prismatic

Company
Prismatic

Industry
Technology

Solution
Integrations

Prismatic is the world's most versatile embedded iPaaS, helping B2B SaaS teams launch powerful product integrations up to 8x faster. The industry-leading platform provides a comprehensive toolset so teams can build integrations fast, deploy and support them at scale, and embed them in their products so customers can self-serve.

How Yoti developed over 70 integrations in 9 months

Challenge

One of our guiding principles is to make Yoti available to anyone. To help achieve this, it's important that businesses can quickly and easily use our products in the software they know and love.
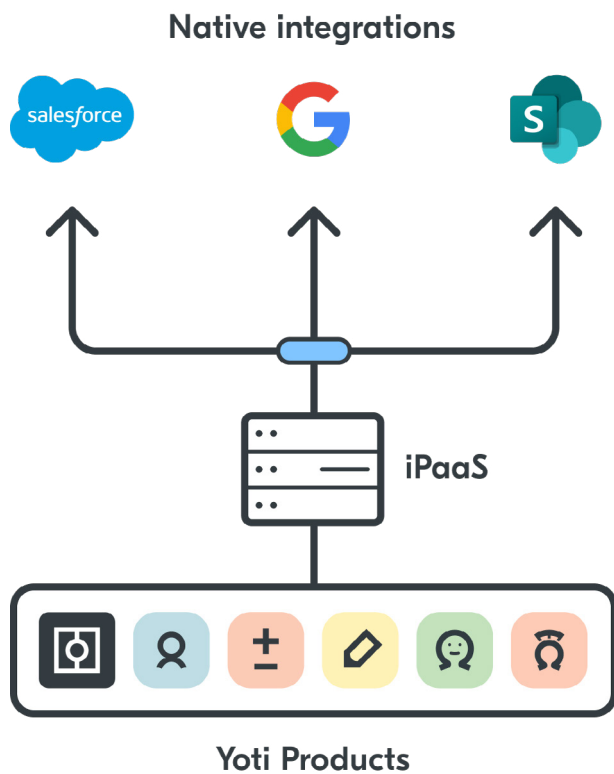
Although we have APIs and SDKs, some businesses would like to use our solutions within their existing tech stack. They'd like all of their business tools in one place, working together, giving them a connected and seamless experience. This means we need to be where our customers are.

The answer? Integrate our solutions directly into B2B SAAS products. Build high quality integrations quickly and efficiently, without distracting our teams from our core product development.

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With the average business using over 130 software products, forward-looking SaaS providers like Yoti are focused on connected experiences and making integrations a core competency. We applaud Yoti for embracing the power of integrations to be where their customers are and streamline user workflows. We are thrilled to see Yoti's success delivering over 70 integrations in just 9 months using our embedded iPaaS, and we're incredibly proud to be part of that success.

Marcus Edgington - VP of Product, Prismatic

Native integrations

iPaaS

Yoti Products

Solution

We used Prismatic's embedded integration platform to bring our integrations to life. Their platform is specifically designed to help companies connect their products to other products their customers already use.

With Prismatic's platform, we could write less code and develop each integration quickly and efficiently, reusing existing components rather than having to start from scratch each time. This allowed us to deliver our integrations without compromising on quality. Using their framework, we built a full range of integrations - building them faster, reliably and securely. By using Prismatic's platform, code changes and software updates can also be effectively managed, significantly reducing engineering resources for ongoing management of integrations.

Results

So far, we have over 70 integrations for businesses to choose from. That's more than any other identity company. Using the Prismatic platform, we now build an integration in two weeks or less.

From video conferencing platforms, HR platforms, customer relationship management (CRM) tools and financing and accounting software, businesses can benefit from our verification solutions without the expensive integration costs. So far, we have integrated into some of the most popular websites and apps, including Zoom, Stripe, Salesforce, Hubspot and Xero. Our integration

marketplace allows businesses to discover our full list of integrations.

Businesses can use multiple Yoti products within one platform, creating a more seamless, secure and efficient experience. For example, by integrating our eSignatures and Digital ID app into Zoom, a business can get documents signed within the meeting and also verify the identity of people on the call.

With our integrations up and running, we can be more agile, responsive, and adaptable to ever-changing market demands.

Contact us at **yoti.com/business**