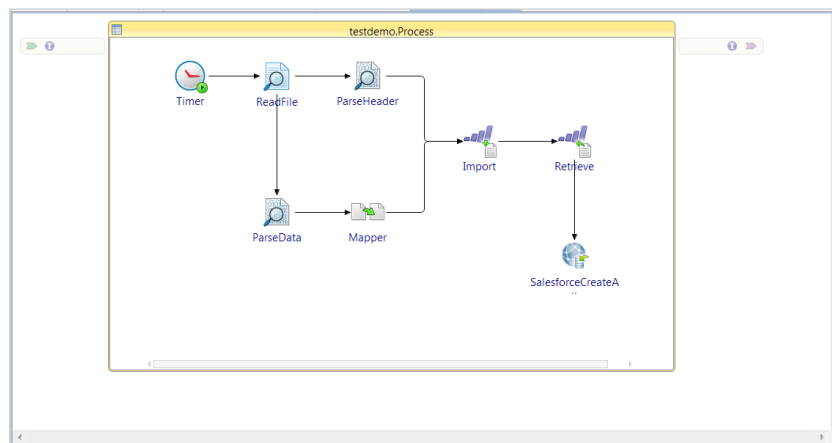


TIBCO ActiveMatrix BusinessWorks Plug-in for Marketo

INTEGRATE MARKETO WITH ON-PREMISE OR CLOUD APPS

TIBCO ActiveMatrix BusinessWorks™ Plug-in for Marketo connects Marketo with legacy on-premise or cloud applications. It interacts with Marketo through the Marketo API to connect to other enterprise applications so you can access Marketo data for lead management, marketing automation, and nurture-track campaign performance.

The plug-in calls Marketo functions like delete, import, retrieve, and upsert from inside the ActiveMatrix BusinessWorks integration platform. You can delete one or more MObjects and import leads to existing static lists. The retrieve command retrieves leads, campaigns, and MObjects. Upsert enables you to update leads and MObjects, as well as request and schedule campaigns.



BENEFITS

FASTER PERFORMANCE

- Improve system performance by eliminating repetitive batch requests for information and updates.
- Quickly access enterprise information by aggregating customer data from disparate systems across the enterprise.
- Encapsulate Marketo integration best practices to eliminate the need for custom integration.
- Extend the value of Marketo for web and social networks.

EASIER MANAGEMENT

- Incorporate Marketo integration best practices to hide the complexity of integration logic.
- Monitor connections with one standardized user interface.

ENTERPRISE READY

- Ensure scalability and high availability with out-of-the-box reliability, eliminating the need for expensive hardware, software, and maintenance support. Automated error handling improves application availability.
- Extend the value of Marketo in web and social networks by aggregating customer information from disparate systems across the enterprise.

CAPABILITIES

- Complete connection with all the necessary parameters to connect to the Marketo server. This makes it easy to unlock and share information across the enterprise.
- Easy access to Marketo objects like leads, multiple leads, and MObjects, and the ability to request and schedule campaigns from within the ActiveMatrix BusinessWorks integration engine.
- Multi-threaded design lets multiple sessions communicate bi-directionally from a single interface without interrupting queries.
- Direct installation into the ActiveMatrix BusinessWorks Eclipse environment.
- Online debugging and testing directly from ActiveMatrix BusinessWorks without restarting the system.
- High volume triggers make it possible to support large message volumes.



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