The Enterprise Orchestration Journey

How 17 real-world Global Enterprises and Fast-Growth Organizations use Workato as the platform to orchestrate their business.

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● Legacy iPaaS migration

The Enterprise Orchestration Journey

How 17 real-world Global Enterprises and Fast-Growth Organizations are using Workato as a platform to orchestrate their business.

Enterprise architecture has evolved beyond point-to-point connections into complex, organization-wide orchestration challenges. Today's enterprises manage thousands of workflows across multiple clouds, legacy systems, and specialized tools—creating a complex ecosystem that can be fragile, opaque, and difficult to scale with legacy approaches.

In this collection, we'll showcase how 17 leading organizations transformed their enterprise architecture with Workato. Each reference architecture reveals the reality of modern integration: messy, complex, and spanning every corner of the business. From multi-cloud ERP transformations processing millions of records, to real-time data orchestration across hundreds of applications, these examples demonstrate how enterprises are achieving both technological sophistication and operational efficiency—all while maintaining the freedom to integrate specialized tools that accelerate their success.

With Workato, enterprises gain a platform of choice—one that delivers agility to adapt, innovation to stay ahead, and the #1 recommended partner in Enterprise Orchestration.

One Platform.
Unlimited Possibility.

See why the world's leading organizations are switching to Workato's Enterprise Orchestration Platform.

Work Smarter, Move Faster.

Agility is more than speed—it's adaptability. Legacy platforms lock enterprises into rigid, high-cost, slow-moving cycles—Workato breaks that pattern. **Customers build integrations up to 9x faster and cut operational costs by over 50%[1]**, shifting focus from maintenance to momentum.

Fewer bottlenecks, more building—so you can drive change as fast as the business demands.

[1]workato.com/why
[2]workato.com/gartner
[3]workato.com/customerchoice

More Than a Platform, A Roadmap for the Future.

In 2024 alone Workato delivered over 1,000 customer requests, AI breakthroughs, and platform-wide enhancements—far more than any other vendor. Customers choosing Workato don't just get a platform; they get a technology roadmap that continuously evolves with their business.

Recognized by Gartner as the Leader Furthest in Vision for iPaaS[2], Workato is engineered as a seamless, unified experience—delivering innovation at enterprise scale.

Trusted by Enterprises, Built for Success.

Workato isn't just a platform—it's an extension of your team. With hands-on guidance, dedicated success teams, and rapid-response support, we ensure you're never navigating challenges alone.

Workato is the only iPaaS vendor recommended by 100% of customers and the sole winner of Gartner Peer Insights Customers' Choice for iPaaS[3]. That trust is earned through fair pricing, a powerful platform, and unrivaled support.

The Workato Enterprise Orchestration Platform

Single Agile Governance & Security

Single Intuitive Builder

Single Serverless Runtime

workatoONE

WORKATO AGENTIC

✦ Agent Studio	✦ Agent Hub	✦ Agent Acumen	✦ Agent Trust

WORKATO ORCHESTRATE

Artificial Intelligence	✦ Workato Airo ✦ Agent Orchestration	**Experience**	Workflow Bots Low Code Apps

iPaaS+

Process	Workflows | IDP | RPA | Insights	**App**	App Integration | Events | B2B/EDI
Data	Data Orchestration | MDM | Virtualization	**API Mgmt**	Gateway | Federation | Portals

Universal Connectivity

SaaS/On-prem
SAP · now · salesforce · W

Data Warehouse/ Data Lakes

Databases
ORACLE · Db2

LLMs

Unstructured
Invoice · Media · Transcripts · Contracts

Traditional
SFTP · Mainframe · Custom · Archives

Leading Global Consumer Goods Provider with 35+ Beauty Brands Across 150+ Markets

INDUSTRY	REGION	REVENUE	EMPLOYEES	COUNTRIES SERVED
CONSUMER GOODS	**GLOBAL**	**$41B+**	**85,000+**	**150+**
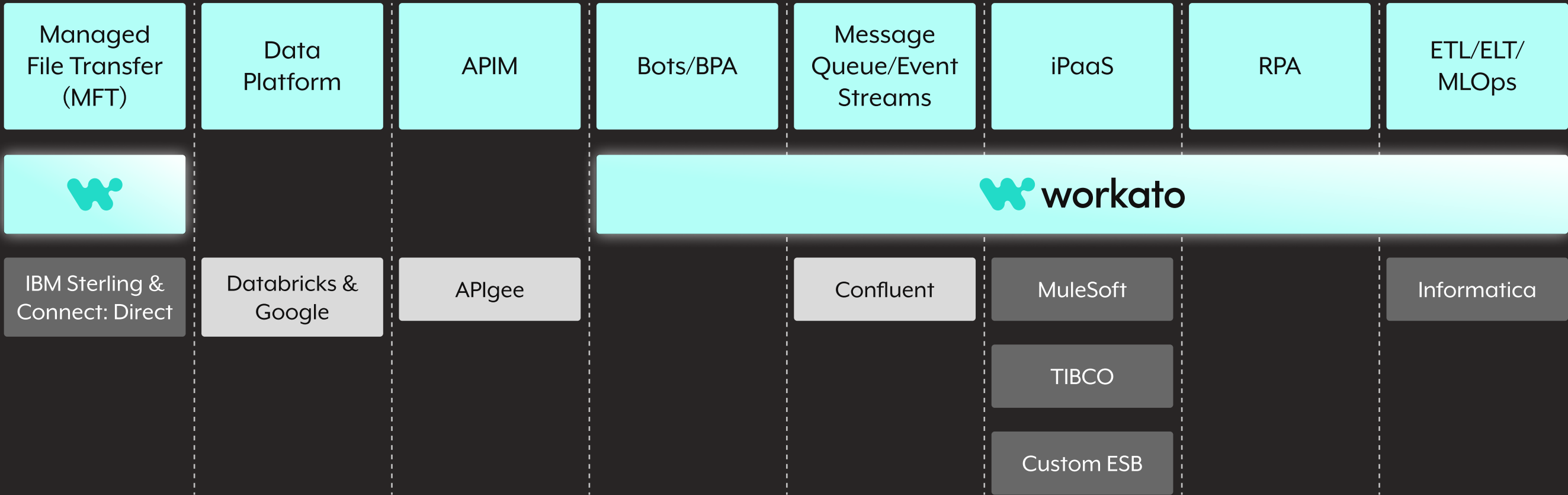
Managed File Transfer (MFT)	Data Platform	APIM	Bots/BPA	Message Queue/Event Streams	iPaaS	RPA	ETL/ELT/MLOps
workato							
IBM Sterling & Connect: Direct	Databricks & Google	APIgee		Confluent	MuleSoft		Informatica
					TIBCO		
					Custom ESB		

● Workato   ● No change   ● Migrate away from

ARCHITECTURE IN PRACTICE

USE CASES ORCHESTRATED

✓ IT Service Management

✓ IT Operations

✓ Security Ops
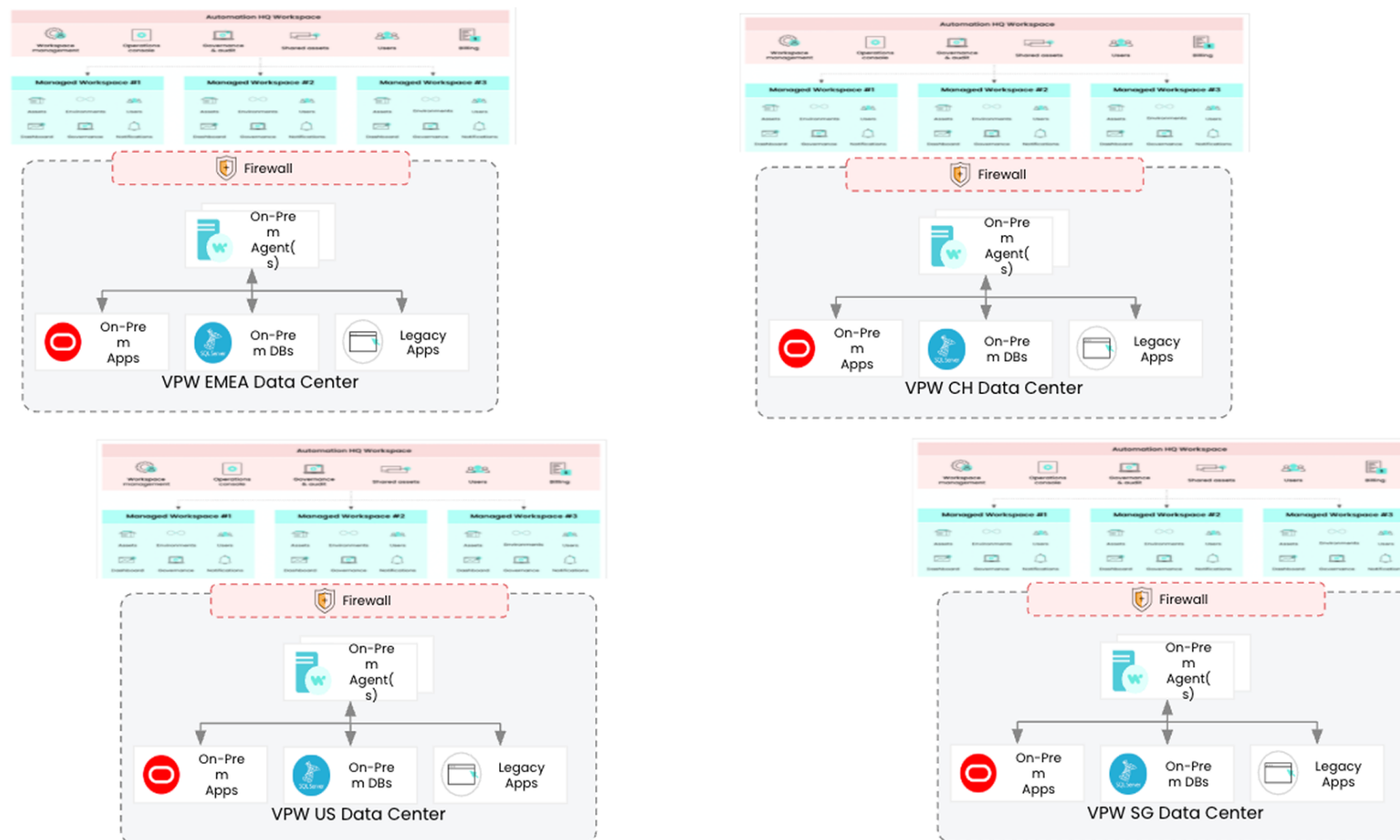
✓ Governance & Compliance

✓ Financial Accounting

✓ Order to Cash

✓ Returns & Refunds

✓ Customer Operations

✓ Employee & Workplace

✓ Payroll & Benefits

✓ Insights & Analytics

✓ Product Operations

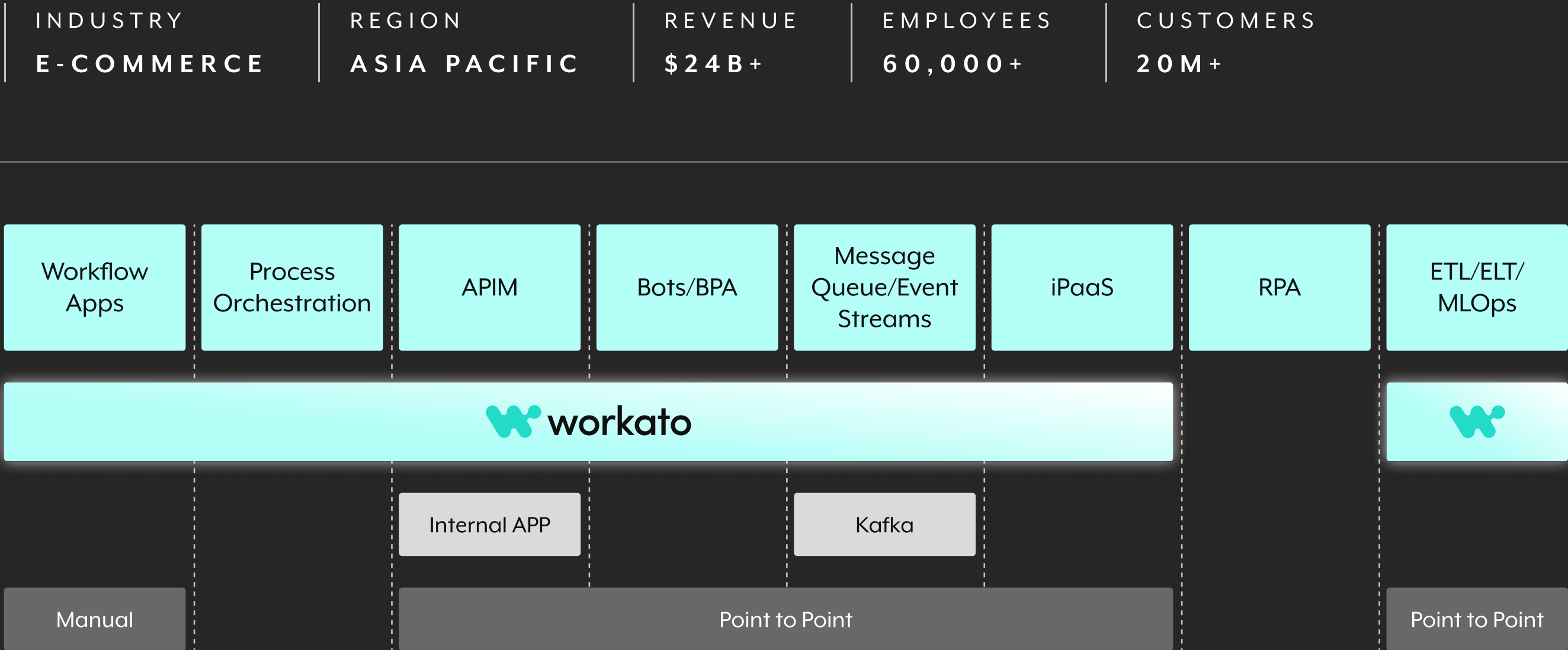## KEY APPS CONNECTED

SAP Concur

SAP SuccessFactors
SAP

SAP S/4 HANA

Microsoft Azure

Google Cloud

aws

Leading Asian E-Commerce & Technology Platform Serving 20M+ Customers in Korea

INDUSTRY	REGION	REVENUE	EMPLOYEES	CUSTOMERS
E-COMMERCE	ASIA PACIFIC	$24B+	60,000+	20M+

Workflow Apps	Process Orchestration	APIM	Bots/BPA	Message Queue/Event Streams	iPaaS	RPA	ETL/ELT/ MLOps

workato

w

	Internal APP		Kafka			

Manual	Point to Point				Point to Point

● Workato   ● No change   ● Discontinue development

ARCHITECTURE IN PRACTICE

USE CASES ORCHESTRATED
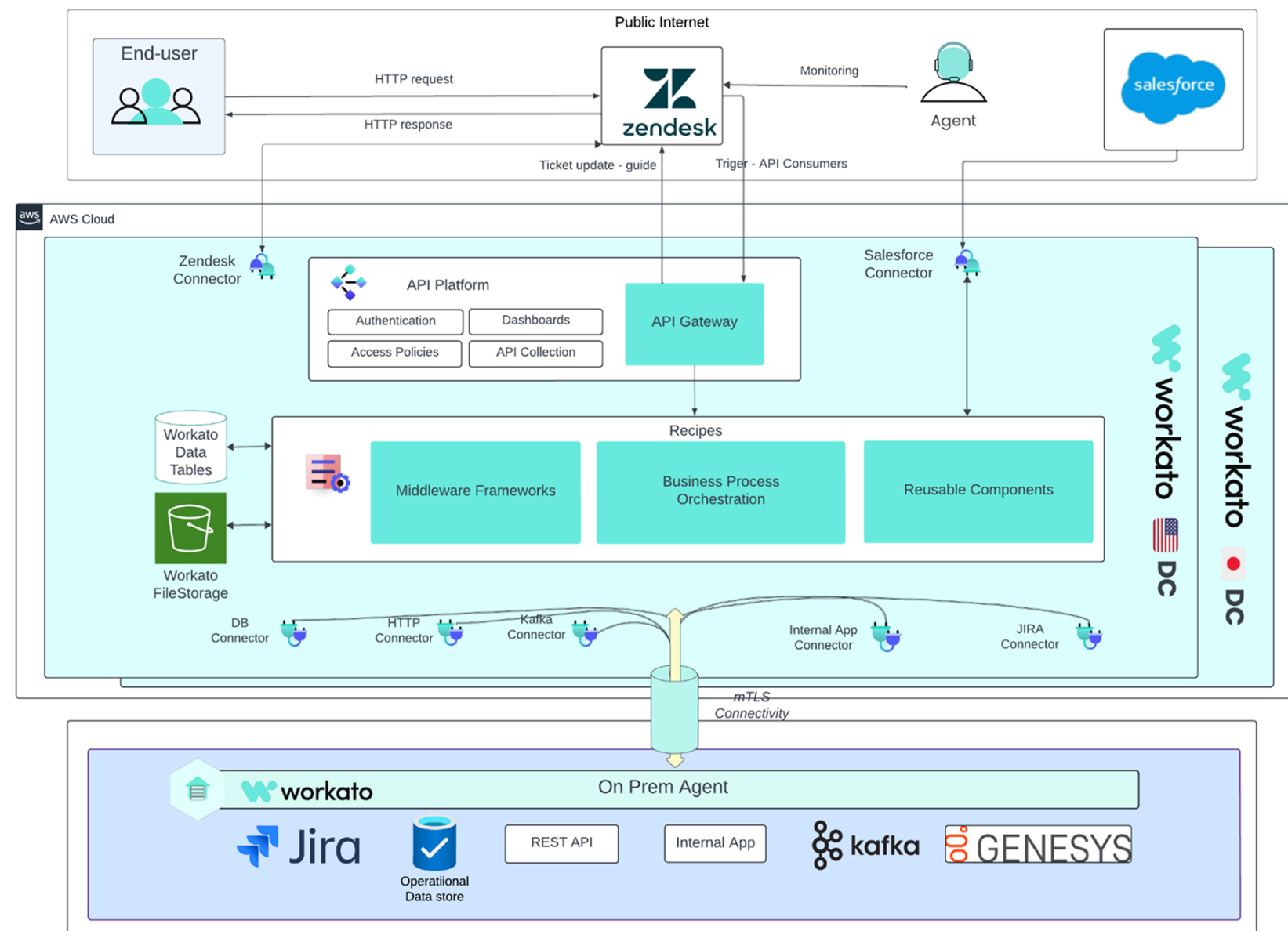
✓ IT Service Management

✓ IT Operations

✓ Financial Accounting

✓ Order to Cash

✓ Procure to Pay

✓ Returns & Refunds

✓ Customer Operations

✓ Employee & Workplace

✓ Onboarding & Offboarding

✓ Product Operations

✓ Sales & Marketing Ops
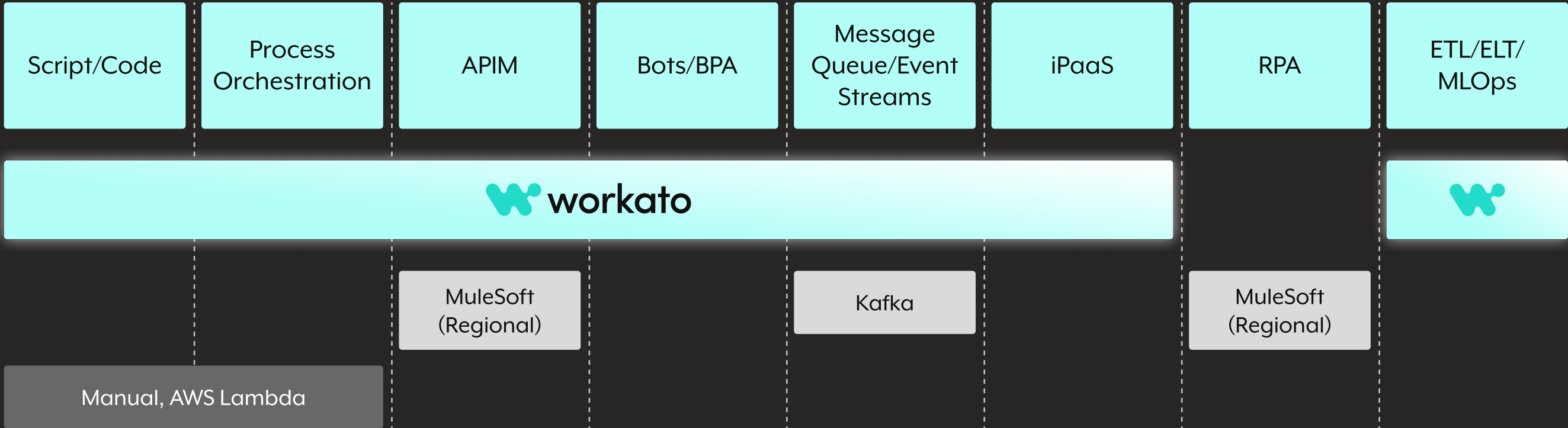
✓ Insights & Analytics

KEY APPS CONNECTED

salesforce   ◆ Jira Software

zendesk   ⚡ Jira Service Management

Leading Digital Marketplace Connecting Millions of Buyers and Sellers Across Europe

INDUSTRY	REGION	REVENUE	EMPLOYEES	CUSTOMERS
E-COMMERCE	EUROPE	$1.5B+	6,000+	40M+

Script/Code	Process Orchestration	APIM	Bots/BPA	Message Queue/Event Streams	iPaaS	RPA	ETL/ELT/MLOps

workato

workato

| | | MuleSoft (Regional) | | Kafka | | MuleSoft (Regional) | |

Manual, AWS Lambda

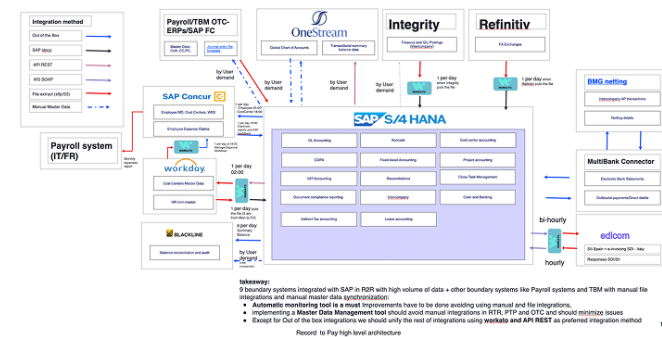● Workato   ● No change   ● Migrate away from

ARCHITECTURE IN PRACTICE

USE CASES
ORCHESTRATED

✓ IT Service Management

✓ IT Operations

✓ Financial Accounting

✓ Order to Cash

✓ Procure to Pay

✓ Customer Operations

✓ Employee & Workplace

✓ Employee Experience

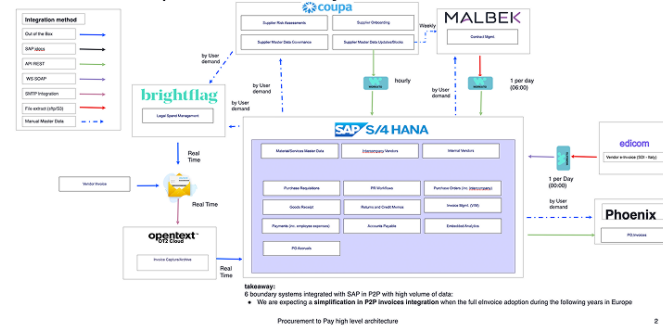✓ Sales Ops

✓ Marketing Ops

✓ Data Ops

✓ Insights & Analytics

KEY APPS CONNECTED

salesforce

aws

okta

workday

PostgreSQL

coupa
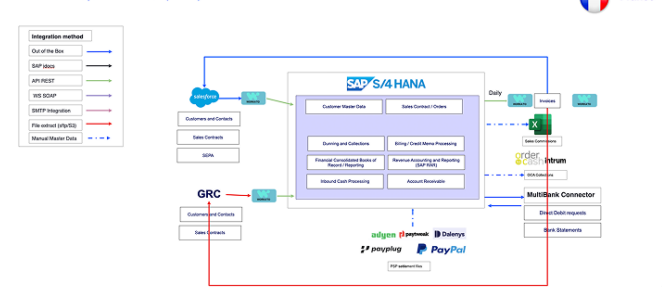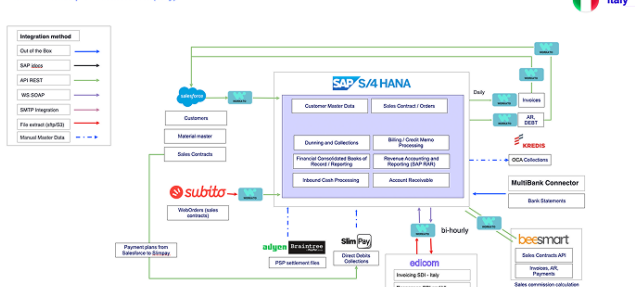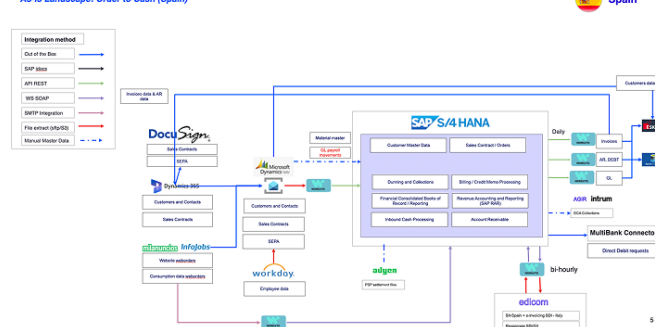
Top-Ranked University Known for Academic Excellence and Division I Athletics
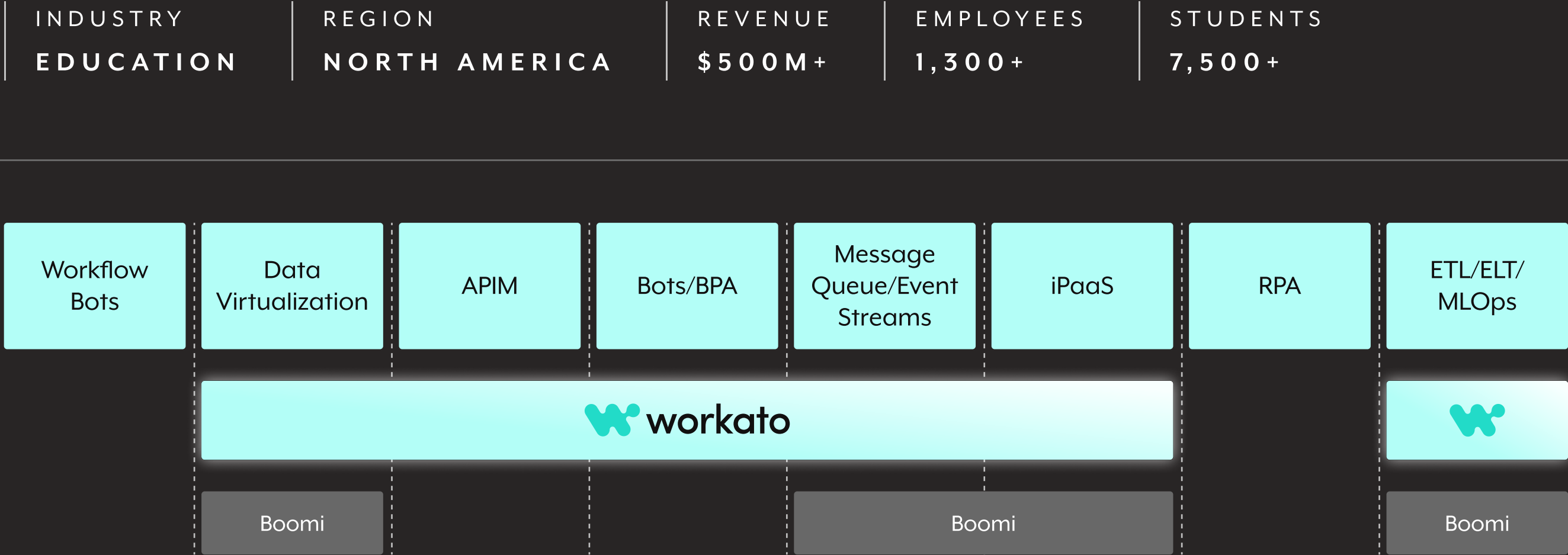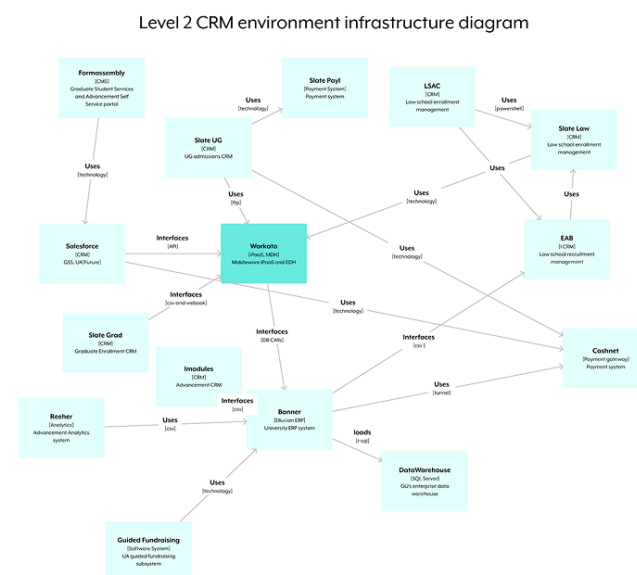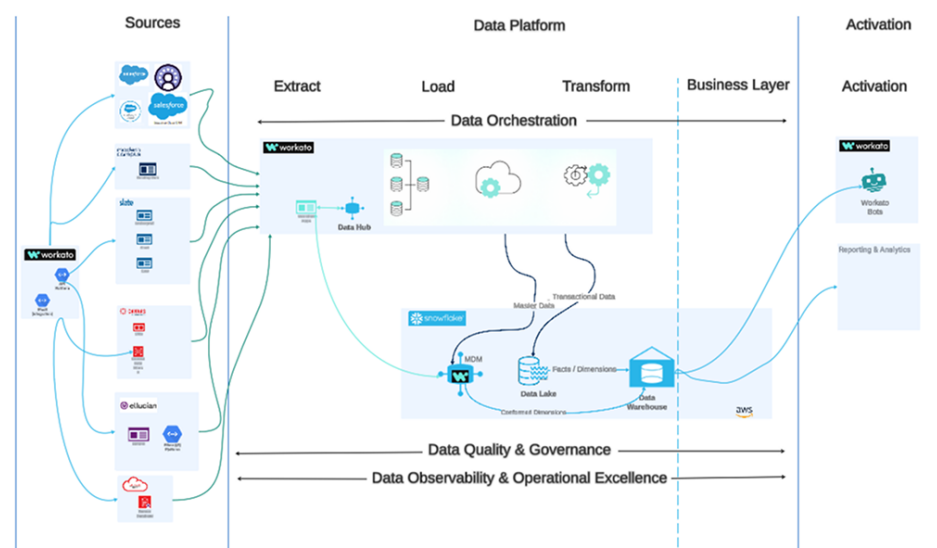
INDUSTRY	REGION	REVENUE	EMPLOYEES	STUDENTS
EDUCATION	**NORTH AMERICA**	**$500M+**	**1,300+**	**7,500+**

Workflow Bots	Data Virtualization	APIM	Bots/BPA	Message Queue/Event Streams	iPaaS	RPA	ETL/ELT/ MLOps

workato

	Boomi			Boomi			Boomi

● Workato   ● Migrate away from

ARCHITECTURE IN PRACTICE

" We realized we needed to innovate faster and we needed to retire our technical debt, which is what our old iPaaS solution had become...We really quickly narrowed it down to Workato—a platform that we could really move quickly on."

Chief Technology Officer

USE CASES
ORCHESTRATED

✓ IT Service Management

✓ IT Operations

✓ Financial Accounting

✓ Record to Report

✓ Order to Cash

✓ Procure to Pay

✓ Employee & Workplace

✓ Onboarding & Offboarding

✓ Payroll & Benefits

✓ HR Analytics

✓ Customer Operations

✓ Data Ops

KEY APPS CONNECTED

Leading Energy Provider Operating Australia's Largest Portfolio of Global Energy Assets

INDUSTRY	REGION	REVENUE	EMPLOYEES	COUNTRIES SERVED
ENERGY & UTILITIES	GLOBAL	$16B+	4,300+	20+

Workflow Apps	Process Orchestration	APIM	Bots/BPA	Message Queue/Event Streams	iPaaS	RPA	ETL/ELT/ MLOps

workato

w

MuleSoft

MuleSoft

● Workato   ● Migrate away from
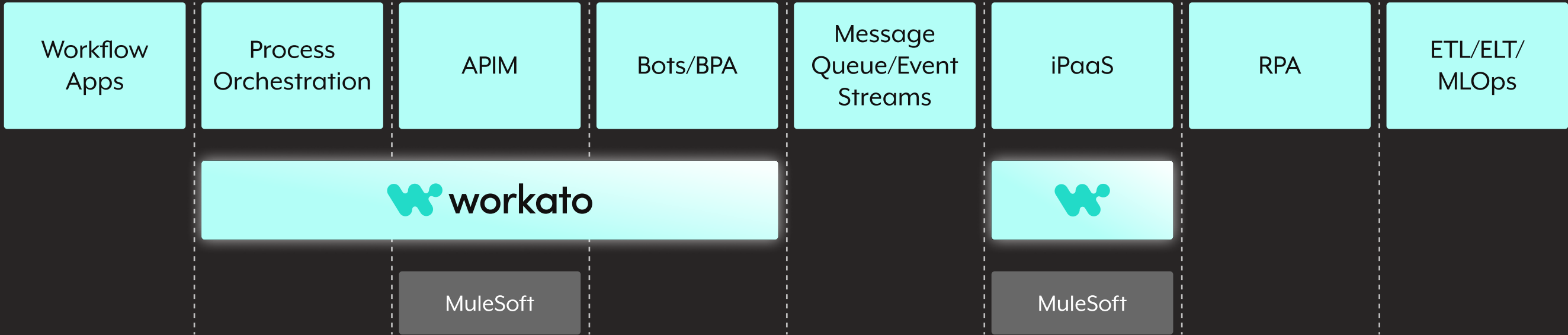
Centralized Governance with Distributed Execution
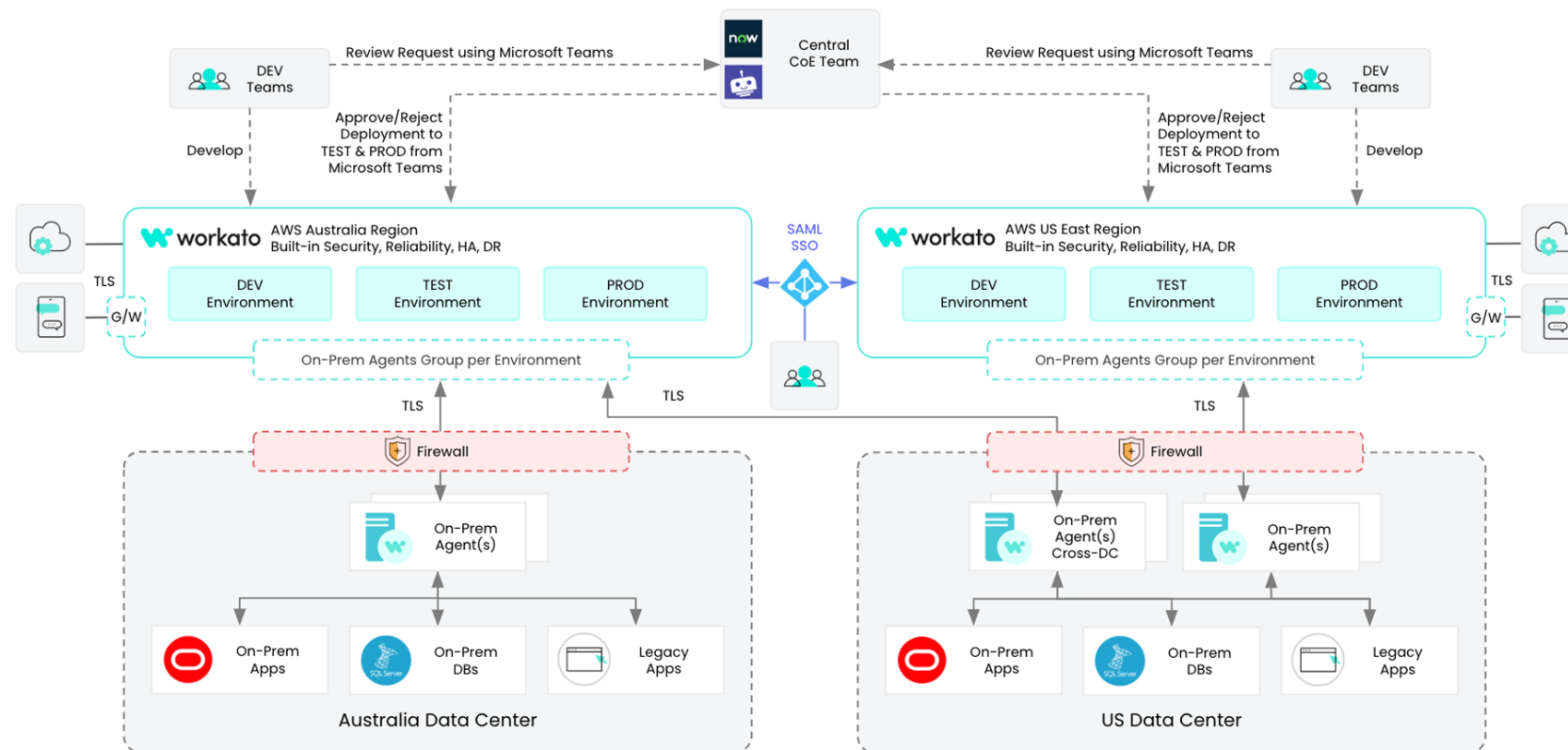
ARCHITECTURE IN PRACTICE

"I'm really enjoying using Workato, it's a fantastic platform, and working with the Workato team. You guys really do go above and beyond."

Engineering & Integration Manager

✓ IT Service Management

✓ IT Operations

✓ Governance & Compliance

✓ Record to Report

✓ Employee & Workplace

✓ Customer Operations

✓ Procure to Pay

✓ Returns & Refunds

✓ Product Operations

✓ Marketing Ops

✓ Data Ops

✓ Insights & Analytics

KEY APPS CONNECTED

◆ Jira Software

Microsoft® SQL Server™

aws

Microsoft Active Directory

servicenow

ORACLE

Leading Provider of Smart Grid Solutions for Global Energy Providers

INDUSTRY	REGION	REVENUE	EMPLOYEES	CUSTOMERS
ENERGY & UTILITIES	GLOBAL	$2B+	6,500+	8,000+

Managed File Transfer (MFT)	Process Orchestration	APIM	Bots/BPA	Message Queue/Event Streams	iPaaS	RPA	ETL/ELT/MLOps

workato

MS Teams

Boomi	Boomi

● Workato   ● No change   ● Migrate away from

ARCHITECTURE IN PRACTICE

USE CASES ORCHESTRATED

✓ Procure to Pay

✓ Order to Cash

✓ Financial Accounting

✓ IT Operations

✓ Insights & Analytics

✓ Product Operations

✓ Governance & Compliance

KEY APPS CONNECTED
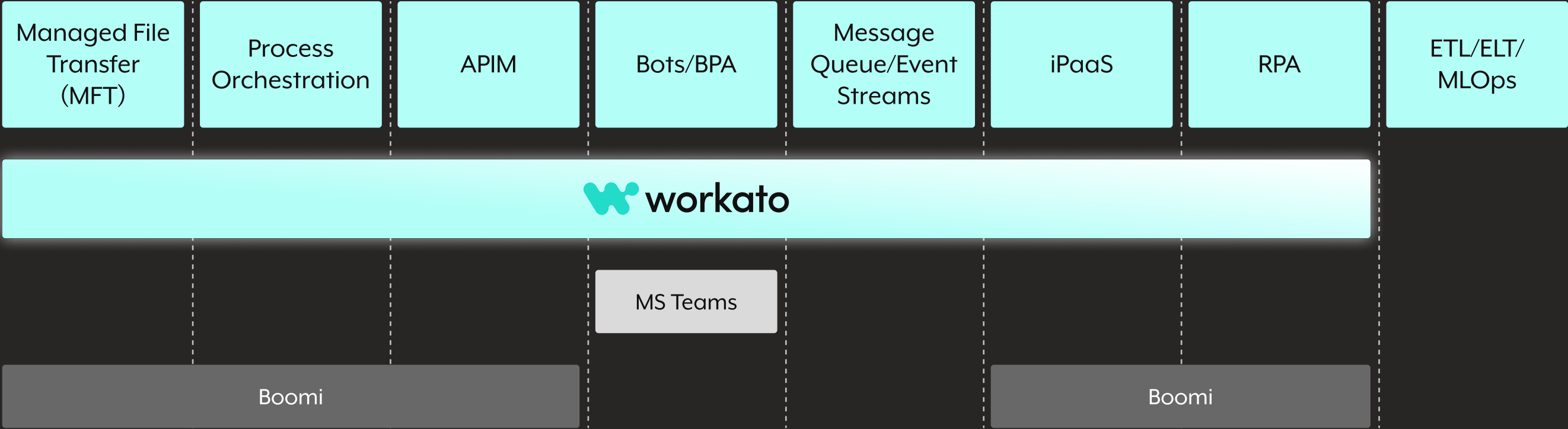
A Fortune 200 Financial Services Leader Managing $4T+ in Assets

INDUSTRY	REGION	REVENUE	EMPLOYEES	CUSTOMERS
FINANCIAL SERVICES	NORTH AMERICA	$8B+	6,000+	14M+
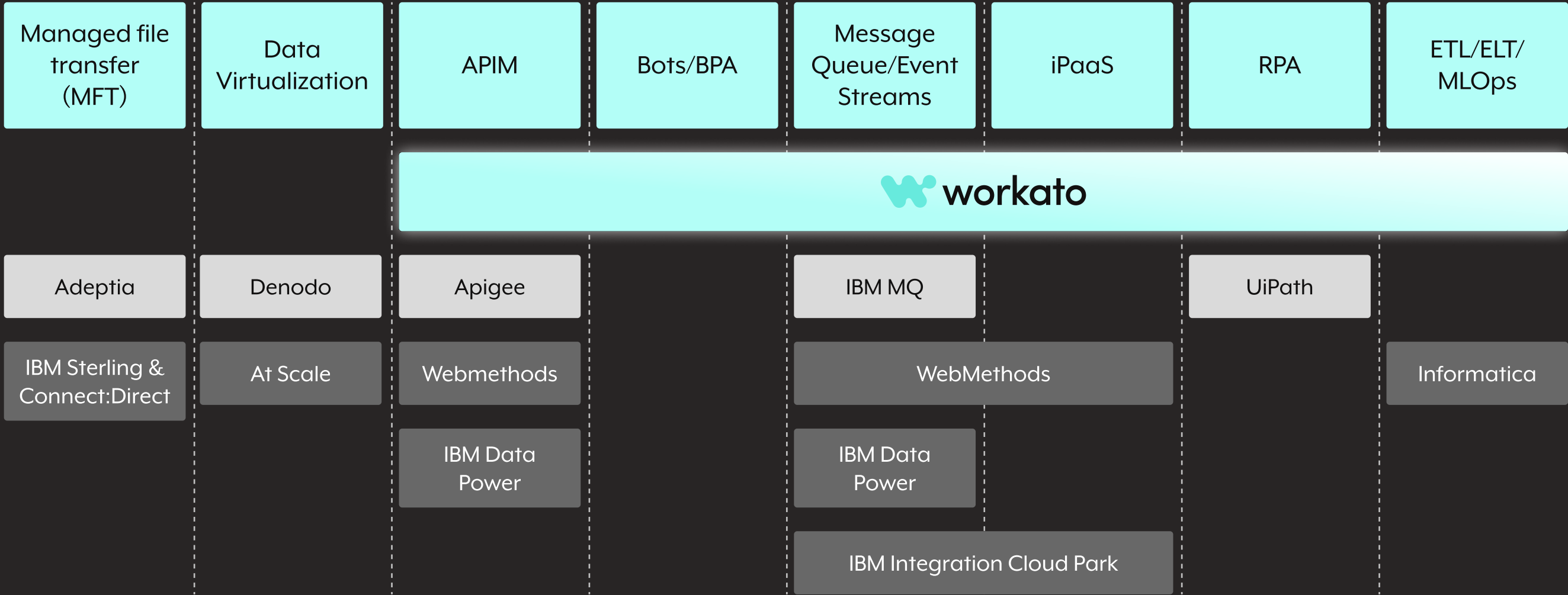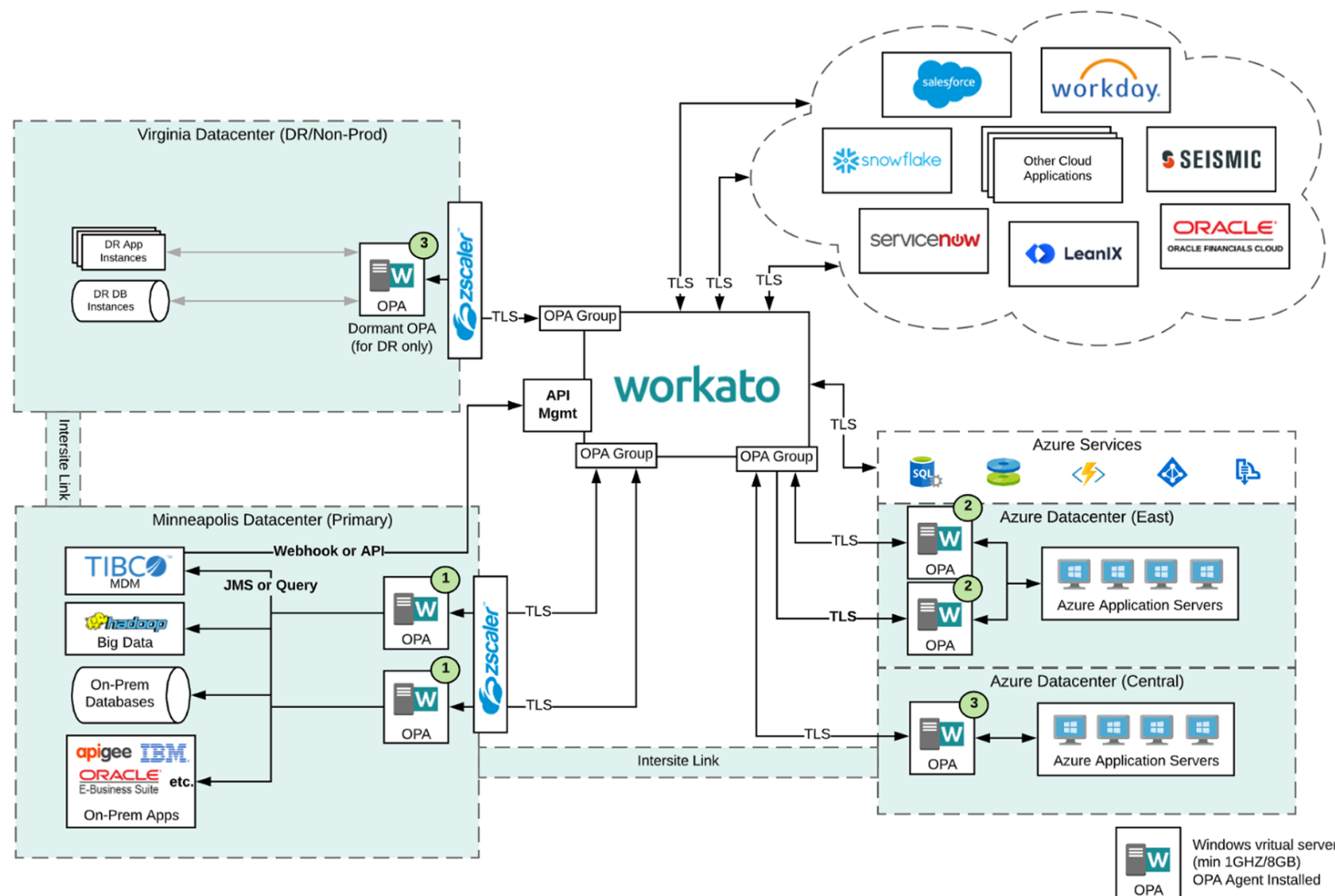
Managed file transfer (MFT)	Data Virtualization	APIM	Bots/BPA	Message Queue/Event Streams	iPaaS	RPA	ETL/ELT/ MLOps

workato

Adeptia	Denodo	Apigee		IBM MQ		UiPath	
IBM Sterling & Connect:Direct	At Scale	Webmethods		WebMethods			Informatica
		IBM Data Power		IBM Data Power			
				IBM Integration Cloud Park			

● Workato   ● No change   ● Migrate away from

ARCHITECTURE IN PRACTICE

USE CASES ORCHESTRATED

✓ IT Service Management

✓ Financial Accounting

✓ Order to Cash

✓ Employee & Workplace

✓ Payroll & Benefits

✓ HR Analytics

✓ Customer Operations

✓ Sales Ops

✓ Data Ops

✓ Insights & Analytics

KEY APPS CONNECTED

workday.   salesforce

snowflake   SAP LeanIX

servicenow   Seismic

"It's not only providing a tool that's powerful, that allows people to easily create recipes—but it's enabling them with a tool that removes roadblocks."

Senior Enterprise Architect

High-Growth Food & Beverage Retailer Scaling to 800+ Locations

INDUSTRY	REGION	REVENUE	EMPLOYEES	STORES
FOOD & BEVERAGE	**NORTH AMERICA**	**$1B+**	**24,000+**	**800+**
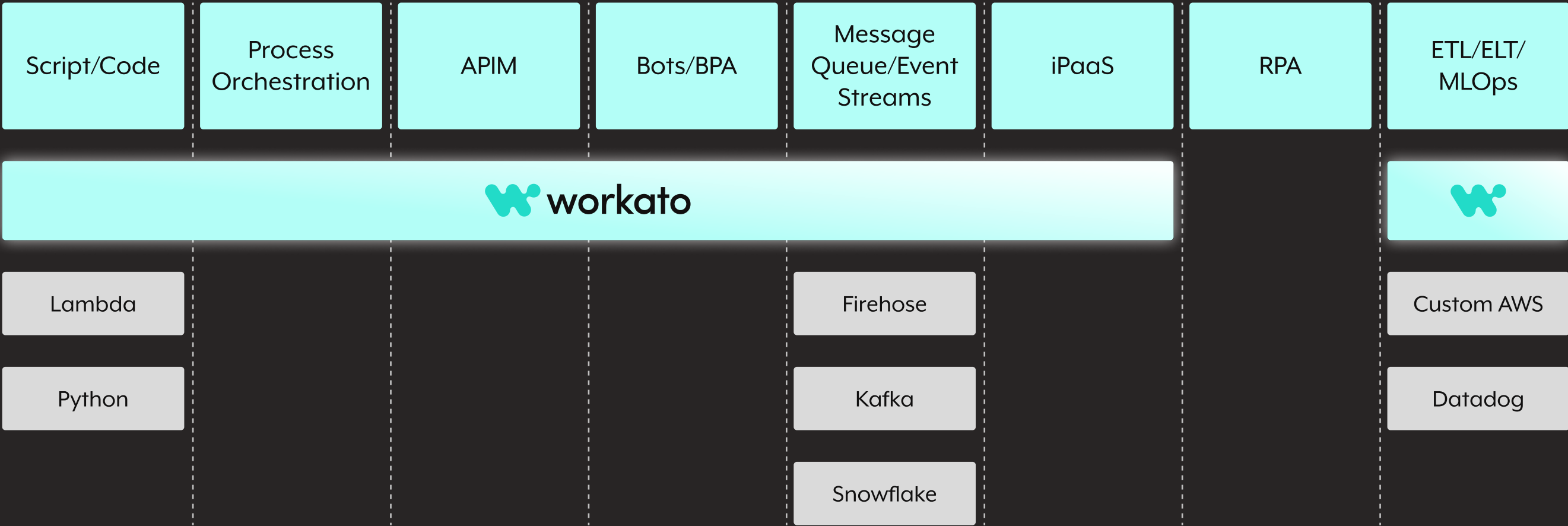
Script/Code	Process Orchestration	APIM	Bots/BPA	Message Queue/Event Streams	iPaaS	RPA	ETL/ELT/MLOps

workato

Lambda				Firehose			Custom AWS
Python				Kafka			Datadog
				Snowflake			

● Workato   ● No change

ARCHITECTURE IN PRACTICE

USE CASES
ORCHESTRATED

✓ IT Service Management

✓ IT Operations

✓ Employee & Workplace

✓ Order to Cash

✓ Procure to Pay

✓ General Accounting

✓ Customer Operations

✓ Onboarding & Offboarding

✓ Recruiting

✓ Employee Experience

✓ Data Ops

✓ Insights & Analytics
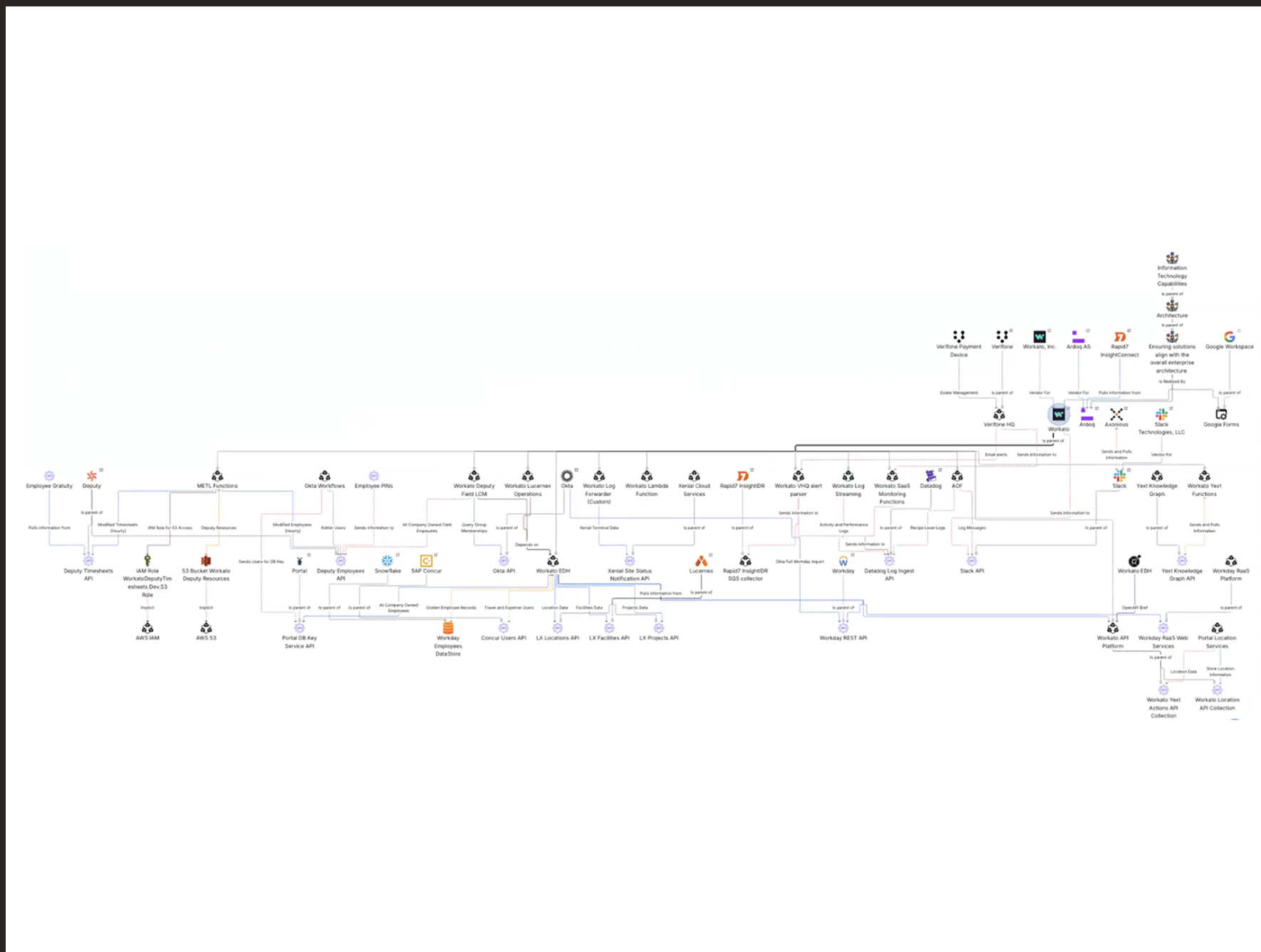
KEY APPS CONNECTED

Asia's Largest Healthcare Services Provider, Serving 350,000+ Facilities in 13 Countries

INDUSTRY HEALTHCARE & LIFE SCIENCES	REGION ASIA	REVENUE $13B+	EMPLOYEES 82,000+	CUSTOMERS 350,000+
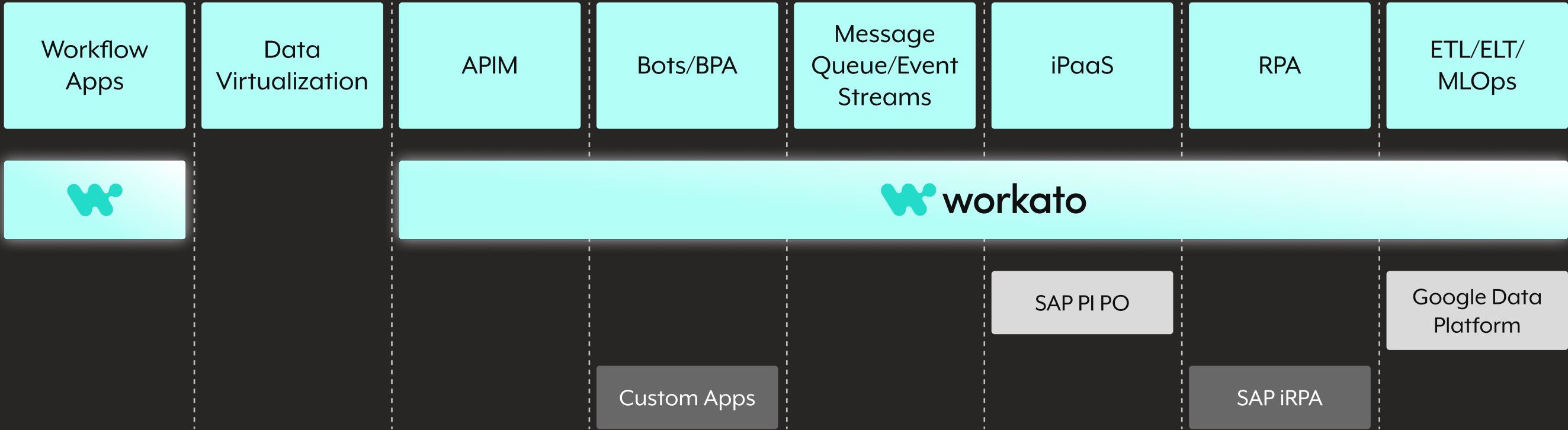
Workflow Apps	Data Virtualization	APIM	Bots/BPA	Message Queue/Event Streams	iPaaS	RPA	ETL/ELT/ MLOps

workato

SAP PI PO

Google Data Platform

Custom Apps

SAP iRPA

● Workato   ● No change   ● Discontinue development
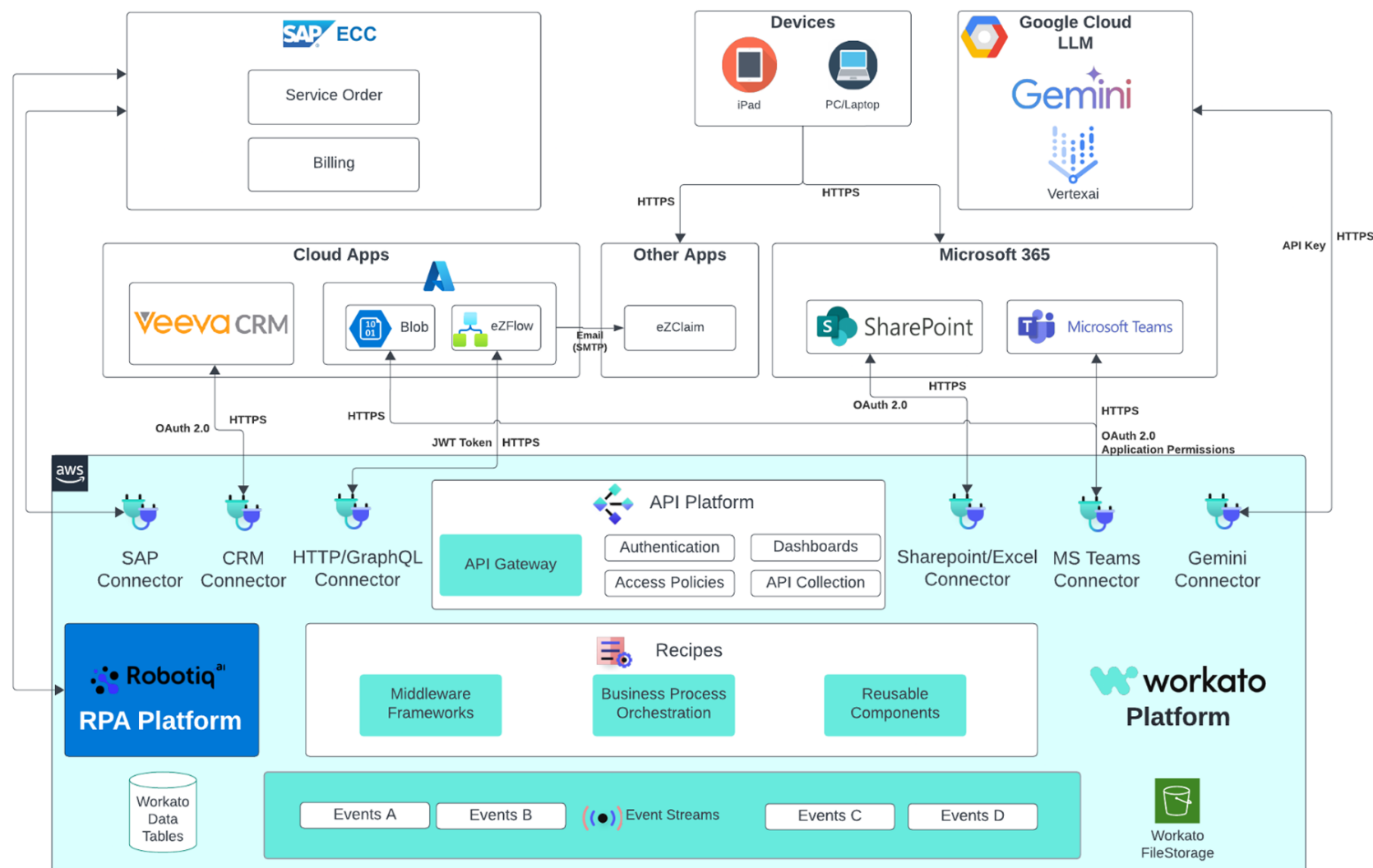
ARCHITECTURE IN PRACTICE

USE CASES ORCHESTRATED

- ✓ IT Service Management
- ✓ Governance & Compliance
- ✓ IT Operations
- ✓ Employee & Workplace
- ✓ Order to Cash
- ✓ Procure to Pay
- ✓ Financial Accounting
- ✓ Customer Operations
- ✓ Employee Experience
- ✓ Sales & Marketing Ops
- ✓ Data Ops
- ✓ Insights & Analytics

KEY APPS CONNECTED

salesforce   SAP

aws   Microsoft

Gemini   PostgreSQL

"
We've able to implement new processes and optimize workflows faster than ever before thanks to Workato."

Chief Technology Officer

Healthcare Technology and Communications Leader Serving 80% of Global Pharmaceutical Brands

INDUSTRY	REGION	REVENUE	EMPLOYEES	COUNTRIES SERVED
HEALTHCARE TECHNOLOGY	**GLOBAL**	**$600M+**	**2,000+**	**15+**

Script/Code	Cloud Hosting	APIM	BPA	Message Queue/Event Streams	iPaaS	Workflow Apps	ETL/ELT/ MLOps
		workato			**workato**		
Python	Azure		Hello Retriever				Databricks
			Adobe Workfront			Boomi	
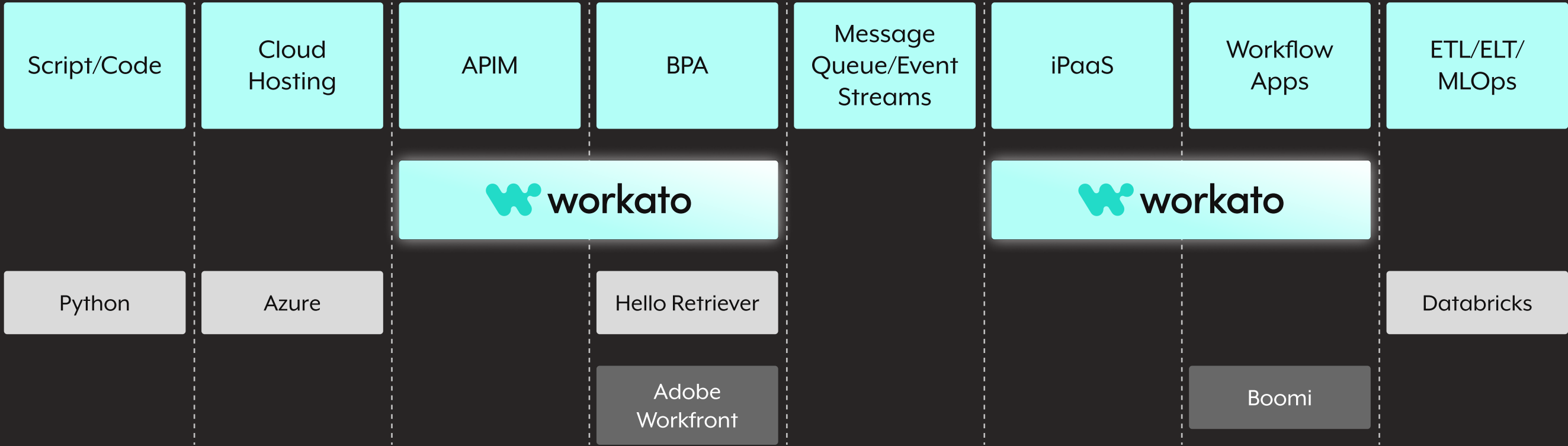
● Workato   ● No change   ● Migrate away from
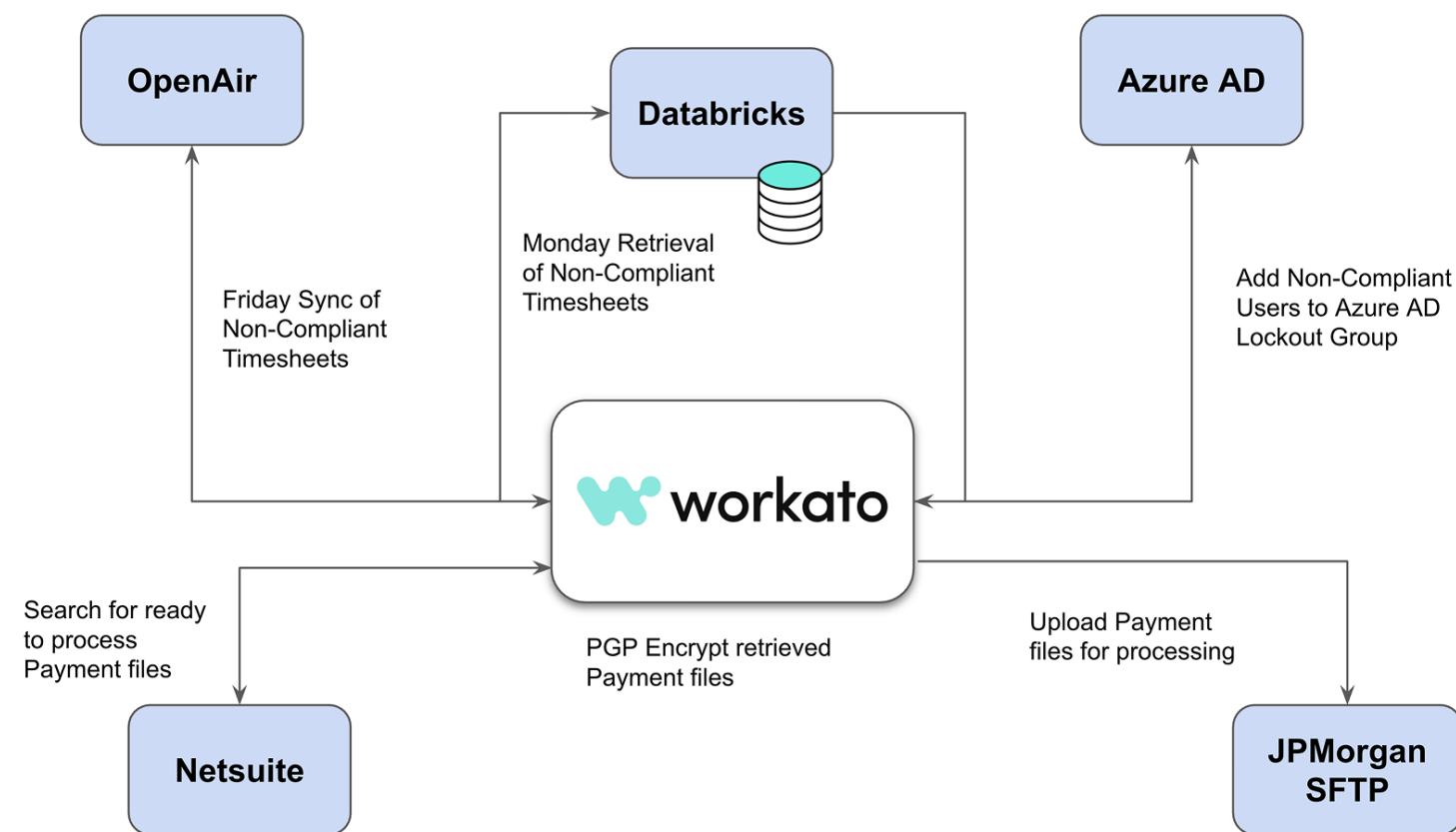
ARCHITECTURE IN PRACTICE

USE CASES ORCHESTRATED

- ✓ Financial Accounting
- ✓ Order to Cash
- ✓ Procure to Pay
- ✓ IT Service Management
- ✓ Customer Operations
- ✓ Sales Ops
- ✓ Employee & Workplace
- ✓ Payroll & Benefits
- ✓ Recruiting
- ✓ HR Analytics

KEY APPS CONNECTED

salesforce   ORACLE NETSUITE

okta   freshworks

databricks   Microsoft Active Directory

Global leader in Manufacturing & Industrial Solutions for Advanced Food Processing

INDUSTRY	REGION	REVENUE	EMPLOYEES	COUNTRIES SERVED
MANUFACTURING	**EUROPE**	**$1.6B+**	**70,000+**	**30+**

Script/Code	Process Orchestration	APIM	Bots/BPA	Message Queue/Event Streams	iPaaS	RPA	ETL/ELT/ MLOps

workato

			MS Teams			UiPath	
						UiPath	
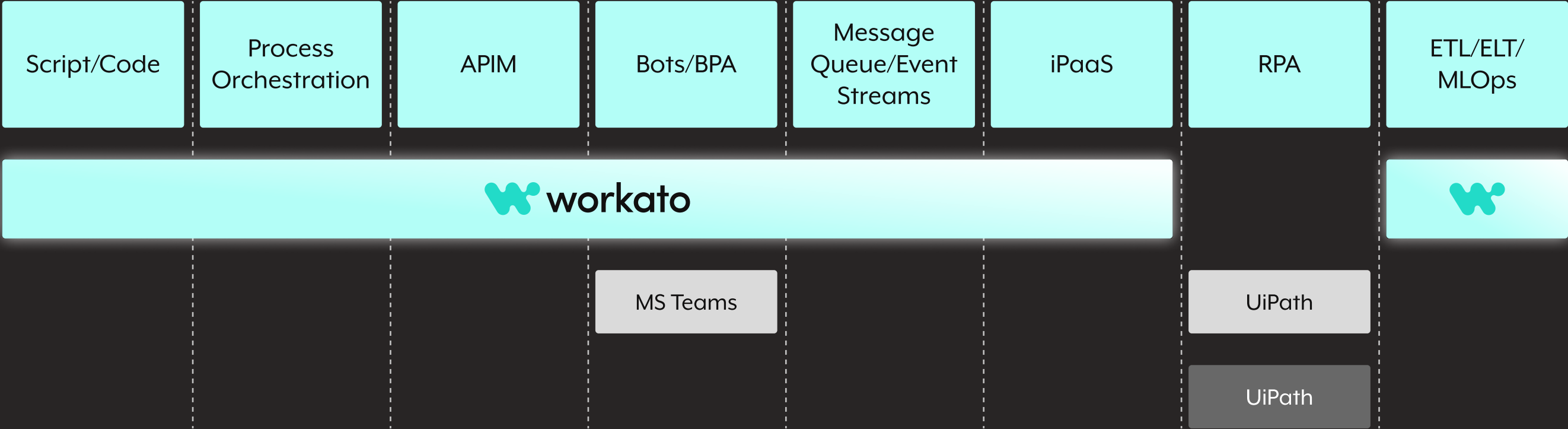
● Workato   ● No change   ● Discontinue development

System landscape – related to Global Distribution Center (GDC)

ARCHITECTURE IN PRACTICE

- ✓ IT Service Management
- ✓ Financial Accounting
- ✓ Order to Cash
- ✓ Procure to Pay
- ✓ Customer Operations
- ✓ Onboarding & Offboarding
- ✓ HR Analytics
- ✓ Sales Ops
- ✓ Marketing Ops
- ✓ Data Ops
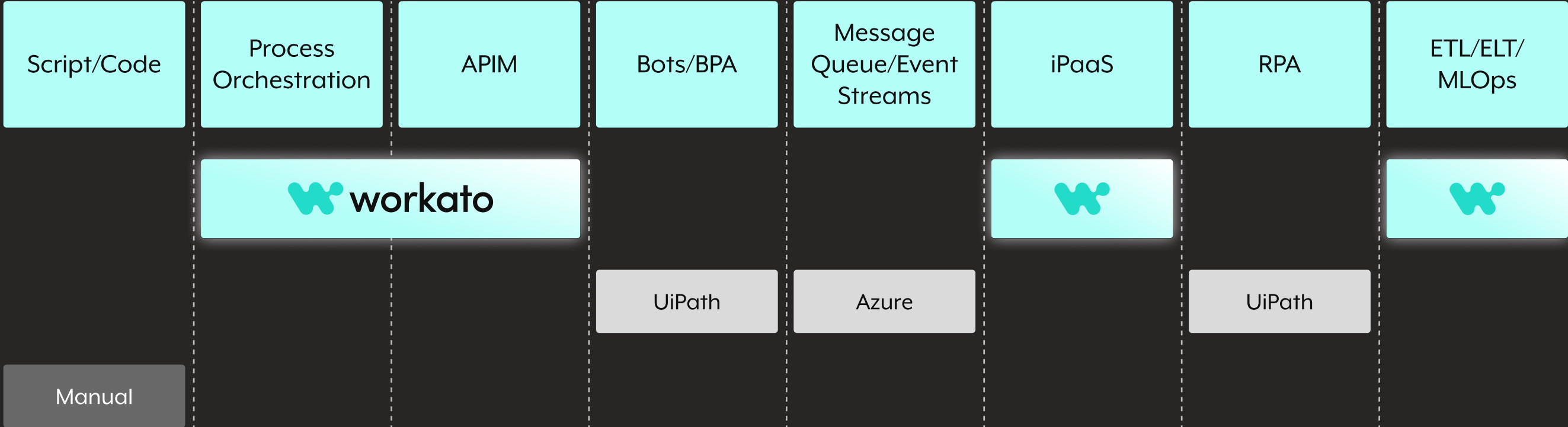- ✓ Insights & Analytics

KEY APPS CONNECTED

salesforce   ◆ Jira Software

Microsoft SQL Server   workday.

Microsoft Active Directory   SAP

Workato enables us to grow and to gain efficiency, and to really accelerate into the future."

IT Automation Lead

Global Food & Beverage Manufacturer
Serving Millions Across 20+ Countries

INDUSTRY	REGION	REVENUE	EMPLOYEES	COUNTRIES SERVED
MANUFACTURING	**GLOBAL**	**$3B+**	**15,000+**	**20+**

Script/Code	Process Orchestration	APIM	Bots/BPA	Message Queue/Event Streams	iPaaS	RPA	ETL/ELT/ MLOps
	workato				w		w
			UiPath	Azure		UiPath	
Manual							

● Workato   ● No change   ● Migrate away from

ARCHITECTURE IN PRACTICE

USE CASES ORCHESTRATED

✓ IT Service Management

✓ IT Operations

✓ Governance & Compliance

✓ Financial Accounting

✓ Record to Report

✓ Order to Cash

✓ Procure to Pay

✓ Employee & Workplace

✓ Payroll & Benefits

✓ Customer Operations

✓ Sales & Marketing Ops

✓ Insights & Analytics

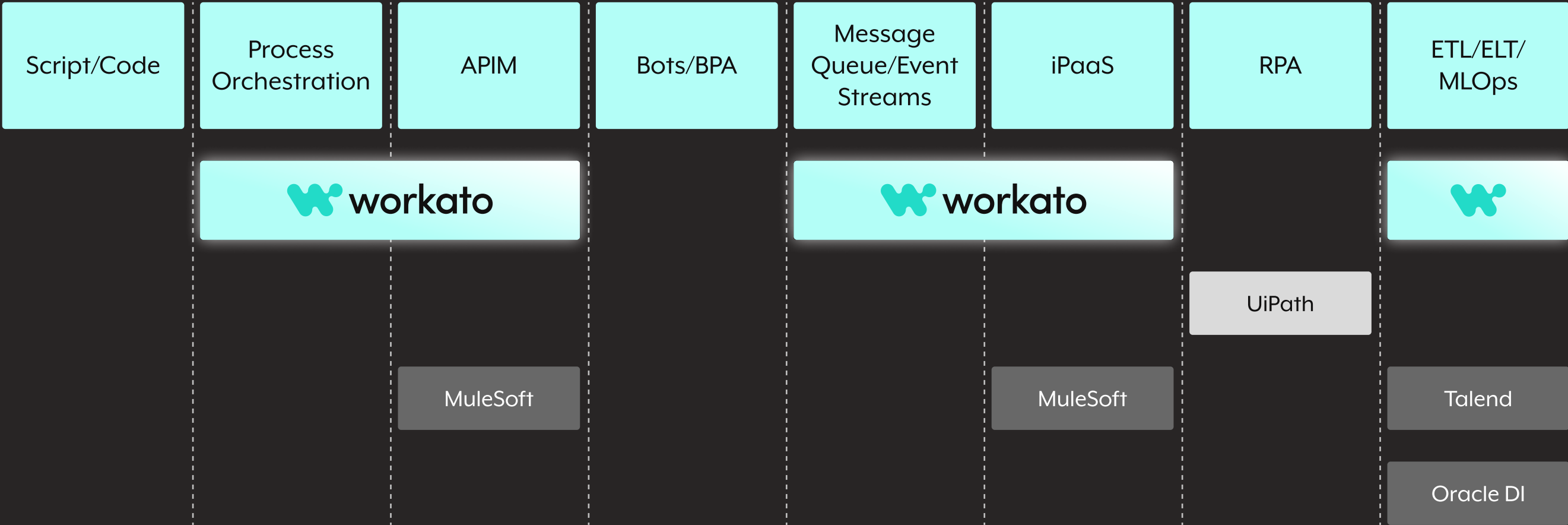## KEY APPS CONNECTED

SAP

salesforce

Jira Software

Microsoft SQL Server

servicenow

PostgreSQL

Global Professional Services Leader Across 120+ Countries

INDUSTRY	REGION	REVENUE	EMPLOYEES	CUSTOMERS
PROFESSIONAL SERVICES	GLOBAL	$12B+	50,000+	FORTUNE 500+

Script/Code	Process Orchestration	APIM	Bots/BPA	Message Queue/Event Streams	iPaaS	RPA	ETL/ELT/MLOps

● Workato   ● No change   ● Migrate away from

ARCHITECTURE IN PRACTICE

USE CASES ORCHESTRATED

✓ IT Service Management

✓ IT Operations

✓ Product Operations

✓ Customer Operations

✓ Order to Cash

✓ Employee & Wellness

✓ Payroll & Benefits

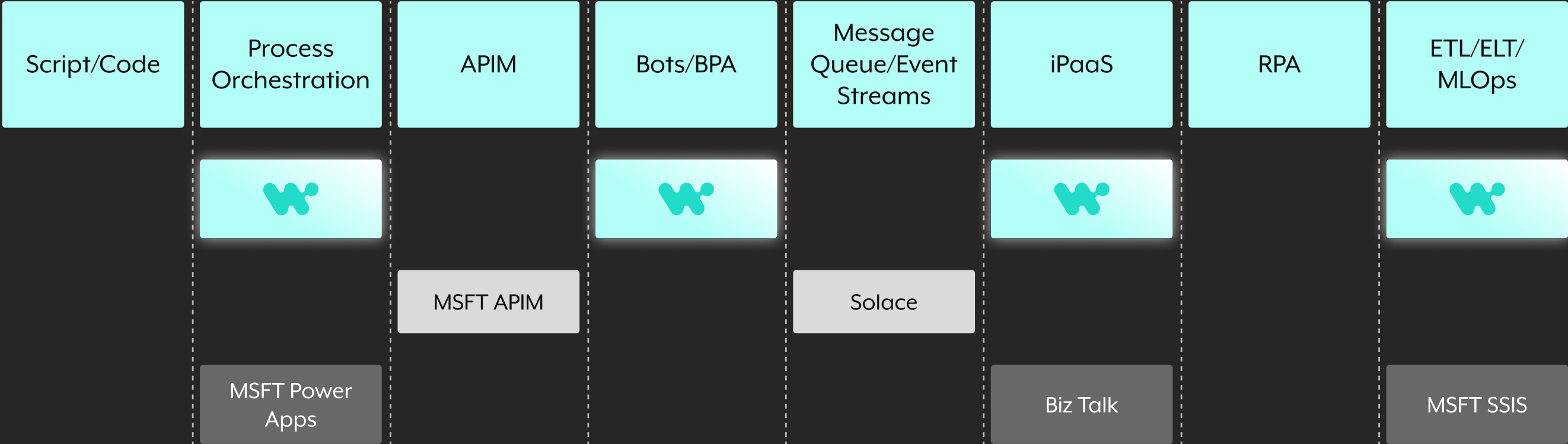✓ Analytics & Insights

✓ Sales Ops

✓ Marketing Ops

✓ Data Ops

KEY APPS CONNECTED

salesforce

Microsoft SQL Server

workday.

ORACLE

servicenow.

aws
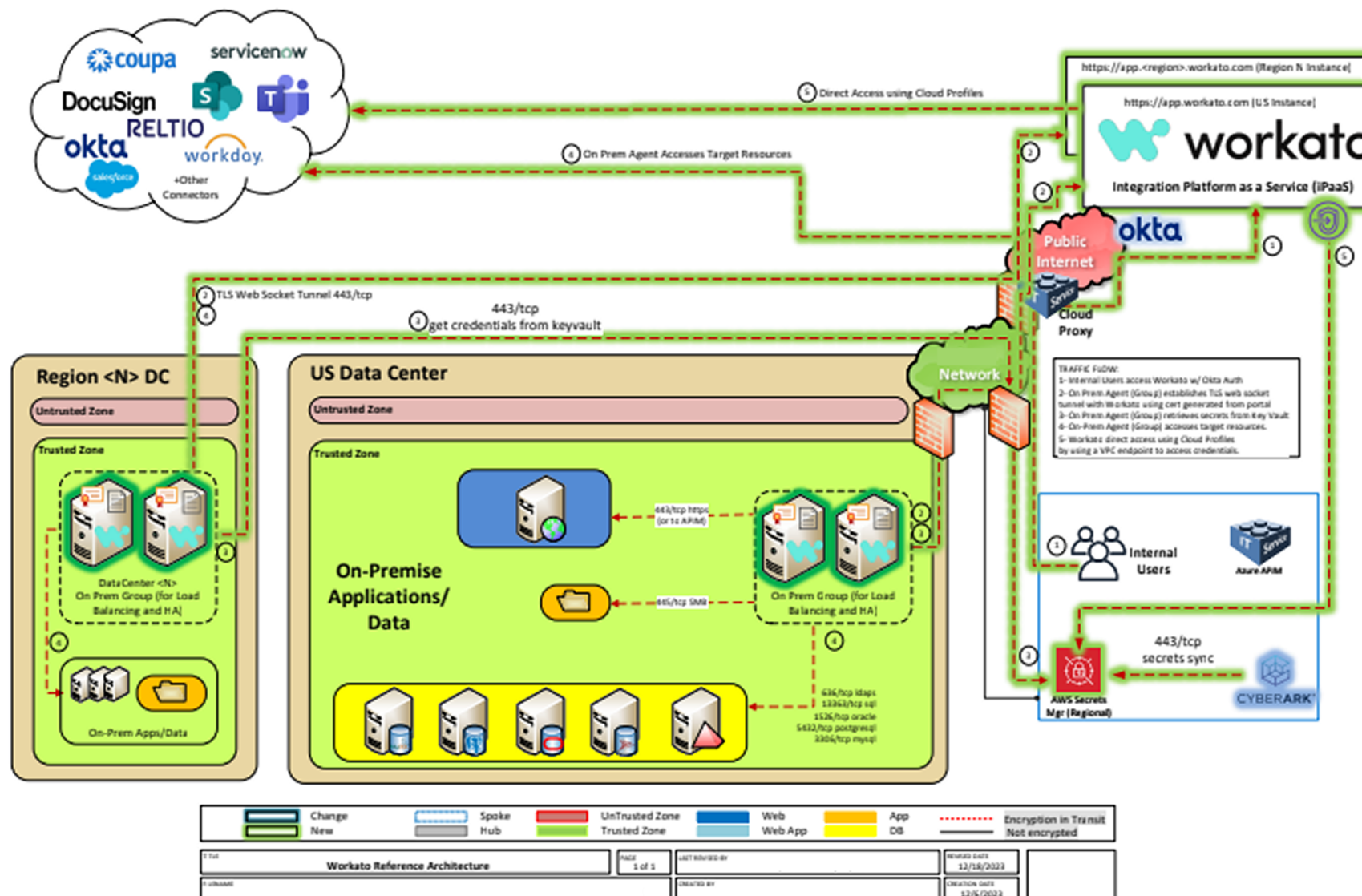
Global Fashion Retail Leader with 4,000+ Stores Across 60+ Markets

INDUSTRY	REGION	REVENUE	EMPLOYEES	STORES
RETAIL & CONSUMER GOODS	GLOBAL	$22B+	155,000+	4,000+

Script/Code	Process Orchestration	APIM	Bots/BPA	Message Queue/Event Streams	iPaaS	RPA	ETL/ELT/MLOps
	⬡		⬡		⬡		⬡
		MSFT APIM		Solace			
	MSFT Power Apps				Biz Talk		MSFT SSIS

● Workato　　● No change　　● Migrate away from

ARCHITECTURE IN PRACTICE

USE CASES ORCHESTRATED

✓ IT Service Management

✓ IT Operations

✓ Employee & Workplace
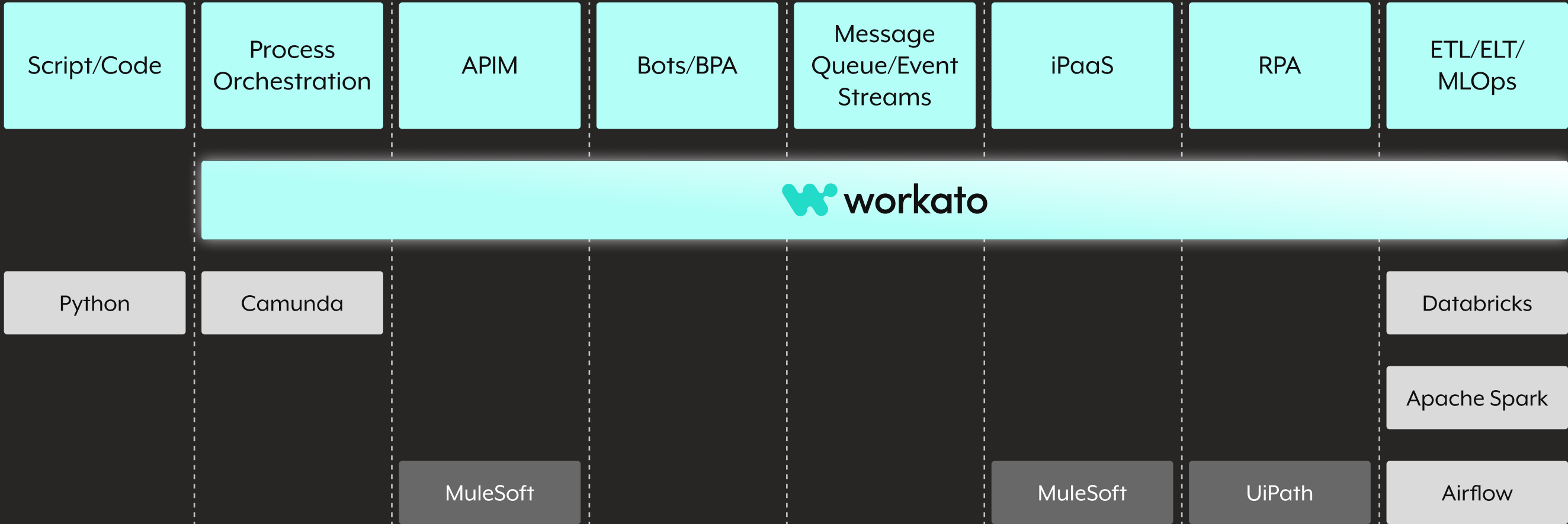
✓ Order to Cash
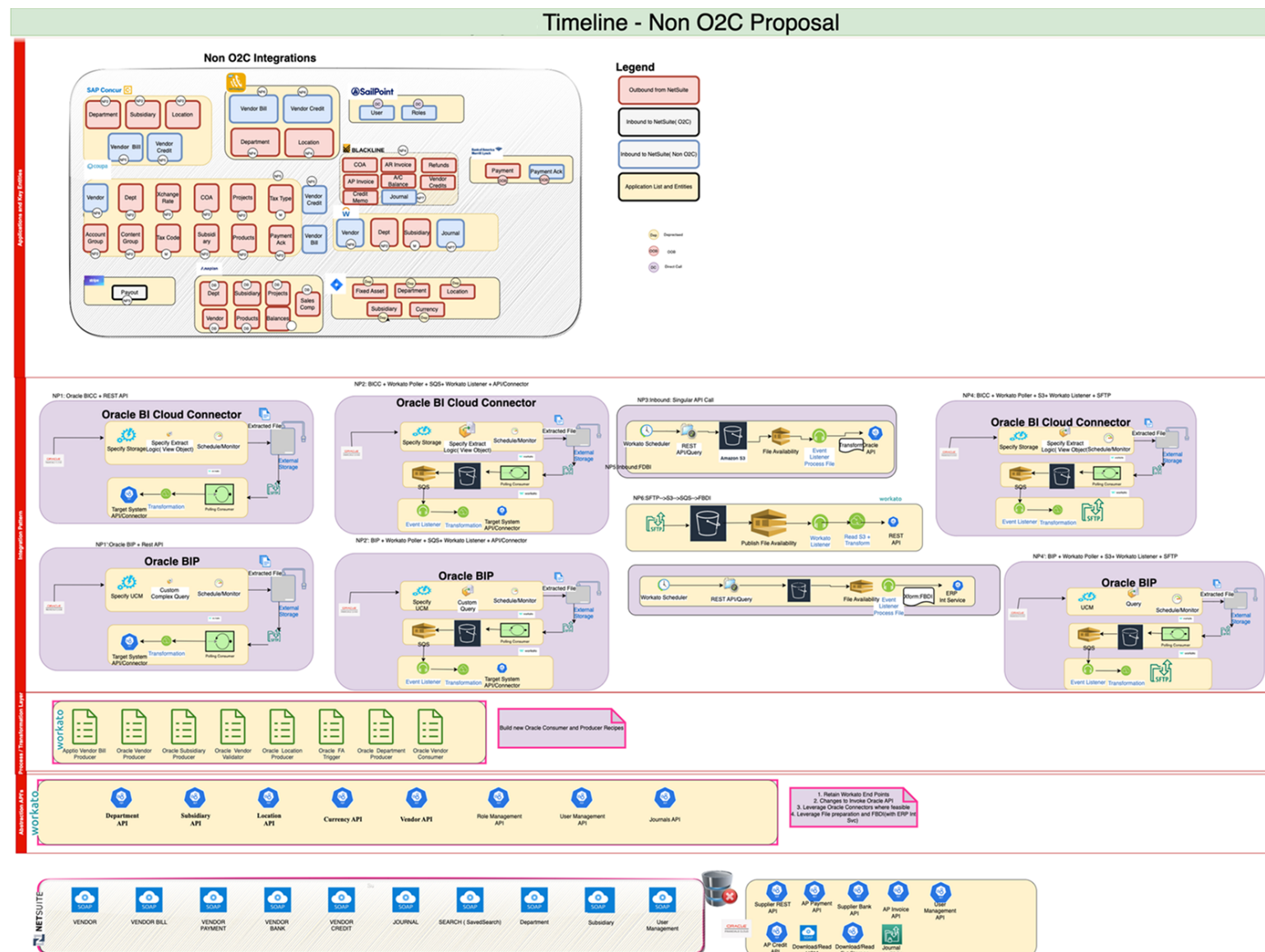
✓ Data Ops

✓ Product Operations

KEY APPS CONNECTED

SAP

MySQL

OneDrive
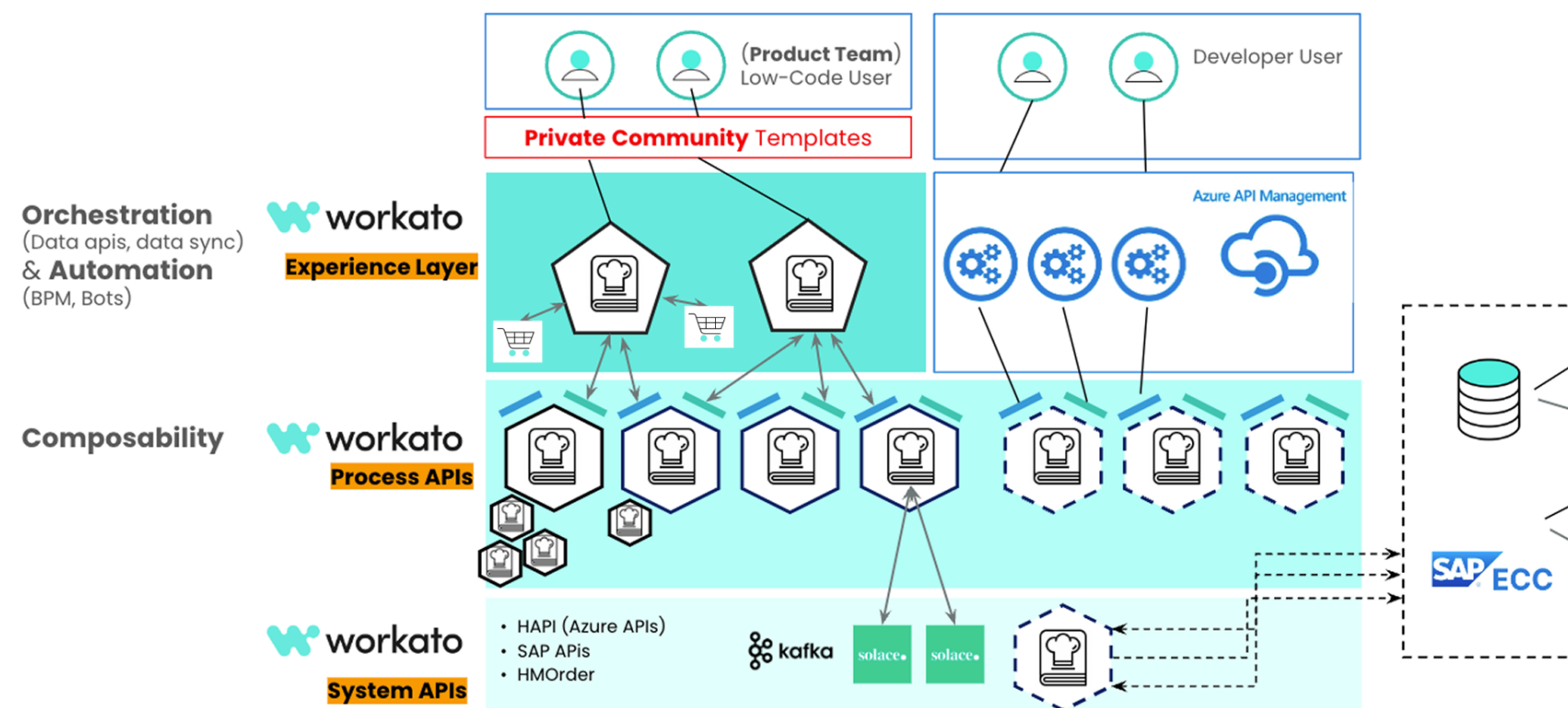
Microsoft Azure

Global Technology Leader with 250,000+ Enterprise Customers Across 190+ Countries

INDUSTRY	REGION	REVENUE	EMPLOYEES	CUSTOMERS
TECHNOLOGY	**GLOBAL**	**$3B+**	**12,000+**	**250,000+**

Script/Code	Process Orchestration	APIM	Bots/BPA	Message Queue/Event Streams	iPaaS	RPA	ETL/ELT/ MLOps

workato

Python	Camunda						Databricks
							Apache Spark
	MuleSoft				MuleSoft	UiPath	Airflow

● Workato   ● No change   ● Migrate away from

ARCHITECTURE IN PRACTICE

USE CASES ORCHESTRATED

- ✓ IT Service Management
- ✓ IT Operations
- ✓ Governance & Compliance
- ✓ Security Ops
- ✓ Financial Accounting
- ✓ Record to Report
- ✓ Order to Cash
- ✓ Procure to Pay
- ✓ Employee & Workplace
- ✓ GTM Operations
- ✓ Product Operations
- ✓ Insights & Analytics

KEY APPS CONNECTED

salesforce   ORACLE NETSUITE

Jira Software   Microsoft SQL Server

aws   workday.

" Instead of doing routine things, [our developers] work on really value-added outcomes—they create new projects and new automations that would further improve not only developer productivity but also business productivity."
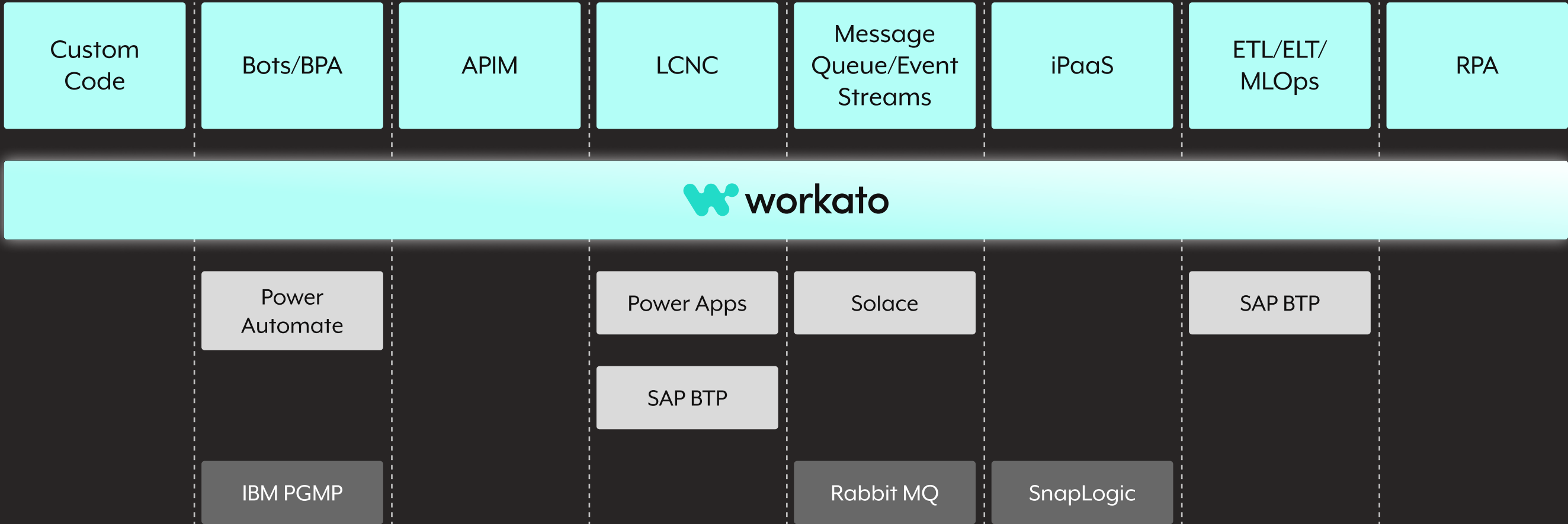
Head of Corporate Engineering, Finance Technology

Global IT Infrastructure & Services Provider Supporting 75% of the Fortune 100

INDUSTRY	REGION	REVENUE	EMPLOYEES	CUSTOMERS
TECHNOLOGY	**GLOBAL**	**$15B+**	**80,000+**	**4,000+**

Custom Code	Bots/BPA	APIM	LCNC	Message Queue/Event Streams	iPaaS	ETL/ELT/ MLOps	RPA

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	Power Automate		Power Apps	Solace		SAP BTP	
			SAP BTP				
	IBM PGMP			Rabbit MQ	SnapLogic		

● Workato   ● No change   ● Migrate away from

ARCHITECTURE IN PRACTICE

USE CASES ORCHESTRATED

✓ IT Service Management

✓ Order to Cash

✓ Customer Operations

✓ HR Analytics

✓ Sales Ops

✓ Marketing Ops

✓ Data Ops

✓ Insights & Analytics

✓ Project Management

KEY APPS CONNECTED
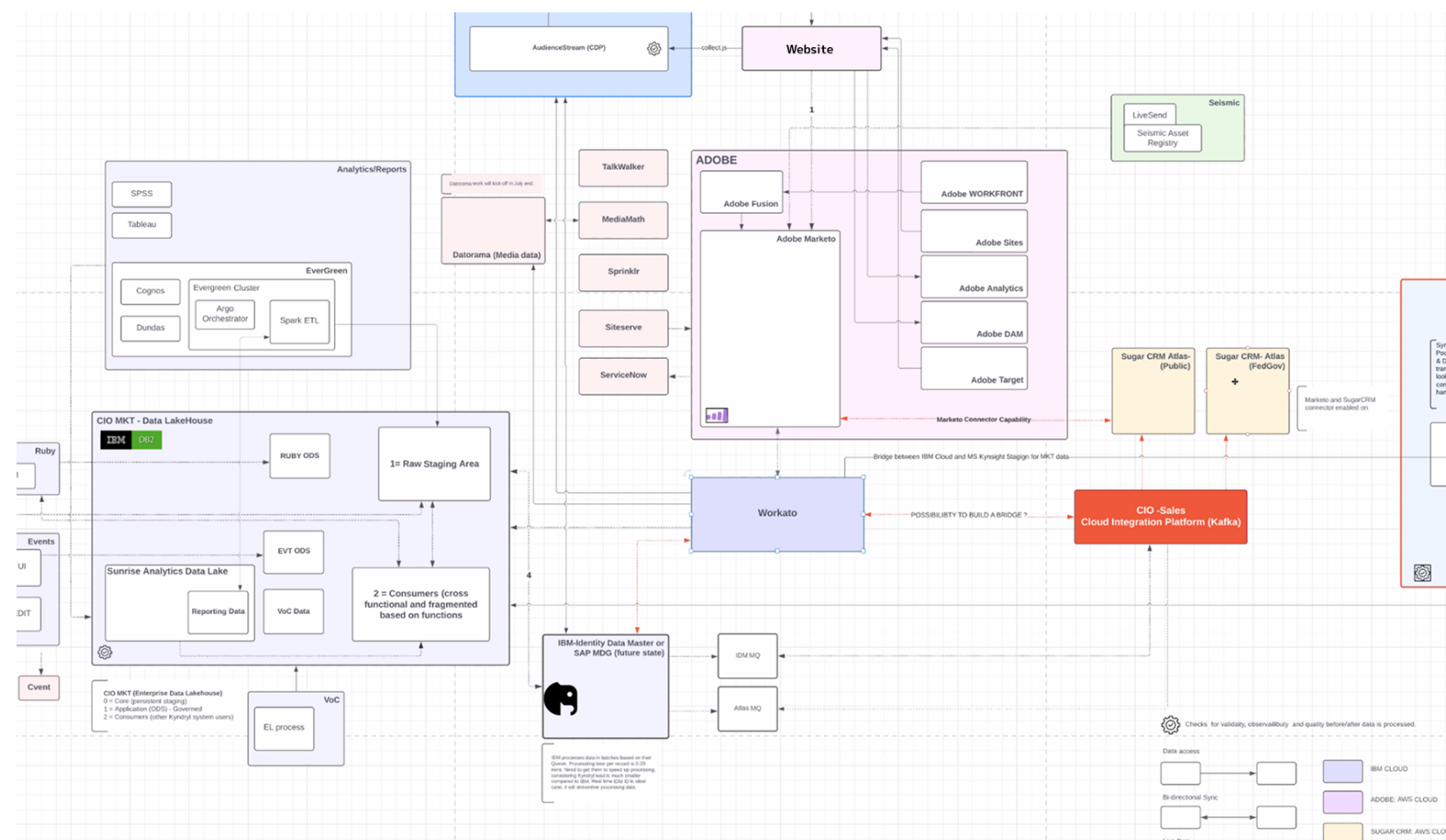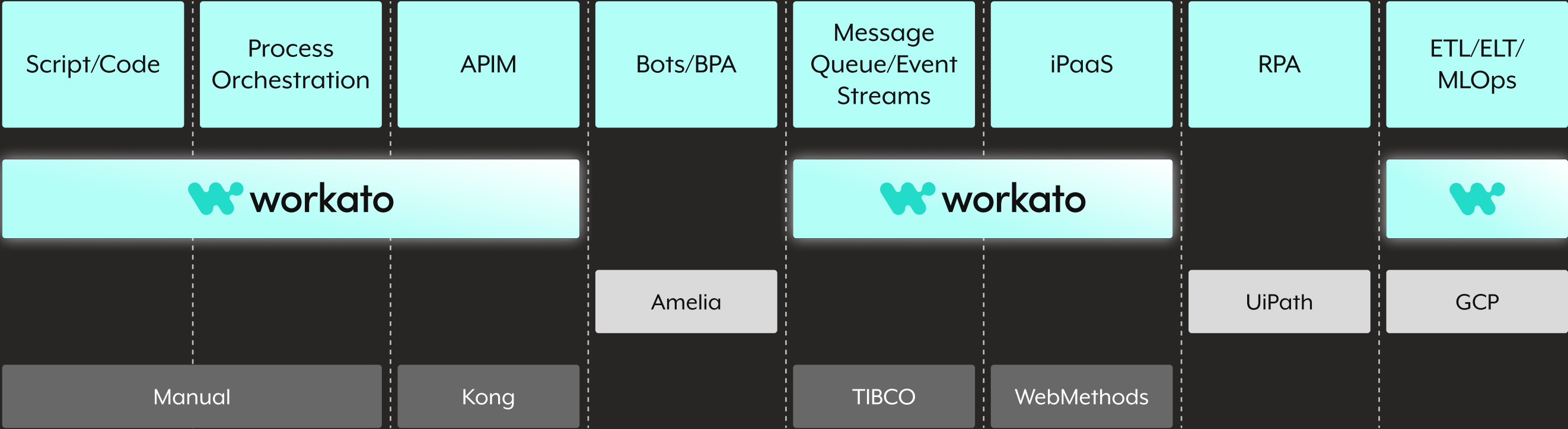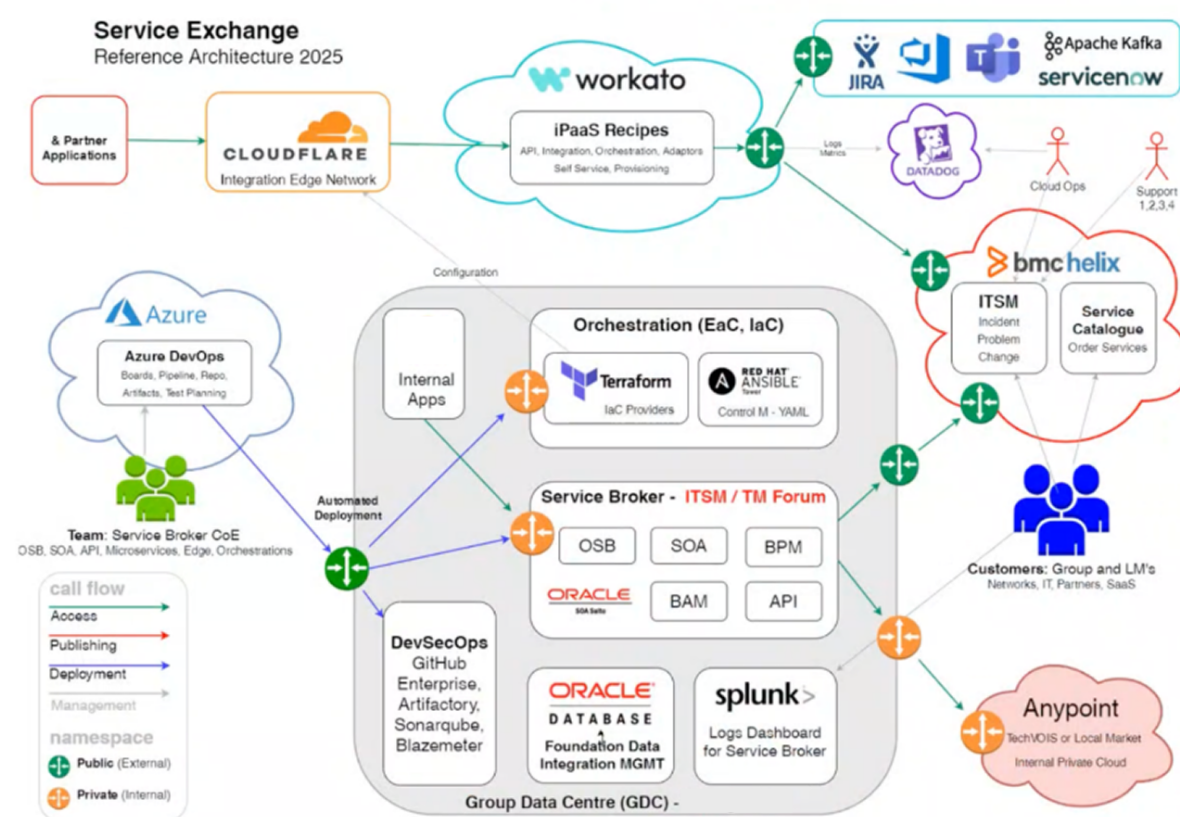
Leading Telecommunications Provider
Serving 300M+ Customers Across 11 Countries

INDUSTRY	REGION	REVENUE	EMPLOYEES	CUSTOMERS
TELECOMMUNICATIONS	**EUROPE**	**$45B+**	**100,000+**	**300M+**

Script/Code	Process Orchestration	APIM	Bots/BPA	Message Queue/Event Streams	iPaaS	RPA	ETL/ELT/ MLOps
workato	workato	workato		workato	workato		workato
			Amelia			UiPath	GCP
Manual	Kong			TIBCO	WebMethods		

● Workato   ● No change   ● Migrate away from

ARCHITECTURE IN PRACTICE

USE CASES ORCHESTRATED

✓ IT Service Management

✓ Order to Cash

✓ Data Ops

✓ Employee & Workplace

✓ Onboarding & Offboarding

KEY APPS CONNECTED

◆ Jira Software   servicenow.

Microsoft   CLOUDFLARE

ORACLE   splunk>

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workato.com/why