

Built.io + Nexmo = Easy Integration of Voice and SMS into Customer Workflows



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As the adoption of cloud, SaaS and PaaS applications continues to grow in the enterprise, so does the challenge for companies to integrate their many disparate web-based and on-premise apps. Integration Platform as a Service (iPaaS) was born from the pain felt by businesses that needed a functional way to connect data residing in and across multiple apps, databases and data centers. iPaaS allows users to easily connect their distributed data from cloud and on-premise apps and deploy integrations without having to write code or install additional hardware or software.



Built.io is one of the leading companies that has forged new products and services in iPaaS innovation. Going back over a decade, Built.io started as a services firm, working to help companies with their challenging business integrations. In recent years, Built.io has productized its integration process, offering its customers direct access to [Built.io Flow](#), the company's iPaaS platform.

Not a Software Developer? No Problem.

Built.io Flow offers a user-friendly, drag-and-drop interface that allows business users, even those with no previous developer experience, to:

- automate tasks by connecting and integrating data over cloud applications

- create business workflows
- move data among apps smoothly
- increase overall organizational productivity

Built.io has been developed for business users. The interface is a simple, form-based UI that requires the user to answer several brief questions. The answers provided by the user form the basis on which to create the workflows. For experienced developers who may want direct access to the platform, Built.io offers more sophisticated developer tools as well.

Simple Creation of Fast, Functional and Effective Integrations

With the newly formed [partnership between Nexmo, the Vonage API Platform, and Built.io](#), Flow users can integrate voice and SMS communications into their workflows. The partnership makes it possible to integrate hundreds of business applications — Salesforce, Marketo, HubSpot, Outreach.io, Zendesk, ServiceNow, and Freshdesk just to name a few — with Nexmo’s versatile APIs through Built.io Flow’s powerful workflow automation. Within their workflows, business users can now design Nexmo voice and SMS integrations in just minutes, as well as connect to different cloud-enabled and on-premise business applications for marketing, sales, customer service, customer engagement, and back office automation. In addition, because Built.io supports simple and code-based deployments, IT and integration developers are able to expand on user-designed flows, tackling difficult and custom integrations.

Using Built.io Flow to build and manage Nexmo communications integrations with different CRMs, CSMs, and ERPs enables users to react quickly to urgent business matters and to truly optimize their processes in minutes.

There are endless ways to use Nexmo connectors inside Flow. To help users get started, Built.io offers a variety of [pre-built templates published in the Flow library](#) that integrate Nexmo Voice and SMS with popular CRM, ticket tracking and messaging services such as Salesforce, Zendesk and Slack. The Nexmo service on Built.io Flow provides actions that enable businesses to send and receive messages, and make phone calls from anywhere in the world.

Business Scenario for Nexmo-Built.io Integration Process

Let’s say a business receives a new Zendesk ticket and wants to check its Salesforce account to match the Zendesk email address with a Salesforce contact or lead. Without the Nexmo-Built.io capability, the team would have to build a custom application. First, they would have to be proficient with the Zendesk and Salesforce APIs, and then, based on the creation of the ticket, figure out another solution to achieve this task.

With the Nexmo-Built.io solution, none of this is necessary. The user can simply access the Built.io user interface, drag and drop Zendesk into a workflow, enter some credentials — such as their Zendesk username and password —, and then easily configure it all into their workspace via drag and drop.

After completing the quick workflow configuration process, the workflow would operate something like this:

1. A new Zendesk ticket is created, which triggers the workflow.
2. Flow looks up the lead in Salesforce and pulls in relevant information like the lead status and phone number.
3. Based on your business process, Flow will choose the appropriate actions. These actions could be sending a message to your sales team or calling the lead.

At this point, the user can update the ticket or follow up with the lead directly. This would update the Zendesk ticket and enable the user to complete the workflow.

What’s Nexmo’s role in this process? After the user has updated the ticket, perhaps they want to alert a manager or someone in sales or support that their customer has just created a ticket. This alert could be delivered via a Nexmo text-to-speech call or text message. To accomplish this, the user would drag another Nexmo action onto the workspace, following the Zendesk ticket update action. And they would use either an outbound call action or an SMS action to deliver that message to the recipient.

Why Is This Significant to You and Your Company?

Larger companies often have developers on board who are adept at using a variety of APIs to create their own integrations from the ground up. But if your company doesn’t yet have the developer staff or budget to be able to build its integrations from scratch, the Nexmo-Built.io solution is a revelation. From what was once a laborious, cumbersome process involving long timelines and big budgets, Built.io Flow coupled with Nexmo removes all the hurdles without sacrificing the power and sophistication required to deliver true enterprise integration.

You can find more information about the Built.io/Nexmo solution on [the resource page](#).

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First Name	Last Name
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Are you a Developer?	Company Name
Select Country	Product of Interest
Existing traffic to switch?	Traffic Volume Monthly (Optional)

