

W H I T E P A P E R



MindCloud

Simplifying Software Integration.





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MindCloud

O V E R V I E W

Modern computer programs and applications have created an ease of operation that has led to exponential expansion for businesses across the world.

The sheer quantity of these systems, however, has resulted in disorganization and confusion.

This becomes rapidly apparent in the world of e-commerce or to the administrator of an online store that deals with orders and deliveries.

As such a company expands and business increases, the need arises to implement multiple variations of software to track prospects, orders, shipping, delivery, returns, refunds, inventory and manage all financial aspects.

Further scaling results in branching out to external platforms such as other online e-commerce sites and distributors.

Without proper solutions for this, it becomes impossible for a business to expand and scale. ■





WHAT IS MINDCLOUD?

MindCloud is an integration platform that facilitates connections to all varieties of software and e-commerce sites.

In addition to an intuitive and customized user interface, MindCloud caters to companies of each size providing economical solutions to problems that were previously cost-prohibitive for most medium and small businesses to resolve.

Whether you are a going concern or a fledgling venture, your future expansion will be directly tied to how rapidly you automate routine functions and eliminate wasted effort.

MindCloud can help you integrate with any software to automate your business activities. ■





W H O N E E D S S O F T W A R E I N T E R G R A T I O N ?

Anyone working with more than one computer application or program needs to be cognizant of integration issues that can occur when such programs do not connect. Take a look at the number applications you have open on your desktop right now.

If you are working from home, you more than likely are using some combination of such software whether it be Slack, Airtable, Salesforce, Box, Dropbox, etc.

In order to prevent information silos when working across multiple platforms, it's vital to ensure each program talks to one other.

Without this interchange and sharing of information, you will without a doubt lose valuable data, become confused with double entries and misplace orders and client information that you had neatly logged in one place but never transferred over to where it should actually belong. ■





M O D E R N I N T E G R A T I O N S O L U T I O N S

One of the most popular and widely used automation platforms on the market is Zapier.

Zapier succeeds due to its plug-and-play simplicity. It doesn't take a developer or technical expertise to set up a connection using Zapier.

Their platform has also continued to expand its versatility and now integrates with over 3000 different SaaS products.

While Zapier is adequate for simple automation schemes, some of the more complex or unique connections require further development.

Without proper integrations that adequately link each segment of the production line, the results can quickly become disastrous.

If you haven't found a solution to your integration woes using popular software, you might want explore other options that could adapt better to your needs. ■





W H A T S E T S M I N D C L O U D A P A R T

The Internet and e-commerce world has become a digital melting pot with new forms of competition arising each day as each entrepreneur attempts to outdo the next.

To succeed requires a unique approach to the way business is done in the specific category or field one is endeavoring to thrive in.

This also means that the integration issues you face will be unique and require careful analysis and custom implementation.

MindCloud has focused solely on this aspect and honed in on the key problems encountered by a company attempting to make their software connect and talk. If you're reading this right now, it's likely that you have used some type of integration software in an attempt to deal with connectivity issues within your business. This often results in frustration, huge sums of expenditures and the end result of a problem not fully solved.

We have removed the complications that are commonly faced with other integration platforms and apply cutting-edge technology to get straight to the issue in a simple and direct manner that does not require you to hire full-time personnel solely to handle your integrations.

With a developed platform that spans an entire workflow of SaaS applications and works with businesses of all sizes, we can provide affordable solutions to all types of businesses including SMBs.

Starting with a consultation and review of all existing software and connections to external platforms, we will then propose a finite solution to resolve each issue whether this requires a single connection or a systemic integration. ■



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