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group

What is MuleSoft and What Does It Do?

Learn how MuleSoft can align your business's existing IT infrastructure.
Build a seamless customer & employee UX more easily in this makepositive guide.

Smart homes are all the rage currently. In the UK alone, [48%](#) of people have invested in smart devices to automate tasks in their daily lives. As the trend continues globally, sales revenue in smart devices is expected to surpass [\\$1 trillion \(USD\)](#) by 2023. But what about smart businesses?

Despite relying on technology more than ever, the number of businesses effectively leveraging automation is severely lagging. The latest survey shows that firms use nearly [900 different technical applications](#), but only 29% of them are completely integrated and able to share data. The remaining 71% are forced to rely on inefficient manual processes to overcome information bottlenecks and risk losing revenue by deploying clunky customer experiences.

In this article, we'll discuss how you can bridge gaps between your dataflows with MuleSoft to build a seamless customer experience and a more productive team. Discover:

Why do I need to integrate my business's data?

What is MuleSoft?

How does MuleSoft work?

Do businesses have other options to integrate their systems?

Is MuleSoft relevant in my industry?

What are the benefits of MuleSoft?

How much does MuleSoft cost?

Why do I need to integrate my business's data?

As commercial restrictions were implemented across 2020/21, many businesses hastily launched online workarounds to protect their revenues, digitising customer interactions or services entirely. A recent survey from McKinsey found that, during the past 18 months alone, UK businesses accelerated their digital transformations by [three to seven years](#). As customers continue newly digitised purchasing habits, poorly integrated data may be a weak point in your growth plan.

Yet even before the pandemic, consumers have grown to expect a [seamless customer experience](#) when shopping. Customers seek value from many sources, whether this seamless experience takes shape as fast

payment methods, product options informed by previous purchases or highly knowledgeable staff. As a result, your business may risk losing sales revenue without well-optimised data to support and reinforce these positive interactions in real-time.

Aside from sales, existing data management systems have created costly barriers between processes. If your business relies on manual data handling or legacy systems, you may be shouldering chronic inefficiencies that increase overheads without delivering additional value.

Digital transformation offers businesses a sustained source of growth and efficiency. However, your business could risk further problems without using the right tools to modernise and integrate your IT infrastructure effectively. You'll need to find flexible tools that can scale with your growth and deliver real-time performance without complicating your IT system.

What is MuleSoft?

So, what is MuleSoft and why does it help businesses to digitally transform?

MuleSoft is a platform for integrating different devices, applications and information. MuleSoft's main feature is helping businesses align their existing IT infrastructure so data flows more readily between old and new devices or programming languages alike.

Designed by Salesforce, MuleSoft helps businesses access data easily, work more efficiently and avoid expensive IT overhauls.

How does MuleSoft work?

Now that we've covered what MuleSoft is, it's time to consider how MuleSoft works. MuleSoft uses a technology called 'application programming interfaces' (or APIs). APIs help businesses overcome compatibility issues from devices using different file formats, encoding systems or operating systems.

APIs on their own do nothing — the key function lies in their functionality as an 'interface'. MuleSoft APIs act like messengers: transferring data between two or more sites by standardising the connections between systems, rather than unifying the whole network.

With connections established between different devices or software, MuleSoft delivers the same effect of a unified network: connectivity and efficiency. Unlike a unified network, however, businesses can avoid relying on one device manufacturer, software provider or programming language too much.

Common interfaces between devices and applications mean that APIs can link back-end data to automate processes and help staff work more efficiently. APIs can also work on front-facing applications to help smoothen your customer experience and deliver important information in real-time.

Do businesses have other options to integrate their systems?

APIs aren't your only choice when trying to integrate your data and devices. Your business could try using 'traditional' integration methods like creating a custom code path. Unfortunately, while technically possible, custom code pathways are impractical and unsustainable over long periods of time.

Businesses need to build unique programmes that can't be used elsewhere in their organisation but nonetheless need to be optimised and secure so they're reliable each time. However, many commercial applications only last [four or five years](#) before they become obsolete, so businesses face constant pressure to update tailor-made code solutions. As this burden is compounded with each connection added, custom code workloads quickly become unmanageable.

Custom integrations are made even more difficult if businesses ever change their IT infrastructure, never mind maintaining their current ecosystem. Firms face the same frustrating chore of redeploying custom code integrations each time new devices are added.

Next-generation technologies are supposed to offer vital benefits to those who upgrade, helping them remain competitive in the market. Yet, companies risk losing those gains in efficiencies to laborious integration tasks.

Businesses benefit far more from the flexible approach that MuleSoft takes to integrating commercial data: standardising the connections, not the systems themselves.

Is MuleSoft relevant in my industry?

In our initial 'What is MuleSoft?' section, we mentioned that MuleSoft is a platform. MuleSoft can be leveraged in a wide range of industries and scenarios. In truth, wherever there is data, MuleSoft can create connections for it to be shared easily.

MuleSoft is regularly used by large international brands to help improve their operations and customer service. HSBC refined their [mobile banking](#) for customers while Airbus and Unilever integrated their [supply chain management](#) strategy and reduced [product development costs](#) respectively.

MuleSoft is just as helpful for small businesses seeking many of the same advantages. MuleSoft helps smoothen processes as firms scale, offering time-saving benefits and a vital source of stability.

What are the benefits of MuleSoft?

MuleSoft gives you options

MuleSoft's approach means it can work with any application or device. APIs allow businesses to connect two or more entirely separate systems because the data in between shares a common format.

Your business can have reliable, secure data flows with any application or device combination, giving you more flexibility to meet the strategic needs of your business.

As your business updates and introduces new technologies as they emerge, your IT staff can focus on small fixes and patches thanks to the API approach — limiting your downtime and maximising your sales.

MuleSoft gets better with time

The MuleSoft [Anypoint Exchange](#) platform is collaborative, and is constantly updating.

Since APIs are [reusable](#), you can share them across your organisation internally or access the marketplace and take advantage of an ever-growing list of pre-built solutions. Choose from thousands of connectors and examples to use in your business — all included in your licence price.

MuleSoft also promotes APIs that follow best practices so you can access ready-made solutions without compromising on your security needs. So whether you need to comply with GDPR rules or use ISO 27001 standards, MuleSoft helps you safeguard your customers' trust and privacy.

MuleSoft accommodates any coding background

MuleSoft is the only platform that allows you to build, test and manage API integrations all in one place. So if your business can't find readily available integration solutions, you can still connect your devices and software.

You can build entirely new interfaces from scratch with [Anypoint Studio](#) or amend existing templates from the Exchange marketplace. Alternatively, [MuleSoft Composer](#) can help if you're less tech-savvy. You can create a simple task outline and translate it into a usable API with just a few clicks and still access all the same functionality and security features as standard.

More experienced professionals can even use MuleSoft to lessen their workload. IT staff can use the same steps as above to focus more on completing IT projects and compliance issues rather than getting bogged down with troubleshooting problems.

MuleSoft works for people as well as data

Digital transformation is costly and can come with delays as staff relearn new processes to complete old tasks. MuleSoft helps businesses take a different approach.

Integrating (rather than replacing) current IT systems helps retain existing staff skills. Instead of facing a steep learning curve, teams can find new ways to be productive using devices and software they're already familiar with. These productivity gains are seen early on: a recent survey reported that [59%](#) of MuleSoft users saw productivity improvements within a year of using the platform.

How much does the MuleSoft platform cost?

Exact pricing figures for the MuleSoft platform are difficult to generate.

MuleSoft offers three Anypoint [licence tiers](#) to users (Gold, Platinum and

Titanium) as well as two [Composer packages](#) to choose from (Starter and Plus). You can also add a number of [additional features](#) to your licence to fit the specific needs of your business. With so many variables, prices often vary between businesses depending on their add-ons.

If you're looking to upgrade your business to access innovative data features and drive your growth, you'll need to find the right licence plan. You also won't want to overpay or under-utilise licence features, which is why accurately planning your MuleSoft capacity is crucial.

If you'd like more information on the licence features on offer and advice on how to plan your MuleSoft capacity, check out our guide.

Modernise your business with a smarter data strategy

MuleSoft allows businesses to integrate existing IT systems and add new ones as they grow without succumbing to intensive custom code workarounds.

With ready-made APIs and programming assistance available, MuleSoft is the perfect platform for businesses looking to tap hidden productivity potential, chase growth opportunities and meet modern consumer expectations.

Take advantage of MuleSoft's innovative API approach today: integrate your dataflows and improve your customer experience, no matter your existing IT infrastructure or coding background.

Integrate your data with a leading Salesforce Partner

makepositive is a leading Salesforce Partner with a dedicated team of MuleSoft experts. makepositive can help you unleash the full potential of customer data in your business using MuleSoft and the full range of Salesforce software.

We can help you integrate customer data with insightful advice on best practices, stay up to date with the latest features and identify additional gaps in your business to address for a complete digital transformation.

Implement your smart data strategy with expert guidance. Get in touch with us at info@makepositive.com and learn where MuleSoft and other Salesforce solutions can take your business.