### Benefits of the ConnectPoint Dashboard & Integration Engine

- Merchants are not locked in to proprietary “point” integration solution; ability to develop and enhance on top of existing code base.
- Use of Gartner Magic Quadrant, industry leading iPaaS solution (Dell Boomi) allows us to extend integrations to other software/tools, aside from ERP (CRM, OMS, etc.) using the same tool, with pre-built connectors (which may need to be modified) for dozens of other solutions.
- Community of resources that know platform AND training resources so that clients themselves can build out/enhance integrations on their end.
- Simplified communication – no need for custom coding between 2 systems (built on different code bases), write connection point once, and integrate with multiple end points.
- Centralized system to monitor integration (as well as alerts, backups, etc.).
- Both systems can operate independently – if either system has an outage (planned or unplanned) the other system continues to operate and data syncs can be queued up till service restored.
- Flexibility to develop custom workflows.