



Amazon AppFlow

As businesses digitized, they sought for ways to use software technology to streamline various processes and increase their efficiency at certain tasks. This is usually where **Software as a Service (SaaS)** products like Salesforce, Google Analytics and ServiceNow enter the picture, providing businesses with CRM (Customer Relationship Management), HR management and other enterprise solutions. In response to the widespread adoption of SaaS solutions, Amazon launched **AppFlow**, a fully managed integration service for the secure transfer of data between AWS services and SaaS applications like the ones mentioned before. It simplifies data transfer processes, enabling us to automate and control data flows without needing to write custom code or create data pipelines from scratch.

It is often used in conjunction with EventBridge, a service that we have already established as a helpful tool when working with third-party software. An example architecture showcasing how a Salesforce event can be used as the invocation source for a Lambda function is given below:

