Topic 2: The Salesforce Integration That Took 6 Months (And What We Learned)

Concept 1: Case Study

- **Hook:** "Day 1: 'This Salesforce integration should take 2 weeks.' Day 180: We finally shipped. Here's every painful lesson from our 6-month journey into enterprise integration reality."
- **Core Message:** Provide a detailed, chronological breakdown of a complex Salesforce integration project, documenting the unexpected technical challenges, scope creep, and enterprise software realities that turned a simple integration into a major undertaking. Share specific technical decisions, architectural pivots, and the lessons about enterprise system complexity that can help other teams set realistic expectations and avoid similar pitfalls.

Concept 2: Framework/Tactical

- **Hook:** "Enterprise integrations aren't just harder—they're a different species entirely. Here's the scoping framework that would have saved us 4 months of pain."
- **Core Message:** Transform the Salesforce integration experience into a practical scoping and project management framework for enterprise system integrations. Provide actionable guidance on how to properly estimate "fat-head" system integrations, including discovery phases, technical debt assessment, and risk mitigation strategies that account for the unique challenges of enterprise software ecosystems.

Concept 3: Personal Experience

- **Hook:** "The moment I realized we'd been thinking about Salesforce integrations completely wrong was at 2 AM on a Tuesday, staring at our third architectural rewrite."
- **Core Message:** Share the personal and professional growth that came from wrestling with enterprise integration complexity, focusing on the mindset shifts required to succeed with large-scale system integrations. Explore how the experience changed the approach to integration architecture, team planning, and customer communication, while providing vulnerable insights about the emotional and strategic challenges of complex technical projects.