# Zapier Platform: Empowering Business Automation at Scale

Zapier is the leading **no-code automation platform** connecting over **7,000 web applications**—from CRMs and marketing tools to finance systems and collaboration platforms. For partners, it offers clients a powerful solution to reduce operational friction and integrate systems without custom coding.

Since 2011, Zapier has become essential for over two million users. As a partner, you can position it as an automation backbone, driving both client efficiency and your value-added services.

by Dorian Kominek
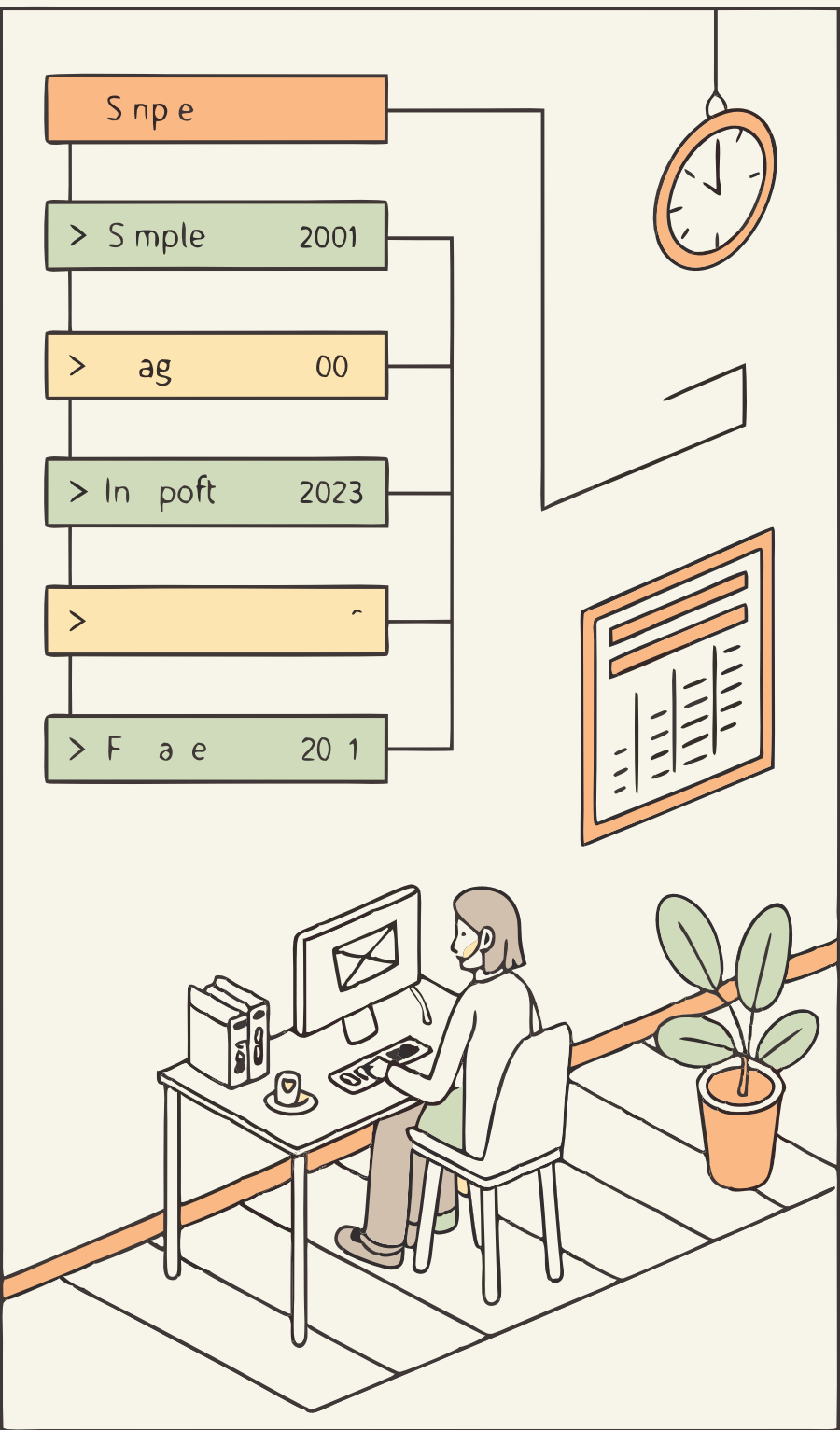
Zapier's Role in the Evolution of Automation

Zapier has democratized automation, which was historically confined to large enterprises with developer resources. As a leader in the **Integration Platform as a Service (iPaaS)** category, Zapier's no-code interface allows clients of all sizes to rapidly deploy automation without the overhead or complexity of traditional integration projects.

Traditional Integration

Required developers and custom code

Zapier Launch (2011)

Making automation accessible to everyone

Growth Phase

Expanding to over two million users

Today

7,000+ integrations across all industries

Why Automation Matters for Your Clients and Business

Businesses today are overloaded with apps, data, and processes. Without automation, teams waste hours switching between tools, manually transferring data, and dealing with inconsistencies across platforms.

Client Benefits

- Reduce inefficiency and time spent on repetitive work
- Improve accuracy by automating data movement
- Scale workflows without additional headcount
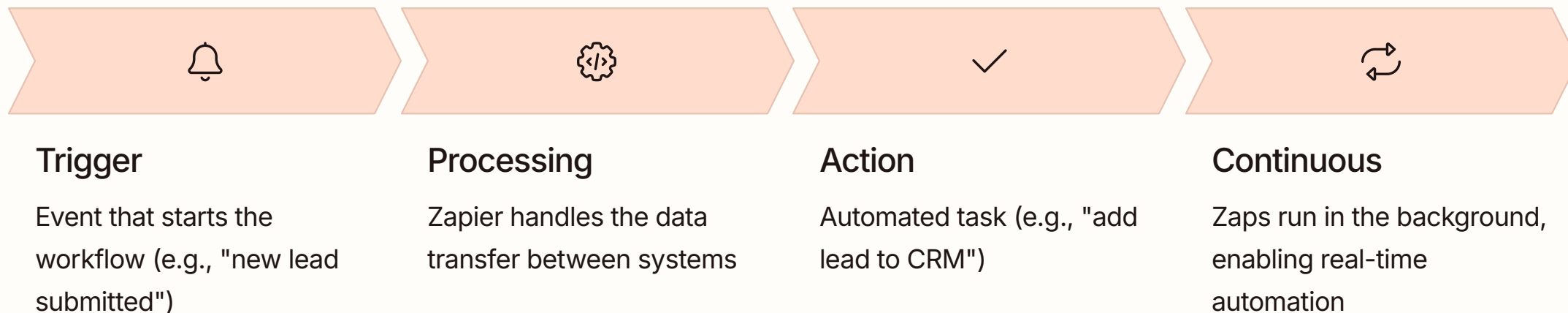- Increase agility with real-time automation

Partner Benefits

- Monetize expertise by building custom Zaps
- Offer managed services around automation
- Position Zapier within digital transformation
- Earn commissions through referrals

Zaps – The Building Blocks of Automation

The core automation unit in Zapier is the **Zap**: a workflow that links apps together to automate tasks. Each Zap contains a **Trigger** (an event that kicks off the workflow) and one or more **Actions** (tasks that happen automatically).

Trigger

Event that starts the workflow (e.g., "new lead submitted")

Processing

Zapier handles the data transfer between systems

Action

Automated task (e.g., "add lead to CRM")

Continuous

Zaps run in the background, enabling real-time automation

Zaps run continuously in the background, enabling real-time automation across systems. Even non-technical clients can build and manage these themselves—while you, as a partner, can step in to design, troubleshoot, and optimize more advanced automations.

Advanced Capabilities for Complex Client Needs

Zapier goes beyond basic automation with advanced logic and enterprise-ready functionality. These tools provide endless opportunities to help clients design tailored automation strategies—especially when integrating multiple systems, managing lead funnels, syncing financial data, or automating onboarding flows.

Multi-Step Zaps
Chain multiple actions for end-to-end process automation

Webhooks
Connect to custom systems or unsupported apps
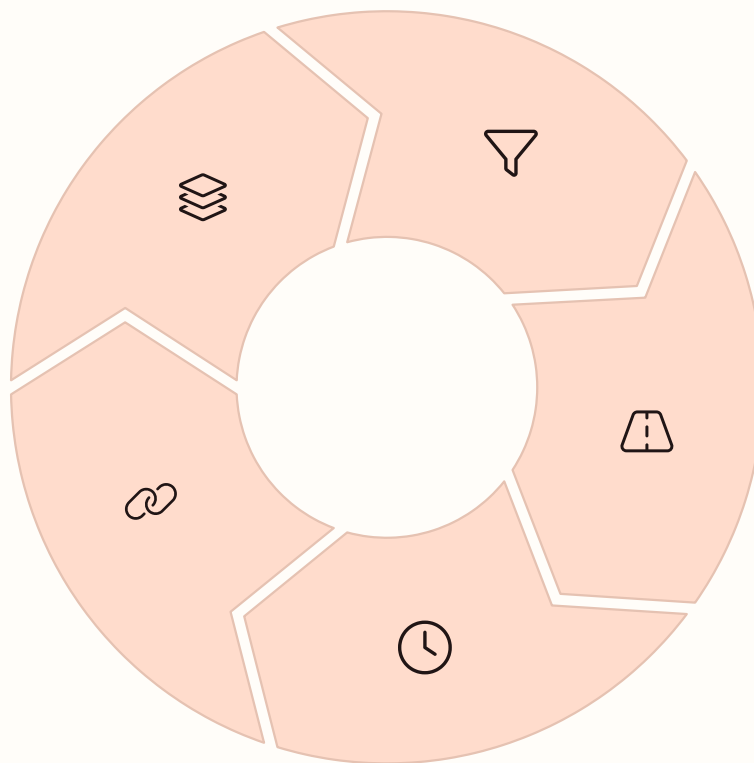
Filters
Ensure Zaps only run when certain conditions are met
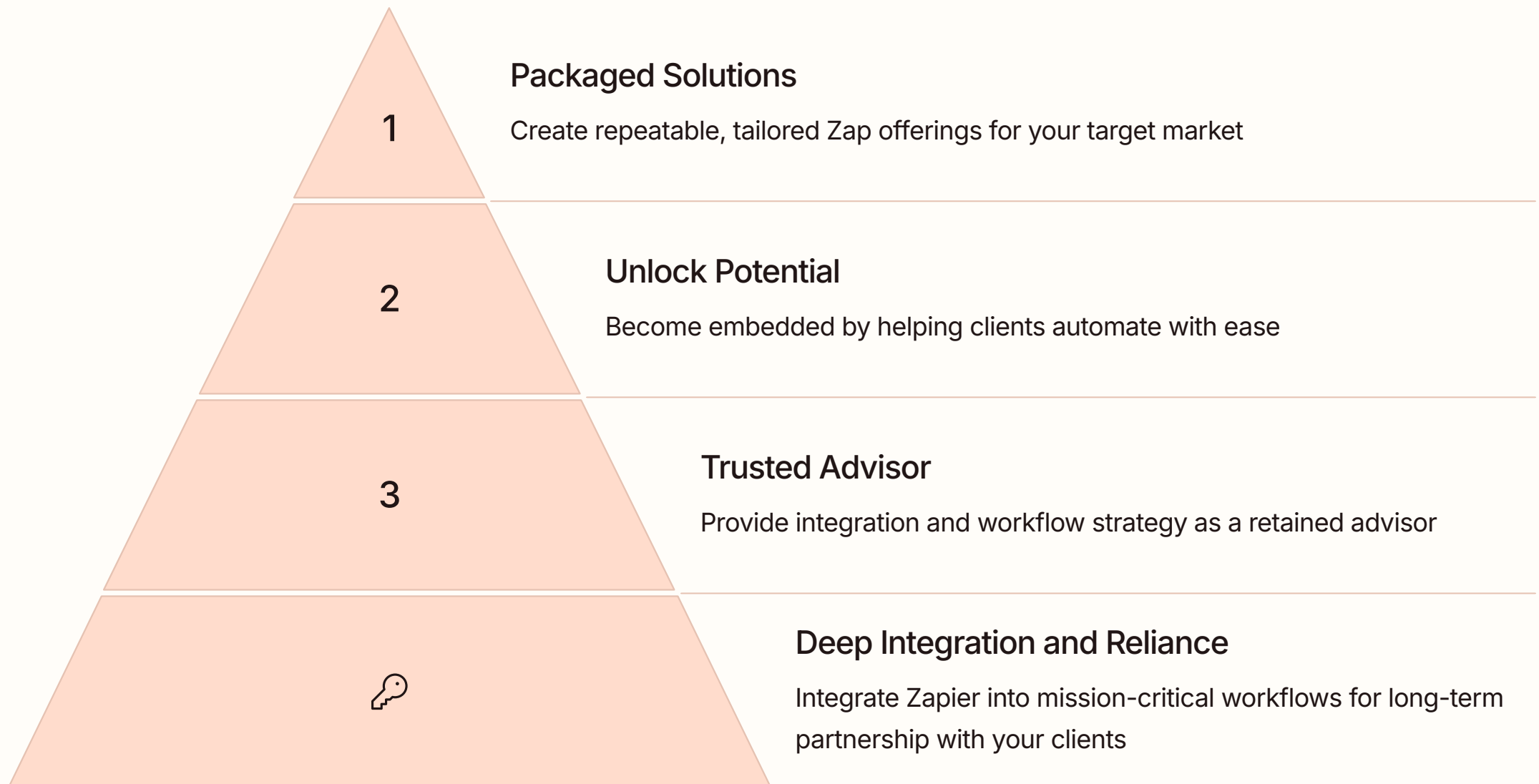
Paths
Add branching logic for more dynamic workflows

Delays
Insert timed pauses between actions

The Future of Automation—and How You Fit In

Automation has evolved from optional to essential as businesses seek to stay competitive and scale efficiently in today's digital landscape. Where do Solution Partners fit?

1 **Packaged Solutions**
Create repeatable, tailored Zap offerings for your target market

2 **Unlock Potential**
Become embedded by helping clients automate with ease

3 **Trusted Advisor**
Provide integration and workflow strategy as a retained advisor

Deep Integration and Reliance
Integrate Zapier into mission-critical workflows for long-term partnership with your clients

With **7,000+ integrations**, Zapier seamlessly connects to your clients' tech stacks. From marketing to operations, deliver immediate value while building lasting, automation-driven relationships.