Trello

Slack, Jira, and more—oh my!

Trello's guide to integrations

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Introduction

With all the tasks and accounts and projects that teams juggle on a daily basis, working "smarter and not harder" might seem impossible. However, your favorite tools probably already have the answer to help you get there— **integrations** are the unsung heroes of your workflow.

While your teams are busy with finding the best ways to work together, integrations work behind the scenes to support workflows by keeping your teams—and your tools— all connected. This guide can help you better understand the importance of integrations and how **Trello Power-Ups** can help teams across your company enhance their work management experience.

What are integrations?

Integrations are made to make your work life easier—they function as a bridge between your tools, connecting and sharing information between platforms.

Data integrations, for example, come in many forms, but their end game is the same: Bring data from a variety of sources into a single view. Think about all the data one team collects—contact information, web clicks, social behavior, and opinions. Several tools might gather this data, but with data integration, teams can bring it all together into one spreadsheet or platform and make **informed decisions** based on their findings.

Similarly, another type of integration may bridge the gap between **tools or applications (apps)**. "People want apps that [work] together," **says Jeff Reekers**, VP of marketing at Aircall. "Customers don't want individual products. They want ecosystems that make their workflows work."
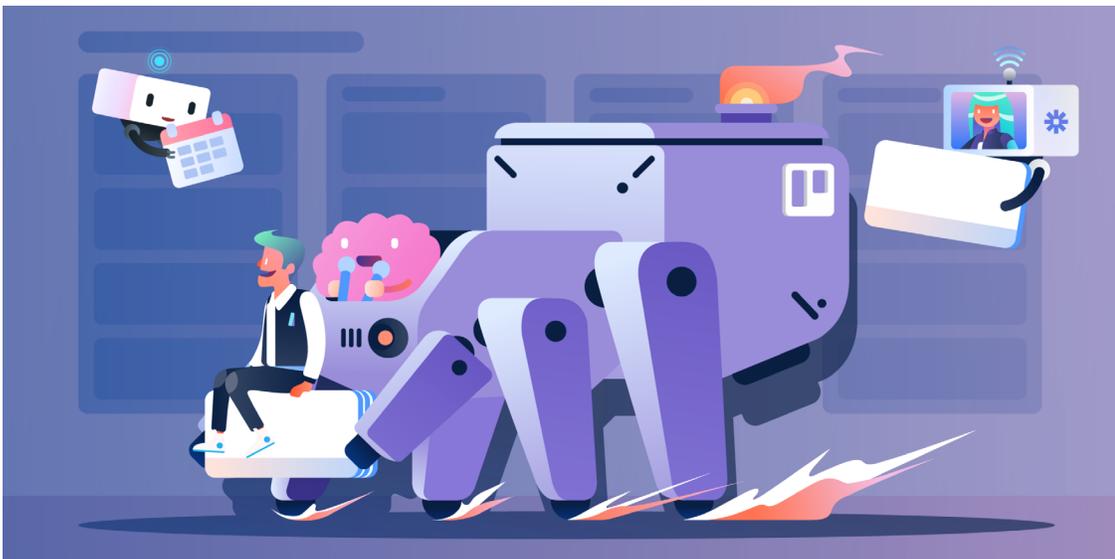
From Trello blog: "12 Power-Ups To Transform Trello Into A Powerful Task Management Software"

Why use integrations?

Integrations are the key to making the most of your work. In a recent report on workflows and applications, Okta found that app usage is **higher than ever** among their customers. In 2021, they found customers use **an average of 89 apps**, contributing to an increase of 24% since 2016. Larger companies (2,000 employees or more) deploy more apps: **187 on average**.

Now, imagine each of those tools houses different, mission-critical information. Not only do teams need to remember which tool stores what information, but they must also remember where, exactly, they need to find that information. And they need it before that 2 p.m. meeting!

Leveraging integrations breaks down these **data and knowledge silos**. Whereas before, team members spent upwards of **eight hours a week** tracking down information and answers, they can now link information or records between tools so that information is organized and easily accessible.

Integrations also help teams streamline their workflows. With the right integrations, teams can automate repetitive processes, driving up **productivity** and overall **business value**. Because integrations often bridge a functional gap, they also provide essential features a team's workflow would otherwise lack.

Integrating a communication app with a project management solution, for example, could send out customized, automatic alerts when a team member receives a new task or when an employee completes a task. Here, this integration keeps team members (and even project stakeholders) aware of task and project status.

The last reason you want to use integrations is one that can't be stressed enough: integrations help **improve the employee experience**. In their 2022 annual **Connected Workforce Survey**, TRUCE found that 48.6% of workers think using the right tech makes them more productive, and 35.8% say being equipped with appropriate technology helps make their job more flexible. In other words, the 1,200 employees surveyed believed it was important to have a say in choosing which technology they used at work. By letting employees pick integrations, you support them in creating and owning a work experience that helps them confidently knock out their best work.

How Trello integrates with your favorite tools

2M+ teams per month across the globe enable integrations, or **Power-Ups**, in their Trello workspaces. These integrations helped teams stay connected, collaborate on work, and support their company and customers during a time when teams were more displaced than ever.

With **Trello Enterprise**, there's no limit to the number of power-ups your teams can enable in their workspaces. Trello's **Power-Up Directory** boasts 200+ integrations and makes it easy for teams to find a solution that meets their needs. Teams can browse by integration type, like analytics, communication, and productivity, or search for a specific power-up using the field in the upper-left corner of the directory. Enable the power-up straight from the directory listing, or click into the integration to learn more.

Don't see an integration, or want to create an integration specific to your company? Piece of cake. Trello makes their application programming interface, or API, available to the public and **actively encourages developers** to build power-ups for Trello users or their company. To date, Trello has more than 10,000 custom power-ups registered.

Worried about teams enabling third-party developer integrations? No need to be. From the **Enterprise Admin Dashboard**, your Trello admins can not only see which power-ups teams have enabled across your company, but they can also restrict which power-ups can be enabled.
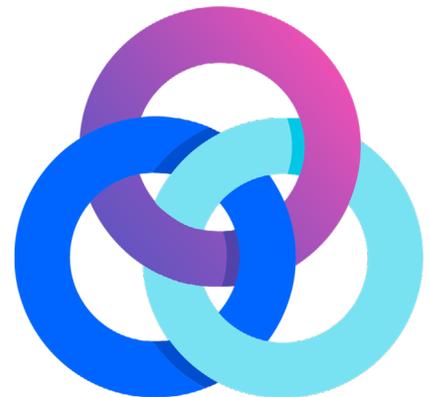
The top integrations Trello Enterprise offers

On its own, Trello Enterprise offers companies a premier work management solution. But pair that with the customizations available with unlimited integrations, and you've got yourself a work management experience that benefits each and every team at your company. On the next pages are just a sampling of those integrations in play.
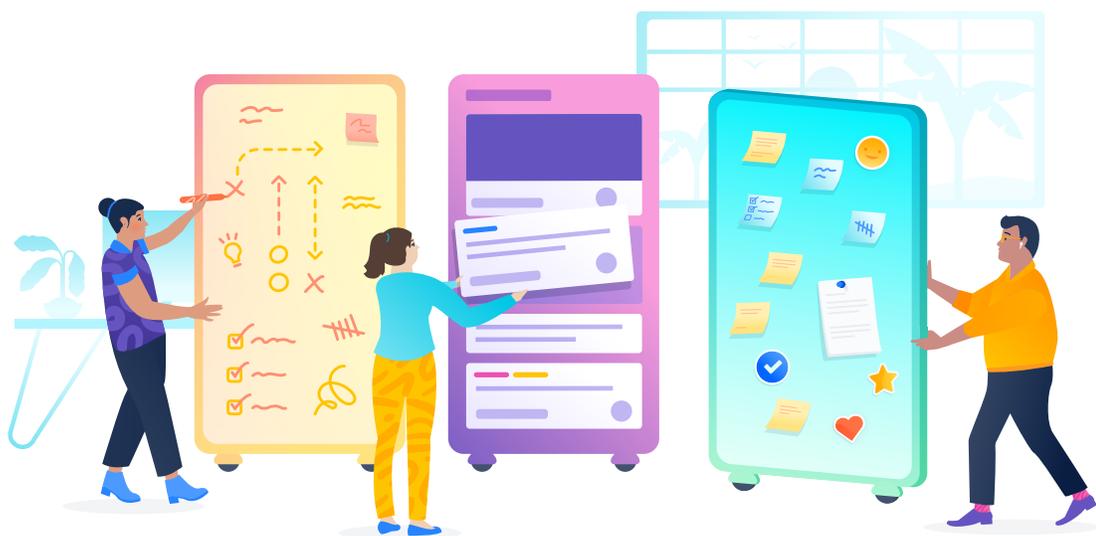
Centralize communications and share resources

Communication and knowledge-sharing play a huge role company-wide, keeping remote and hybrid teams connected and in the know. Yet, employees spend **over 130 hours annually** navigating between apps in search of information, not to mention an average **5.3 hours a week** waiting on answers from team members.

Slack: As one of the world's most popular workplace collaboration tool, Slack's seamless integration with Trello Enterprise allows teams to change the world without stepping away from their keyboards. Share tasks and cards in Slack channels, or attach Slack brainstorm sessions and conversations to new or existing Trello cards.

Google Drive: Over a million Trello users have enabled the GoogleDrive power-up in their workspaces, and for good reason—its built-in file search makes it easy to find and attach a folder or file. Team members can even create new documents, spreadsheets, or slideshow presentations on the fly, right from the card.

Unito: Visibility is essential when it comes to collaboration. Unito offers several integrations, but one of the most exciting ones lets teams sync cards across different boards and workspaces. It's a great way to combine multiple boards into a master view for leadership or collaborate across teams on a shared project.

Make design workflows pixel perfect

There's nothing worse than spending an hour (or more!) giving feedback on a design, only to discover a more current version exists somewhere else. Adopting a **single source of truth** approach to your brand, designs, and file management can keep your team working off the same page.

Miro: Virtual whiteboards empower your teams to design, brainstorm, and work through all kinds of projects. With Trello's Miro integration, teams can embed, access, and create new projects. Whether its a sticky-note brainstorm session, a UX user flowchart, or a branding style guide, teams can preview whiteboards and track update statuses right from the card.

Figma: Gone are the days of manually uploading screenshots with each design change. Trello's Figma integration embeds live designs so teams can preview changes in real-time. Adjust font colors, padding, and alignment, and send those changes along knowing that your dev teams will have the latest designs.

InVision: Design and development teams stay on the same page with the InVision power-up. Quickly preview prototypes without leaving your workspace, or launch Inspect mode in InVision to access the design's CSS code and more.

Engineer your ideal workflow

The beauty of engineering your own workflow is putting all the information you need right at your fingertips. With everything in one place, it's easier to achieve that **long-sought-after flow state**, maximizing your productivity and reducing the need to shuffle between tools.

Jira: Stay dialed into a Jira task or epic with detailed insight at the card level. View assigned team members and status updates, create new tasks, and keep non-technical teams, like support, sales, and customer success, aware of bug and code fixes.

GitHub: Viewing pull requests and code issues just got easier. With the GitHub power-up, teams can track pull request details—has it passed its checks, who is assigned to it, has it been merged—straight from the card. Knowing at a glance which cards didn't pass their checks prevents your teams from releasing known errors.

Bitbucket: Keep your development (and nondevelopment) teams in the loop by seamlessly syncing pull requests and branches with Trello cards. Quickly access code, and view task and commit statuses, making those daily or weekly stand-ups a breeze.

Marketing your work, your way

Marketing technology continues to **grow in leaps and bounds**. Luckily, Trello integrates with some of the top marketing tools out there, allowing teams to centralize their many campaigns and data sets in one place.

SurveyMonkey: Surveys help marketers keep their fingers on the pulse of prospects, current customers, and the industry. With the SurveyMonkey power-up, teams can attach surveys to cards and analyze results.

Mailchimp: Email campaigns are the bread and butter for marketing teams. Plan and track upcoming and current campaigns with the Mailchimp power-up. Teams can collaborate on email templates and view campaign performance details, such as open and click rates, all from inside the relevant card.

Wistia: Videos are quickly becoming a trusted resource for marketing teams, with **86% of businesses** now incorporating video in their marketing strategy. With Trello's Wistia power-up, teams can attach a video to a card and easily see how that video is performing. That includes play rates, total loads, and engagement data.

Power up your sales pipeline (and workflow)

In order to track opportunities, sales teams need a rock-solid workflow. In their **2021 Global Sales Enablement Survey**, HubSpot Chief Customer Officer, Yamini Rangan, reports that 40% of businesses fell short of their revenue goals in 2020. While a tough year for sure, the teams that *did* meet their targets automated tasks where they could (and took advantage of the competitive data available):

SalesForce: Leads are too important to let anything slip through the cracks. With the Salesforce power-up, you can access and manage leads, contacts, and opportunities right from your Trello workspace. View where prospects are in their sales journey, and easily collaborate with other team members on next steps and upcoming touchpoints. Ready to close the deal? Tag members of your legal and security teams so they can review all necessary documentation.

Pipedrive: Automation is king with this power-up. Just created a new prospect in Pipedrive? This power-up automatically spins up a matching prospect card in a *New Prospect* or related column in Trello. All related details flow through to the card, ensuring that as your team updates cases in Pipedrive, the Trello card reflects this new information.

Crmble: Ready to take your customer relationship management (CRM) game to the next level? This power-up not only centralizes contact information for leads but also helps teams log and track each interaction with the potential customer. Analytics give an at-a-glance look at your sales funnel, the number of leads by source, and the percentage of leads by sales stage.

Support customers and your teams

Support teams juggle a lot of communications, so organizing all that information in a way that makes sense matters. Teams don't want to drop the (communication) ball, especially when **93% of team members** agree that customer expectations of support are higher than ever.

Zendesk: Nothing frustrates a customer more than software that doesn't work as it should. With the Zendesk power-up, team members can log reported bugs and track developer updates on a fix release. Teams can also attach all related incoming tickets to a bug's card so that developers can accurately assess and prioritize which fixes to tackle first.

Intercom: Product teams rely on product road maps to keep development moving forward, but sometimes, teams are so heads-down on progress that they lose sight of who they're creating products for: their customers. With the Intercom power-up, support teams can attach customer communications regarding a bug or a feature request. Product teams can leverage this context and insight to help them understand why a requested feature matters to customers.

Zapier: Automations help support teams save time by automating their many, many repetitive tasks. By using a go-to automation power-up like Zapier, support teams can customize connections to over 1,000 different tools. Scheduling a call with a customer? Add a date and time to the card, and have Zapier automatically create a Google Calendar event with all the details. The possibilities are nearly endless with this power-up.

Stay agile with integrations

Work (not to mention technology) continues to evolve, and at a pace that makes keeping up feel tricky, if not impossible at times. Integrations, like the ones mentioned here, offer teams endless opportunities to customize their workflows while adapting to an ever-changing and agile world.

Ready to feel the power of unlimited integrations? Reach out to the Trello Enterprise team for a customized demo and to see these power-ups in action.

Learn more at
trello.com/enterprise

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