Amazon AppFlow

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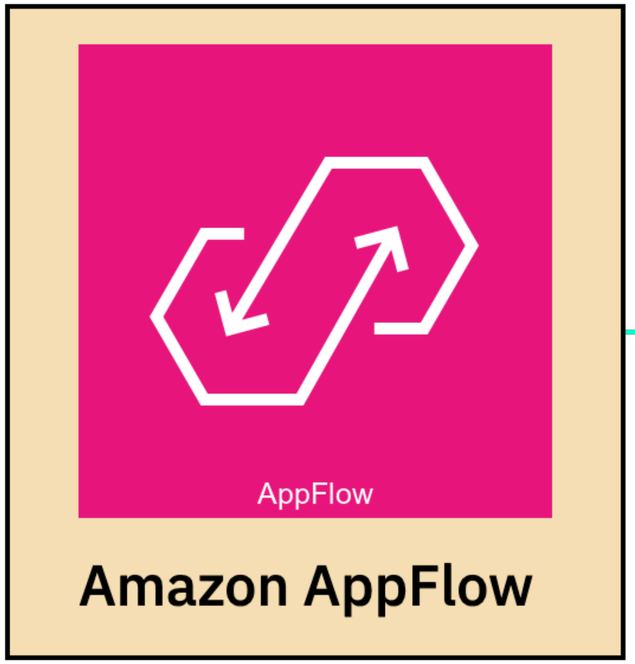

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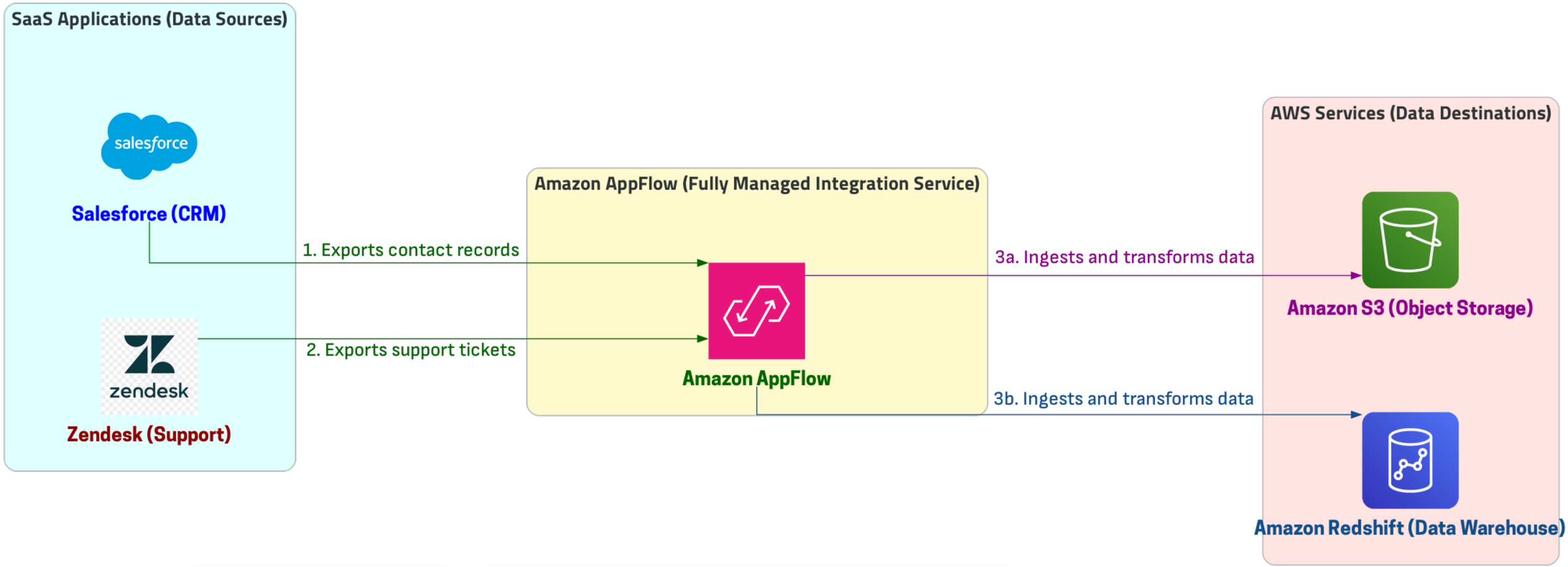
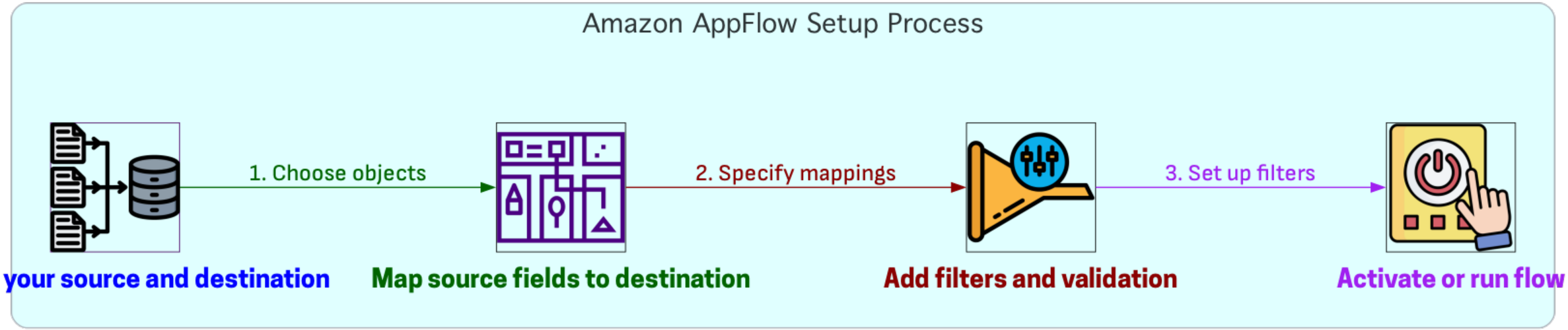
What is Amazon AppFlow?



1️⃣. 🛠️ Fully-managed integration service
🔒 Secure data exchange
🔗 Connects SaaS apps and AWS services

2️⃣. 🔀 Data flow examples	
👥 Salesforce contacts	📊 Ingested to Amazon Redshift
Zendesk support tickets	📦 Pulled to Amazon S3 bucket

Overview



1️⃣. 🔌 Connect source and destination
📦 Choose transfer object
🕰️ Specify transfer timing
📍 Define transfer location

2️⃣. 🗺️ Map source fields to destination
🔍 Select source fields
🔀 Define field mapping
🔧 Specify data transformation

3️⃣. 🎯 Add filters and validation
🚫 Apply data filters
✅ Validate records

4️⃣. 🚀 Activate or run flow
✳️ Ready to go
▶️ Activate flow

Example Use Cases for Amazon AppFlow

1. 📊 **Transfer Salesforce opportunities to Amazon Redshift tables** – Create a flow triggered on each new record created in Salesforce Cloud that calculates the sales potential and then transfers the modified record to an Amazon Redshift table.

2. 💬 **Analyze Slack conversations** – Create a flow triggered on a schedule that transfers conversation data from a Slack channel to Amazon Redshift, Snowflake, or Amazon S3 for storage and analysis.

3. 🎟️ **Transfer support tickets from Zendesk for storage and analysis** – Create a manually triggered flow for all tickets with a common case number in Zendesk that transfers ticket data to Amazon Redshift, Snowflake, or Amazon S3 for storage and analysis.

4. 📦 **Transfer aggregate data weekly to S3 at 100GB per flow** – Create a flow triggered on a weekly schedule to transfer Salesforce, Marketo, ServiceNow, and Zendesk data to Amazon S3 in aggregate up to 100GB per flow with low latency.

Supported Source and Destination Applications

📊 Application List

1. Adobe Analytics, 2. AfterShip, 3. Amazon Connect, 4. Amazon EventBridge, 5. Amazon Lookout for Metrics, 6. Amazon RDS for PostgreSQL, 7. Amazon Redshift, 8. Amazon S3, 9. Amplitude, 10. Asana

🏢 Business and Productivity Tools

1. BambooHR, 2. Blackbaud Raiser's Edge NXT, 3. Braintree, 4. CircleCI, 5. Coupa

🔍 Monitoring and Analytics

1. Datadog, 2. Delighted, 3. DocuSign Monitor, 4. Domo, 5. Dynatrace

📣 Advertising and Marketing

1. Facebook Ads, 2. Facebook Page Insights, 3. Freshdesk, 4. Freshsales, 5. GitHub

🛠️ Development and Collaboration

1. GitLab, 2. Google Ads, 3. Google Analytics, 4. Google Analytics 4, 5. Google BigQuery

📆 Productivity and Communication

1. Google Calendar, 2. Google Search Console, 3. Google Sheets, 4. HubSpot, 5. Infor Nexus

📱 Social Media and Customer Engagement

1. Instagram Ads, 2. Intercom, 3. JDBC, 4. Jira Cloud, 5. Kustomer

💼 Professional Networks and Email Marketing

1. LinkedIn Ads, 2. LinkedIn Pages, 3. Mailchimp, 4. Marketo, 5. Microsoft Dynamics 365

🗄️ Document Management and Team Collaboration

1. **Microsoft SharePoint Online**, 2. **Microsoft Teams**, 3. **Mixpanel**, 4. **Okta**, 5. **Oracle HCM**

💳 Payment Processing and Customer Management

1. **PayPal**, 2. **Pendo**, 3. **Pipedrive**, 4. **Productboard**, 5. **QuickBooks Online**

🔄 Subscription Management and CRM

1. **Recharge**, 2. **Salesforce**, 3. **Salesforce Marketing Cloud**, 4. **Salesforce Pardot**, 5. **SAP OData**

📨 Email Services and IT Management

1. **SendGrid**, 2. **ServiceNow**, 3. **Singular**, 4. **Slack**, 5. **Smartsheet**

📊 Data Analytics and E-commerce

1. Snapchat Ads, 2. Snowflake, 3. Stripe, 4. Trend Micro, 5. Typeform

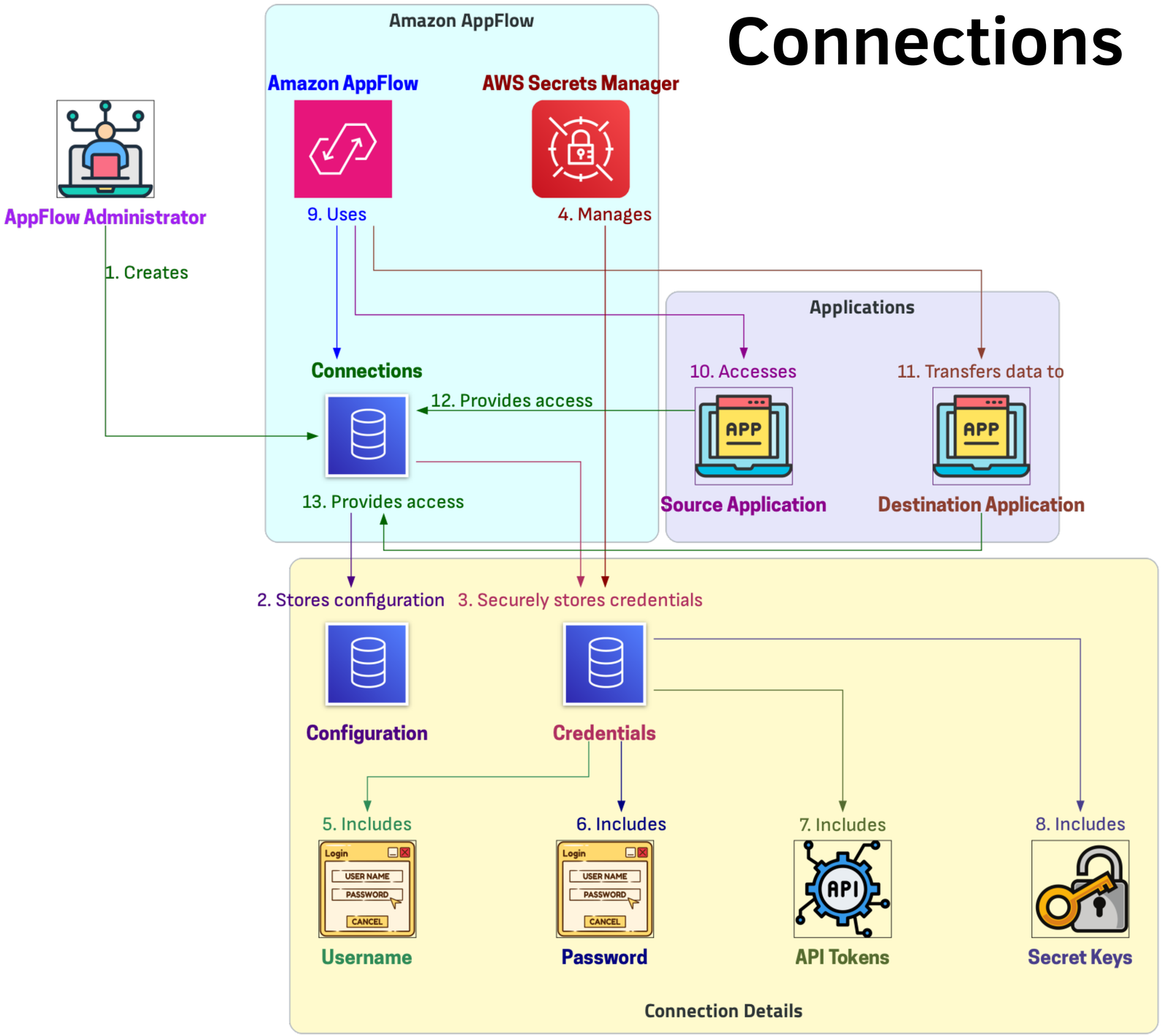
🔧 Data Processing and Industry-Specific Tools

1. Upsolver, 2. Veeva, 3. WooCommerce, 4. Zendesk, 5. Zendesk Chat

🤝 Customer Support and Video Conferencing

1. Zendesk Sell, 2. Zendesk Sunshine, 3. Zoho CRM, 4. Zoom

Connections

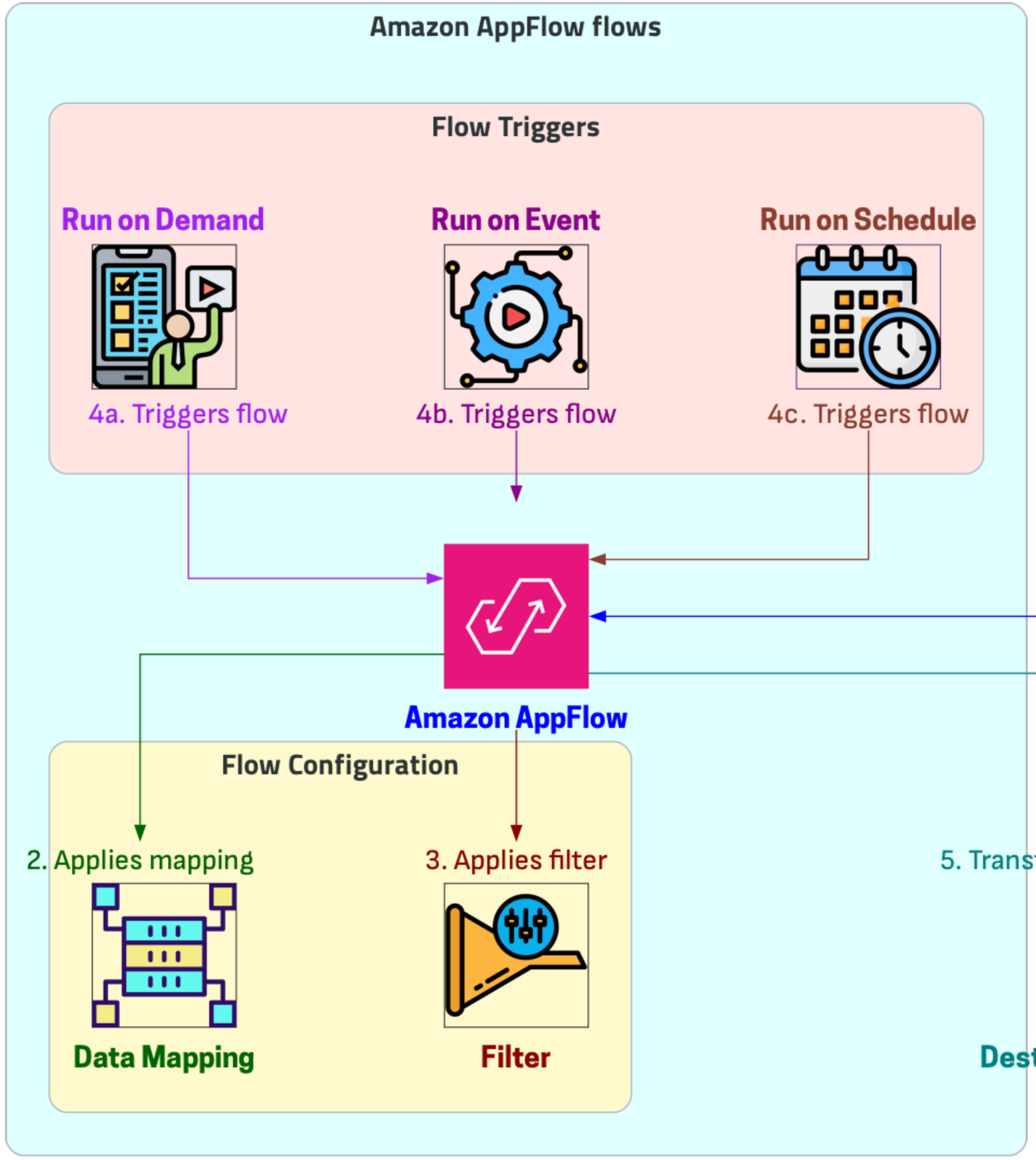


1. 🔑 Enable data flows
🔗 Create connections to source and destination apps
🔐 Provide access to applications

2. 💾 Connection storage	
⚙️ Configuration details	
🔒 Credentials	👤 User names
	🔑 Passwords
	🔐 Secret keys
	🎟️ API access tokens

3. 🔄 Connection reusability
🆕 Assign to new flows
🔁 Assign to existing flows
🖱️ No manual re-entry of details

Amazon AppFlow Flows

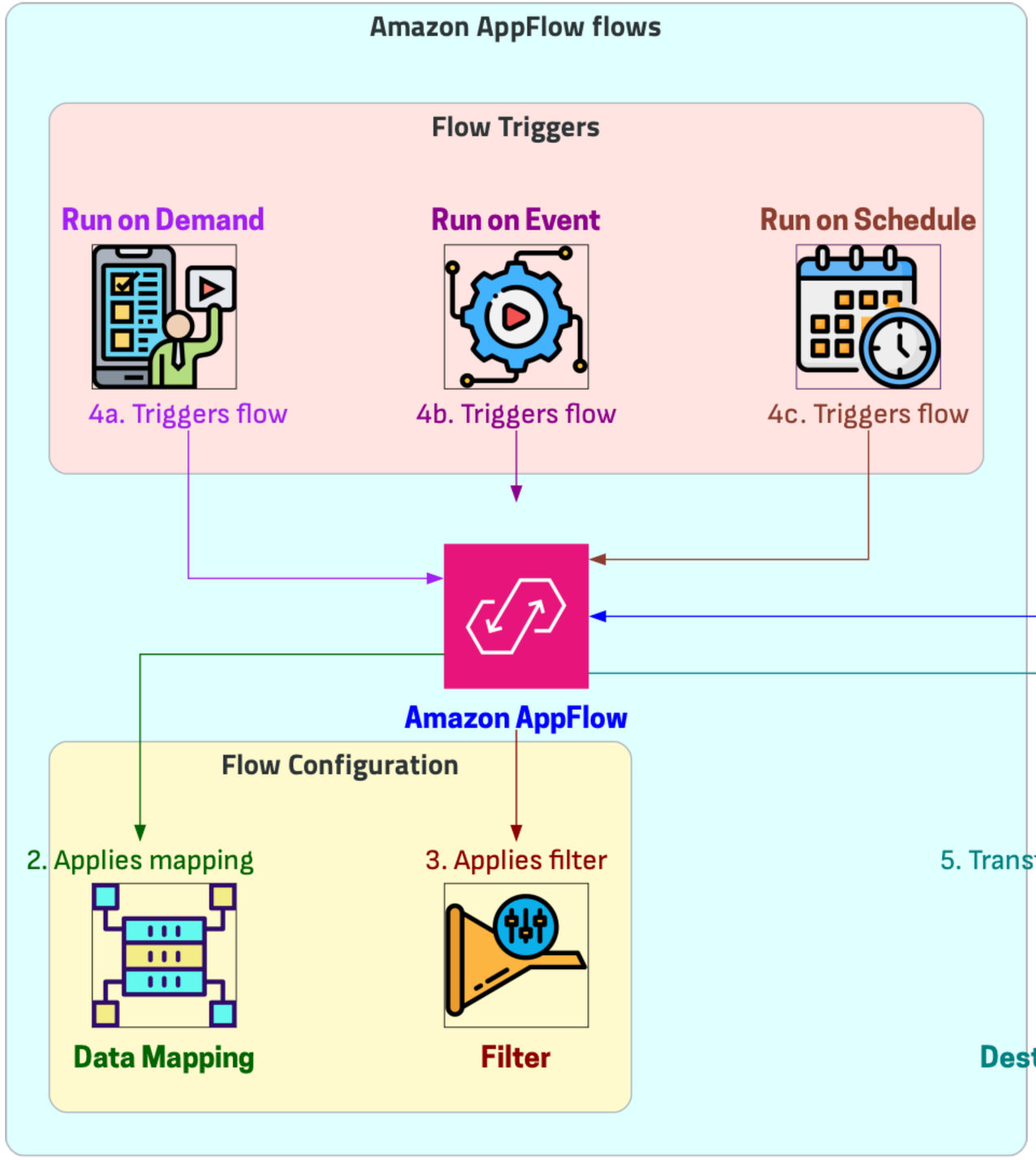


1. 🌊 Data Transfer
🔁 Source to destination
☁️ AWS services
🖥️ SaaS applications

2. 🗺️ Data Mapping
🔗 Field mapping
🔀 Field concatenation
🔐 Sensitive field masking
✂️ Field truncation

3. 🎯 Data Filtering
📊 Transfer criteria
✅ Meets filter conditions

Amazon AppFlow Flows



4. Flow Triggers	
Run on demand	Manual user initiation
Run on event	SaaS application event response
Run on schedule	Recurring execution

5. Flow Execution
Source data verification
Data processing
Processed data transfer

Thanks for Watching