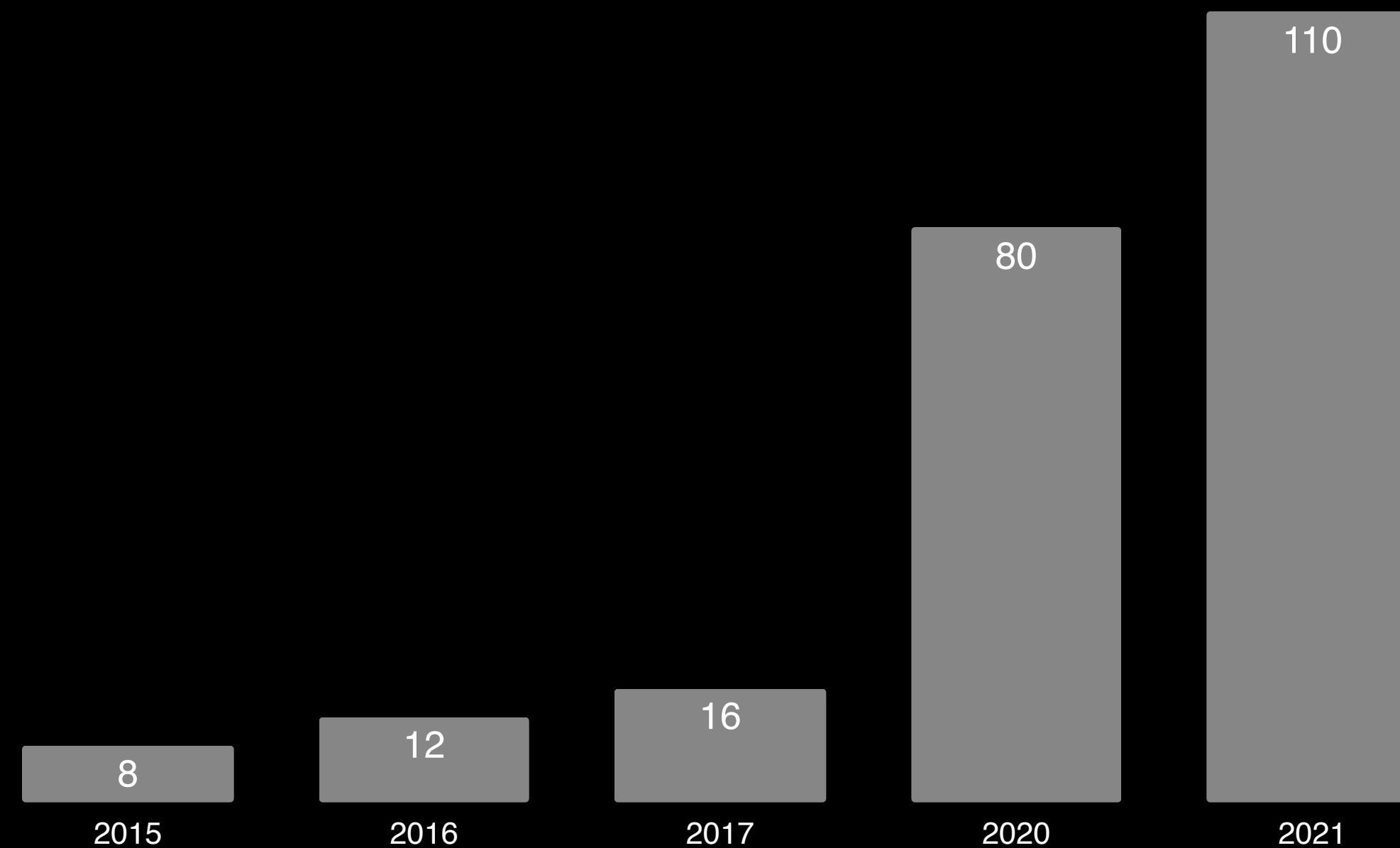


 appmixer



# SaaS application landscape is fragmented

Average number of SaaS applications used by organizations worldwide from 2015 to 2021



**Providing integrations  
and workflow automation capabilities  
in your product can  
reduce churn rate by 40%**

# Building integrations is resource intensive

## Budgeting Time Spent Building custom Integration

1. Research	2-3 days
2. Build a Prototype	3-5 days
3. Minimum Viable Product	5 days
4. Transaction Management	5-10 days
5. Logging	2.5 days
6. Monitor and Alerts	2.5-5 days
7. Documentation	2 days
<b>Total</b>	<b>17 – 32.5 days per integration</b>

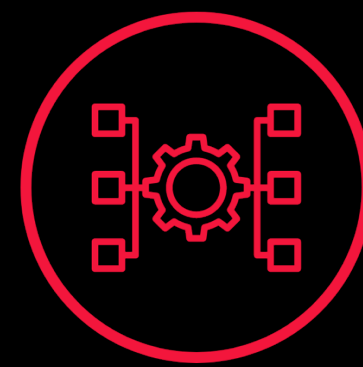
“The cost of single integration can easily go north of \$15,000. Maintaining it is between \$200–500/month.”

# Solution

White-labeled **Embedded iPaaS** with Integrations and **Workflow Automation** that can be natively embedded and customized right inside your SaaS product.



**Native integrations** right within your SaaS product providing superior user experience with only a little R&D effort.



**Workflow automation** features with no-code power tools making your SaaS product more flexible and customizable.



Spend **less time on developing and maintaining** integrations freeing up your resources to focus on your core business.

# Drag & Drop No-Code Workflow Studio

Embed a no-code workflow studio seamlessly right into your product. Let your end-users automate their tasks and integrate with tools they already use.

The screenshot displays a user interface for a no-code workflow studio. The top navigation bar includes the title "Your SaaS User Dashboard", notification icons (3), a mail icon (10), a settings gear, a search icon, and a "YU" logo. The left sidebar contains a menu with items: Dashboard, Profile, Logs, Workflows, and Settings. The main workspace is divided into three sections:

- Component Palette:** A search bar "Search components" is at the top. Below it are two categories: "Utilities" (Controls, Email, Files, Filters, Forms, HTTP, Language) and "Applications" (Actimo, ActiveCampaign, Amazon S3, Amazon SNS, Apify, Asana, Azure Cognitive Services).
- Workflow Canvas:** A central area titled "New Contact Workflow" with a "Start Flow" button. It shows a flow diagram starting with a "New Contact" node (YU) leading to an "Enrich Profile" node (F). From "Enrich Profile", the flow branches into three paths:
  - Top path: "Update Contact" (YU) → "Create Contact in Salesforce" (Salesforce icon) → "Send Slack Notification" (Slack icon).
  - Middle path: "Wait 3 Days" (stack icon) → "Send Email Followup" (envelope icon).
  - Bottom path: A filter node "Company Size > 200" (filter icon) with "yes" and "no" branches. The "yes" branch leads to a "Tag Contact" node (YU).
- Configuration Overview:** A panel on the right titled "Configuration overview" with the status "Your flow is OK." It lists the workflow steps with checkmarks: New Contact, Enrich Profile, Update Contact, Company Size > 200, Tag Contact, Create Contact, Send Notification, Wait 3 Days, and Send Email Followup.

# Integration Templates

Configure templates and give your end-users a simple wizard to fill in missing details only.

You can define as complex integrations as you want in our drag & drop designer UI and decide which subset of fields you want to expose to your end-users in our wizard builder.

The image shows a SaaS user dashboard with a sidebar on the left containing navigation items: Dashboard, Profile, Logs, Integrations, and Settings. The main content area is divided into two sections: 'Available Integrations' and 'My Integrations'. Under 'Available Integrations', there are three cards: 'Sync Contacts To Salesforce', 'Schedule Followups', and 'Enrich Profiles With Clearbit', each with a 'Configure' button. A large black arrow points from the 'Configure' button of the 'Sync Contacts To Salesforce' card to a configuration modal window. The modal window is titled 'Salesforce' and contains a dropdown menu with 'david@client.io' selected, a minus sign icon, and a plus sign icon with a person silhouette. Below this is a red warning triangle icon followed by the text 'Salesforce Account Name' and a dropdown menu with 'Select' as the only option. At the bottom of the modal are two buttons: 'Cancel' and 'Start Integration'.

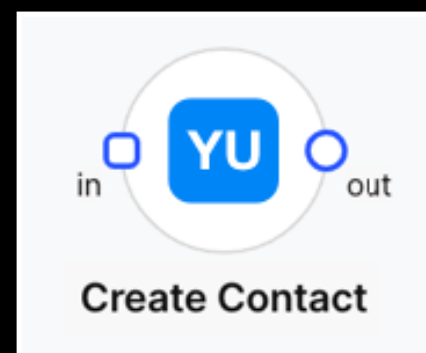


# Add Custom Connectors & Utilities

List of connectors is fully customizable and new connectors for any API can be added.

Appmixer provides a scalable serverless architecture for running your custom connectors. Built-in facilities are provided for authentication, state handling, error handling, retries, logs and more.

## 1. Define & implement your connector:



```
{
  "name": "appmixer.yoursaas.crm.CreateContact",
  "author": "You <you@yoursaas.com>",
  "icon": "data:image/png;base64,iVBORw0KGgoA...",
  "description": "Create a new contact.",
  "auth": {
    "service": "appmixer:yoursaas"
  },
  "inPorts": [
    {
      "name": "in",
      "schema": {
        "type": "object",
        "properties": {
          "email": { "type": "email" }
        }
      }
    }
  ],
  "inspector": {
    "inputs": {
      "email": {
        "type": "text",
        "label": "Contact Email",
        "tooltip": "Provide a contact email address."
      }
    }
  },
  "outPorts": [
    {
      "name": "out",
      "options": [
        { "label": "Contact ID", "value": "contactId" }
      ]
    }
  ]
}
```

```
module.exports = {
  receive(context) {
    const { accessToken } = context.auth;
    const msg = context.messages.in.content;
    const res = await callYourAPI(msg, {
      headers: { 'Authorization': 'Bearer ' + accessToken }
    });
    return context.sendJson(res, 'out');
  }
};
```

## 2. Pack and publish using our CLI:

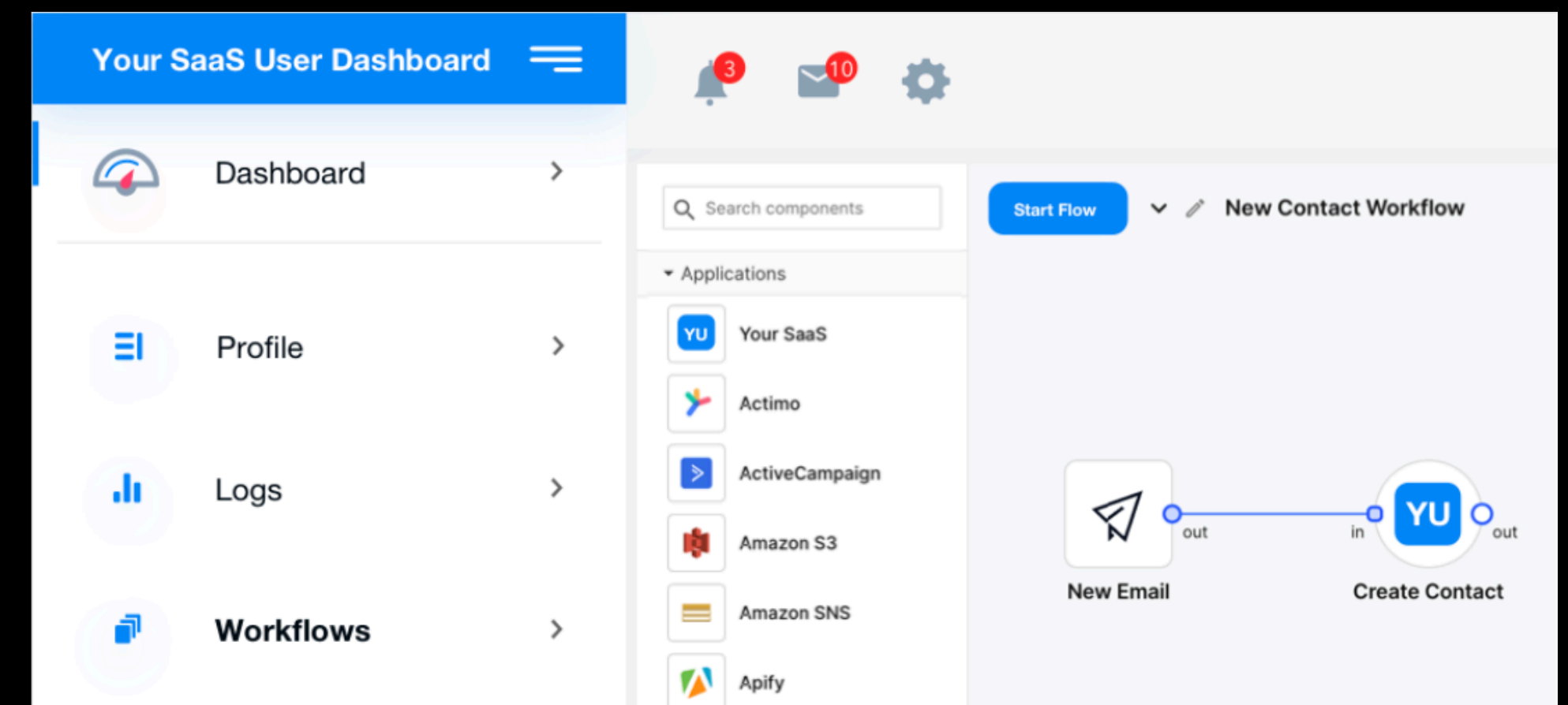
```
$ appmixer pack ./MyComponent/

3866 total bytes
MyComponent.zip
```

```
$ appmixer publish MyComponent.zip

Publishing archive: MyComponent.zip
Published.
```

## 3. Use it in your flows:

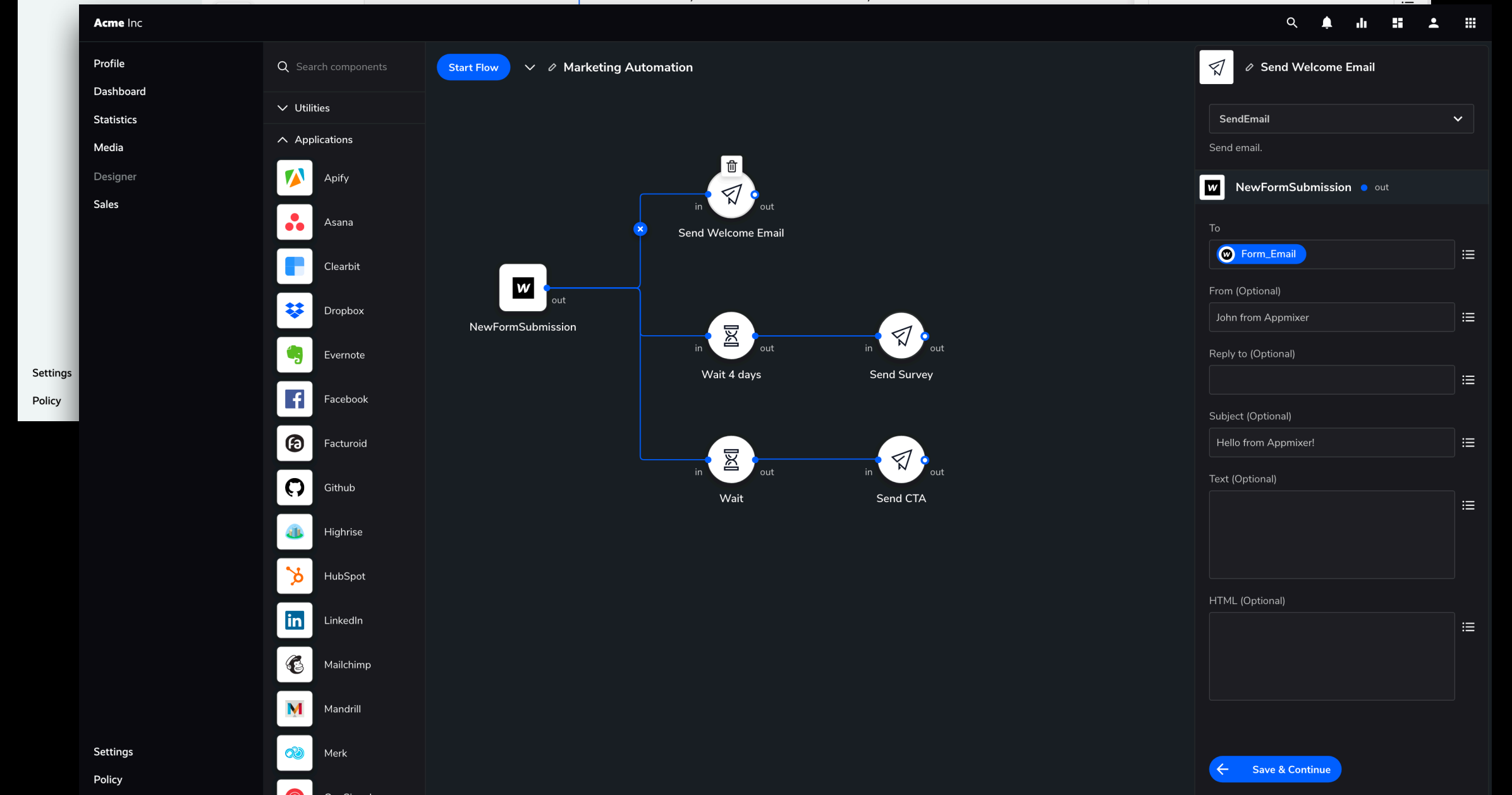
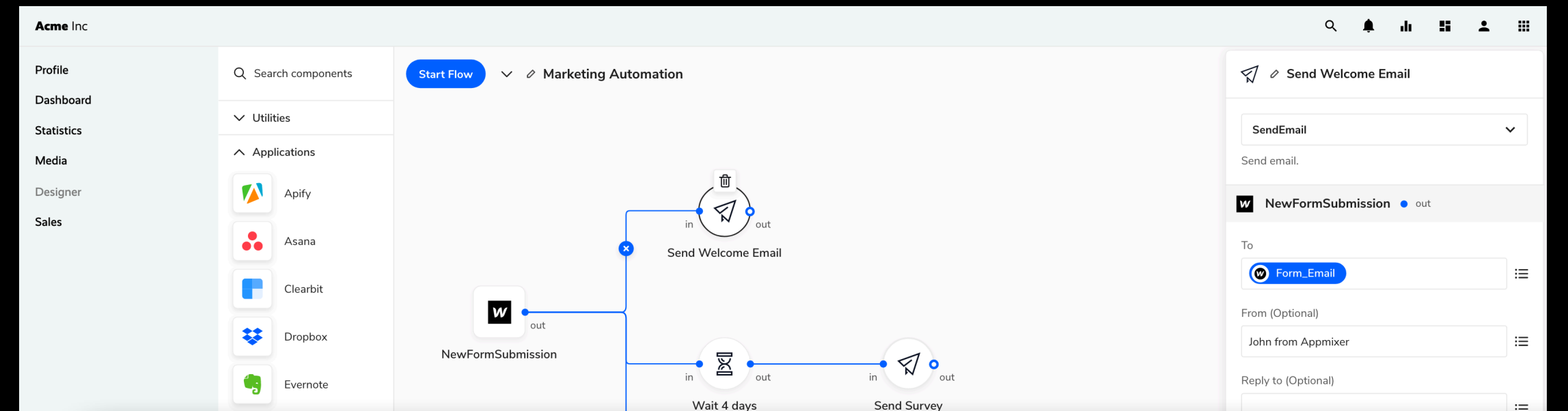


# Customize UI & Embed

Embed Appmixer seamlessly to your product with our unique UI SDK. No iFrames or custom UIs necessary. Your end-user accounts are fully compatible.

```
1 <!DOCTYPE html>
2 <html>
3   <body>
4
5     <div id="my-am-designer" class="am-designer"></div>
6     <div id="my-am-flow-manager" class="am-flow-manager-container"></div>
7     <script src="./appmixer.js"></script>
8     ...
9   </body>
10 </html>
```

```
1 <script>
2   var designer = appmixer.ui.Designer({ el: '#my-am-designer' });
3   appmixer.api.createFlow('My First Flow').then(function(flowId) {
4     designer.set('flowId', flowId);
5     designer.open();
6   }).catch(function(err) {
7     alert('Something went wrong. ');
8   });
9 </script>
```



# UI Example 1 - StarRez

Our customer StarRez decided to do only small changes to the default Appmixer UI.

The screenshot displays the 'Automations' page in the StarRez University interface. The page title is 'Automations' with a subtitle 'Create An Automation Or Edit An Existing One To Get Started'. A search bar is present, and a 'Start Automation' button is visible next to the automation name 'Parcel Locker'. The main area shows a flowchart with the following steps: 'Locker Event' (trigger) -> 'Check if Parcel Exists' (decision) -> 'Exists?' (decision) -> 'Update Entry Parcel' (action) -> 'Get Entry by Active Email' (action) -> 'Create Entry Parcel' (action) -> 'SendSMS' (action) -> 'SendEmail' (action). The 'Exists?' decision has two paths: 'contains' leading to 'Update Entry Parcel' and 'notContains' leading to 'Get Entry by Active Email'. The 'Get Entry by Active Email' action has three outputs: 'not found', 'multiple found', and 'message'. The 'message' output leads to 'SendSMS', and the 'multiple found' output leads to 'SendEmail'. A 'Configuration overview' panel on the right lists all components with checkmarks indicating they are valid.

**Configuration overview**  
All components are valid

- Locker Event
- Check if Parcel Exists
- Exists?
- Get Entry by Active Email
- Create Entry Parcel
- Update Entry Parcel
- SendSMS
- SendEmail

# UI Example 2 - vidREACH

Our customer vidREACH decided to customize the UI heavily so that Appmixer embeds seamlessly into their product.

The screenshot displays the 'Edit Workflow' interface for vidREACH. At the top, a navigation bar includes the vidREACH.io logo and menu items: Dashboard, Reach, Coach, Train, Hire, Workflow, Contacts, Admin, Support, and My Content Library. A notification bell with the number 7 and a user profile icon labeled 'AD' with the text 'Hi, Ashley vidREACH' are also present.

The main content area is titled 'Edit Workflow'. It features a sidebar on the left with a toggle for 'Use Business Days' and a privacy setting of 'Private (Only me)'. The sidebar contains two sections: 'UTILITIES' with icons for Start, End, Timers, and Events; and 'APPLICATIONS'.

The central workspace shows a workflow diagram with the following steps and transitions:

- Add Contacts** (out) → **Wait 15 Minutes** (in)
- Wait 15 Minutes** (out) → **Send Reach #1** (in)
- Send Reach #1** (Yes) → **Phone Call #1** (in)
- Send Reach #1** (No) → **Send Initial Follow Up - Email #1** (in)
- Phone Call #1** (completed) → **Send Initial Follow Up - Email #1** (in)
- Phone Call #1** (notcompleted) → **Send Initial Follow Up - Email #1** (in)
- Send Initial Follow Up - Email #1** (out) → **Wait 3 days** (in)
- Wait 3 days** (out) → **Phone Call #2** (in)
- Phone Call #2** (completed) → **Send Reach #2** (in)
- Phone Call #2** (notcompleted) → **Send Reach #2** (in)
- Send Reach #2** (Yes) → **Send Reach #2** (in)
- Send Reach #2** (No) → **Send Reach #2** (in)

At the top right of the workflow editor, there are three buttons: 'Stop Workflow' (red), 'Cancel' (red), and 'Workflows' (blue). A 'Clear' button is located near the top left of the workflow diagram.

# No-Code Data Modifiers

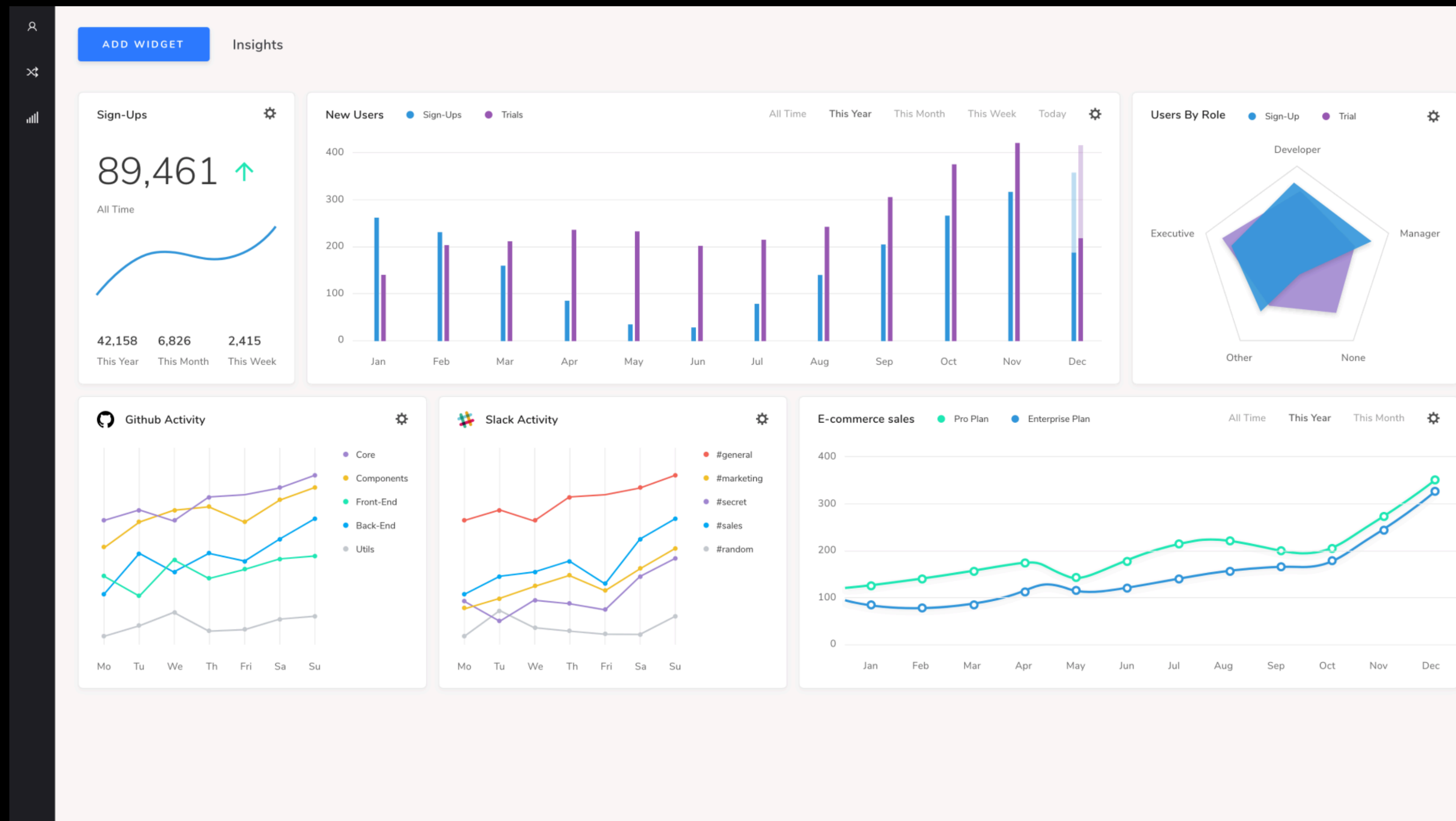
A complete toolset to modify data on the fly without using a single line of code

The screenshot displays a 'Variable Modifier' interface with the following components:

- Variable List:** A box containing 'First name' with a trash icon and a bidirectional arrow.
- Modifier Selection:** A panel with 'Uppercase' (with a trash icon) and an 'Add modifier' dropdown menu.
- Test Panel:** A section titled 'Test your Modifier' with a 'Test' button. It includes an 'Input' field containing 'Edmund' and an 'Output' field containing 'EDMUND'.
- UI Elements:** A 'Close' button in the top right corner.

# BI Dashboard with Custom Charts

Appmixer provides dashboard and chart builder UI widgets allowing you and your end-users to monitor any data workflows or integrations.



# Licensing

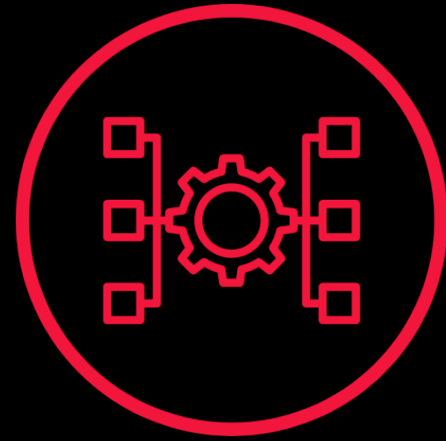
## - Self-Managed on-premise package

- Support for installation to AWS, GCP, Azure or Private clouds.
- Docker and Kubernetes config files provided.
- Escrow service provided to ensure business continuity.
- Custom pricing

## - Hosted version

- No installation required. Managed by Appmixer.
- Flexible pricing (<https://appmixer.com/pricing>) to meet your scaling needs.
- Start your trial right off. No prior sales call needed.
- Starts at \$399/mo.

# Key Benefits



**Embeddable &  
Exposable No-Code  
Workflow Designer**



**Fully Customizable  
JavaScript UI SDK for  
Seamless Embedding**



**Total Control over  
Connectors and  
Utilities in Your  
Instance**



**Self-Managed  
On-Premise  
Installation with Flat  
Pricing**



# From Customer Stories

**12x**

shorter time to market

**11  
months**

saved on in-house  
development

**2  
hours**

spent on development  
of a new component

**~100**

lines of code to  
natively embed  
Appmixer

# Next Steps

## - Free 30-day trial

- No credit card required
- Choose between Hosted x Self-Managed
- For Hosted, start whenever you're ready at <https://appmixer.com/get-a-demo>
- For Self-Managed, contact your account executive
- Full technical support during your trial (submit tickets at [support@appmixer.com](mailto:support@appmixer.com))

# Company

## Proven track record in Developer SDKs, Integrations and Workflow automation visual tools

We have been providing Developer SDKs since 2014 (<https://jointjs.com>, <https://appmixer.com>). Today, we have hundreds of customers of all sizes and from around the world.



ORACLE®



DocuSign®

AMERICAN  
EXPRESS

