

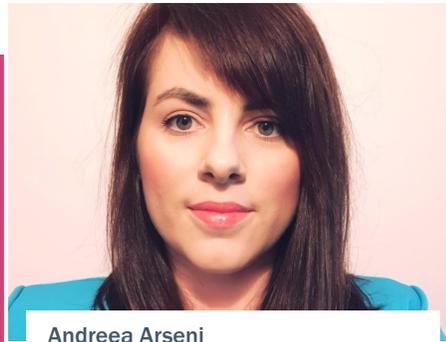
Live Webinar

Managing Data Integration without Engineers

Data Integration for Non-technical Teams



Sirine Touihri
Sales Consultant

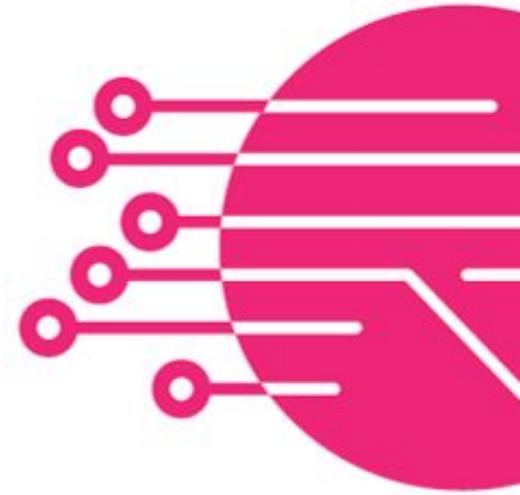


Andreea Arseni
Senior Data Integration Consultant



WHAT TO EXPECT TODAY

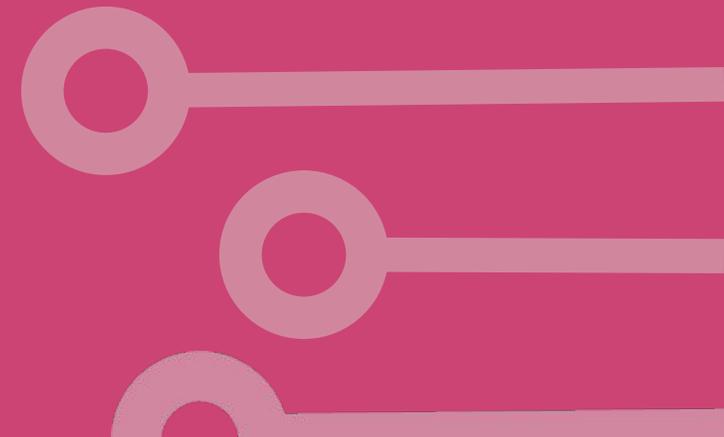
- Welcome & Introduction
- The Business Challenge
- Myths & Misconceptions
- Modern No-Code Integration
- Key Success Factors
- Customer Stories
- Actionable Checklist
- Q&A



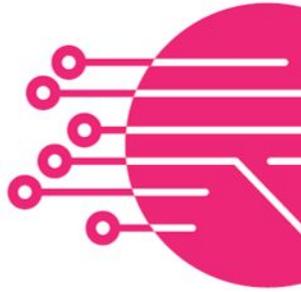


Welcome & Introduction

Who we are and why data integration matters for your team

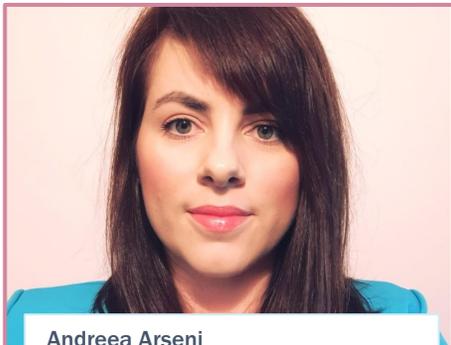


Welcome & Introduction



Sirine Touihri
Sales Consultant

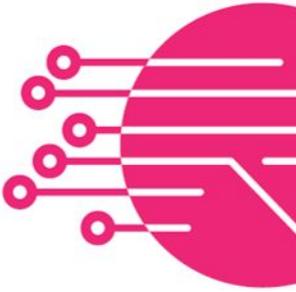
- Sales Consultant at Rapidi
- Experienced in Sales and nurturing customer relationships since 2014
- Prioritize understanding what companies need to improve their data integration by connecting their systems in a way that supports their goals
- Based in Barcelona and passionate about Art



Andreea Arseni
Senior Data Integration Consultant

- Senior Data Integration Consultant at Rapidi
- In the iPaaS world since 2017, delivering system integrations
- Focus: Dynamics 365 (BC & Finance), Salesforce, and HubSpot
- Island-based and sunset enthusiast

RAPIDI COMPANY *Profile*



Data integration *experts*

+ 30 years of data integration

Salesforce, Microsoft,
HubSpot and more

Worldwide coverage

Flexible, simple and robust complete *solution*

No programming

Pre-built templates with
complete business processes

Flexible to match your needs

Going the *extra mile* for our customers

Outstanding support

Great customer references

Five star customer ratings on
major review platforms

RAPIDI helps B2B companies get sales, ops, and finance working from the same source of truth. We design, implement, and run reliable, near-real-time integrations - prebuilt where it's faster, custom where it matters - so your team can focus on growth.

Why Data Integration Matters For Your Teams

Eliminate data silos. Align teams. Drive smarter decisions.

Sales Team Benefits:

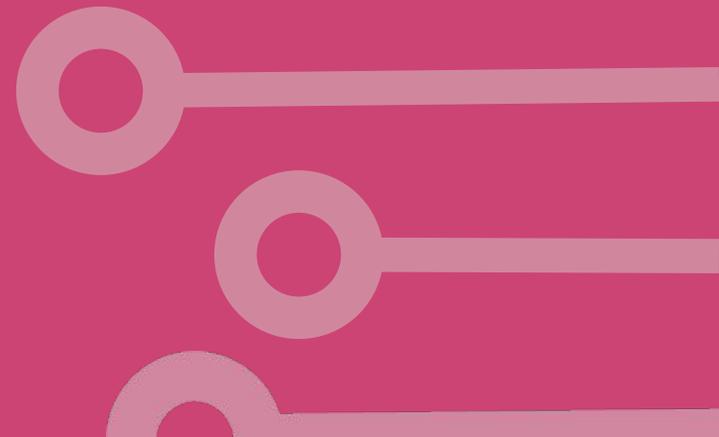
- Smarter Selling: Access real-time data from back-office systems directly in your CRM
- Faster Quoting: Use synced product catalogs to create deals instantly
- Deal-to-Order Automation: Automatically convert closed deals into back-office orders
- Complete Visibility: See payment status, credit limits, and fulfillment updates in your CRM

Finance Team Benefits:

- Accurate Invoicing: Auto-sync deals and orders from your CRM into back-office systems for billing
- Reduced Errors: Remove manual data entry across systems
- Faster Collections: Let Sales track unpaid invoices in the CRM and follow up
- Consistent Master Data: Keep customers, contacts, and billing info in sync across systems

The Business Challenge

Common problems that costs your team time and money



Problems You Know Too Well



Double data entry across systems



Separate systems that don't talk to each other



Missed opportunities from outdated information



Over-reliance on IT or external consultants

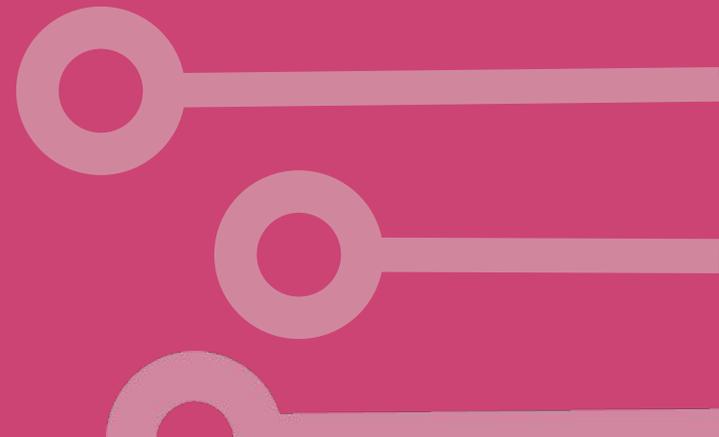


Real-World Scenario

A finance team spent 20 hours per week copying invoice data between their CRM and Finance system. After connecting with Rapidi, that work ran automatically and manual entry dropped by 80%.

Myths & Misconceptions

What people get wrong about data integration



Let's Set the Record Straight



"You need developers to integrate your systems"



Modern no-code platforms let business users set up and manage integrations themselves. Rapidi's iPaaS platform needs zero programming. Business users configure integrations through MyRapidi.com with pre-built templates.



"Integration projects take months and cost a fortune"



Most Rapidi customers are up and running very quickly using pre-configured templates with pre-mapped fields to jump start the integration project.



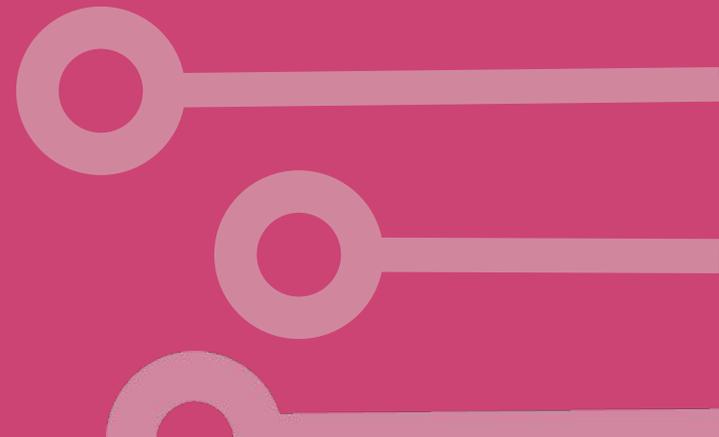
"It only works if everything is in the cloud"



Rapidi supports on-premise, cloud, and hybrid setups. We can read directly from e.g. SQL databases and connect legacy systems like Dynamics NAV and AX.

Modern No-Code Integration

What it looks like in practice



No-Code iPaaS in Plain Language

iPaaS = Integration Platform as a Service. Think of it as a bridge between your systems that anyone can build and manage.



Start in Hours

Connect your systems such as Salesforce to Dynamics 365, HubSpot, NetSuite etc.) with Rapidi's pre-built templates. No coding required.



Manage It Yourself

Business users can use MyRapidi.com to monitor syncs, adjust field mappings, and troubleshoot. Support and our AI Assistant Albert is always there to help.

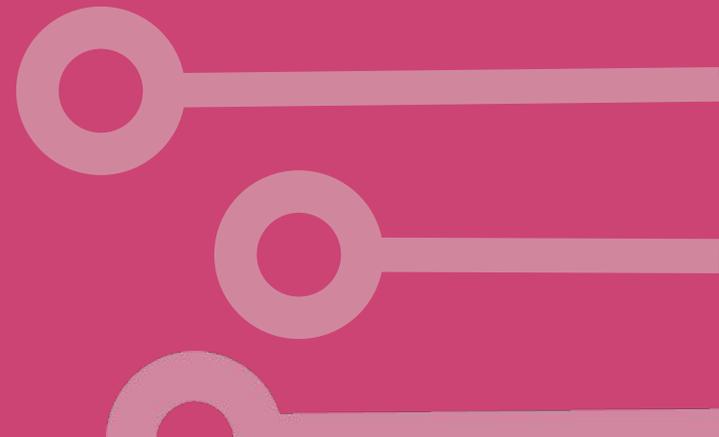


Full Visibility

Track every record in real time. See what synced, what failed, and why. Rapidi log and error handling system give you the full overview.

Key Success Factors

What to look for when choosing a platform



What Non-Technical Teams Should Prioritize



No-Code Platform, Pre-Built Templates

Choose a solution anyone on your team can configure. If it requires developers, it's the wrong fit. RapiDi's templates come with pre-mapped fields for common CRM-ERP scenarios reflecting complete business processes. Your team configures, not codes.



Hybrid, Cloud, and On-Premise

Compliance, legacy systems, or security policies may need on-premise or hybrid deployment. Connect cloud systems, on-premise databases (direct SQL reads), or even legacy Dynamics NAV or AX. RapiDi handles all deployment models and all versions of eg. the Microsoft Dynamics systems



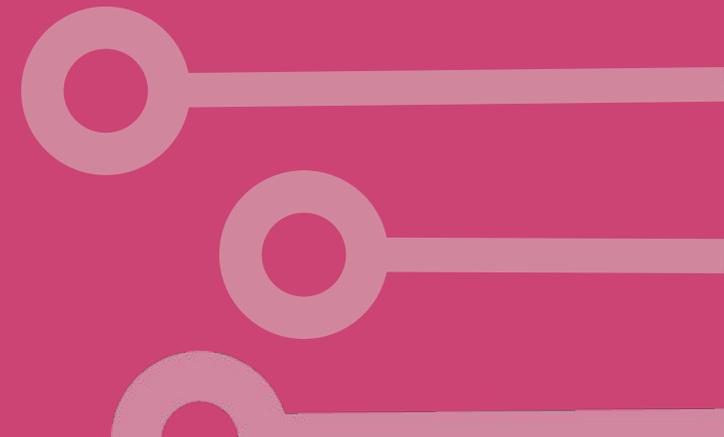
Personal, In-House Support - 97% Satisfaction Support

When things get tricky, you want real experts to support you. Personal, in-house consultants who know your integration inside and out. No chatbot queues. Real people who respond.



Customer Stories

Real results from real teams



What Our Customers Say

“

"We are saving half a full-time job a week."

Time Saved

“

"Automated sales are up by 50%."

Revenue Growth

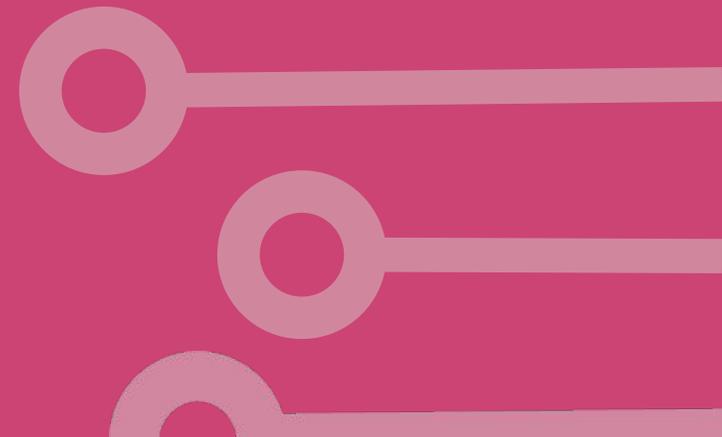
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"Critical business data is now always available, accurate and up-to-date."

Data Accuracy & Availability

Actionable Checklist

Five steps to get started today



How to Get Started

1

Audit your current data flows

Map which systems hold what data and how it moves today

2

Identify manual handoffs

Find where your team re-enters data or relies on spreadsheets

3

Choose a no-code integration partner

Look for pre-built connectors, transparent pricing, and real support ideally included in the subscription

4

Pilot with a single integration

Start small, prove the value, then expand

5

Measure the impact

Track time saved, cost reduction, and data accuracy improvements

Your Turn



Questions?

What's your biggest integration headache?



LinkedIn Poll

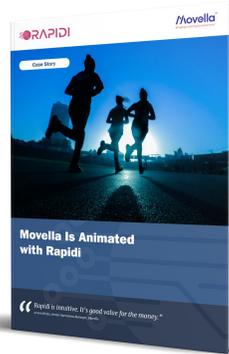
What's stopping your team from integrating systems today?

FOR MORE INFORMATION

visit www.rapidionline.com



**Solution
overviews**



**Case stories
and fact sheets**



**Documentation on
MyRapid.com/wiki**



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Thank You



Book a Free Demo

See Rapidi in action.
Schedule at

<https://www.rapidionline.com/request-a-demo>



Download Your Free Checklist

Important tips for a successful
data integration project

<https://www.rapidionline.com/di-check-list>

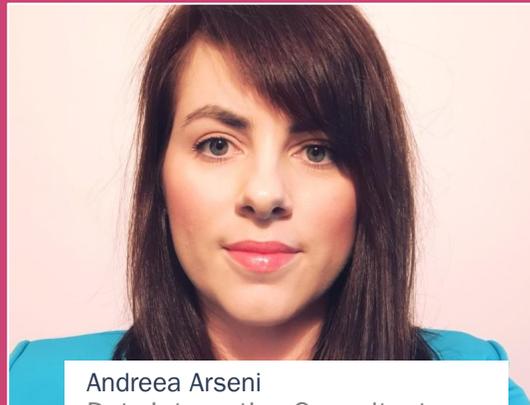


THANK YOU!

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