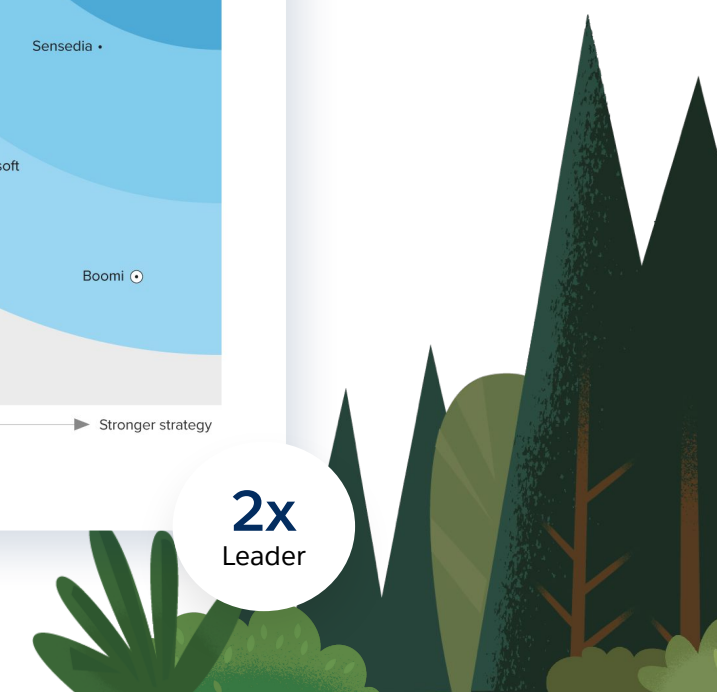
Forrester Leader in iPaaS and API Management Solutions Waves



4x
Leader



2x
Leader





Thank you

