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

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.

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 measure the value of integration
You probably know that integration is valuable, but do you know how to value integration? Equal parts real-life anecdotes and analytical framework, this session is for business leaders, architects, or even developers and admins who want to quantify the value of integration before investing in the next major digital initiative.
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.

Building communities around your API products with MuleSoft
If your business wants to offer new products and services to your partners and customers through APIs, you must first attract and convince their developers, the API consumer. Learn how to build personalized and engaging experiences for these developers and innovate with them to co-create value for your ecosystem.

How Genentech drives customer-centricity & personalized healthcare with MuleSoft
As medical innovations continue to expand, Life Sciences companies are increasingly looking to IT to provide digital solutions. With MuleSoft, Life Sciences companies can take an API-led approach to connect all of the disparate data, services and applications necessary to provide in-depth personalized solutions at scale. See how Life Sciences innovators like Genentech are using MuleSoft Anypoint Platform to power their own customer-centricity and personalized healthcare initiatives.

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
API strategy fundamentals: Tuesday 12:30pm  |  Wednesday - Friday 12pm
Create seamless omnichannel experiences with MuleSoft: Tuesday & Thursday 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