Your guide to MuleSoft at Dreamforce 2019

Integration keynote

Unleash the power of Salesforce Customer 360 with APIs
To digitally transform and meet rising customer expectations, organizations must innovate at speed and scale. The average enterprise has more than 900 systems and the ability to quickly integrate these systems, unify data and create connected experiences separates industry leaders from those that are left behind. Join Simon Parmett, CEO MuleSoft and trailblazers BMW, HSBC and Ashley Stewart, to learn how Integration and APIs accelerate IT delivery, increase organizational agility and unleash the full power of Salesforce Customer 360.

Intro to MuleSoft Anypoint Platform
New to MuleSoft Anypoint Platform? Join this session to learn what Anypoint Platform is, what problems it solves, how it works and what the benefits are from using it. Learn how MuleSoft Anypoint Platform helps organizations change and innovate faster by making it easy to connect and integrate any application, data, and device.

A practical guide to Salesforce integration with MuleSoft
Integrating systems with various channels of a Salesforce org is often a difficult task. To solve this, MuleSoft provides pre-built connectors and templates to simplify the most common Salesforce integration use cases. In this hands-on demo session, you’ll learn about these use cases and how to implement them with the MuleSoft Anypoint Platform.

Salesforce Streaming API + MuleSoft = Real-time integrations
Have you heard about Platform Events, PushTopics and CDC? Not sure which streaming APIs to use? Or why use them in the first place? Join this session to learn the basics of streaming API and see a live demo of building real-time Salesforce integrations "with clicks, not code" using MuleSoft.
APIs to apps: Accelerate app dev with the Customer 360 Platform & MuleSoft

An average of 158% more business apps are needed each year to meet the growing expectations of customers. But building innovative, connected apps fast is extremely challenging due to disparate systems and a lack of IT resources. Join us to see two live demos showing how Salesforce's solution to integration provides a more strategic approach and enables faster application development allowing you to build connected experiences for customers, employees, and partners, fast.

A practical guide to building a successful API strategy

To build API products and participate in the API economy, organizations must take a logical, methodological, and proven approach to the journey. Join this session to learn the four-stage API strategy blueprint that MuleSoft, in partnership with ProgrammableWeb, has developed to help organizations start their API program and win in the API economy.

How to use APIs to integrate customer data with MuleSoft and Service Cloud

To create a single customer view requires enabling faster integration between Service Cloud and the ecosystem of surrounding applications. Learn how to use MuleSoft's API-led approach to integrate Salesforce faster and more efficiently. See a live demo featuring API Designer and Flow Designer to see how to easily pull in data from third-party systems.

Recommended theater sessions

MuleSoft Integration Grove, Moscone West, 2nd Floor

**MuleSoft Anypoint Platform 101**: Tuesday 9am, 1:30pm | Wednesday & Thursday 9am, 1pm | Friday 9am, 12:30pm

**Create your first integration in 5 Minutes**: Thursday 12:30pm | Friday 11:30am

Developer Theater, Moscone West, 1st Floor

**Boundless integration: The power of Salesforce + MuleSoft**: Tuesday 3pm

Where to find us

**MuleSoft Integration Grove**
Moscone West, 2nd Floor
Attend theater sessions led by integration experts

**Trailhead Zone**
Moscone West, 1st Floor
Get deep dive demos into Anypoint Platform

**MuleSoft Integration Keynote**
Moscone North, Hall F Keynote
Wednesday, Nov. 20
5:00 - 6:00pm

**Campground**
Moscone South
Visit the IT Persona area to learn about MuleSoft