

PRODUCT BROCHURE



Appmixer

Appmixer is a product of client IO – a Czech-based, bootstrapped company established in 2015 with a proven track record in developer SDKs and no-code automation tools. Our second product is JointJS – a professional JavaScript diagramming library used by Fortune 500 companies.

The screenshot displays the Appmixer interface, which is divided into two main sections. The top section, titled "Integration marketplace", features a grid of integrations including ChatGPT (10,000+ installs), Claude (5,000+ installs), Perplexity (5,000+ installs), Jira (5,000+ installs), HubSpot CRM (22,000+ installs), and Mixpanel. Each integration card includes an "Activate" button and icons for chat, heart, and share. The bottom section, titled "Automations", shows a visual workflow builder. It includes a "Product components" list with options like "Create task", "Start project", "Send email", and "Update report". Below this is a "Utilities" list (AI, Filters, Timers, Email, HTTP) and an "Apps" list (Slack, ChatGPT, Google Drive, Salesforce). The main workspace contains a flowchart starting with a "Chat Trigger" leading to an "AI Agent". The AI Agent's output branches into three parallel paths, each starting with a "Tool Start" node. The top path includes "Query Vectors" and "Tool Output". The middle path includes "Create Task" and "Tool Output". The bottom path includes "Send SMS" and "Tool Output". A red dashed line highlights the "Appmixer SDK" logo in the top right corner, which is connected to the marketplace and automation sections.

How you can use Appmixer

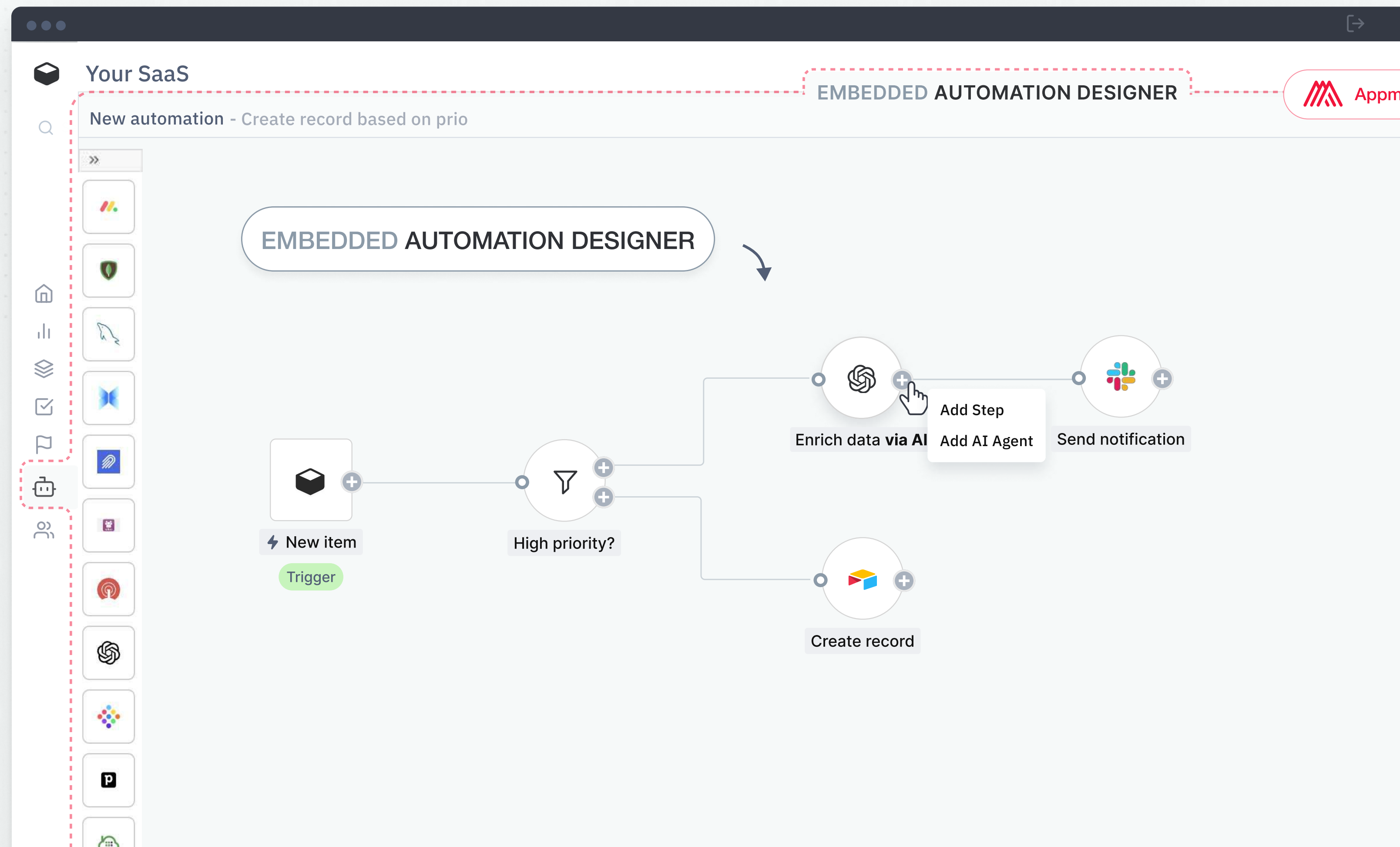
- ✓ Embedded AI-powered automation
- ✓ Native integrations
- ✓ AI agents in your web app

1/

Embedded AI-powered automation

[Watch tutorial for more details](#)

YOUR APP



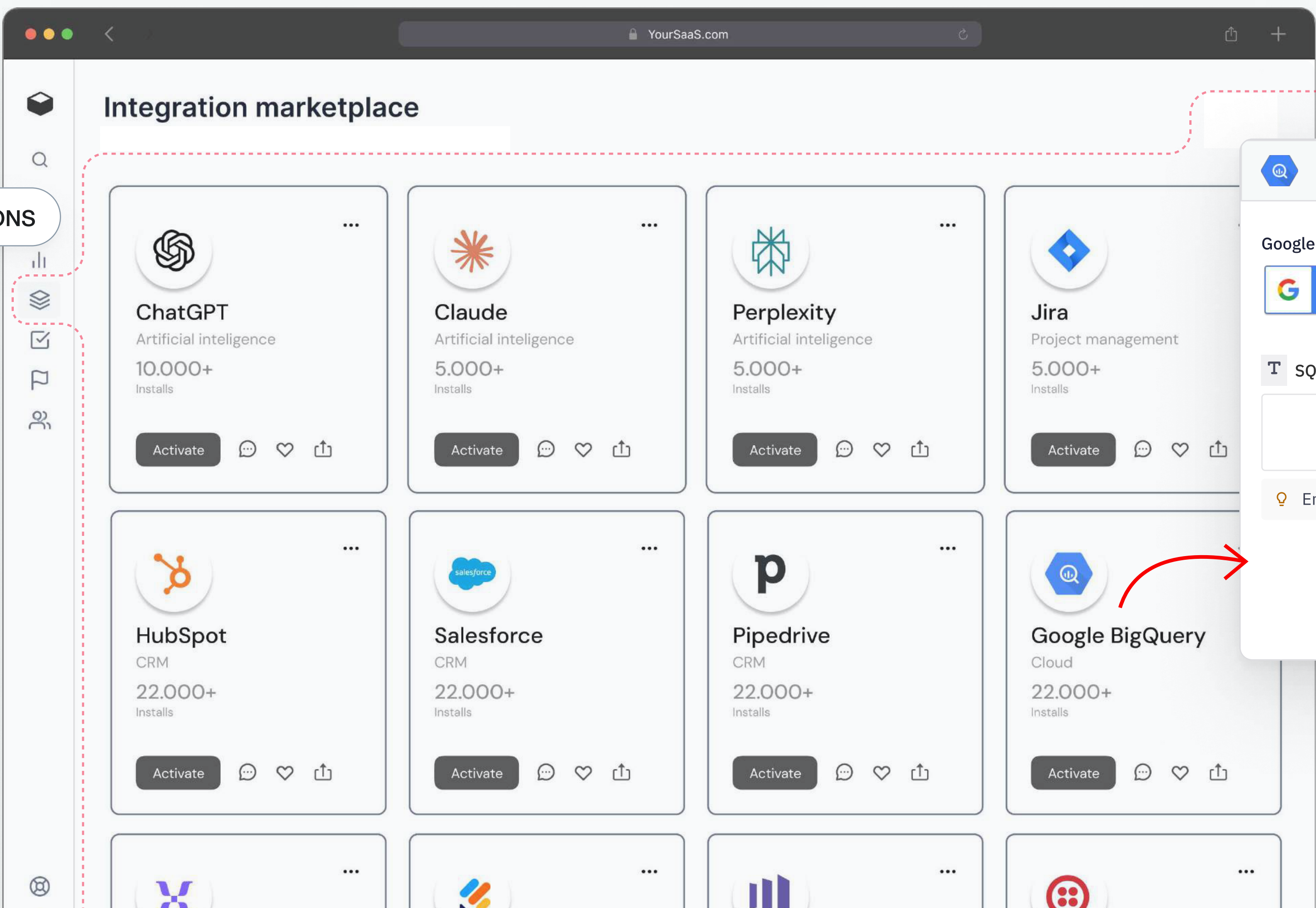
- Embed our white-label automation designer into your web application to enable users or internal teams to create workflows of any kind.

2/

Native integrations

- Ship native integrations with any app in days, offering your users a seamless way to integrate your solution with others.

[Watch tutorial for more details](#) 



The screenshot shows a web browser window titled "YourSaaS.com" displaying an "Integration marketplace". The marketplace features a grid of integration cards for various services. A modal window for "Google BigQuery" is open, showing a "Sign in with Google" button, a text input field for "SQL Query*", and a "Start Integration" button. A red arrow points from the Google BigQuery card in the marketplace to the modal. On the left side of the browser window, there are two callout boxes: "YOUR APP" with an arrow pointing to the marketplace header, and "EMBEDDED INTEGRATIONS" with an arrow pointing to the left sidebar. In the top right corner of the browser window, the "Appmixer SDK" logo is visible.

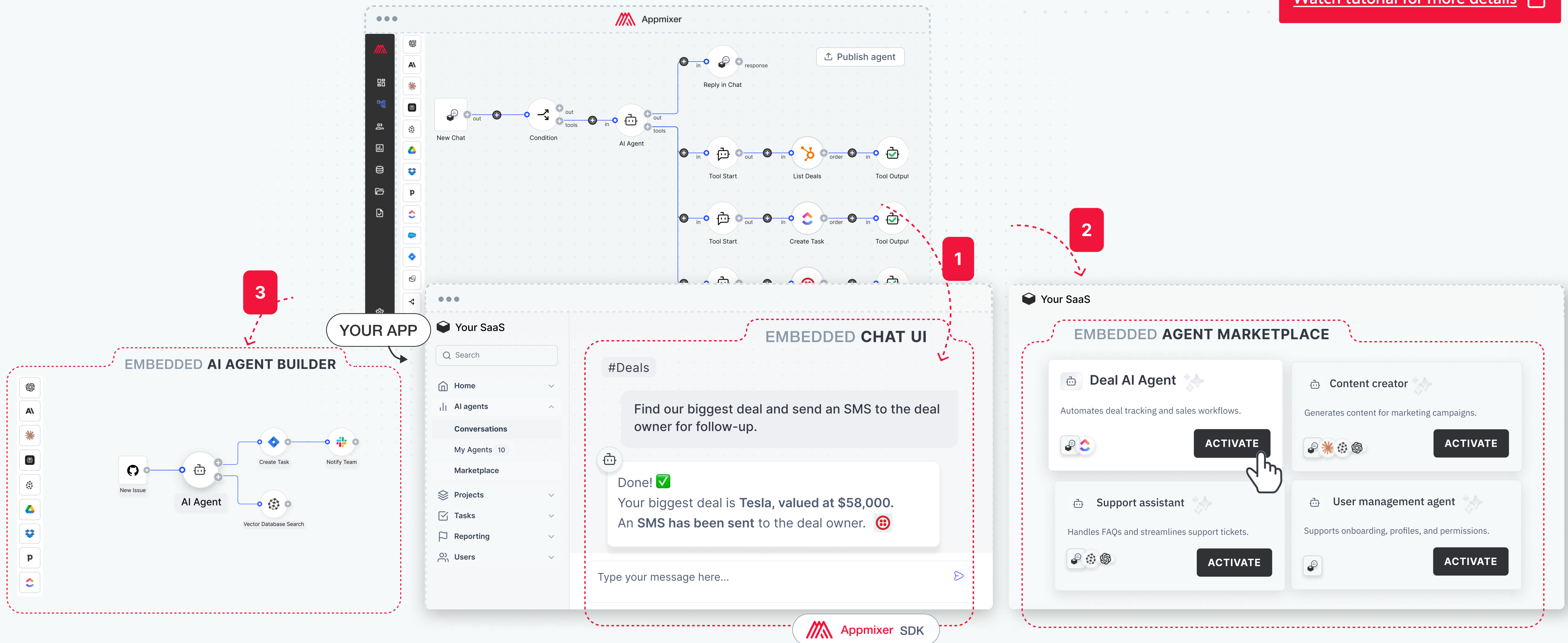
Integration Name	Category	Installs
ChatGPT	Artificial intelligence	10.000+
Claude	Artificial intelligence	5.000+
Perplexity	Artificial intelligence	5.000+
Jira	Project management	5.000+
HubSpot	CRM	22.000+
Salesforce	CRM	22.000+
Pipedrive	CRM	22.000+
Google BigQuery	Cloud	22.000+

3 /

AI agents in your web app

- Build AI agents in Appmixer's no-code designer, and **ship agentic workflows in your web app**—as a chat widget, agent marketplace, or full-featured agent builder.

[Watch tutorial for more details](#) 



WHY APPMIXER



Embeddable automation designer

- ✓ Offering maximum flexibility for your users to build AI-powered automation
- ✓ Fully native user experience

*This is where we excel—over 10 years of R&D with JointJS.



Embedding via JavaScript UI SDK

- ✓ The most customizable and secure embedding method on the market
- ✓ Appmixer becomes a native part of your web app



Self-hosting

- ✓ Full control over your infrastructure
- ✓ Unmatched data security
- ✓ Data residency of your choice
- ✓ Scales with you, with no unpredictable costs
- ✓ Adheres to the strictest security standards

*The only true self-hosted platform on the market



Custom connectors

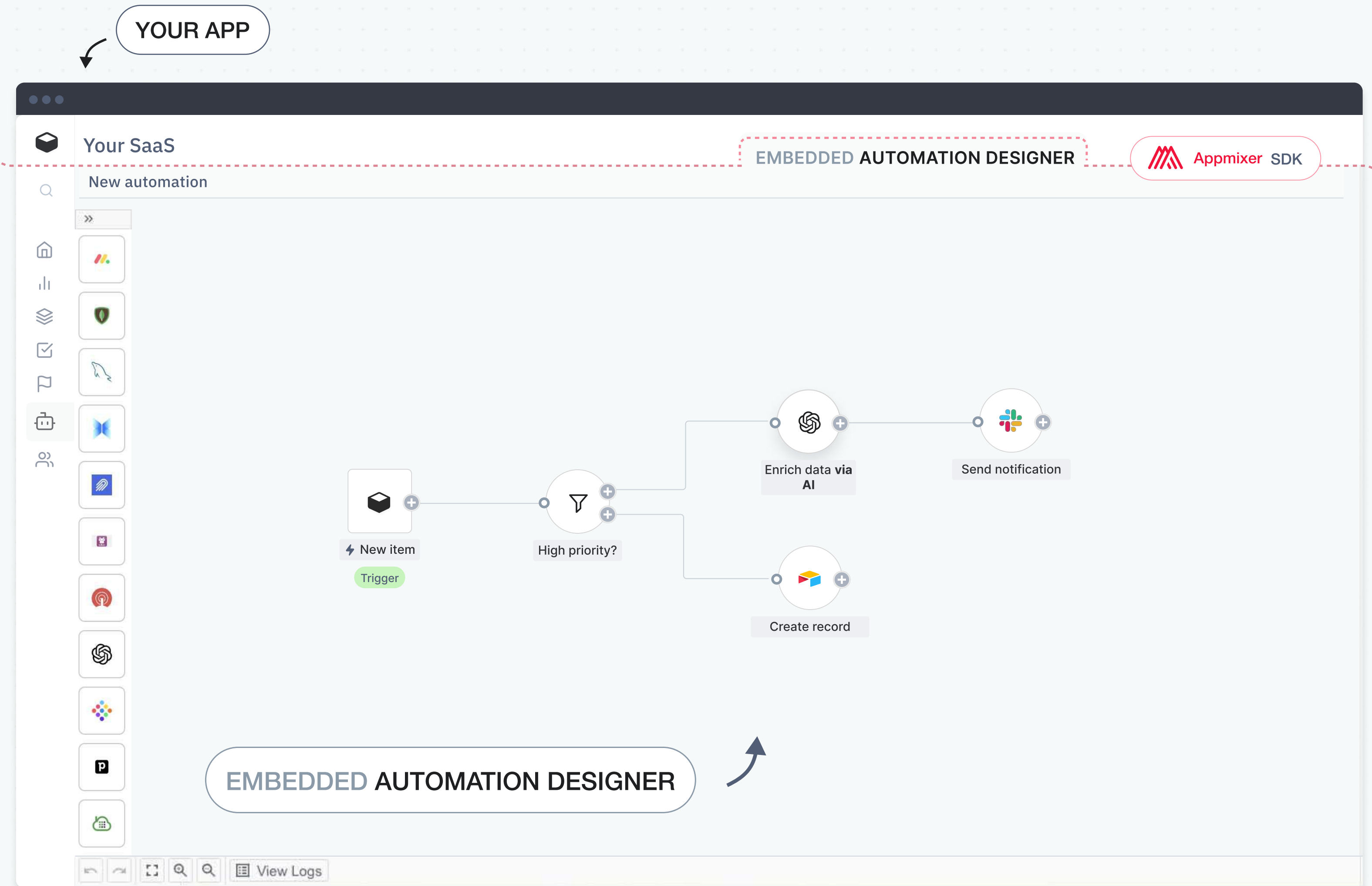
- ✓ Integrate your app with anything
- ✓ MCP servers, mainstream apps, private APIs, non-HTTP solutions
- ✓ Pre-built tooling to speed up connector development (2 hours per new integration)

WHY APPMIXER

*This is where we excel—over 10 years of R&D with JointJS

Embeddable automation designer

- ✓ Offering maximum flexibility for your users to build AI-powered automation
- ✓ Fully native user experience*

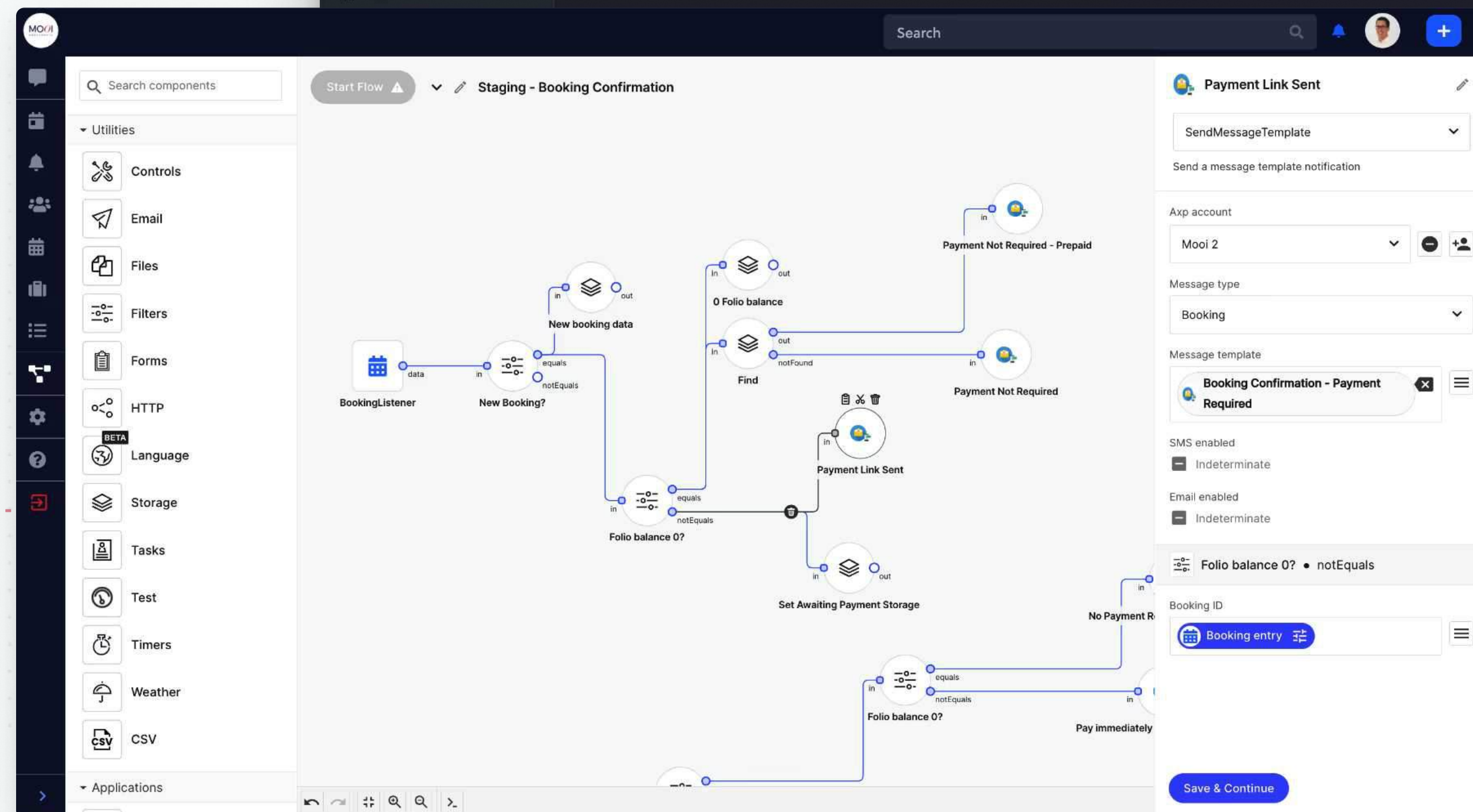
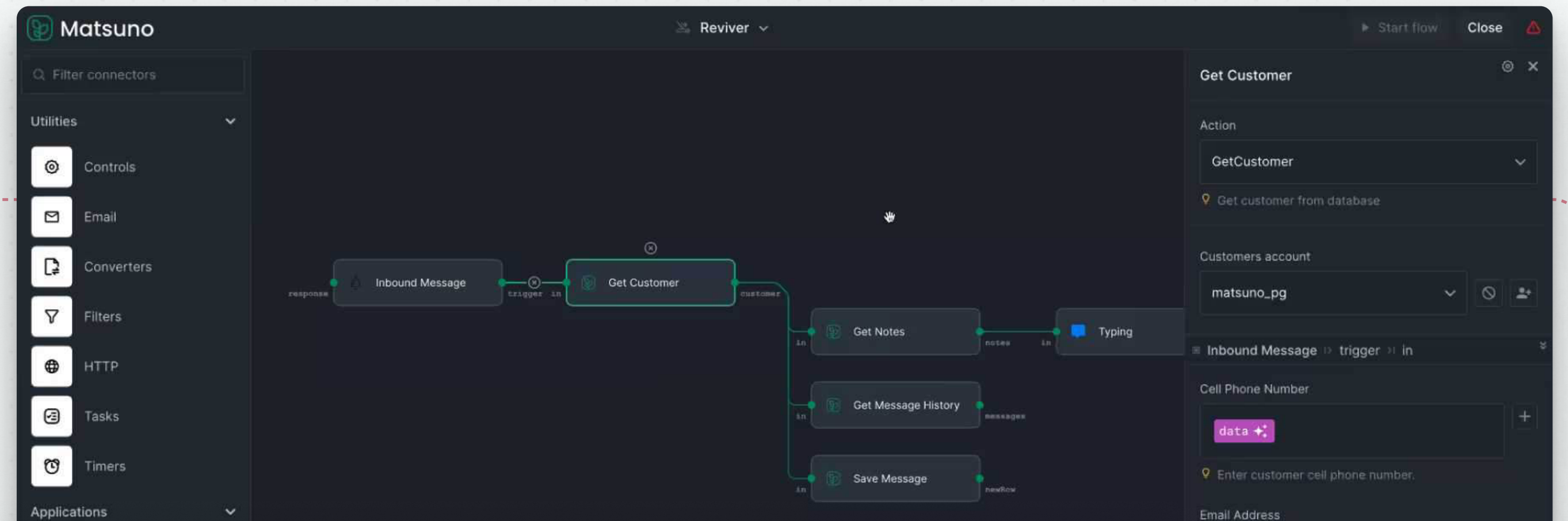


WHY APPMIXER

Embedding via JavaScript UI SDK

- ✓ The most customizable and secure embedding method on the market
- ✓ Appmixer becomes a native part of your web app

[Comparison SDK vs. iFrame](#)



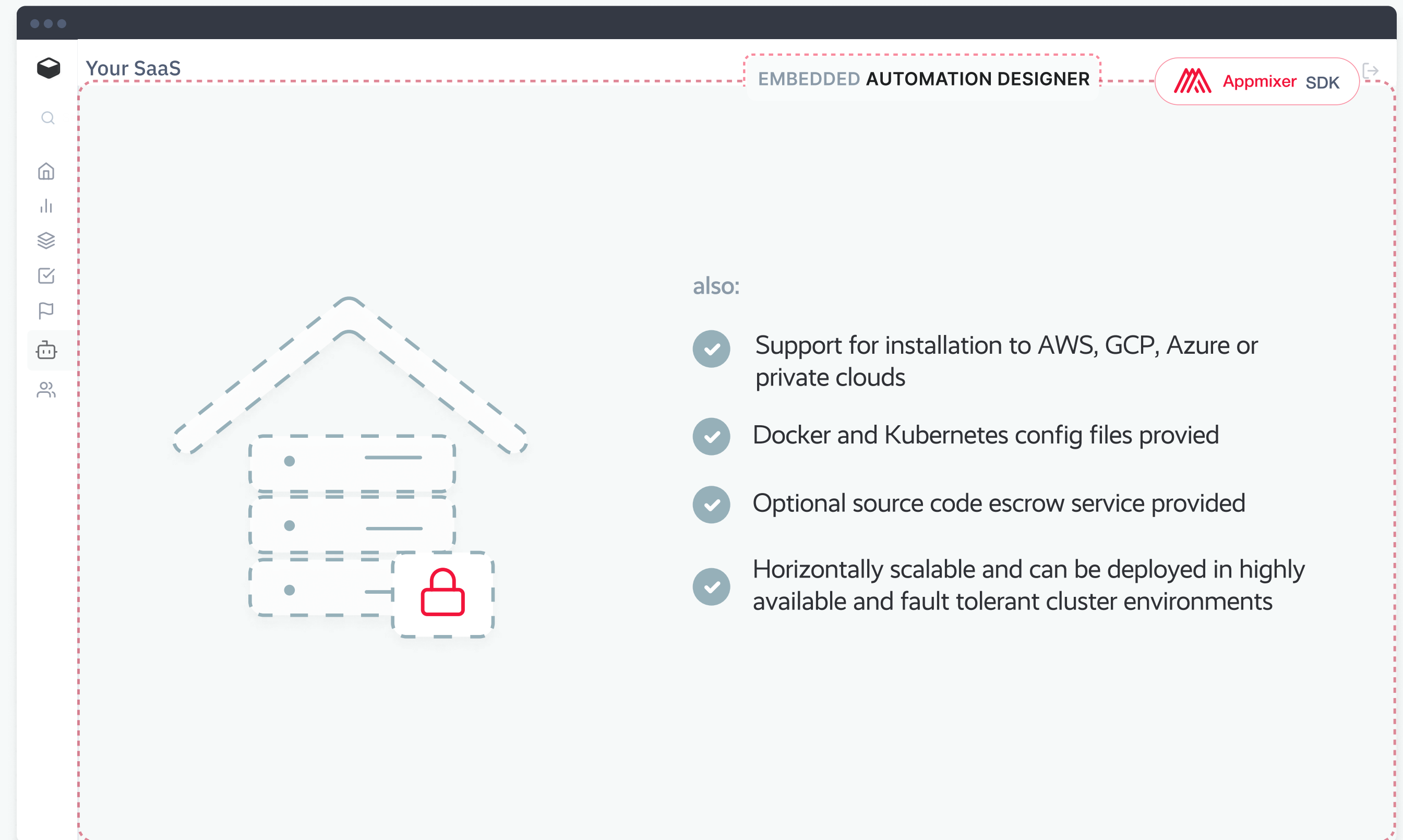
Implementation example (Matsuno)

Implementation example (Alliants)

WHY APPMIXER

The only true self-hosted solution

- ✓ Full control over your infrastructure
- ✓ Unmatched data security
- ✓ Data residency of your choice
- ✓ Scales with you, with no unpredictable costs
- ✓ Adheres to the strictest security standards



also:

- ✓ Support for installation to AWS, GCP, Azure or private clouds
- ✓ Docker and Kubernetes config files provided
- ✓ Optional source code escrow service provided
- ✓ Horizontally scalable and can be deployed in highly available and fault tolerant cluster environments

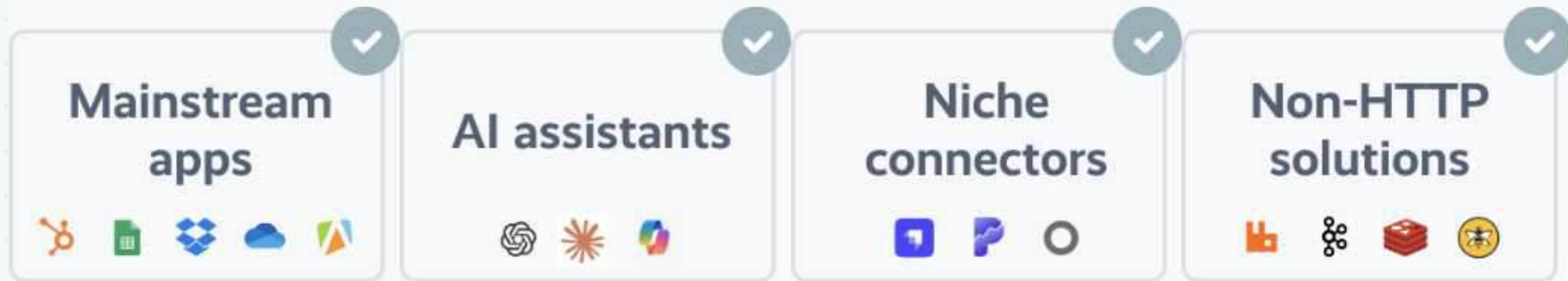
↖ SOC 2 TYPE II, GDPR COMPLIANT

[Build a custom connector](#) ↗

WHY APPMIXER

Extensible connector library

- ✓ Integrate your app with anything
- ✓ MCP servers, mainstream apps, private APIs, non-HTTP solutions
- ✓ Pre-built tooling to speed up connector development (2 hours per new integration)



The screenshot shows the 'EMBEDDED AUTOMATION DESIGNER' interface for 'Your SaaS'. The main workspace displays a workflow for 'New automation - Create record based on prio'. The workflow consists of the following steps:

- Trigger:** 'New item' (lightning bolt icon) with a 'Trigger' label.
- Filter:** 'High priority?' (funnel icon).
- AI Action:** 'Enrich data via AI' (OpenAI logo).
- Notification:** 'Send notification' (notification icon).
- Record Action:** 'Create record' (database icon).

A red dashed box highlights the connector library on the left side of the interface, which contains various icons for different services and protocols. A red arrow points from the 'Non-HTTP solutions' category in the previous diagram to this library.



WHY APPMIXER

Built-in tools for shipping agentic workflows

Powered by any LLM

No-code agent builder

Multi-agent workflows

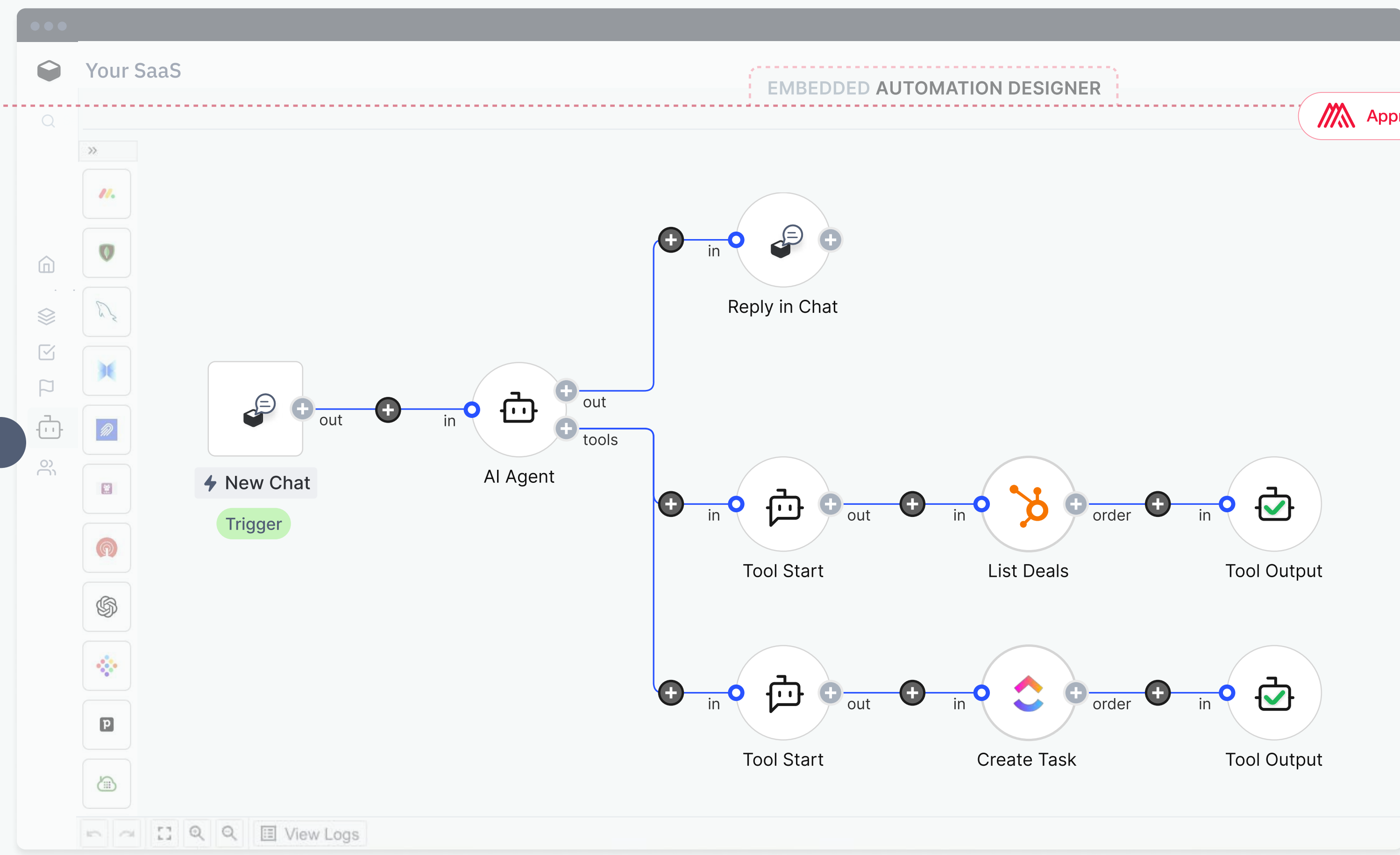
120+ pre-built tools

Advanced logic

Filters Schedulers Webhooks

Human-in-the-Loop

Built-in logs



[How to deploy AI agent in your app](#)

Trusted by visionary product leaders

Explore how others win with Appmixer

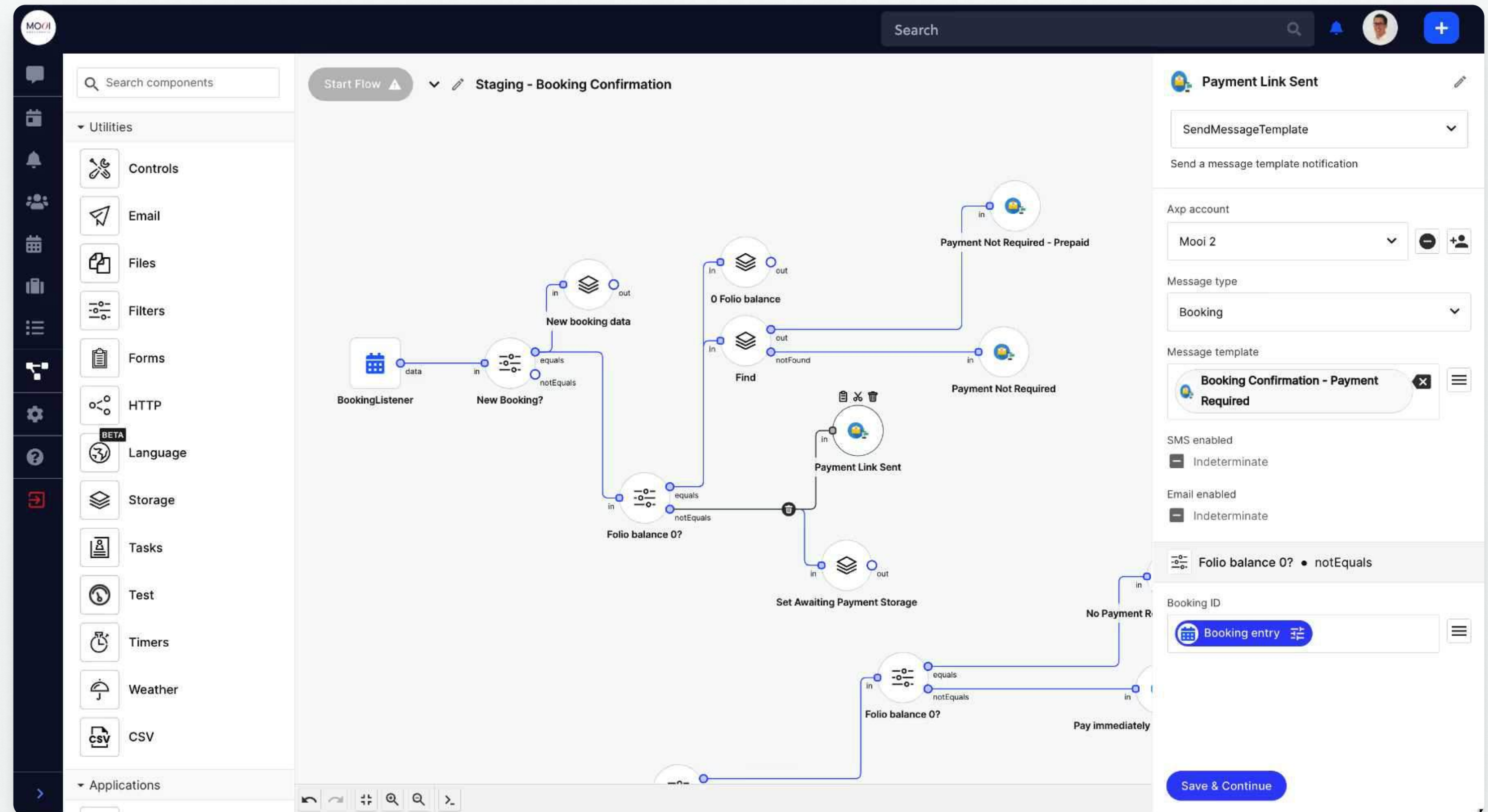


CUSTOMER STORIES

alliants

How Alliants launched workflow automation, handling 30+ million API requests daily

With a no-code automation designer, Alliants help their clients transform the entire digital guest journey to deliver exceptional customer experiences.



↗ 30+ million
API requests per day

↗ 60+ million
notifications sent in less than 4 months

↗ Unlimited
automation possibilities

[Read the story](#) ↗

CUSTOMER STORIES



vidREACH.io

vidREACH, a US-based scaleup, helps its customers create human-to-human interactions through video messaging. This allows marketers, sales reps, HR managers, and others to create personalised videos that increases engagement.

The screenshot displays the 'Create New Workflow' interface in the vidREACH.io dashboard. The workflow is titled 'Video & Email - 5 Step - Branched' and is set to 'Private'. The workflow diagram consists of the following steps: 'New contact' (person icon), 'Wait' (hourglass icon), 'Intro Video' (video icon), a decision point for 'Yes' and 'No', 'Video Tutorial' (video icon), another 'Wait' (hourglass icon), and 'Follow Up Email' (envelope icon). The 'Configuration overview' on the right lists the following components, all marked as valid with blue checkmarks: 'New contact', 'Wait', 'Wait', 'Follow Up Email', 'Wait', 'Email Citing Case Study', 'Wait', 'Wait', 'Break up Email', and 'Finish'. The interface also includes a search bar for components, a 'Use Business days' toggle, and a navigation menu with options like 'Videos', 'Emails', 'Contacts', 'Workflows', 'Content Library', 'Plugins', and 'Support'.

↗ **12x**
shorter time to market

↗ **11 months**
saved on in-house development

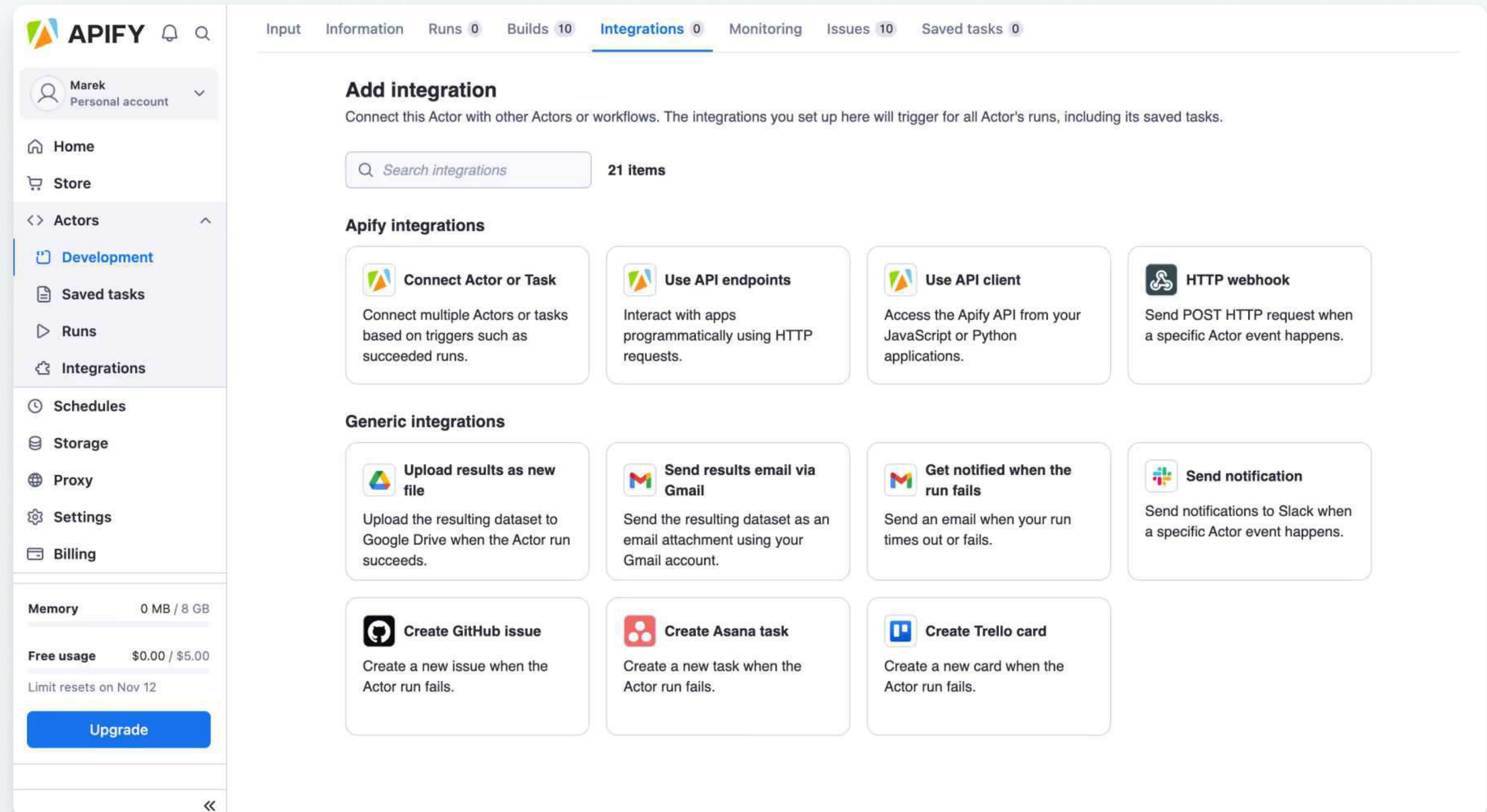
↗ **Unlimited**
automation possibilities

[Read the story](#) ↗

CUSTOMER STORIES



For web scraping platforms like Apify, integrations are a key driver of customer retention. Learn how they used Appmixer to achieve 7x faster integration delivery and launch a production-ready MVP in just two days.



↗ 7x shorter time to market

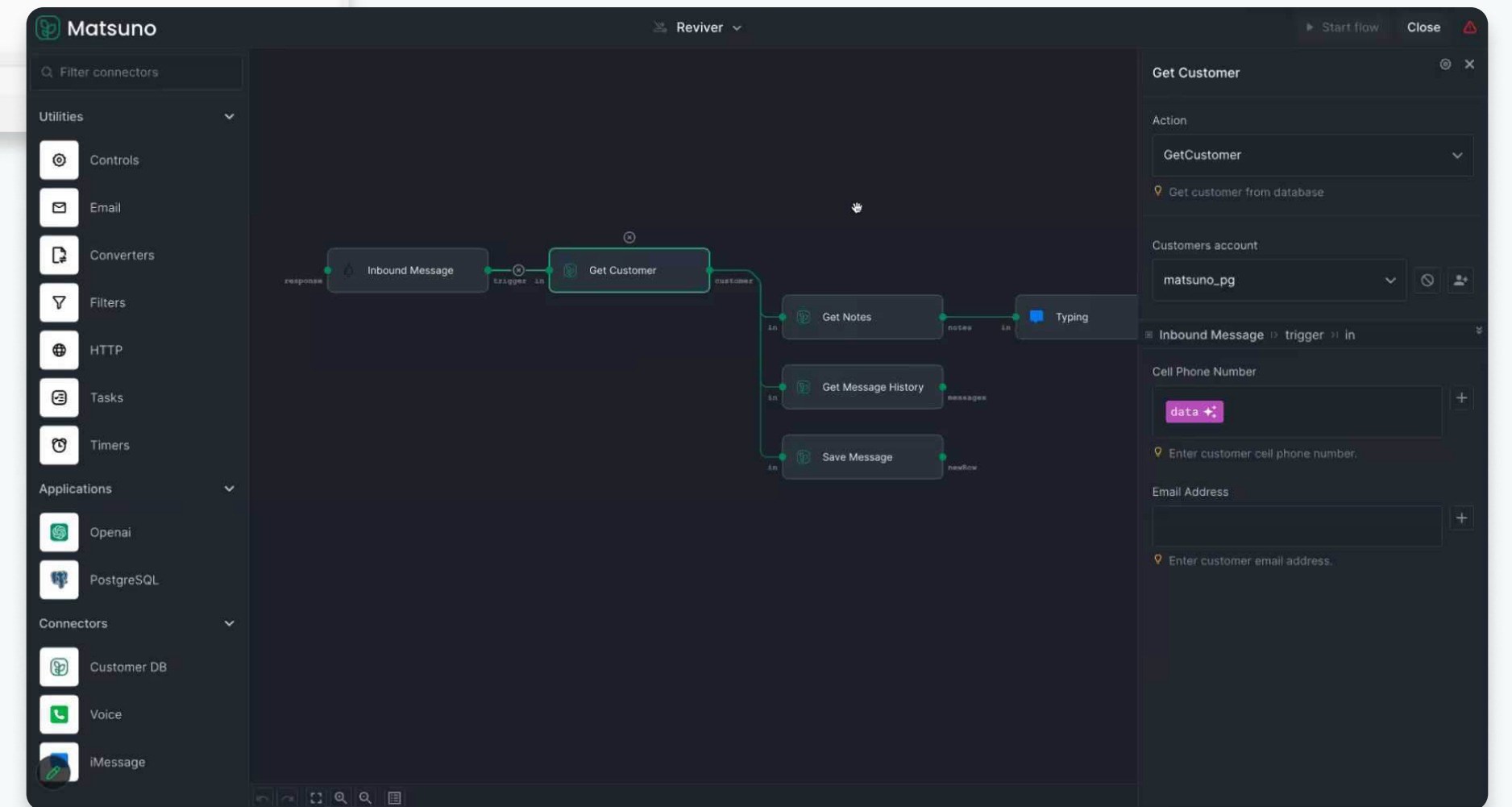
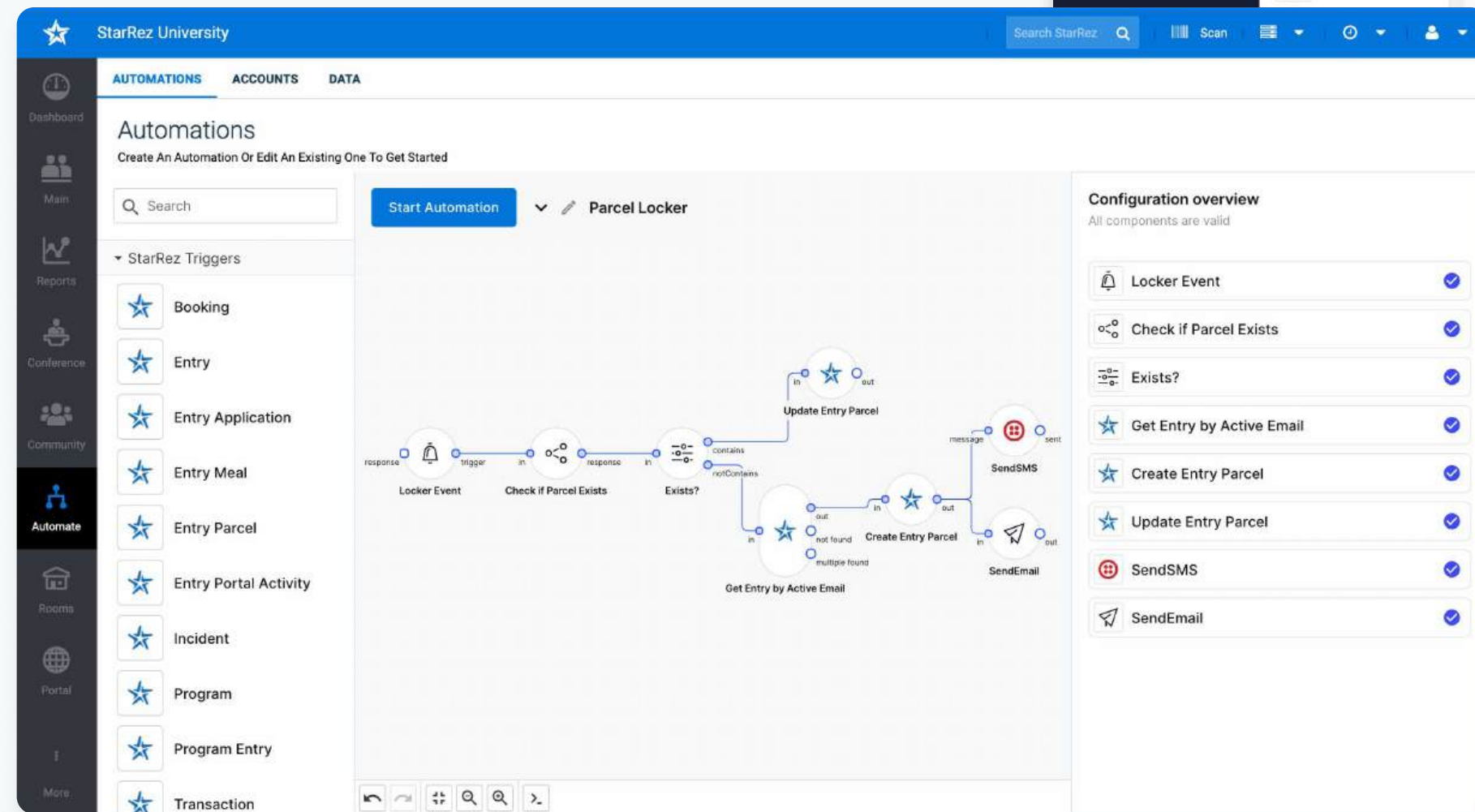
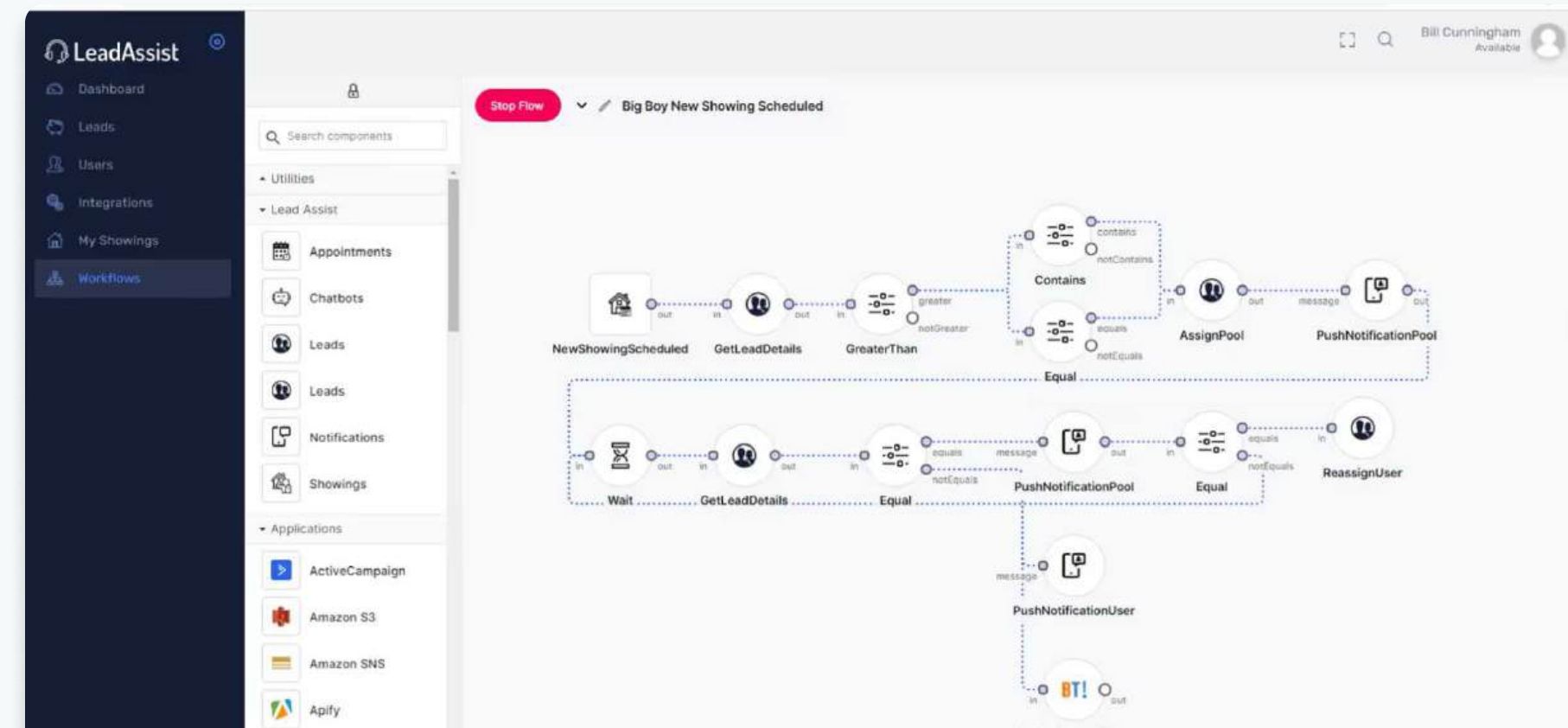
↗ 2 days to a production-ready MVP

↗ 100% native look and feel

[Read the story](#) ↗

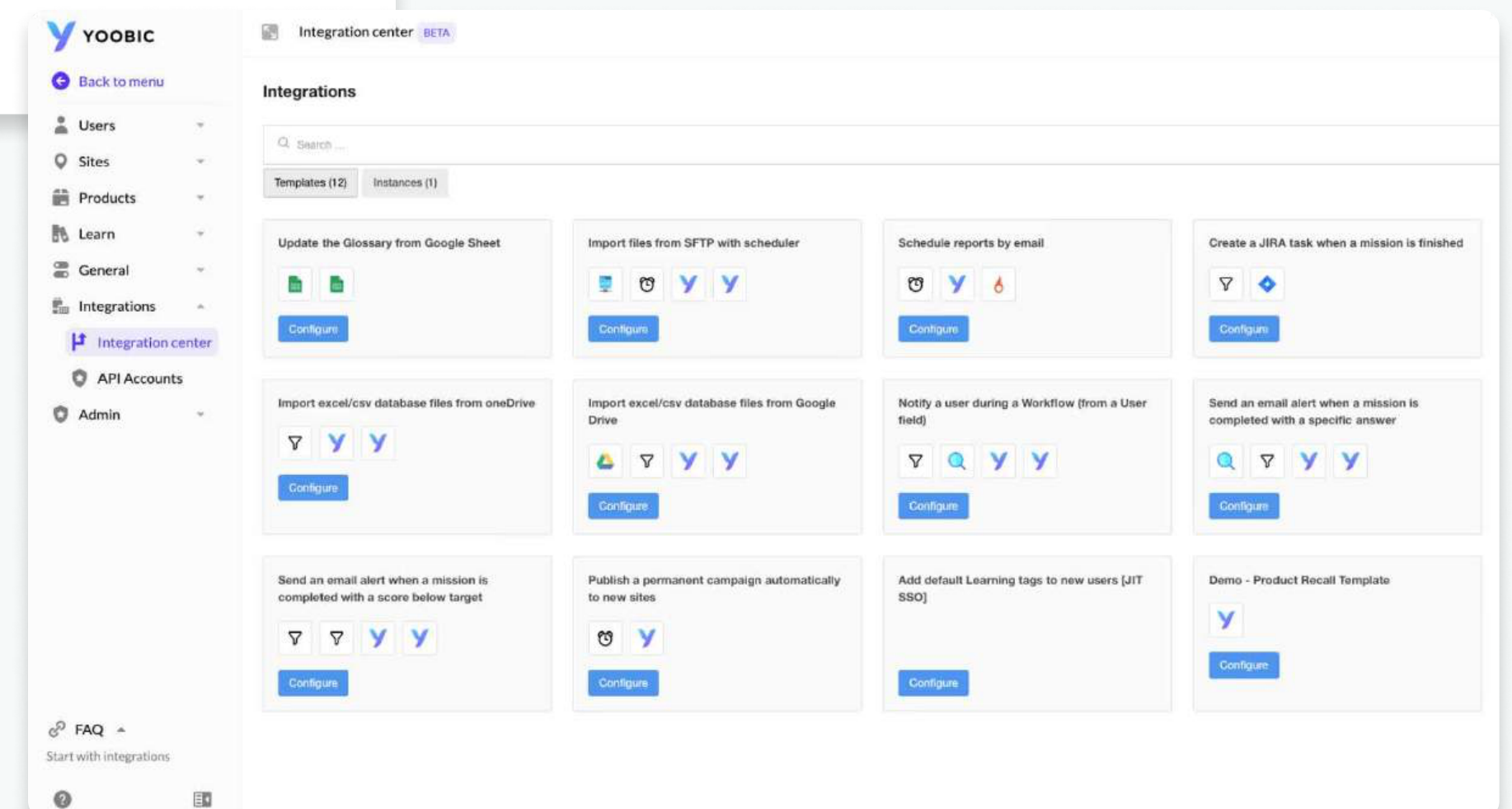
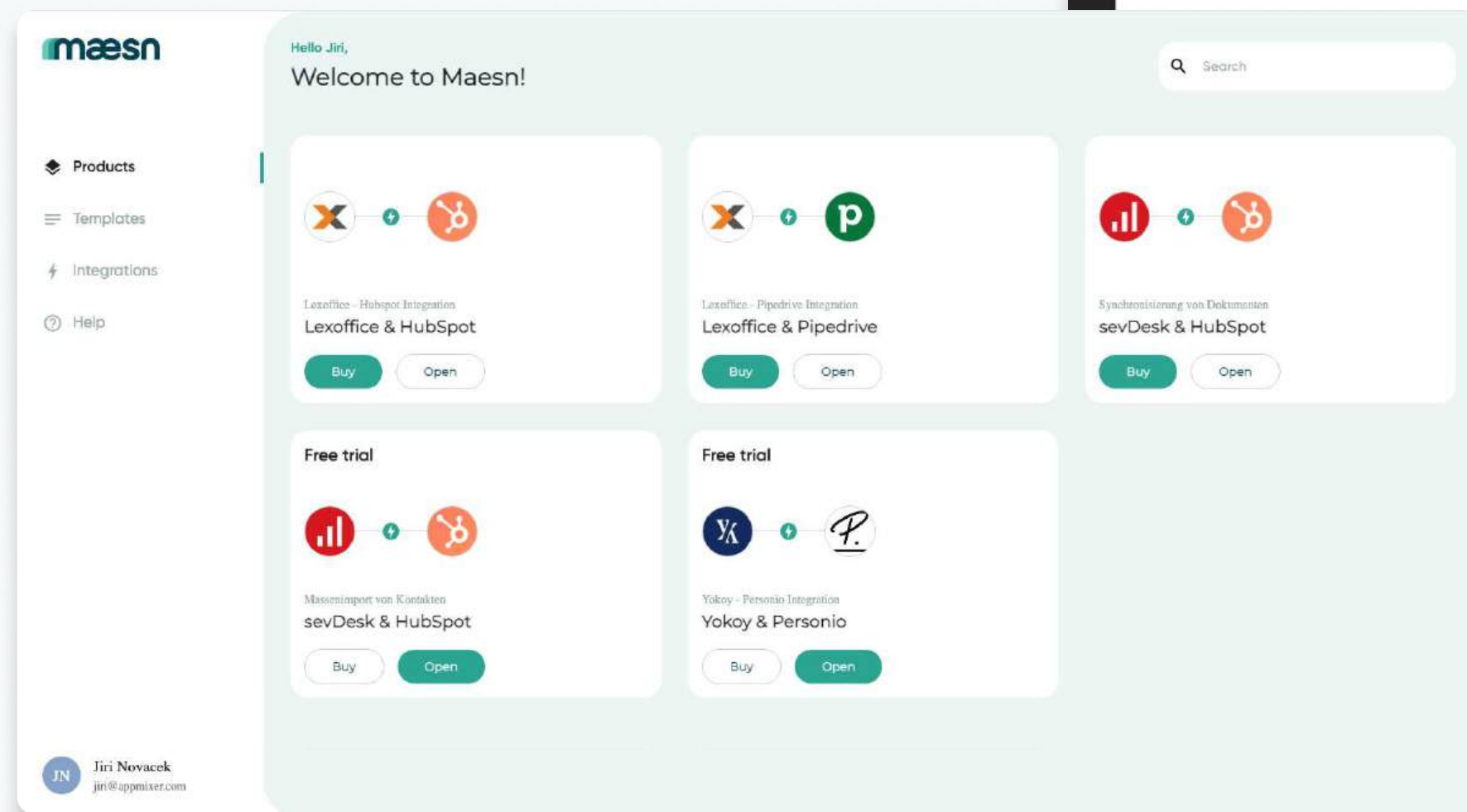
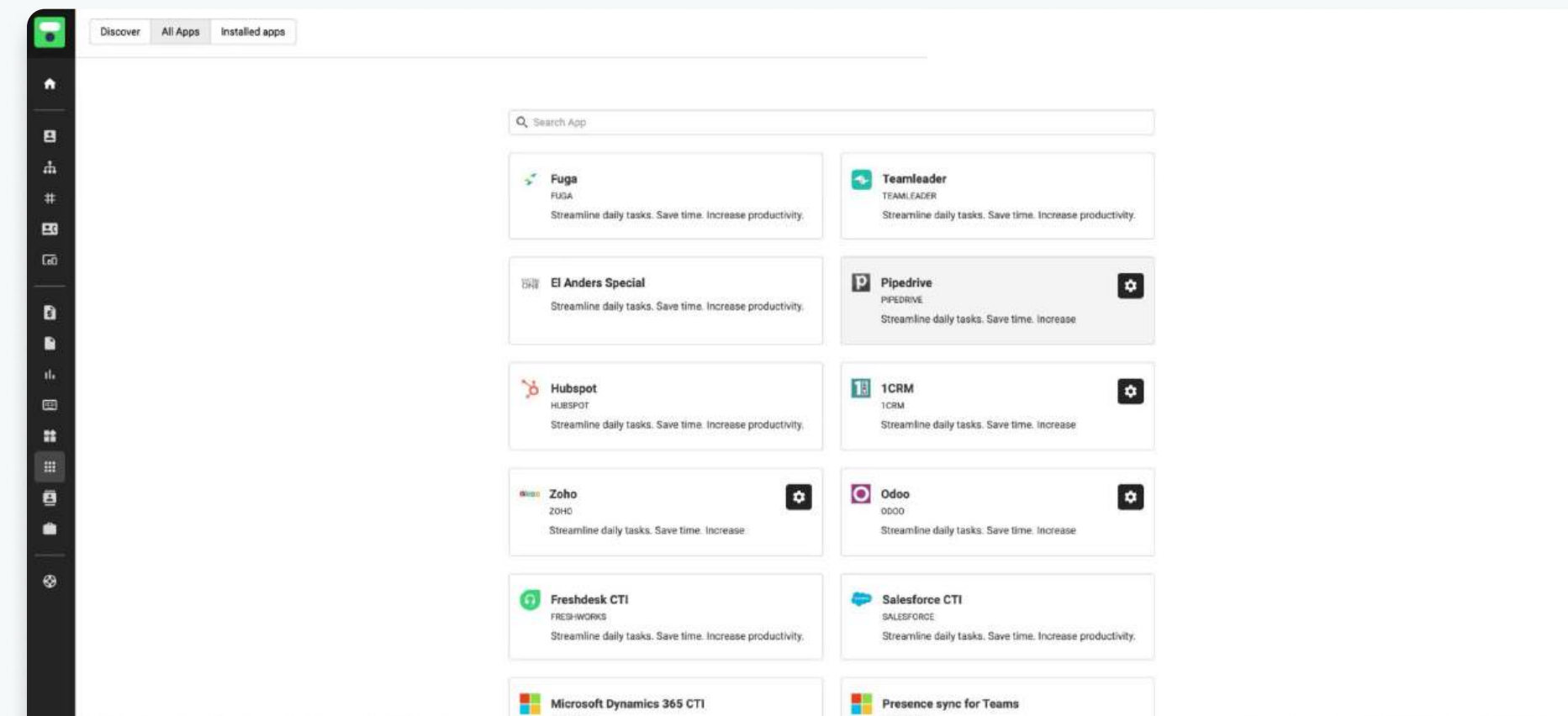
CUSTOMER STORIES

Starrez-LeadAssist-Matsuno



CUSTOMER STORIES

Telavox-Maesn-Yobic

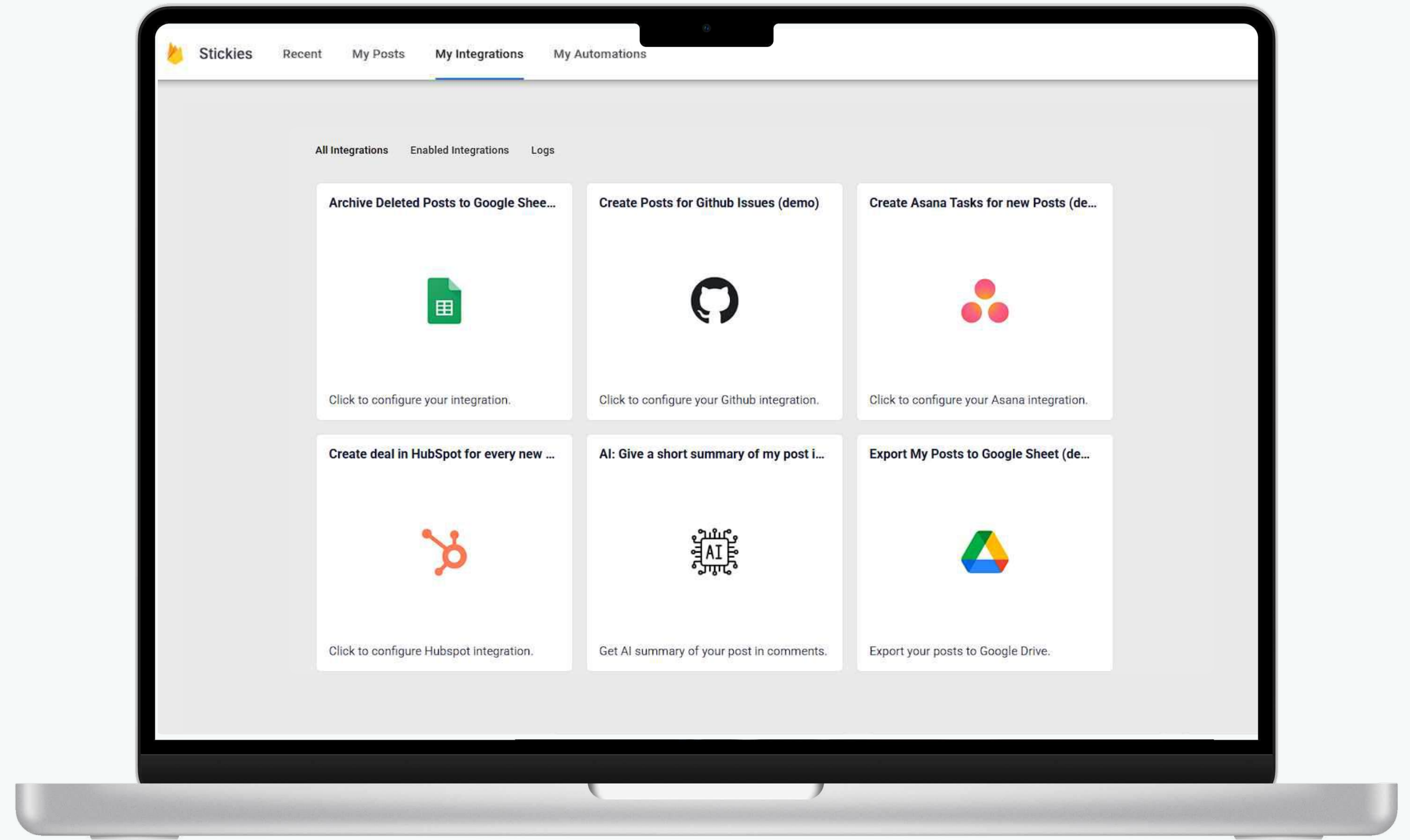


Demo app

→ Explore integrations—**built on the no-code Appmixer platform**—in the simple demo app “Stickies.”

[Try demo app](#) 

[View on github](#) 



MORE FEATURES

MORE

Features you'll love

Discover more features you can have
— **without the need to build them.**

Modify data in real-time using no-code

[Learn more](#)

A complete toolset to modify data at runtime—**without writing a single line of code.**

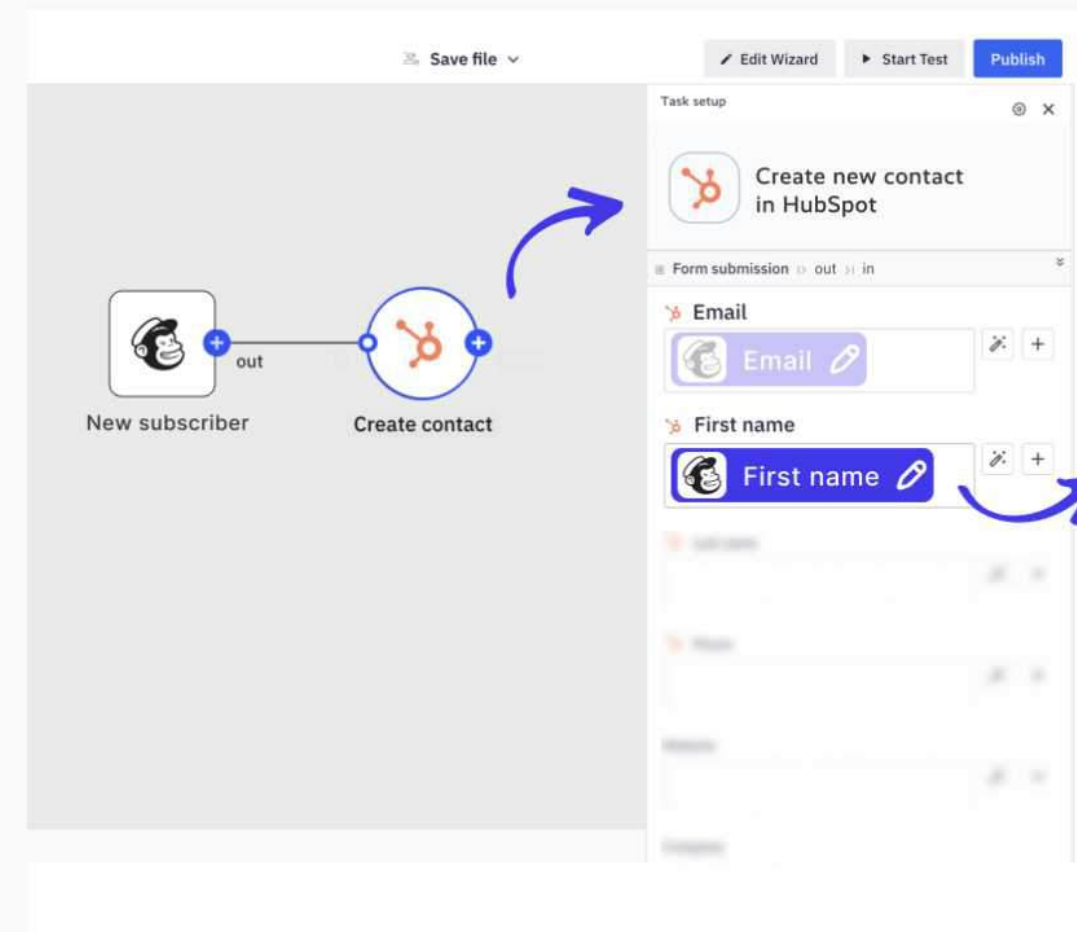
- ✓ 80+ pre-made modifiers
- ✓ Modifier stacking for more complex transformation rules
- ✓ Support for custom functions

example

1ST STEP

Map data

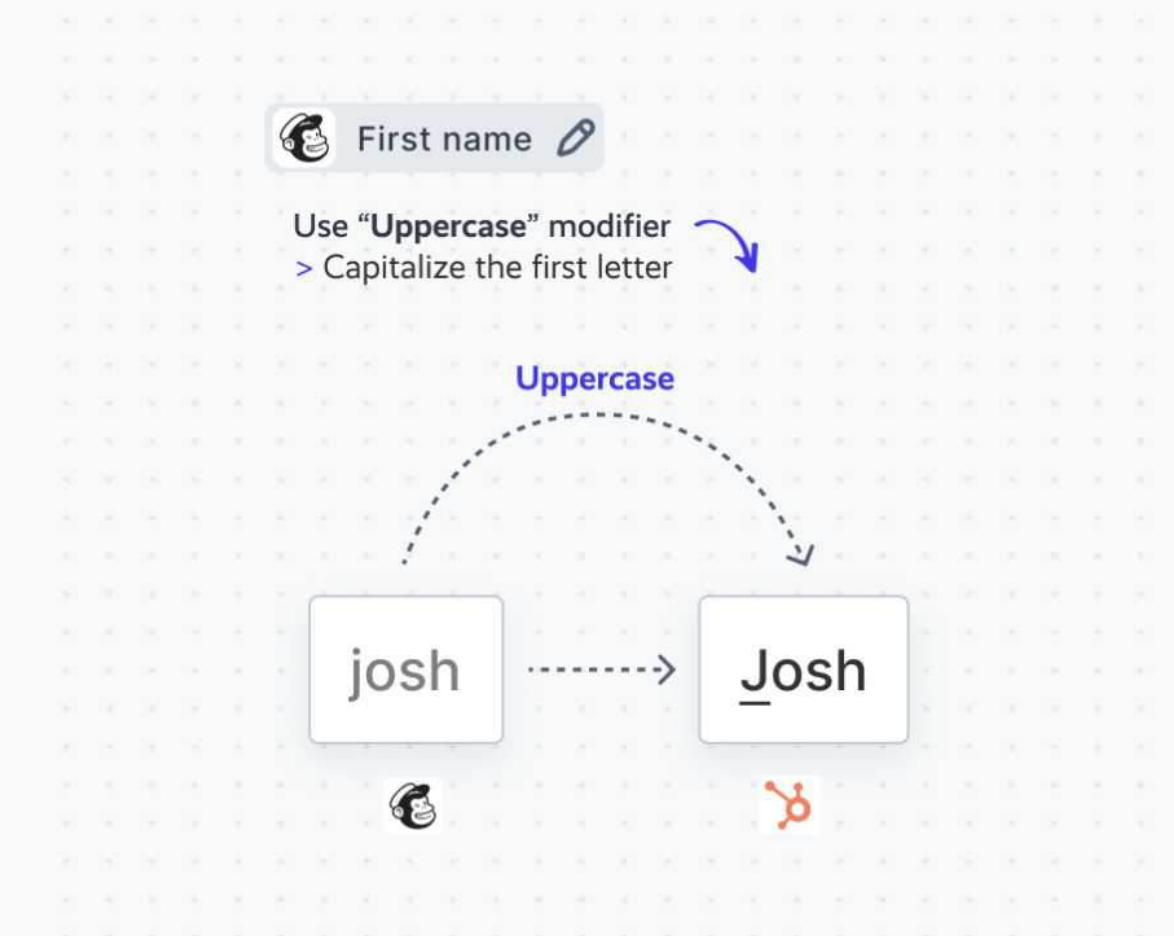
Sync data between apps in a no-code manner.



2ND STEP

Apply data modifiers

Pick modifiers that edit the data the way you need.



Get insights into your data

Appmixer provides UI widgets for viewing logs and creating charts, allowing you and your end users to **see all the data that flows through automations**.

The screenshot shows the 'Logs and Dashboards' interface. The main area features a bar chart titled 'Insights' showing data from June 12 to July 9, 2024. The y-axis ranges from 0 to 250. Below the chart is a table of logs with columns for status, message, and action.

Status	Message	Action
✓	{"key":"O usuário deseja falar sobre o suporte de um produto/"}	Set (Cache) out
✓	{"key":"O usuário deseja falar sobre o suporte de um produto/"}	Post (ChatGPT) in Set (Cache)
✓	{"body":{"id":"chatcmpl-9j5ca0Zc4ukQrK2mO7dXFGp6Q3Ted",}}	Post (ChatGPT) in Response
✓	{"headers":{"content-type":{"parameters":{"type":"application/j...}}	Post (ChatGPT) response
✓	{"responseEncoding":"utf8","url":"https://api.openai.com/v1/chat...	Get (Cache) in Post (ChatGPT)
✓	{"key":"O usuário deseja falar sobre o suporte de um produto/"}	Get (Cache) notFound
✓	{"key":"O usuário deseja falar sobre o suporte de um produto/"}	Webhook - Legacy in Get (Cache)
✓	{"method":"POST","data":{"content":"O usuário deseja falar sobr..."}}	Webhook - Legacy trigger
✓	{"key":"O usuário deseja falar sobre um Produto","value":{"id":"C..."}}	Set (Cache) out
✓	{"method":"POST","data":{"content":"O usuário deseja falar sobr..."}}	Webhook - Legacy trigger
✓	{"key":"O usuário deseja falar sobre um Produto","value":{"id":"C..."}}	Set (Cache) out

The screenshot shows the 'Insights' interface with four charts. A red dashed box highlights the charts, and a blue circle with the text 'FULLY CUSTOMIZABLE' is overlaid on the E-commerce chart.

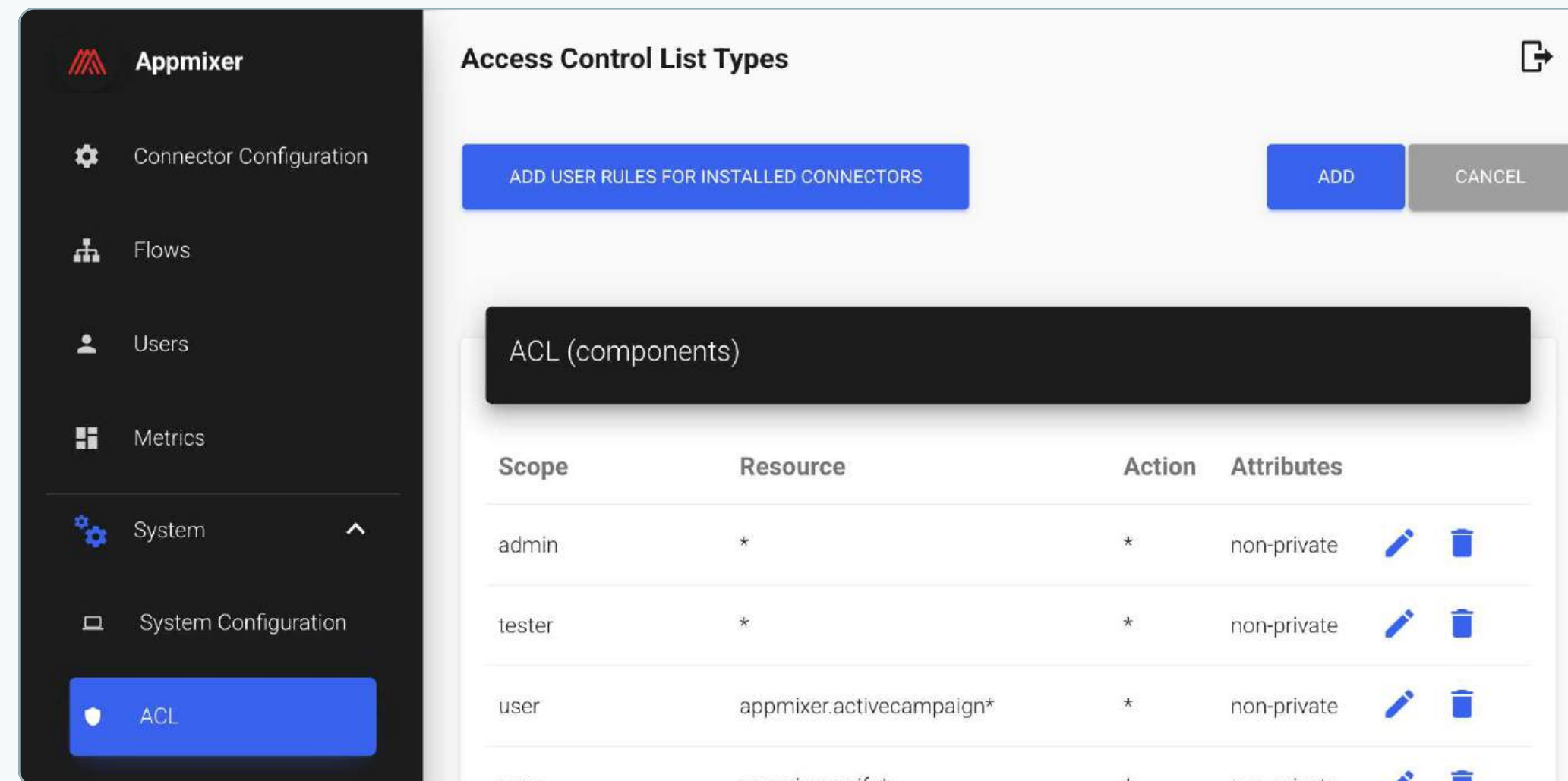
- Signups:** A bar chart showing daily signups from Feb 2 to Mar 2.
- E-commerce:** A grouped bar chart comparing Online Sales and Leads from Mar 15 to Mar 20.
- Customer Segmentation:** A pie chart showing the distribution of three segments: Segment - Mar 11, 1:00:00; Segment - Mar 18, 1:00:00; and Segment - Mar 4, 1:00:00.
- Churn:** A bar chart showing churn levels from Mar 15 to Mar 20, with a dotted trend line.

[Creating a chart](#)

Provide seamless one-app experience

Appmixer is a multitenant platform by default. Standard implementations use Appmixer Virtual Users and Access Control Lists to combine tenant users within a single Appmixer instance and display different content to various users. If, for some reason, you cannot mix tenant users in one Appmixer instance, you can deploy multiple separate Appmixer instances.

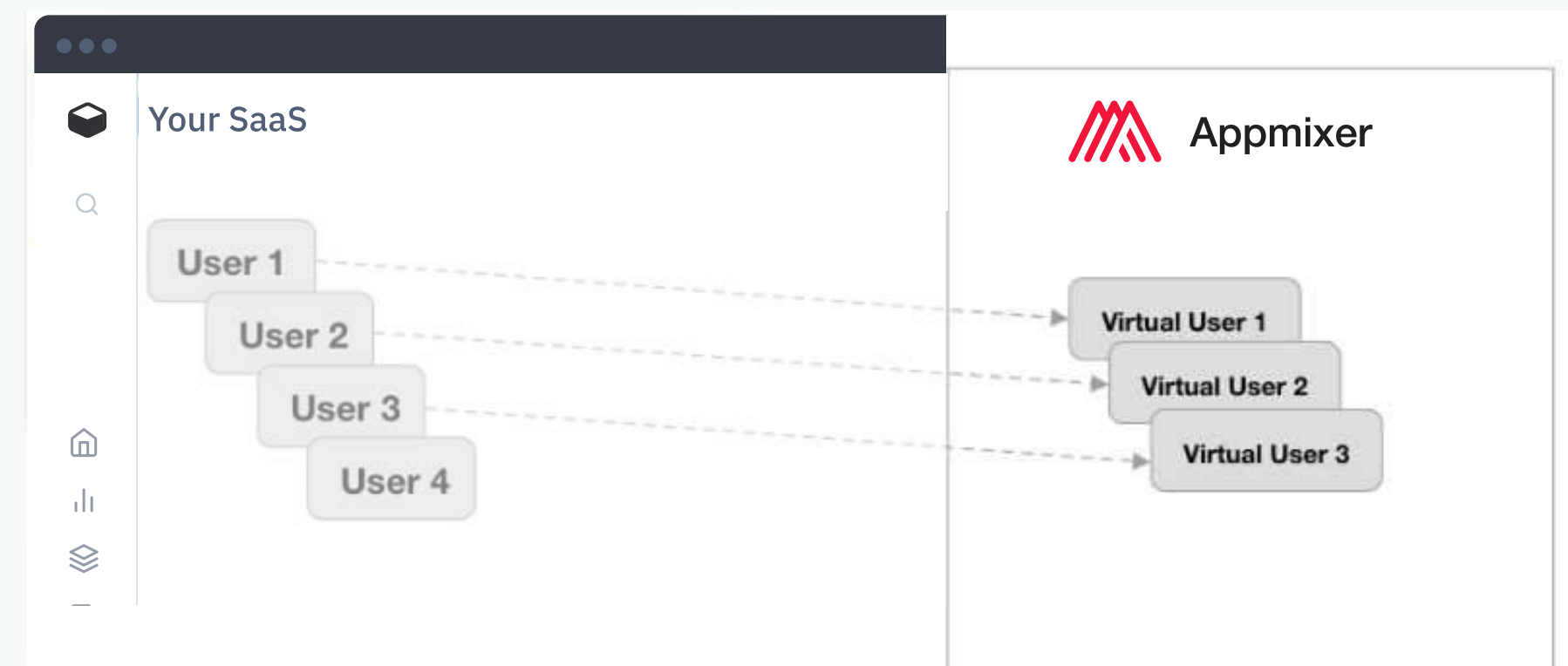
ACL



Using Appmixer's ACL feature, you can control access to specific components based on user role, resource, action, and attributes. All of this can be configured from the Appmixer Backoffice through the API.

[Learn more](#)

VIRTUAL USERS



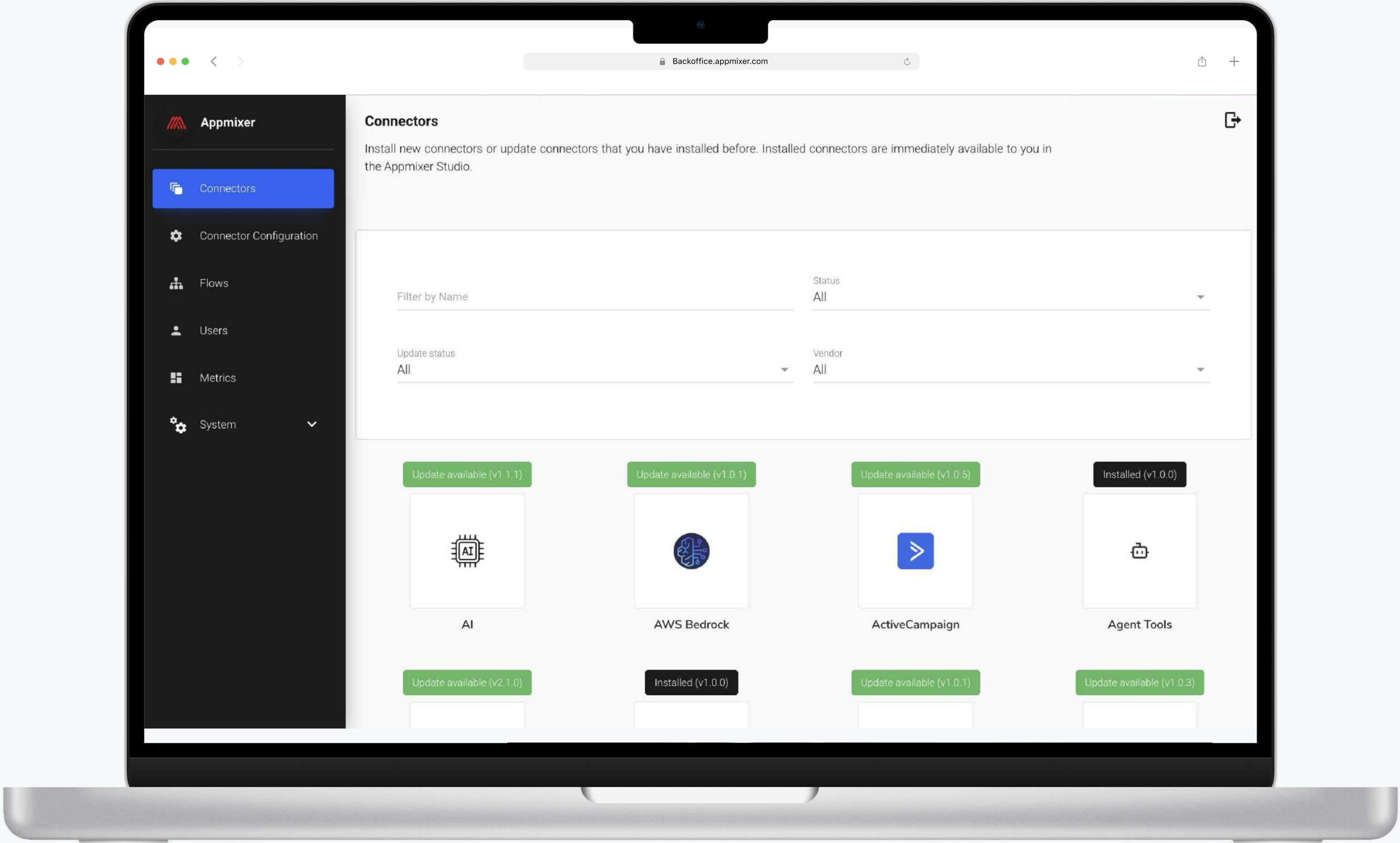
Once Appmixer is embedded in your application, your users don't sign up with Appmixer separately—that would add friction. Appmixer Virtual Users are automatically created and paired with your users in the background, regardless of the authentication method your application uses.

[Learn more](#)

Manage your instance in Backoffice

Think of Backoffice as your admin panel: here you can manage your users and their flows, set client IDs and client secrets, upload new connectors or update existing ones, and much more.

[Using Backoffice](#) 



NEXT STEPS

Ready to take the next steps?

Prefer hands-on experience?

Start a 7-day trial

Start a 7-day no-commitment trial and try Appmixer for yourself. Technical skills needed.

[Start a free trial](#) 

OR

Do you have a specific use case in mind?

Work with us on your PoC

Schedule a workshop, share your goals, and get a working prototype within a week.

[Schedule a call](#) 

Started your 7-day trial?

Here's your battle plan for the full week:



RESOURCES



Documentation

[Link here](#)



Knowledge-base

[Link here](#)



Support

[Link here](#)



Pricing

[Link here](#)



Customer stories

[Link here](#)



Tutorials (videos)

[Link here](#)

Next steps:

[Start a free trial](#)



[Schedule a call](#)

