

Cogny



cogny

Description

After working with clients in the Sports & Entertainment industry for almost a decade, [Cogny](#) evolved from being a Salesforce consulting company to industry specialists developing specialized products and services.

Cogny and SECUTIX have been working together to build a ticket connector to Salesforce to provide a comprehensive view of the customer base and improve ticket management.

The connector creates a connection between your S-360 environment and your Salesforce Platform, more specifically with the Service Cloud.

- S-360 to Salesforce for Contact data (webhooks)
- Salesforce to S-360 for Contact data (APIs)
- S-360 to Salesforce for Order data.
- A POC is planned Q1 2024 for Salesforce to S-360 Order data, ie selling tickets from Salesforce.

While the connector is quite generalist, all integrations are tailored to the need of the customer, with a mapping of fields and a logic regarding your business processes.

Count 8 to 10 weeks for the whole integration project, from scoping meeting to delivering in production.

Typology

CRM Integrator

Applicable geographies

Worldwide

Find out more

If you want to know more, please contact [Cogny](#) or your Customer Success Manager at SECUTIX.

FAQ

We already have our own Salesforce integrator, can we still go through them to build our connector?

The SECUTIX policy is that we point any customer wishing to integrate with Salesforce to Cogny. Cogny is the key partner in this regard, and SECUTIX will not provide any support on Salesforce integrations. If you wish to work with your integrator, then your integrator should work directly with Cogny, whether it's for integration support or for integration of the Cogny connector.

Where is the data stored and processed?

The data is stored in the customer's salesforce organisation only. Cogny does not store anything outside of Salesforce.

The data is processed through Heroku, that is hosted in the US. But Cogny have the option to have it hosted in Europe if required.

The Cogny connector is built with the Service Cloud, but we would like an integration with the Marketing Cloud.

As for any Salesforce integration, we will redirect you to Cogny. From there, you can choose to either:

- build a bridge between your Service Cloud (integrated with S-360) and your Marketing Cloud
- build a custom integration to your Marketing Cloud with the help of Cogny

What is the structure of that connector?

1st OBJECTIVE

