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.

Breakout sessions
Click session time to bookmark

MuleSoft + Salesforce: Integrate to transform customer experiences
Today, only 36% of organizations believe they provide a connected user experience across channels because of the challenges they face in connecting disparate systems. Join us to learn how MuleSoft + Salesforce provides a more strategic approach to integration and enables a connected B2C experience across service, sales, marketing and more. Hear from Pilot Flying J and the Indiana Pacers on building connected experiences with MuleSoft and Salesforce.

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.
MuleSoft + Commerce Cloud solution: Make headless commerce a reality
Headless commerce is a vision for many retailers that need to quickly spin up new e-commerce experiences for new digital channels or for a flash sale. But achieving this vision can be challenging since modern e-commerce experiences require data and context from your OMS, PIM, ERP, WMS, and POS systems. What if MuleSoft and Commerce Cloud provided a solution that accelerated and simplified this process? Join this session to see a demo of the solution and hear best practices from ASICS.

Introducing MuleSoft & Service Cloud solution: Maximize agent effectiveness
Service agents are toggling between 10 different tabs to resolve a case for a customer. Imagine - what if the information in those 10+ systems was available from within Service Cloud? Join this session to see a demo of the MuleSoft Accelerator for Service Cloud, a joint MuleSoft and Salesforce solution to ease integration between Service Cloud and other systems taking an API-led approach. Hear how in partnership with MuleSoft and Salesforce, Deluxe supercharged their service agent effectiveness.

Leverage the full power of MuleSoft and CPQ
In this session, learn how to improve operational efficiency & agility by using MuleSoft and CPQ to unify product, price, and contract data. See how to automate the quote-to-cash process across systems like Salesforce and ERP.

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
5 clicks to see how MuleSoft powers a Salesforce mobile app: Wednesday 2pm | Thursday 5:30pm
How to drive value through service by unlocking siloed data with MuleSoft: Wednesday & Thursday 11:30am

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