

# Leverage your enterprise data for better decisions in product innovation

Accolade® is Sopheon's enterprise innovation management offering designed to be the single source of truth for all your innovation processes and data. You rely on this information to make better-informed decisions throughout the innovation lifecycle and product portfolio management process.

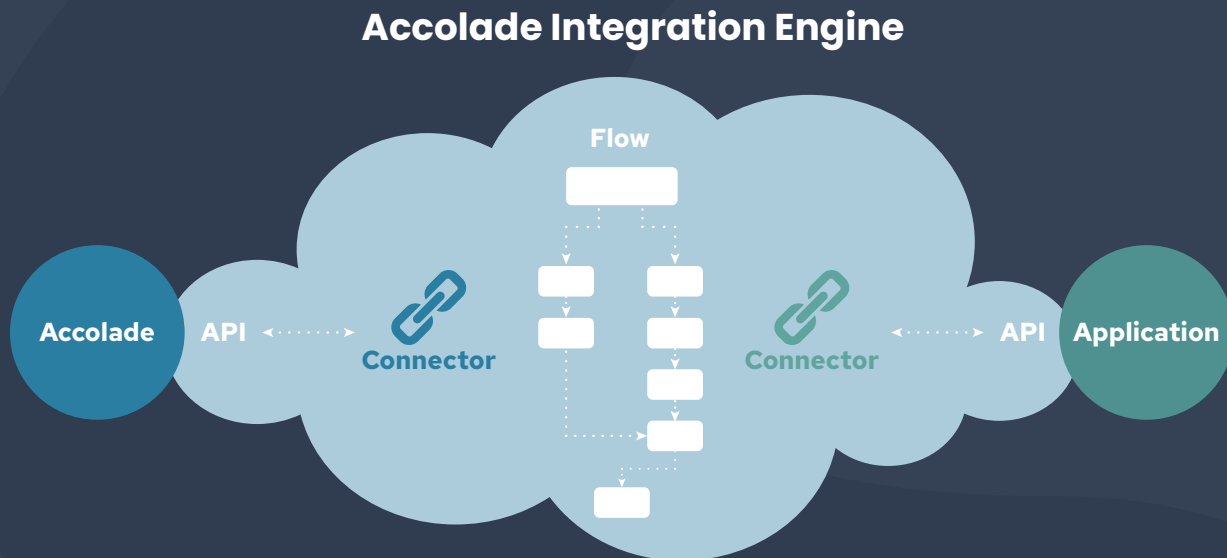
Third-party applications can serve as a data source for business decisions supported in Accolade, while Accolade can feed business data relating to product, market, and innovation processes back into those third-party systems.

Sopheon makes this data exchange process easy and automatic with the Accolade Integration Engine (AIE). AIE provides a managed, scalable, standardized, and secure approach to enterprise integration. Sharing the same data among your organization applications increases the value of the data that drives your business and ensures that everyone is on the same page.


- ✓ **Maintain data integrity**
- ✓ **Increase productivity**
- ✓ **Gain better visibility and insight**

# Easy integration with third-party applications

AIE offers over 170 pre-built connectors to quickly and easily create integrations. With this integration concept, a complementary relationship between Accolade and third-party applications can be realized. This ensures that everyone is looking at the same set of accurate and up-to-date information so that stakeholders and decision-makers have a faster path to uncovering critical insights.



 Each integration uses **Connectors** to Accolade and to a third party application and combines them in a **Flow**.

 The **Flow** specifies which circumstances lead to which data being transferred via the **Connectors** between the applications, how to process data (if needed) and what to do if problems arise (e.g. connectivity).

## Example use cases

How can AIE help bring together relevant information held in disparate systems? Here are a few ways that Accolade customers make use of integrations with their other enterprise applications.

- ✓ When certain types of projects are created in Accolade, an epic is created in Jira®. A summary of the total story points across all the stories is shown in Accolade.
- ✓ When new enhancement requests are created in Salesforce, a new Accolade project is created. Thereafter, Accolade status updates are communicated back to Salesforce®.
- ✓ Show the actual product sales figures that are maintained in SAP® alongside the forecasted product revenue which is created in Accolade.
- ✓ Support future revenue forecasts in Accolade by referring to the opportunities held in Salesforce.

## Key benefits

### Get deeper insights for better decision-making

- ✓ Increase the available information around a decision point.
- ✓ Gain better visibility into the progress of products, projects, and work.

### Increase employee satisfaction

- ✓ Empower people with more information using the tool of their choice.
- ✓ Improve efficiency, consistency, and communication.

### Reduce data discrepancies, duplications, and errors

- ✓ Data entered once in one system flows automatically to other systems.
- ✓ Data is synchronized across applications.

### Increase productivity

- ✓ Employees avoid asking around for the information they need.
- ✓ Eliminate the manual work of re-entering information.

## Learn more

To learn more about how Accolade and third-party applications can work better together through data exchange via AIE, contact us and see how integrations can benefit your organization.



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