# Orchestrate First Call Deck - Talk Track

**Updated:** December 2025

**Buyer Profile:** Orchestrate-First prospects—CIOs, VPs of Engineering, IT leaders managing fragmented integration stacks, rising costs, and pressure to accelerate AI initiatives.

**Their Pain:** Drowning in tool sprawl (iPaaS, RPA, ETL, ESB). IT bottlenecks blocking business velocity. Infrastructure not ready for AI/agents when executives demand it.

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## PRE-CALL POSITIONING

**Opening Stance:**
Every CIO we talk to is getting three mandates from the board: consolidate platforms, cut costs, and accelerate AI. The problem? Their integration stack wasn't built for any of that. You're not alone.

**Key Anchors:**

- Lead with **industry trends** (Gartner validation) not product features
- Three problems → Three solutions (clean problem/solution fit)
- "Modern iPaaS for the Agentic Era" = consolidation + AI readiness in one move

**Discovery Priority:**

1. Which of 3 problems hurts most (redundancy, costs, AI readiness)
2. Current tool landscape (how many integration/automation tools)
3. Executive pressure on AI timelines

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## SLIDE-BY-SLIDE TALK TRACK

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### SLIDE 1: INTRODUCTION

**SAY:** Thanks for making time today. I'm here because every CIO we talk to is facing the same three pressures: consolidate redundant platforms, reduce total cost of ownership, and

accelerate AI initiatives. And all three trace back to the same root cause—your integration and orchestration layer.

**DISCOVER:** *"Before we dive in—which of those three is driving the most urgency for you right now?"*

**TRANSITION:**
"Let me show you why this is top of mind for every enterprise IT leader."

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## SLIDE 2: WORKATO AT A GLANCE

**WSS MAPPING:** *Proof Points / Credibility*

**SAY:** "Quick context on Workato before we get into it. We've been doing this since 2013—founded by leaders from TIBCO, Oracle, and Splunk who saw integration, automation, and orchestration converging into one platform.

Today, 50% of Fortune 500 customers across all industries trust us with their most critical workflows. We're a 7-time Gartner Magic Quadrant Leader—ranked furthest in Vision and AI enablement. And we're recognized as a Customers' Choice by Gartner Peer Insights.

You'll see customers like Samsara, Atlassian, Box, Canva—companies that needed modern orchestration infrastructure and couldn't get there with legacy tools."

**DISCOVER:** *"Are you familiar with Workato, or is this your first introduction to us?"*

**TRANSITION:**
"Here's why companies like these are making the shift."

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## SLIDE 3: STRATEGIC IMPERATIVES

**WSS MAPPING:** *Current State (Industry Validation)*

**SAY:** "These aren't just Workato talking points—these are the defining trends shaping iPaaS, integration, and orchestration markets in 2025 according to Gartner and McKinsey.

- **Trend One: Consolidate Platforms.** Gartner's research shows that 'duplicative solutions and convoluted legacy application portfolios hinder business outcomes.' You've got iPaaS here, RPA there, ETL somewhere else—each one adding cost, complexity, and technical debt.

- **Trend Two: Improve Agility & Reduce TCO.** Gartner's defining this as a 2025 strategic imperative: 'Modernize the technology portfolio to ensure competitive advantage, reduce costs, and improve time to market.' Your board sees this on every analyst briefing.
- **Trend Three: Accelerate AI & Agentic.** McKinsey reports that 88% of organizations are piloting AI, but only 7% have scaled it successfully. The gap? Infrastructure. Most companies are trying to bolt AI onto integration stacks that weren't designed for intelligent workloads.

These three trends aren't competing priorities—they're interconnected. And they all require the same thing: modern orchestration infrastructure.

**DISCOVER:**

- *"Which of these three is creating the most pressure from your executive team or board?"*
- *"When you hear 'consolidate platforms'—what tools immediately come to mind that you'd love to retire or reduce?"*

**TRANSITION:**
"Let me show you what this looks like day-to-day."

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## SLIDE 4: 3 MOST COMMON PROBLEMS (ECOSYSTEM MAP)

**WSS MAPPING:** *Current State (Detailed)*

**SAY:** "Here's what that looks like in the wild. This is a typical enterprise integration architecture we see.

You've got **AI Platforms** up here—agents, MCF, A2A frameworks. **Experience layers**—chatbots, apps, portals trying to give users a unified interface. **Process tools**—BPM, RPA trying to automate workflows. **Data layer**—ETL, ELT, MDM trying to keep everything in sync. And at the bottom, **legacy and custom systems** that aren't going anywhere.

**Current State Problem:** None of these layers talk to each other natively. Every connection is custom-built. Every new AI initiative requires rebuilding integration logic from scratch. You've got teams maintaining different middleware in different parts of the organization—MuleSoft in one business unit, Boomi in another, Dell Boomi somewhere else, custom APIs everywhere.

The result? **Fragmented solutions and redundant platforms.** Tool sprawl. Integration debt growing faster than you can pay it down."

**DISCOVER:**

- *"When you look at this map—how many of these layers do you have tools for today?"*
- *"Which layer creates the most friction when you're trying to launch something new?"*

**TRANSITION:**
"Now let me show you where the costs really hide."

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## SLIDE 5: THREE MOST COMMON PROBLEMS (COST ICEBERG)

**WSS MAPPING:** *Negative Effects (Cost Impact)*

**SAY:** Here's the cost breakdown nobody talks about—the integration iceberg.

**Above the waterline:** Software licensing costs. That's what you see on the P&L, what gets negotiated in vendor contracts.

**Below the waterline—where the real costs hide:**

- **Setup & Deploy:** Weeks or months to stand up infrastructure, configure environments, onboard teams
- **Build:** Specialized developers required, long development cycles, custom code that becomes technical debt
- **Run & Maintain:** Constant upgrades, patches, troubleshooting, keeping the lights on
- **Infrastructure Management:** Servers to provision, capacity to plan, uptime to monitor

**Negative Effect:** Most companies are spending 60-70% of their integration budget below the waterline—operational costs that don't show up as 'integration spend' but drain IT capacity year after year.

When you factor in opportunity cost—projects delayed because IT is underwater maintaining existing integrations—the total cost of ownership is 3-5x what you think you're paying.

**DISCOVER:**

- *"How much of your team's time goes into maintaining existing integrations versus building new ones?"*
- *"If you could eliminate infrastructure management entirely, what would you redirect that capacity toward?"*

**TRANSITION:**
"And here's why AI makes this urgent."

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## SLIDE 6: THREE MOST COMMON PROBLEMS (AI STATS)

**SAY:** Let's talk about why AI is the forcing function that's making this infrastructure conversation mission-critical.

Three data points from HFS Research, Deloitte, and MIT:

- **88% of enterprises have substantial data, integration, and governance debt preventing AI adoption.** Your fragmented integration stack is the bottleneck. AI can't access the data it needs. Agents can't invoke workflows across systems. Governance doesn't exist.
- **70% are unable to deploy AI proof-of-concepts to production.** You've got pilots running. Models trained. Demos that work great. But when it's time to connect AI to real business processes—your integration infrastructure can't support it.
- **Only 5% see measurable impact from AI initiatives.** Because the 95% that fail aren't failing because of bad AI—they're failing because the orchestration layer underneath isn't ready.

**Negative Effect:** Every quarter you delay modernizing orchestration infrastructure, your AI initiatives stay stuck in pilot purgatory while competitors figure it out."

**DISCOVER:**

- *"Are you seeing AI initiatives in your organization yet? What stage are they at?"*
- *"When those initiatives try to access production systems, what's the blocker—security, governance, or just the technical lift to connect everything?"*

**TRANSITION:**
"So here's the summary."

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## SLIDE 7: 3 MOST COMMON PROBLEMS (OPTIONAL)

**SAY:** Three interconnected problems that every enterprise IT leader is dealing with:

- **Problem One: Redundant solutions & legacy platforms.** Fragmented iPaaS, RPA, and ETL tools create silos, duplication, and rising technical debt. Every new system makes integration harder.

- **Problem Two: High operating costs & IT bottlenecks.** Specialized dev requirements, long release cycles, and constant maintenance and rework drive up costs and drag down agility. Business can't move fast because IT can't keep up.
- **Problem Three: Unable to scale AI & agentic initiatives.** AI projects are trapped in silos—88% cite data, integration, and governance gaps with only 5% seeing real business impact.

**Current State Summary:** These aren't three separate problems. They're symptoms of the same root cause—your integration and orchestration infrastructure wasn't built for the scale, speed, and intelligence the business needs today.

**Negative Effects Summary:** The longer you wait to modernize, the more expensive it gets. Integration debt compounds. Opportunity cost grows. Competitors who fix this first win."

**DISCOVER:**

- *"If you could only solve one of these three in the next 12 months, which would unlock the most value?"*
- *"What's the timeline pressure—is this a 2025 initiative, or are you being asked to show progress this quarter?"*

**TRANSITION:**
 "Here's how Workato solves all three."

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# SLIDE 8: WHAT WORKATO DELIVERS

**WSS MAPPING:** *Desired State + Solution Requirements*

**SAY:** Workato delivers three things your current tools can't—and they map directly to the three problems we just discussed.

**Solution #1: Unified Platform**

**Problem it solves:** Redundant solutions & legacy platforms.
**What you get:** Replace redundant integration, automation, and API tools with a modular, open platform—eliminating overlap, tech debt, and vendor lock-in. One platform for integration, automation, API management, orchestration, and MCP. Consolidate 3-5 tools into one.

**Solution #2: Modernization & Agility**

**Problem it solves:** High operating costs & IT bottlenecks.
**What you get:** Cloud-native and serverless to cut cost and boost speed—no maintenance,

downtime, or specialized developers required. Eliminate everything below the waterline on that cost iceberg. IT capacity gets redirected from maintenance to innovation.

**Solution #3: Foundation for AI & Agentic**

**Problem it solves:** Unable to scale AI & agentic initiatives.
**What you get:** Designed for the future—where AI and orchestration work together through a secure, governed orchestration fabric. Your infrastructure is ready when executives demand agents in production.

**Desired State:** Unified, cloud-native orchestration platform that solves today's integration pain while preparing you for tomorrow's AI opportunity.

**Solution Requirements:** Platform consolidation. Operational efficiency. AI-ready infrastructure. All three in one move."

**DISCOVER:**

- *"If you could consolidate multiple tools without disrupting production, what would success look like in 6 months?"*
- *"When you think about AI readiness—are you being asked to prepare infrastructure proactively, or react when projects demand it?"*

**TRANSITION:**
"Let me show you what that looks like architecturally."

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# SLIDE 9: ARCHITECTURE DIAGRAM

**WSS MAPPING:** *How Workato Does It (Platform Architecture)*

**SAY:** This is Workato Enterprise MCP—Modern iPaaS for the Agentic Era.

At the **bottom layer: Universal Connectivity**—10,000+ apps, SaaS, on-prem, databases, data lakes, unstructured data, legacy systems, mainframes, archives. If it exists in your enterprise, we connect to it.

**Middle layer—Workato Enterprise MCP:**

- **Orchestration:** Process automation, application integration, data orchestration, API management—everything your current iPaaS does, unified in one platform
- **Enterprise Skills:** Pre-built, reusable business actions (we'll come back to this)

- **Trust:** Governance, security, compliance, observability, explainability built into the platform
- **Platform Agents:** AIRO (Solution Architect), Acumen (Operations Analyst)—AI assistance for building and managing workflows

**Top layer—Workato Agentic:**

- **Agent Studio:** Build custom KPI-driven agents
- **Workato Genies:** Pre-built agents for business teams
- **3rd Party Agent Solutions:** Orchestrate agents from Moveworks, ServiceNow, Salesforce Agentforce

**How Workato Does It Better:** This isn't iPaaS + AI bolted on. It's a unified platform where orchestration and AI were designed together from day one. When your board asks 'are we ready for agents?'—you are."

**DISCOVER:**

- *"When you look at this architecture—which layer is missing or broken in your current stack?"*
- *"If you could snap your fingers and have this infrastructure in place, what would you build first?"*

**TRANSITION:**
"Let me show you what building agents looks like."

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# SLIDE 10: AGENT STUDIO

**WSS MAPPING:** *How Workato Does It Better (Agentic Capabilities)*

**SAY:** This is the agentic layer that sits on top of Enterprise MCP.

**Agent Studio** is our low-code agent builder. You build KPI-driven agents with proven enterprise skills—not raw API access, but complete business processes like 'Sales order creation,' 'Update customer in SAP,' 'Update forecast model,' 'Create shipping ticket.'

**Workato GO** is the new work experience—enterprise search, intelligence layer, unified interface where employees interact with agents across all systems.

**How This Works:** Agents you build in Agent Studio inherit all the orchestration, security, and governance from Enterprise MCP. You're not building agents that guess their way through APIs—you're giving them access to trusted, pre-orchestrated workflows that already work in production.

**Why It Matters:** When your executives ask 'how fast can we deploy agents?'—the answer is days, not months. Because the infrastructure is already there.

**DISCOVER:**

- *"If you could deploy an agent for one business process this quarter, what would deliver the most value?"*
- *"Who in your organizatio*n is asking about agents—is it coming from IT, or is the business pushing for it?"

**TRANSITION:**
 "And if you want to go even faster, we have pre-built agents."

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## SLIDE 11: WORKATO GENIES

**WSS MAPPING:** *How Workato Does It Better (Accelerated Time-to-Value)*

**SAY:** Workato Genies are pre-built, production-ready agents for business teams. Think of them as AI employees that come out of the box.

- **CPQ Genie:** Tracks average time to quote, monitors pipeline
- **Support Genie:** Customer support automation, tracks sessions and self-service rates
- **IT Genie:** Deflects tickets, monitors resolution metrics
- **Lead Genie:** Marketing automation, tracks lead generation by source
- **CX Genie:** Customer experience monitoring, NPS scores
- **Job Req Genie:** HR automation, tracks time-to-hire
- **Sec Ops Genie:** Security monitoring and response
- **Custom Genie:** Build your own for any department

**How Workato Does It Better:** These aren't chatbots that answer questions. They're agents that take action—creating records, updating systems, triggering workflows—because they're built on Enterprise MCP orchestration.

**Specific Business Outcome:** Customers deploy Genies in 2-4 weeks and see 20-40% reduction in manual work in the first 90 days.

**DISCOVER:**

- *"Which of these functions has the most manual, repetitive work that's crying out for automation?"*
- *"If you could give your [sales/support/IT] team an AI assistant that actually did work instead of just answering questions, what would that be worth?"*

**TRANSITION:**
"Now let me show you the infrastructure that makes this possible."

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## SLIDE 12: ENGINEERED FOR PERFORMANCE

**SAY:** Here's why Workato is different from legacy iPaaS platforms—we're cloud-native, not retrofitted.

**What Cloud Native Means:**
Born in the cloud, not migrated to it. This means you **don't have to worry about:**

- Maintaining infrastructure
- High availability
- Idle capacity
- Regression testing and rebuilding every update

Serverless, auto-scaling, multi-region availability, active-active DR, zero downtime upgrades. It just works.

**What Enterprise Grade Means:**
By default, without configuration, you get:

- Guaranteed delivery
- Transaction replay
- Observability built-in
- In-sequence delivery
- Transaction integrity

**How Workato Does It Better:**
Traditional iPaaS platforms require dedicated infrastructure teams. Workato eliminates that entirely. Your team focuses on building business value, not babysitting servers.

**Competitive Example:** Companies switching from MuleSoft or Boomi see 50-70% reduction in infrastructure overhead because the platform handles everything that used to require specialized ops teams.

**DISCOVER:**

- *"How much of your integration team's bandwidth goes into keeping the lights on versus building new capabilities?"*

- *"If you could eliminate infrastructure management, what strategic projects have been on hold that you'd finally tackle?"*

**TRANSITION:**
"And here's the enterprise-grade security and governance built in."

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## SLIDE 13: BUILT FOR THE ENTERPRISE

**WSS MAPPING:** *How Workato Does It Better (Security & Governance)*

**SAY:** This is what makes Workato production-ready for regulated industries and Fortune 500 enterprises.

**Scalability:** Containerized, elastic scaling, fault tolerance, load balancing, always on
**Compliance:** GDPR, ISO, HIPAA, PCI, SOX ready, regional data centers
**Security:** Always encrypted, EKM, BYOK, key rotation, secrets manager, data masking
**Governance:** SSO, SCIM, JIT provisioning, real-time audit, RBAC, retention control
**Operations:** CI/CD (RDLC), Developer APIs, RecipeOps, dashboards, alerts

**Deployment Options:** Commercial cloud, Virtual Private Workato, private connectivity, GovCloud, on-premise agent

**Business Continuity:** High availability, failover, disaster recovery built-in

**How Workato Does It Better:**
This isn't security you have to configure—it's embedded in the platform architecture. When your CISO asks 'Can we trust this for production workloads?'—the answer is yes, with audit logs to prove it.

**DISCOVER:**

- *"What compliance or security requirements do you have to meet that make vendor evaluations more complex?"*
- *"Have you had integration or automation projects blocked by security reviews? What was the issue?"*

**TRANSITION:**
"Here's the third-party validation."

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## SLIDE 14: GARTNER LEADER

**SAY:** Workato is a 7-time Gartner Magic Quadrant Leader for iPaaS—and we're ranked furthest in Vision and highest in AI Enablement.

In Gartner's Critical Capabilities report, Workato scored highest for **AI implementation support**—addressing both sides of the AI equation: AI for integrators (helping you build faster) and integration for AI (helping AI access enterprise systems).

**What Gartner Says:**
'Workato Orchestration Platform received excellent scores for AI implementation support, addressing needs in both aspects of this market: AI for integrators and integration for AI.

**Why This Matters:**
When your board asks 'who's the leader in orchestration for AI?'—Gartner says it's Workato. This isn't marketing—it's independent analyst validation.

**DISCOVER:**

- *"Are you familiar with Gartner's iPaaS research, or would it be helpful to see the full report?"*
- *"When you evaluate vendors, does Gartner placement factor into your decision-making?"*

**TRANSITION:**
"And here's what that looks like in the market."

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## SLIDE 15: 653 ORGANIZATIONS

**SAY:** Over the last 24 months, **653 organizations chose to modernize with Workato**—migrating from MuleSoft, Boomi, TIBCO, SAP, WebMethods, and other legacy platforms.

These aren't small companies or greenfield deployments. These are enterprises with billions in revenue, Fortune 500 brands, regulated industries—companies that evaluated every option and chose Workato because their existing tools couldn't deliver what they needed.

**Why They Switch:**

- Legacy platforms require too much infrastructure overhead
- Development cycles too slow to keep up with business demand

- Not AI-ready when executives mandate agent deployment
- Total cost of ownership 2-3x higher than expected

**Proof Point:** When companies do side-by-side comparisons, Workato consistently wins on speed, cost, and AI readiness.

**DISCOVER:**

- *"What tools are you currently using for integration and orchestration?"*
- *"If you could start fresh today without any legacy constraints, would you choose the same vendors?"*

**TRANSITION:**
 "Let me show you what this looks like in practice with a real customer."

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## SLIDE 16: SAMSARA MODERNIZATION JOURNEY (PHASE 1)

**WSS MAPPING:** *Proof Points (Customer Story - Phase 1)*

**SAY:** "This is Samsara—a leader in IoT for connected operations. Here's their modernization journey.

**Starting State:**

- **MuleSoft** for iPaaS and APIM
- **UiPath** for RPA
- **FiveTran** for data orchestration

Three separate platforms. Three vendor relationships. Three sets of infrastructure to maintain. And none of them were talking to each other.

**What They Did:**
Consolidated all three onto Workato Enterprise MCP—one platform for RPA, data orchestration, API management, iPaaS, and MCP.

**Customer Quote from Vaishali Gandhi, Senior Director of Data Engineering:**
 'Our longest integration with Workato took one to two weeks—the same initial build on MuleSoft took somewhere around eight to ten weeks.'

**Outcome:** 4-5x faster development velocity. 60% reduction in operational overhead. Ready for AI when leadership mandated it.

**DISCOVER:**

- *"Does this modernization path resonate with where you're trying to go?"*
- *"If you could consolidate 2-3 integration tools into one platform, which would you retire first?"*

**TRANSITION:**
"Now here's the second phase—where they went agentic."

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## SLIDE 17: SAMSARA MODERNIZATION JOURNEY (PHASE 2)

**WSS MAPPING:** *Proof Points (Customer Story - Phase 2)*

**SAY:** Phase two: Samsara added agentic capabilities on top of their modernized orchestration infrastructure.

**What They Added:**

- **Workato Agentic** for building custom agents
- **Workato Enterprise MCP** serving as the orchestration layer
- **Moveworks** as their third-party agent platform—orchestrated by Workato

**Customer Quote from Stephen Franchetti, CIO:**
'As we look to the future we're not only managing employees—we're managing fleets of agents. It's incredibly important for us to orchestrate them with Workato so that they're working together to meet business goals.'

**What This Means:**
When Samsara's executives asked 'Can we deploy agents in production?'—they could say yes immediately. Because the infrastructure was already there. They didn't need an 18-month AI infrastructure project. They just turned on agentic capabilities.

**Outcome:** 30% automation of IT helpdesk. Agents deployed in weeks, not quarters. Business velocity increased because AI could act, not just advise.

**DISCOVER:**

- *"Does this phased approach make sense for your organization—modernize orchestration first, add agentic second?"*
- *"If you could deploy agents this year instead of waiting until infrastructure is ready, what would you build?"*

**TRANSITION:**
"Here's how this all comes together."

# SLIDE 18: ONE PLATFORM FOR EVERY JOURNEY

**WSS MAPPING:** *Desired State + Specific Business Outcomes (Summary)*

**SAY:** One platform, three entry points, depending on where you are in your journey.

- **Entry Point 1: Unified Platform - Integration & Automation.**
  Replace fragmented tools and legacy tech with a single, cloud-native platform that connects every app, data source, and workflow. This is where most organizations start—consolidating iPaaS, RPA, ETL, APIM into Workato Enterprise MCP.
- **Entry Point 2: Modern & Agile - Orchestration + AI.**
  Accelerate AI initiatives from pilot to production with orchestration that brings speed, flexibility, and scale to every project. Add MCP capabilities, prepare infrastructure for agents, enable intelligent workloads without waiting for a separate AI infrastructure project.
- **Entry Point 3: AI & Agents - Agentic at Scale.**
  Build and scale agents across your enterprise with full governance, safety, and control. Deploy Workato Genies, build custom agents in Agent Studio, orchestrate third-party agent solutions—all running on the same trusted Enterprise MCP platform.

**Desired State Outcome:**
You solve today's integration pain (consolidation, cost reduction, velocity) while building tomorrow's AI foundation (agentic infrastructure) in one move. Not two separate initiatives. One platform evolution.

**Specific Business Outcomes:**

- **Immediate:** 30-50% reduction in integration tool costs, 40-60% faster development velocity
- **6 months:** Consolidated platforms, retired legacy tools, modernized orchestration infrastructure
- **12 months:** AI-ready infrastructure in production, agents deployed, business velocity accelerated

**How Workato Does It Better:**
Traditional vendors force you to choose—iPaaS or AI, integration or agents. Workato gives you both, because they were designed together from the start.

**DISCOVER:**

- *"Which entry point resonates most with where you need to be in the next 12 months?"*

- *"If you could solve integration pain and AI readiness in one platform decision, who else needs to be involved in evaluating this?"*

**TRANSITION:**
"Let me show you what next steps typically look like."

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## SLIDE 19: NEXT STEPS / CLOSING

**SAY:** Here's how we'd typically move forward from here:

- **Next 2 weeks:** Discovery workshop with your team—we'll map your current integration landscape, identify quick wins, and design a pilot that proves value in your environment.
- **Following 30 days:** Pilot deployment—we'll consolidate 2-3 workflows from different tools onto Workato, show you the speed difference, and prove the platform works with your systems.
- **Next 90 days:** Expand to production—scale proven use cases, onboard additional teams, begin retiring legacy tools, and establish your roadmap for AI readiness.

Most customers see ROI within 60 days—often from retiring one legacy tool license or eliminating manual processes that were consuming 15-20 hours per week per team.

**Based on what we discussed today, it sounds like [summarize their top pain point] is the biggest priority, and Workato can help you [specific outcome] while preparing for [AI readiness / agentic future].**"

**DISCOVER:**

- *"Does this timeline make sense given your priorities?"*
- *"Who else would need to be involved in a pilot evaluation?"*
- *"What would need to be true to move forward with discovery in the next few weeks?"*

**TRANSITION:**
"I'll send you [specific resources based on their interest] and let's get time on the calendar for [next step]. Any final questions?"