

# Ministry Brands: Empowering Faith-Based Organizations with Seamless Application Connectivity

## ORGANIZATION

XTIVIA's client is a leading provider of transformative technology solutions that empower churches and ministries to thrive in the digital era. With a portfolio of over 25 services and solutions, they support more than 90,000 faith-based organizations across North America. Their offerings span membership management, donation collection, engagement tools, content creation, and more, enabling ministries to extend their reach and amplify the Gospel message.

As a purpose-driven organization, Ministry Brands helps churches and ministries streamline operations, enhance communication, and foster deeper connections with their communities through innovative technology.

## CHALLENGE

Following a series of acquisitions, our client faced the challenge of integrating a diverse ecosystem of systems and applications. With multiple brands and platforms in place, they needed a seamless, scalable integration solution to synchronize Accounts, Contacts, and other key data across various systems. The integration also had to support complex workflows and a self-service checkout portal for church products, while ensuring compatibility with Salesforce, Workday, and Zendesk.

### Key integration requirements included:

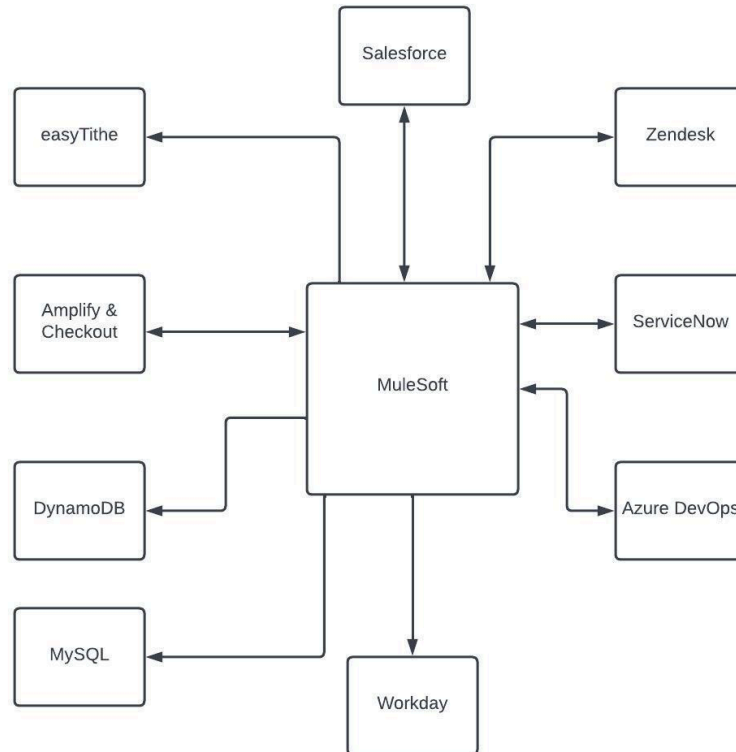
- **Salesforce CRM to Workday:** Sync Accounts and Contacts for seamless invoicing and billing.
- **Salesforce CRM to Zendesk:** Ensure support data consistency between the two platforms.
- **Checkout Portal Integration:** Amplify the self-service checkout system with Salesforce, Workday, and Zendesk.
- **Zendesk to Azure DevOps:** Ensure developer-related support tickets were synchronized with Azure DevOps.
- **Giving Platform Integration:** Connect easyTithe with Salesforce and Zendesk for streamlined donation processing.

Our client's goal was to modernize their systems, consolidate applications, and create a unified integration strategy. By leveraging APIs, they aimed to eliminate dependencies on specific applications or versions, creating a flexible, scalable infrastructure that could support future growth.

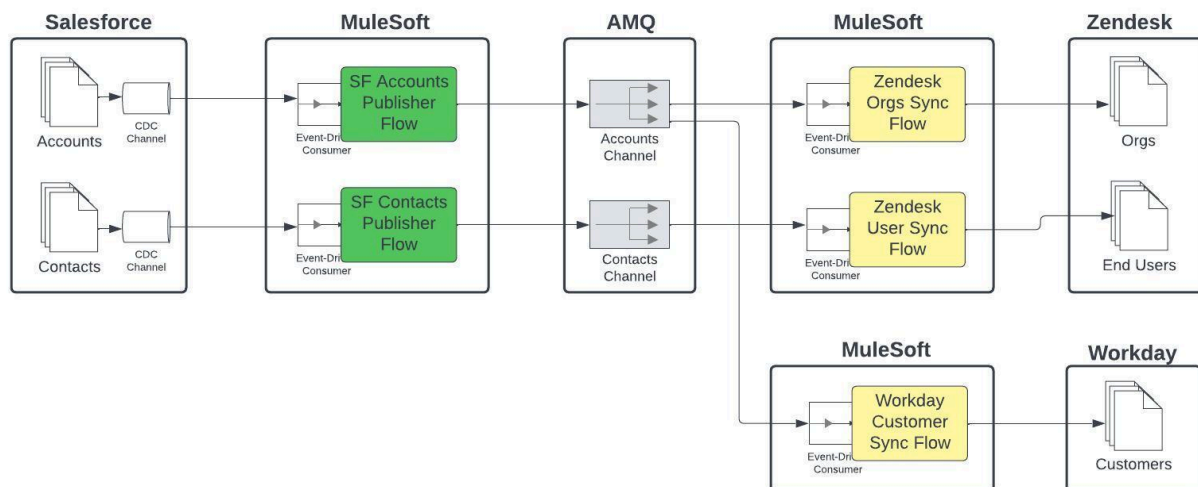
## TECHNICAL SOLUTION

XTIVIA conducted a comprehensive review of the client's existing ecosystem, including services, APIs, data sources, and integration patterns. Based on our findings and the client's business goals, we recommended an **API-Led Connectivity** and **Event-Driven Architecture** approach to enable a more agile, scalable integration framework.

Ministry Brands Systems & Integrations



Salesforce - Zendesk & Workday Data Sync - High Level Design



### Key Integrations Implemented:

1. **Salesforce to Workday:** Integrated to ensure billing and customer data consistency.
2. **Salesforce to Zendesk:** Linked to improve support data synchronization and responsiveness.
3. **Amplify Checkout to Salesforce, Workday, Zendesk:** Integrated to provide a seamless eCommerce experience for church products.
4. **easytithe Giving Platform:** Integrated with Salesforce and Zendesk to support streamlined donation and user onboarding.
5. **Zendesk to Azure DevOps:** Integrated to ensure developer-related tickets are accurately tracked and managed.

### Integration Process:

- Leveraged **MuleSoft Anypoint Platform** and **custom API connectors** for seamless connectivity between systems.
- **Event-Driven Architecture** enabled real-time data syncing and reduced latency.
- Implemented **CloudHub Alerts** to ensure proactive monitoring and issue resolution.
- Used **MySQL Stored Procedures** to extract data for performance optimization.
- Integrated **Load Balancers** for scalability, ensuring consistent performance across both production and non-production environments.
- Adopted **MuleSoft's Anypoint MQ (AMQ)** for efficient, asynchronous event processing across applications.

### XTIVIA's API strategy also focused on:

- **API Security & Governance:** Implemented robust **API policies** for data integrity, security, and compliance.
- **Real-time Integration:** Utilized prebuilt and custom connectors for real-time, bi-directional data exchange.
- **CI/CD Pipelines:** Streamlined the development lifecycle with **Azure DevOps** for continuous integration and deployment.
- **Webhooks:** Enabled **event-driven automation** to trigger actions based on work item events in Azure DevOps.

## BUSINESS RESULT

By leveraging XTIVIA's **API-led integration strategy**, our client achieved the following outcomes:

- **Efficient Data Synchronization:** Salesforce CRM was seamlessly integrated with Workday for billing and Zendesk for support, ensuring consistency across systems.
- **Scalable Self-Service Checkout Portal:** The self-service portal was fully integrated with Salesforce, Workday, and Zendesk, allowing customers to easily purchase church products.

- **Real-Time Ticket Syncing:** Zendesk support tickets were efficiently synced with Azure DevOps, ensuring that developer-related tickets were handled in real-time.
- **Optimized Donor Management:** The easyTithe platform was successfully integrated with Salesforce and Zendesk, improving donation management and user experience.
- **Improved Error Tracking & Logging:** Comprehensive error logging allowed the client to quickly identify and resolve integration issues across systems.
  - **Key Benefits:**
    - **Scalable & Future-Ready:** The solution is flexible and adaptable to future growth, with the ability to integrate new applications or services seamlessly.
    - **Enhanced Collaboration & Visibility:** Cross-functional teams now have real-time access to data, improving collaboration and operational efficiency.
    - **API Security & Compliance:** Robust security measures protect sensitive data and ensure compliance with industry standards.
    - **Agility & Innovation:** The API-driven architecture allows the client to rapidly deploy new initiatives, reducing time-to-market for new IT solutions.

XTIVIA's comprehensive API strategy has delivered a **secure, scalable, and high-performing integration framework** that empowers our client to streamline operations, enhance collaboration, and focus on growth and innovation. By modernizing their systems and leveraging the power of **MuleSoft** and **API-led integration**, they are now positioned for long-term success in an ever-evolving digital landscape.

## KEYWORDS

*API Integration, Cloud Integration, Event-Driven Architecture, API-Led Connectivity, Real-Time Data Sync, MuleSoft Anypoint Platform, Salesforce Integration, Zendesk Integration, Azure DevOps Integration, Scalable API Strategy, eCommerce Integration, Automated Workflows, Future-Ready Infrastructure, API Security & Governance, Business Agility, Cloud-Native Solutions, Seamless Data Flow*

## SOFTWARE

*Mule Runtime, MuleSoft Anypoint Platform, MuleSoft API Manager, MuleSoft Anypoint Monitoring, MuleSoft Anypoint MQ, Salesforce, Zendesk, Azure DevOps, Service Now, Workday*

## ABOUT XTIVIA

At XTIVIA, we've provided IT solutions and consulting services for over 30 years. We offer a wide range of services, including technology assessments, IT service and asset management, software development, data analytics, cloud migration, DevSecOps, ERP, and enterprise content management. Our team of experts is dedicated to each discipline, ensuring that our clients receive the best possible service. We've partnered with industry leaders to bring our clients the latest solutions. Through strategic acquisitions, we've acquired talented people who are experts in their industries, passionate about what they do, and committed to providing exceptional service to our clients. Whether you need to improve your IT infrastructure or implement new software solutions, XTIVIA is here to help you achieve your business goals. Contact us today to learn more about our services. XTIVIA has offices in Colorado, New York, New Jersey, Texas, Virginia, and India. [www.xtivia.com](http://www.xtivia.com)