

# Integrate. Automate. Create.

## Maximize your Propel Investment

### Why Propel Integration from Jitterbit

Businesses use Propel for product innovation and management to meet customer demands and stay competitive. However, for optimal product delivery and maximizing investments, it's crucial to enable teams beyond product by integrating Propel with back-end systems such as ERP, CRM, marketing, and sales platforms.

Jitterbit's Propel integration solutions use automation to eliminate costly errors, product delays, and cumbersome manual processes, ensuring timely access to critical product launch and lifecycle data for departments outside of the product realm. Our iPaaS platform seamlessly connects applications, automating data flow between Propel and other systems.

### Connect Propel to Everything

#### Improve Product Marketing and Sales

- Connect key marketing and sales platforms to Propel to foster cross-functional collaboration and ensure proper product releases and revenue targets
- Sync CRM and ERP data with Propel so marketing and sales leverage timely product information
- Ensure product launches happen in parallel by syncing Propel product data with CRM systems

#### Increase Visibility of Costs and ROI

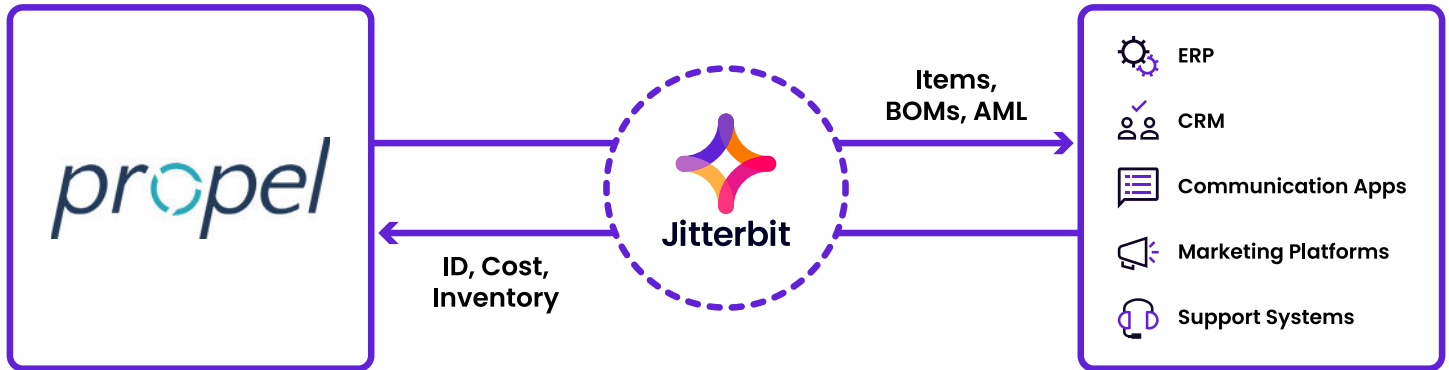
- Connect Propel to ERP systems so costs and inventory levels are updated automatically
- Keep finance teams in the know of product costs by providing a single source of truth of data
- Automate data flows between Propel and ERPs to eliminate manual processes and errors

#### Better Inform Customer Service and Success Teams

- Automate data from Propel to support and ticketing platforms to ensure teams have the right info to properly troubleshoot and fix issues
- Sync sales and product data to ensure CX teams can access customer purchase and product history in one place
- Connect communication platforms such as Slack or Teams to Propel to ensure easy access to product, feature, and release information

#### Eliminate Communication Silos

- Connect Propel to internal communication channels to relay timely product information to product marketing, sales, etc.
- Sync product cost information between ERP and PM systems to meet margin targets
- Create a single source of truth for product lifecycle data and timelines to foster



## Benefits of Propel Integration by Jitterbit

- Eliminate data silos by integrating Propel with ERP, CRM, and other applications in one location
- Eliminate manual processes and PLM, PIM, QMS workflows through automation
- Share timely product data across departments by integrating Propel with internal communication applications
- Reduce churn and improve customer success by connecting Propel with ticketing and support platforms
- Ensure better forecasting and reporting by integrating Propel PLM data with ERP and accounting systems

### About Propel

Propel helps product companies grow revenue and increase business value. Our product value management platform connects commercial and product teams to optimize decision making, drive process efficiencies, and engage customers with compelling products and experiences.

### About Jitterbit

Jitterbit empowers business transformation with low-code enterprise solutions for integration and application development. Jitterbit combines and simplifies the power of iPaaS, APIM, EDI, and LCAP to amplify the value of on-premise, cloud-based, and SaaS systems and accelerate the digital journey. Organizations around the globe rely on Jitterbit's experience and expertise to help them automate critical business processes and build applications to future-proof their business. Learn how Jitterbit helps people work happier at [www.jitterbit.com](http://www.jitterbit.com) or follow us on [LinkedIn](#).